

# Project Identity **Adrenalina**

c006



**NATUZZI**  
EDITIONS

# Project Identity

## Natuzzi Editions

The Project Identity purpose  
is to offer a unique working method  
that guarantees chromatic and stylistic  
conformity and preserves the Brand's DNA.

This tool represents a guide  
that goes beyond the offer of a product,  
aiming at the creation of a real project  
from the stores to the customers' homes.

# Adrenalina

It's sleek, it's bold, and it's as Natuzzi Editions as it could be. Adrenalina is a masterpiece of softness combined with solid design, featuring a mix of round edges and statement stitches. It's an unapologetically innovative sofa, for the unapologetically cool.



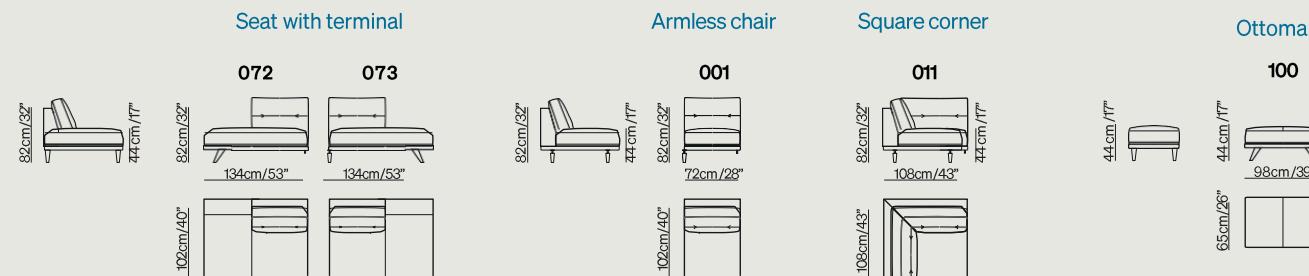
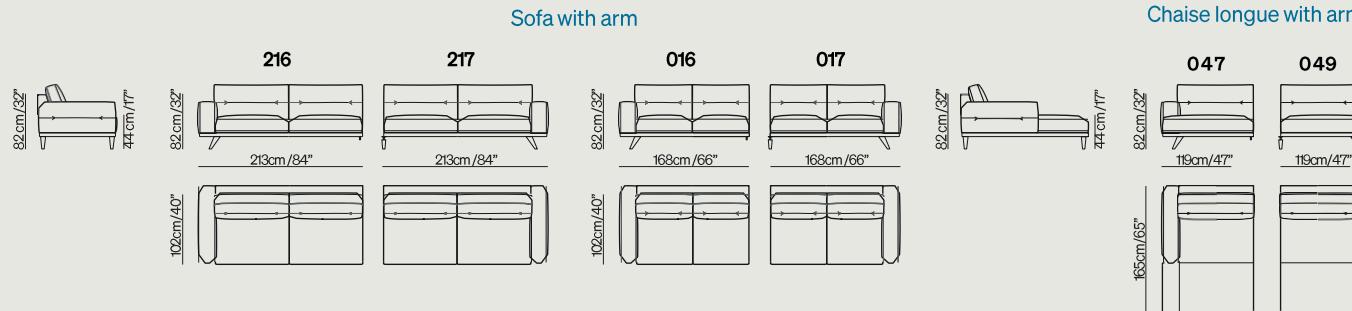
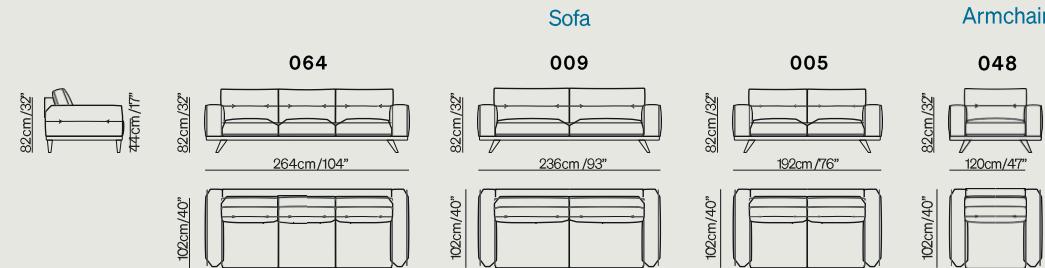
## Design by Natuzzi Design Center

In the Natuzzi Headquarter in Puglia, the Design Center preserves the balance between design and functionality, values rooted in the brand's DNA.



