

# Memoria project

L027



**NATUZZI**  
ITALIA

# Harmony project

## Natuzzi Italia

The Harmony Project aims to offer a unified working method that ensures chromatic and stylistic harmony, preserving the brand's DNA.

This tool is intended to be more than just a product offering, aiming to harmonize an entire interior design project.

# Memoria

Memoria was born from the shared vision of Karim Rashid and Pasquale Natuzzi to create a project characterized by a “transitional” design, with soft, contemporary forms that simultaneously evoke past ergonomics. Originally conceived by the designer, the project was refined, curated, and developed through synergy with the internal Design Center, resulting in an iconic collection that represents the Natuzzi style.



**Design by Karim Rashid**

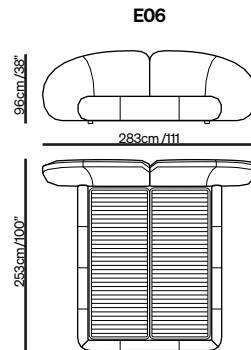
Karim Rashid is one of the most unique voices in design today. With over 4,000 projects in production, Karim’s ability to go beyond the ordinary continues to make him a prominent figure among the designers of his generation.



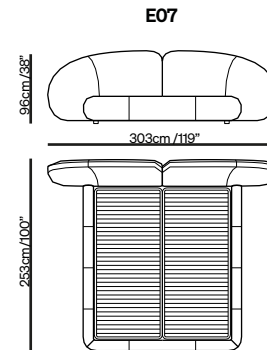
# Choose your Memoria

The Memoria project is highly versatile, with the bed available in different sizes to accommodate various spaces.

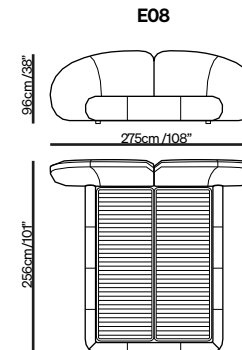
## Double bed with electric slatted base



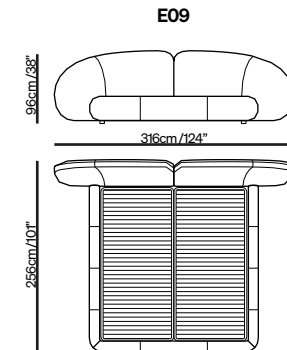
Split mesh size:  
160x200 / 63\" x 79\"



Split mesh size:  
180x200 / 71\" x 79\"

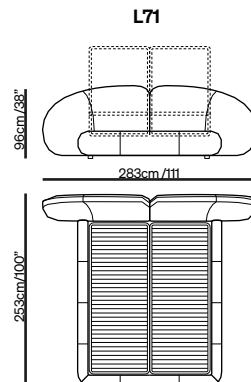
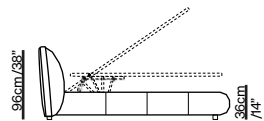


Split mesh size:  
152x203 / 60\" x 80\"

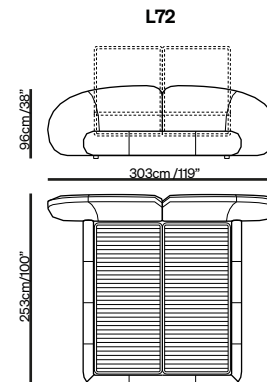


Split mesh size:  
193x203 / 76\" x 80\"

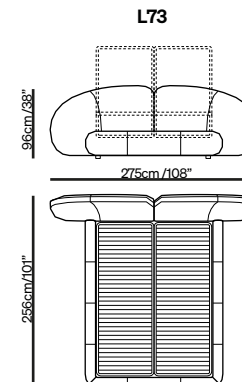
## Double bed with tilt and lift mechanism



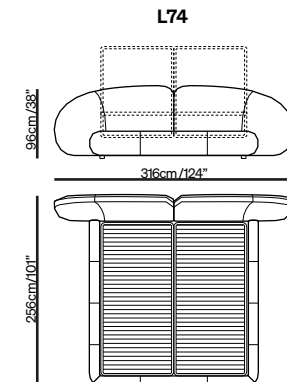
Split mesh size:  
160x200 / 63\" x 79\"



Split mesh size:  
180x200 / 71\" x 79\"




Split mesh size:  
152x203 / 60\" x 80\"




Split mesh size:  
193x203 / 76\" x 80\"


## Technical features

The Memoria bed evokes a place where body and mind can rest moving without obstacles, in an enveloping and timeless comfort.

 King and Queen Sizes

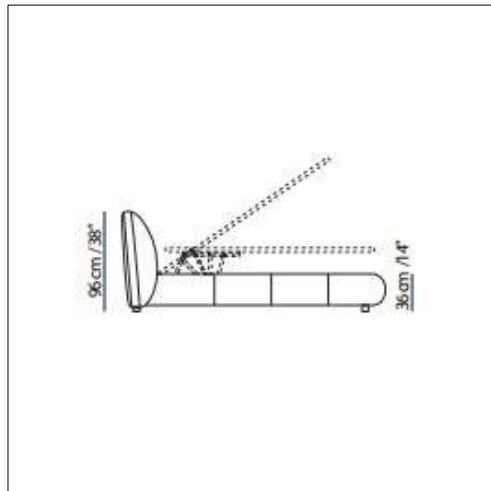
 Leather and Fabric

 Lift System with two opening options

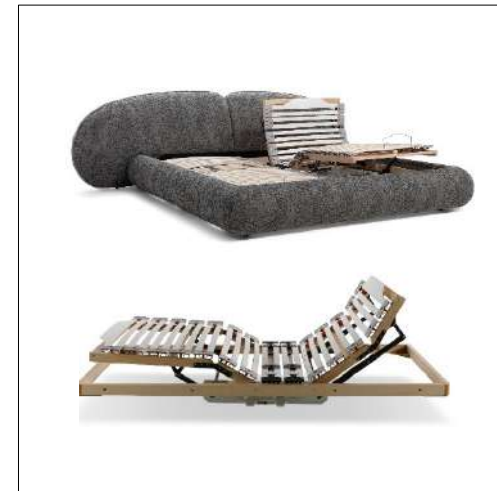
 Electric slatted base



The bed is available in both leather and fabric. The leather version starts from category 25 Status.



