

# Project Identity **Carter**

C313



**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.



# Carter

Relaxing is easy. Carter sofa shows it with its simple design: slope armrests lean on a solid and prominent base, providing everyday comfort at home. Made for whom loves to enjoy contemporary and practical comfort, project Carter easily adapts to any home environment.



## Design by Natuzzi Design Center

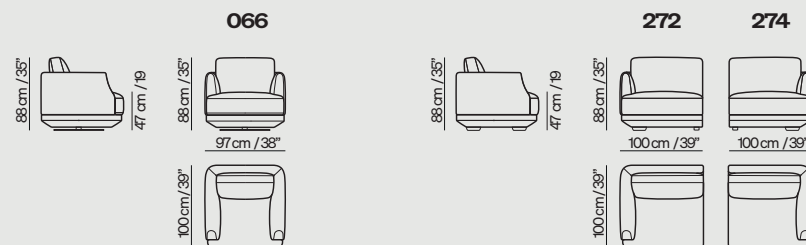
In the Natuzzi Headquarter in Puglia, the Design Center preserves the balance between design and functionality, values rooted in the brand's DNA.



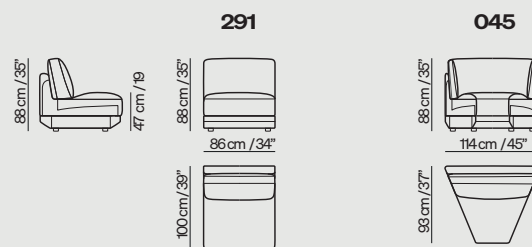
## Choose your Carter

The Carter project is extremely versatile thanks to its 6 SKUs that allow us to create unlimited configurations suitable for any space, from the stores to our customers' homes.

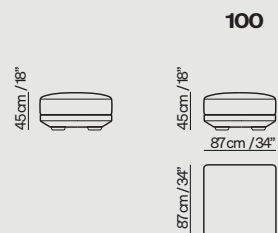
### Sofa



### Armchair



### Ottoman



## Versatility and configurations

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



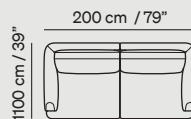
**100**



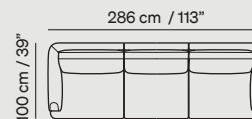
**066**



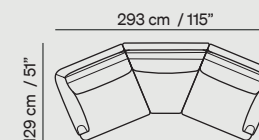
**272+274**



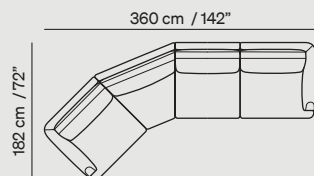
**272+291+274**



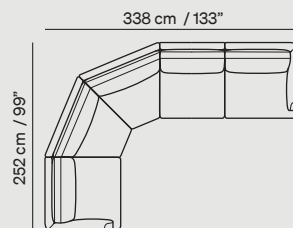
**272+045+274**



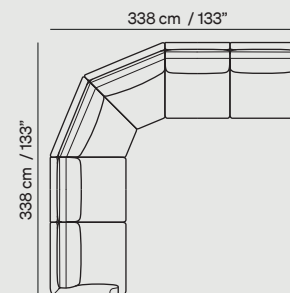
**272+045+291+274**



**272+045+045+291+274**



**272+291+045+045+291+274**

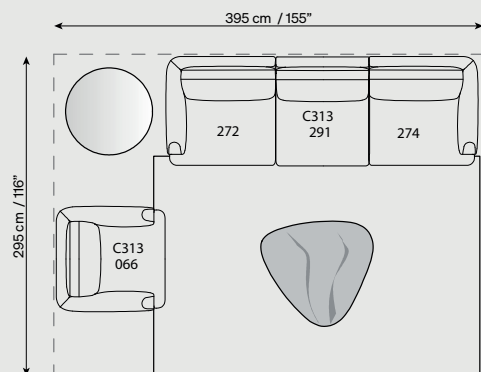


Thanks to the Configurator, it's possible to customize this versatility according to the customer's needs.