# Choose your Adrenalina

The Adrenalina project is extremely versatile thanks to its 15 SKUs that allow us to create unlimited configurations suitable for any space, from the stores to our customers' homes.



## Versatility and configurations

The abacus «Versions and Compositions» shows all the versatility of the project. In particular, as in the examples below:



100

98cm/39"  
65cm/26"



048

102cm/40"  
120cm/47"



005

102cm/40"  
192cm/76"



009

236cm/93"  
102cm/40"



064

264cm/104"  
102cm/40"



216+049

332cm/131"  
165cm/65"



216+011+073

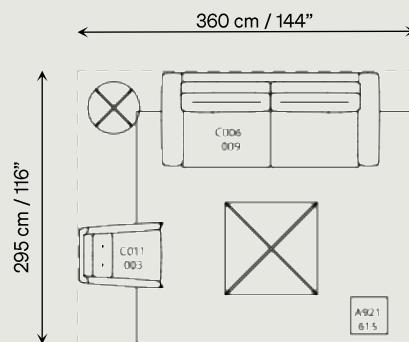
321cm/126"  
242cm/95"

Thanks to the Configurator, it's possible to customize this versatility according to the customer's needs.

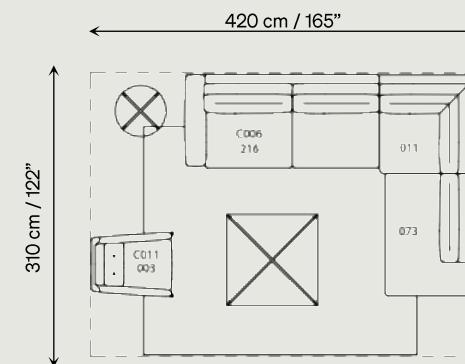
## Layout examples

It's possible to highlight the versatility of the project even with different layouts, suggesting the creation of various roomsets to show the optimization of spaces in any living area.

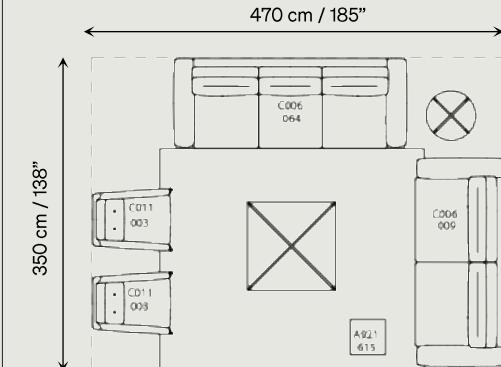
**DIM: 10,5sqm / 113 sqft**



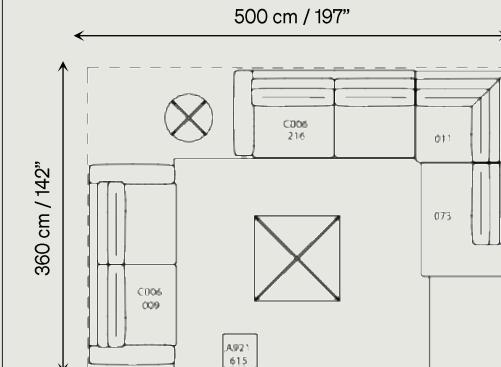
**DIM: 13sqm / 140 sqft**



**DIM: 16sqm / 172sqft**



**DIM: 18sqm / 194 sqft**



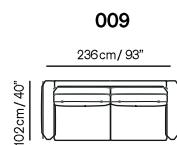
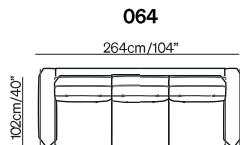
## Moodboard earth tone

