

The Business of Furniture | April 28, 2021

BOF



Herman Miller's New Chicago Flagship Seamlessly Blends Contract, Residential in Spectacular New Fulton Market Space



SEATING

Samuelson Furniture Reveals Sound By Samuelson

➤ Samuelson Furniture, a fourth-generation, family-owned furniture manufacturer, has launched Sound by Samuelson, a patent-pending product that integrates Bluetooth technology into its seating.

Sound by Samuelson allows users to be immersed in the comforts of sound while privately enjoying their favorite song, audio book, TV show or game system without having to turn the volume up to an uncomfortable level for those nearby.

Unlike typical sound systems, Samuelson Furniture does not use commonly found directional firing speakers, but rather high-grade technology that provides a private and pleasant sound experience by turning the chair itself into the speaker. This system reduces the struggle to hear while simultaneously reducing disturbance to others nearby. The furniture is free of exposed wires, hole cuts for speakers, volume knobs or buttons typically found in Bluetooth enabled chairs and are controlled entirely through the user's phone, tablet or TV.

"Sound by Samuelson was designed for users to enjoy a completely private sound experience that eliminates the need for uncomfortable earbuds," said Michael Chalfin, executive vice president of Samuelson Furniture. "Users can be fully enveloped by the sounds of their choosing using our furniture integrated with technology, which is ideal for residences, hotel lobbies, restaurants, retirement communities and even spas."

Sound by Samuelson products can also be used for therapeutic or wellness-related purposes. The comfortable seat, combined with the enclosed sound system, can enhance the experience of music therapy or other applications that might be specific to the needs of an individual.



ACOUSTICS

Turf Design Pushes the Boundaries of Artistry

➤ Turf Design, a manufacturer of custom acoustic solutions, has introduced the Timber acoustic ceiling baffle with a new twist. Applying its latest release of organic, wood-inspired Turf Textures on its signature PET felt, each baffle allows designers and architects to craft sculptural forms, both simple and complex. Fully customizable, from 30 color finishes to eight digitally printed wood grains, Timber offers a range of forms designed to complement space.

"Artistry plays a major role in TURF's designs and the silence that they foster, as is apparent with Timber," said Rob Perri, TURF president. "We view the new Timber collection not just as a solution, but as a sculptural building

