

NEWH

The Hospitality Industry Network

SPRING 2022

Game Changer

Sustainability, strength, and speed make Fil Doux an ideal partner for the hospitality sector

Get to know the 2021 NEWH ICON of Industry

Lawrence (Larry) Chalfin was on a path to a musical career. At a young age his beautiful singing voice led him to classical studies with distinguished vocalists and then on to the Juilliard School of Music to pursue vocal arts. All the while, another calling persisted, one that would change his life and that of Samuelson Furniture, then known as Invincible Parlor Frame.

Throughout his growing years from childhood on, Larry spent Saturdays and school vacations at the Invincible furniture factory with his visionary father, Samuel. As a highly regarded manufacturer and global supplier of white wood product to the furniture industry, Samuel provided Larry with a hands-on education in the business of fine furniture production. As Larry sorted chair parts, did inventory, observed skilled craftsmen as they operated machinery and transformed wooden blocks into stunning hand-carved design elements, he developed a deep understanding and love of furniture creation. It was this passion that clarified his choice to join Samuel in the furniture business in 1974.



LARRY CHALFIN
President
Samuelson Furniture



Through the creative influences of his father and interior designer mother, Larry had captured his own visionary spirit. He brought fresh, expansive ideas to the company such as development of finishes unique to the industry, establishing furniture trends reflecting art deco, nouveau, and custom design, broadening the scope of offerings with custom cabinetry and case goods. These transformations called for a trade showroom presence in major cities throughout the country. As a foundation and precursor to the hospitality sector of the business, Larry had taken best quality craftsmanship and catapulted Samuelson Furniture beyond his expectations.

As a third generation to his grandfather and father, Larry took over the company as President of Samuelson Furniture. He is now joined by his son Michael Chalfin, Executive VP, proudly becoming the only fourth-generation company dedicated to the hospitality and senior living sectors of the business, now spanning over 85 years.

As a source and manufacturer of furniture for the finest Four- and Five-Star properties, Samuelson maintains offices in the Far East which include on-site management and quality control teams under the supervision of Larry and Michael in addition to working with trusted partners in both Europe and South America. Their frequent travels assure the oversight necessary to maintain Samuelson's high production standards. Locally, the factory, corporate offices and showrooms stand proudly in their original 85-year location in Paterson, New Jersey remaining active in domestic production and product development.

While technology and modernization of the New Jersey facility are state of the art, the old-world values, heart and soul of the company permeate the building. Larry is reminded of this each day as he walks through the factory stopping to chat with life-long employees, overseeing new product development and feeling the presence of his grandfather and father. It is their true character in addition to his dedication that continues this legacy through Larry. ■■



NEWH.ORG

Each year NEWH gives out its most prestigious award, the **ICON of Industry**. The award celebrates the leaders of the manufacturing side of hospitality, those who have uniquely impacted the industry through their innovative work, consistently dedicated their time and efforts to community or industry outreach through education and/or corporate giving, and been doing business in hospitality for more than 30 years. In addition, a \$7,500 annual scholarship is awarded to an exemplary student in the recipient's honor. The scholarship recipient's travel and lodging to the award gala is paid by NEWH, Inc.



6. Members of the 2021 Boutique 18 (B18) class at the BDNY Kickoff Party

7. Held at Gotham Hall in New York, the BDNY Kickoff Party celebrated the B18 class and the launch of BDNY

8. The Boutique Design Power Players: Women Leaders in Hospitality Breakfast and Discussion, presented in partnership with NEWH: Mary Beth Cutshall, Amara Capital; Kimberley Miller, Duncan & Miller Design; Mary A. Gilmore, Campo Architects; Tracy Prigmore, TLTSolutions and She Has a Deal; Marisol Fisher, Hyatt Hotels; and Sally Faulkner, Faulkner+Locke

9. Jennifer Wellman, NEWH, Inc. Vice President of Scholarship; Lina Dannemeyer, New York City College of Technology, the recipient of the NEWH \$5,000 Women Leaders scholarship sponsored by Boutique Design; Stacey Sefcik, HBA, the \$10,000 professional winner of the Woodcraft Hospitality Global Hospitality Guestroom Design Contest in partnership with NEWH; Alyssa Scott; \$10,000 student winner of the Woodcraft Design Contest; Deirdre Schwartz, Woodcraft Hospitality; and NEWH, Inc. International President Chris Tucker at the Women Leaders in Hospitality Breakfast