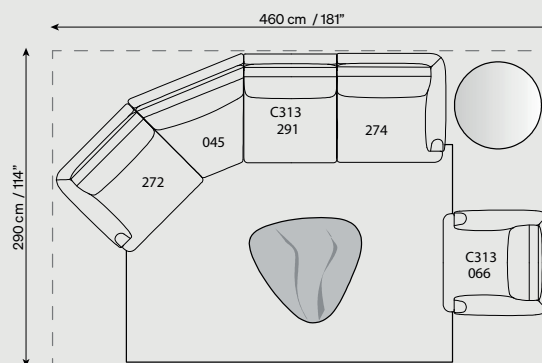
## Layout examples

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.

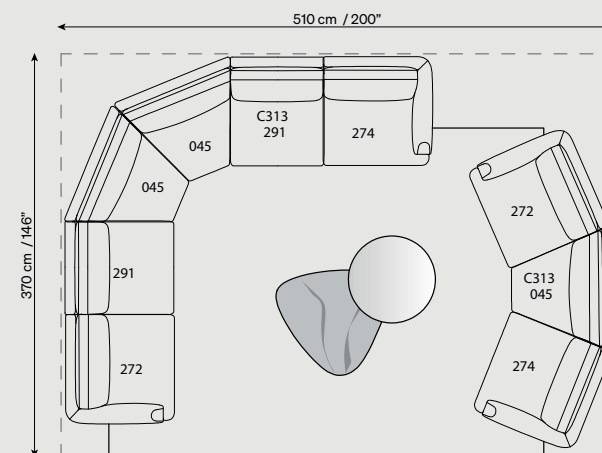
**DIM: 11,5 sqm / 124 sq ft**



**DIM: 13 sqm / 140 sq ft**



**DIM: 19 sqm / 205 sq ft**





## Moodboard earth tone & warm neutral

The Natuzzi Style Center carefully selects materials and coverings, putting them in dialogue with each other. In this case, the Oregon leather in the Brandy color was paired with the Brezza velvet in the Beige color. The combination of these coverings together with the wood and ceramic, 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.

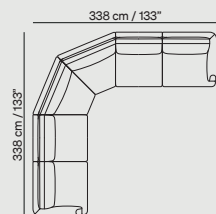




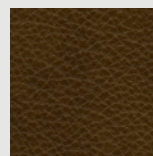
## Moodboard earth tone & warm neutral

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

272+291+045+045+291+274

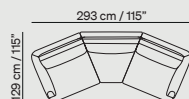


Sofa Sectional: Carter C313  
Feet Finish: FT 09 Walnut

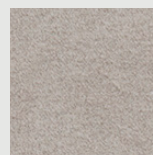


15WL OREGON

272+045+274



Sofa: Carter C313  
Feet Finish: FT 09 Walnut

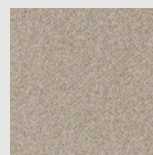


BREZZA  
70.0077.22

066



Armchair: Carter C313  
Feet Finish: FT 09 Walnut



JUPITER  
78.0189.02



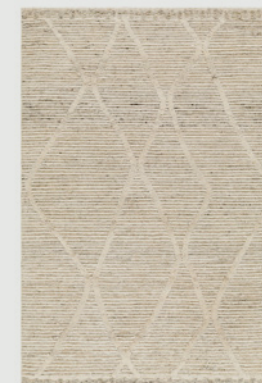
Central Table: Plettro  
100 x 100 H35 cm/39" x 39" H14"  
Blonde Ash/Arabescato  
Statuario Ceramic E22233X



Side Table: Plettro  
D80 H47 cm/D31,5" H18,5"  
Blonde Ash E22235X



Decorative Object:  
Log Vase Gold Glazed  
O976001XOF / O976002XOF



Rug: Illinois  
274 x 366 cm/108" x 144"  
Cream V111004XOF

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.



NATUZZI  
EDITIONS