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Samuelson Furniture's Immersion chair with integrated sound. Image courtesy of the company.

Samuelson Furniture's Immersion chair brings sound into the seat, not the room

Company launches 'Sound by Samuelson' brand for DTC channel

Andrea Lillo // Executive Editor // May 29, 2026



For four generations, [Samuelson Furniture](#) has been crafting furniture for the hospitality, residential and senior living markets. But it has never sold directly to the public until now, thanks to the launch of a new Sound by Samuelson brand and the direct-to-consumer rollout of a high-back wing chair that enhances the experience of sound.

Called [Immersion](#), this chair is more than [seating](#) – it also serves as a fully capable Bluetooth speaker, allowing the user to better hear sounds from the TV, podcast or other audio device, eliminating the need to blare the volume and disturb others. For [interior designers](#) with clients who are hearing challenged or just want an enriched sound experience, the chair provides that in an elevated design and with white-glove delivery.

Samuelson developed its [sound chair](#) line several years ago, selling into hospitality and senior markets, said [Michael Chalfin](#), president and fourth generation family member. Immersion is one of 10 sound chair designs.

“We were trying to create an experience with sound,” he said. Samuelson, which has a utility patent on the sound [chairs](#), doesn’t use one-directional conical speakers for the chair but rather vibrates the entire chair to create sound waves. “Instead of firing something at you, you’re inside of it,” he said, making it a fully immersive experience. “It’s omni directional and not overpowering.”

And every time it exhibited the sound chair at a [trade show](#) or event, people exclaimed, “Oh my God, my father needs this,” or “Oh my God, my husband needs this,” he said.

Sound by Samuelson’s sound chairs look elevated but not techy, and that was intentional. The goal was to have a chair design that was “nonintrusive and nonthreatening,” he said. “It’s a beautifully designed piece of furniture. If this is unplugged, no one would be any the wiser that it was anything but a chair.”

The chair is ergonomically designed for senior use and “overbuilt,” he said. The seat height and depth, the pitch of the back, the relationship of the arms to the seat, “all of these things have been thoughtfully placed” so someone can both easily sit down and get back up, he said. “The getting-up can be the most dangerous part.” The arms can also support one’s full weight, he added.

The push off the ledge



Samuelson Furniture’s Immersion chair with integrated sound. Image courtesy of the company.

The sound chair's possibilities accelerated when [AARP](#) invited the company to exhibit at its [AgeTech Collaborative](#) at this year's [Consumer Electronics Show](#). AgeTech highlights products that make the process of aging easier. "That [invite] was the big push off the ledge."

Chalfin was on board, though perhaps a little hesitant. As this was a consumer show, Samuelson had to create a consumer-facing segment from scratch – in just over two months, he said. That meant creating a website where people could shop for and buy the product and align with a logistics partner to ship the product. Built to order in N.J., Immersion has two [fabrics](#) available and a six-week lead time.

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In addition, the Immersion chair comes with a white-glove delivery service; each chair is delivered, placed in the home and set up for the user, with the packing material removed.

Beyond the senior market

At CES, Chalfin thought that a furniture company might feel "a little out of place" at a show with boxing robots and [color](#)-changing nail polish. "Turns out we were very much at home there."

One does not only hear the sound when sitting in the chair, but can feel it through vibrations, furthering the sensory experience, he said, adding that it can also have a calming effect on people with Alzheimer's or dementia.

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While the company designed the chair for older people, he's pleased that it has applications beyond that group. A deaf couple at CES told him that the chair would give them a richer experience when watching TV – instead of seeing an explosion on television and then reading "Boom" through the closed captioning, they would feel it as well.

Already the company is developing a version of the chair for children and young adults, as it's heard that this would help young people with Asperger's or autism, he said. It also plans to add other sound chair designs to its DTC category.

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