10. The 2021 NEWH ICON of Industry, Larry Chalfin, president of Samuelson Furniture, at the Gold Key Awards

Continued on p. 38)))

HD Platinum Circle Awards Gala

Photography by PWP Studio

Approximately 400 people, including many past honorees, gathered at Cipriani 25 Broadway in New York in November for the 32nd annual Hospitality Design Platinum Circle Awards Gala to honor this year's inductees: Lyndon Neri and Rossana Hu, Neri&Hu; Larry Traxler, Hilton; Brad Wilson, Ace Hotel Group; and Jennifer Johanson, EDG.

During the event, NEWH presented the \$5,000 Clifford R. Tuttle scholarship sponsored by ForrestPerkins/Perkins Eastman and the \$10,000 Fabric Innovations Legacy Scholarship.



1. NEWH, Inc. President Chris Tucker, and Larry Chalfin and Michael Chalfin, Samuelson Furniture
2. Stacy Shoemaker Rauen, Hospitality Design; Jennifer Wellman, NEWH; and the NEWH Clifford R. Tuttle scholarship recipient You Li, SCAD
3. Deborah Lloyd Forrest (center) and TK, ForrestPerkins, with the NEWH Clifford R. Tuttle scholarship recipient You Li, SCAD
4. Emily Belmonte, University of Central Florida, receives the NEWH Fabric Innovations Legacy \$10,000 scholarship
5. Deborah Herman, founder and president of Fabric Innovations, presents the NEWH Fabric Innovations scholarship

HAVE YOU SEEN?

1. From **Innovations**, Woodgrain turns nature's inspiration on its side. The Type II vinyl wallcovering's horizontal wood pattern has matching seams and comes in a variety of unconventional colors, including shades of blue and green. First roller printed, then embossed for a soft feel, the wallcovering makes a touchable statement wall with sweeping horizontal movement.

innovationsusa.com

2. **Samuelson Furniture**'s Comma armchair makes a statement with an ultra-contemporary, Art Nouveau-style design. An extension of the brand's Phorm collection, the chair is defined by its dramatic curves with uniquely winged details on the back that lead to a refined metal base. Dual reversible cushions follow a gentle curve of the front rail with upholstery featuring top stitch detail.

samuelsonfurniture.com

3. Askew from **StyleNations** features geometric cushions that are supported by sinewy and sculptured frames. Through its perfectly balanced elements, Askew pays homage to sculptural figures of the Classical Age in a contemporary way with an armchair, lounge chair, and two-seater sofa in solid beech with fabric, leather, or eco-leather upholstery.

stylenations.com

4. Expanding its recently launched textiles division, **Jamie Stern Furniture, Carpet & Leather**'s Tessere collection is a collaborative effort between Jeannene Doub and Jamie Stern. The fabrics are made primarily with natural fibers including wool, cotton, and linen and eight options feature tailored plain weaves, bouclé, and herringbone patterns.

jamiesterndesign.com

5. The Stacy Garcia | New York wallcovering collection for **Koroseal** embodies the energy, buildings, and people of New York City, drawing inspiration from the scenes that fill its streets. With graphic brushstrokes, materials influenced by fashion, and textures derived from the brownstones that connect the city grid, each pattern emphasizes the magic amidst the madness in the city.

koroseal.com





Above: Complete with floor-to-ceiling windows, guestrooms feature elements like custom leather headboards, saturated tones, and abstract artworks.

OWNER Regent Partners	CONSULTANTS Lux Veritas	CASEGOODS AND FURNITURE Samuelson Furniture
MANAGEMENT COMPANY Hyatt Hotels	PURCHASING FIRM Carroll Adams	CHAIRS Skypad and Lily Jack
ARCHITECTURE AND INTERIOR DESIGN FIRM Smallwood and Studio 11 Design	ARTWORK Lou Verne	LIGHTING HB Lighting
CONTRACTOR Balfour Beatty	CARPET Royal Thai	TABLES Mandy Li Collection
		TUBS AND SINKS/FIXTURES Symmons

studio11design.com; thompsonhotels.com



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