The lift-up system offers two positions, 45 degrees and horizontal, to facilitate bed-making.



The bed slats are made of multi-layer beech wood with ABS polymer, ensuring long-lasting durability and superior resistance. The slats are treated with a special embossing in the lumbar area.

## Bedroom furnishing Memoria

Introducing the "Memoria" bedside table, a masterpiece of design that combines functionality and beauty in a single furnishing solution. Perfect for adding a touch of class and modernity to domestic spaces.



**Bedside Table**  
L71 P 51 H 43 cm



Glossy Lacquer Praline  
M986001XNA



Glossy Lacquer Mink  
M986002XNA

### High quality

Fine materials and artisanal craftsmanship ensure a durable and resistant product. Made of shaped wood and worked with a pantograph machine with numerical control. This refined accent table is completely glossy lacquered.

### Elegance and design

Its organic shapes give an elegant and modern aesthetic, adding a touch of class to any environment.

### Customization

Available in different shades of colours to suit various styles and preferences.

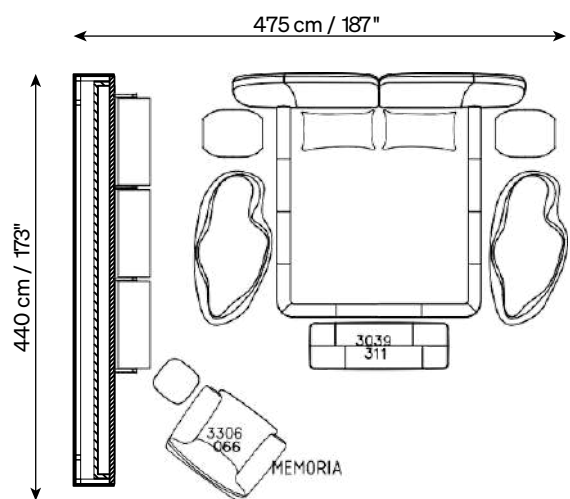
### Made in Italy

Guarantee of quality and attention to detail typical of Made in Italy.

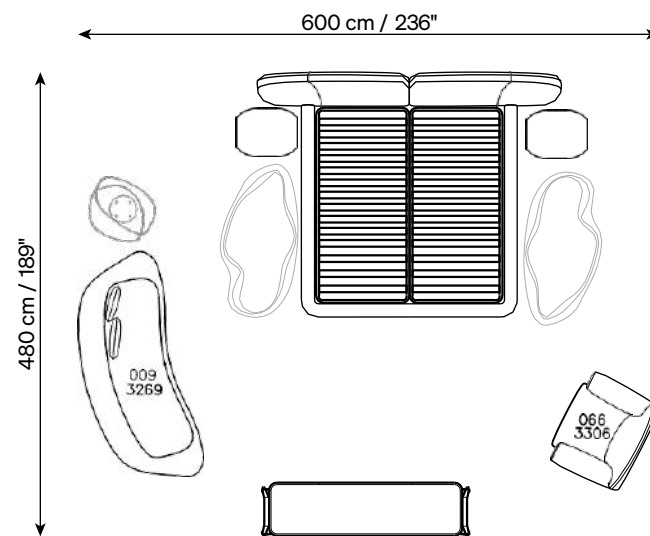
## Layout Examples

It is also possible to express the versatility of the project through different layouts, suggesting the creation of various room sets to show the optimization of spaces in any living area.

DIM: 21SQM / 226 SQFT



DIM: 29 SQM / 312 SQFT



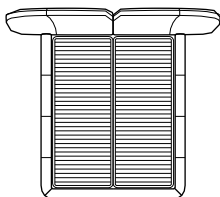
## Moodboard earth tone

To bring harmony to the projects, the Natuzzi Style Center carefully selects materials and coverings, creating a dialogue between them. In this case, the Siena Leather in Deep Camel has been paired with Settecolli Fabric in Rose beige. The harmonization of these coverings with woods and marbles will give rise to the moodboard that will define the final total look of the project.



## Moodboard earth tone

Along with the moodboard of coverings and materials, the Natuzzi Style Center harmonizes the bedroom with furniture and accessories to complete the interior design project.



Bed: Memoria



SIENA 40L7

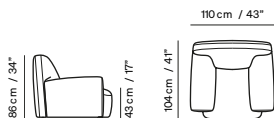


Bed Side Table : Memoria  
Glossy Lacquer Praline  
M980001XNA



Accent Table: Splash  
Coffee/Volakas  
Q124006XNA

003/066



Armchair: Memoria & Pillow 1800  
Vers. 385+124



SETTECOLLI  
88.0090.02



Sideboard: Svevo  
Smoked Oak/Coffee  
B00701X

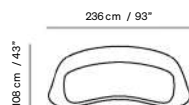


Kashmir  
Brown

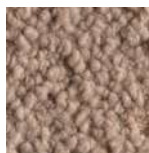


Kashmir  
Dark beige

009



Sofa: Splash 3269



PARIOLI  
86.0066.02



Lamp: Rosè



Rug: Terrace  
Beige  
V700003XNA

These products have been carefully selected to maintain the atmosphere and harmony 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.

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