The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Dream leather in the Truffle color was paired with the Saturno fabric in the White color. The combination of these coverings together with the ceramic & metal, will give rise to the moodboard that will create the final total look of the project. Each model in the collection is presented with multiple moodboards to adapt to homes all over the world.



# Moodboard

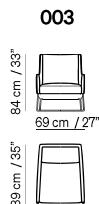
## Earth tone



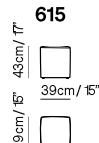
Sofa: Adrenalina C006  
Feet Finish: FT 18 Wengè



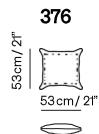
Sofa: Adrenalina C006  
Feet Finish: FT 18 Wengè



Occasional Chair: Amicizia C011  
Feet Finish: FT 18 Wengè



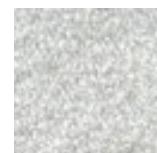
Ottoman: Gaia A921



Pillow: A800



20J5 DREAM



83.0121.01  
SATURNO



78.0184.09  
TERME



78.0184.09  
TERME



78.0184.09  
TERME

Together with the moodboard of coverings and materials, the Style Centre harmonizes the sofa with furniture and accessories to complete the interior design project.



Central Table: Wire  
90cm/35" x 90cm/35" H32cm/12"  
Hermitage Ceramic/Metal Coffee  
T042016XOF



Central Table: Wire  
D56cm/22" H50cm/20"  
Ash Brown  
T042004XOF



Objects:  
Log Vase S 18cm/7,1" x 15,5cm/6" H21cm/8,3" Gold Glazed  
0976001XOF  
Log Vase M 14cm/5,5" x 11,5cm/4,5" H26cm/10,2" Gold Glazed  
0976002XOF



Decorative Pillows:  
Luxor 45cm/17" x 45cm/17" Pe/Buttercup Orange  
0926007XOF  
Luxor 45cm/17" x 33cm/13" Pearl/Orange  
0926014XOF



Rug: Whisper  
250cm/98" x 300cm/118"  
Dark Sand  
V823046XOF

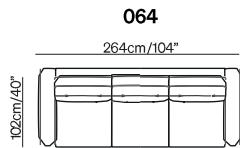
These products have been carefully selected to maintain the atmosphere of the design. Therefore, while the sofa configurations can be changed to fit the space and personal needs, the combination of colors, materials and finishes cannot be altered.

## Moodboard cold neutral

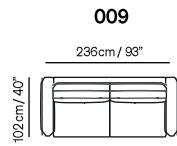
The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Le Mans leather in the Platinum color was paired with the Itaca fabric in the Silver color. The combination of these coverings together with the ceramic & wood, will give rise to the moodboard that will create the final total look of the project. Each model in the collection is presented with multiple moodboards to adapt to homes all over the world.



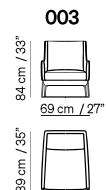
## Moodboard cold neutral



Sofa: Adrenalina C006  
Feet Finish: FT 18 Wengè



Sofa: Adrenalina C006  
Feet Finish: FT 18 Wengè



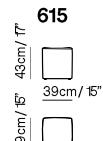
Occasional Chair: Amicizia C011  
Feet Finish: FT 18 Wengè



15F8 LE MANS



78.0192.07  
ITACA



Ottoman: Gaia A921



78.0184.12  
TERME



Pillow: A800



78.0184.12  
TERME  
78.0192.07  
ITACA

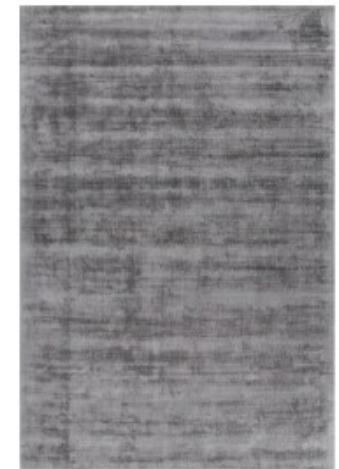
Together with the moodboard of coverings and materials, the Style Centre harmonizes the sofa with furniture and accessories to complete the interior design project.



Central table: Wire  
90cm/35" x 90cm/35" H32cm/12"  
Grey Ceramic/Grey Matt Metal  
T042003XOF



Central table: Wire  
D56cm/22" H50cm/20"  
Ash Brown  
T042004XOF



Rug: Whisper  
250cm/98" x 300cm/118"  
Steel Grey  
V823034XOF



Table Lamp: Norma  
D22cm/9" H40cm/16"  
White  
L040002EOF

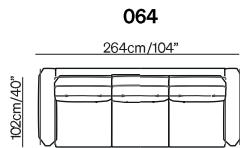
These products have been carefully selected to maintain the atmosphere of the design. Therefore, while the sofa configurations can be changed to fit the space and personal needs, the combination of colors, materials and finishes cannot be altered.

## Moodboard warm neutral

The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Leisure leather in the Greige color was paired with the Itaca fabric in the Snow White color. The combination of these coverings together with the ceramic & wood, will give rise to the moodboard that will create the final total look of the project. Each model in the collection is presented with multiple moodboards to adapt to homes all over the world.



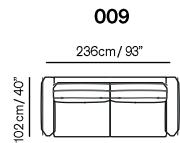
# Moodboard warm neutral



Sofa: Adrenalina C006  
Feet Finish: FT 18 Wengè



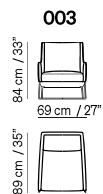
25VI LEISURE



Sofa: Adrenalina C006  
Feet Finish: FT 18 Wengè



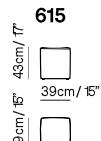
78.0192.04  
ITACA



Occasional Chair: Amicizia C011  
Feet Finish: FT 18 Wengè



78.0192.04  
ITACA



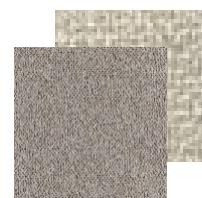
Ottoman: Gaia A921



78.0189.03  
JUPITER



Pillow: A800



78.0189.03  
JUPITER  
78.0192.04  
ITACA

These products have been carefully selected to maintain the atmosphere of the design. Therefore, while the sofa configurations can be changed to fit the space and personal needs, the combination of colors, materials and finishes cannot be altered.

Together with the moodboard of coverings and materials, the Style Centre harmonizes the sofa with furniture and accessories to complete the interior design project.



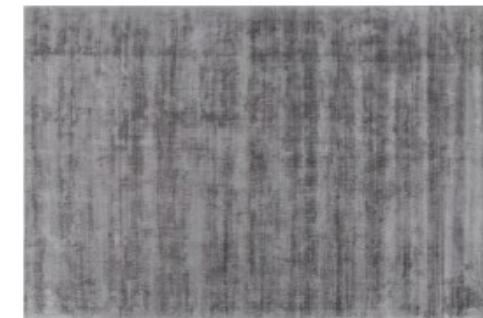
Central table: Plettro  
120cm/47" x 60cm/24" H35cm/14"  
Ceramic Arabescato Statuario/Ash Brown  
E22227X



**Side table:** Plettro  
50cm/20" x 40cm/16" H50cm/20"  
Ash Brown  
E22231X



Table Lamp: Norma  
D22cm/9" H40cm/16"  
White  
L040002EOF



Rug: Whisper  
250cm/98" x 300cm/118"  
Steel Grey  
V823034XOF

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