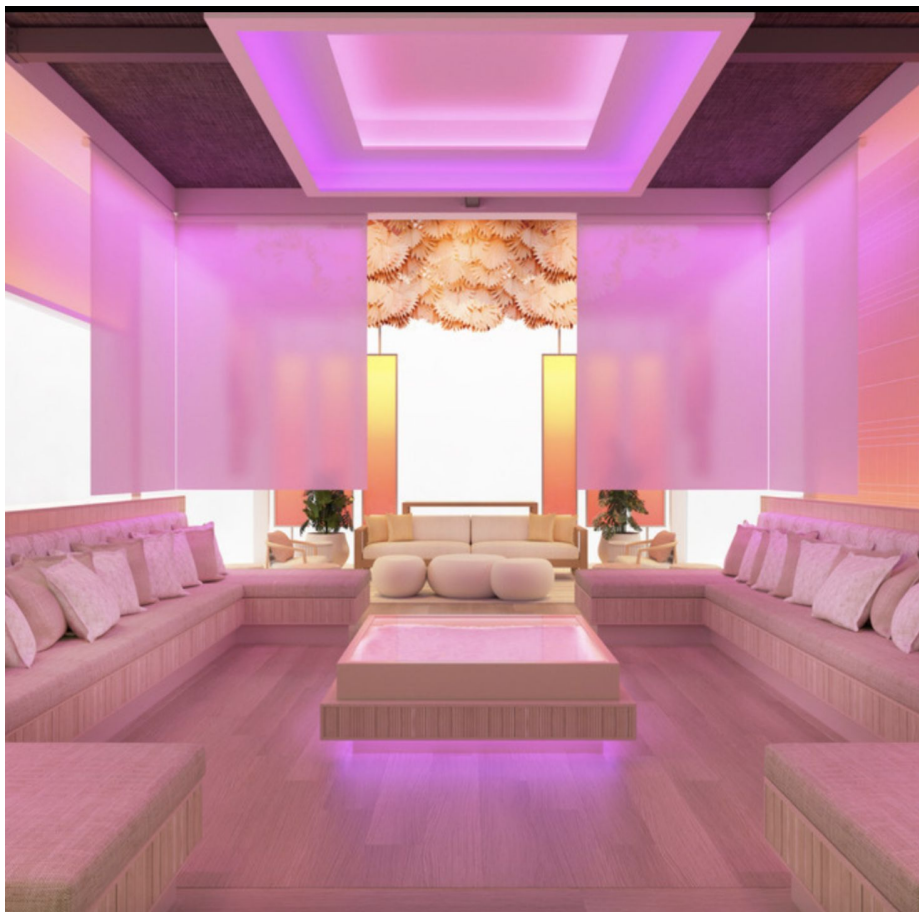


NEWS

BDNY 2025 Shows the New Rules of Personal Hospitality Design

Modular furniture, portable lighting, and customizable surfaces showed how hospitality spaces are now tailored to guests rather than the other way around.



By **Gianna Annunzio**

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New York City's Boutique Design New York (BDNY) has always been a reliable barometer for where hospitality design is headed. This year's show at the Javits Center revealed one clear message across every booth and product launch: the days of generic, one-size-fits-all commercial interiors are over. From modular furniture to mix-and-match wallcoverings and customizable outdoor pieces, brands showed a commitment to personalization that goes beyond mere product features. Here were some of our favorites:



Samuelson Furniture's Muriel Reclining Sound chair turns a regular recliner into a personal audio cocoon where guests can connect their devices and create their own soundscape. Photo courtesy of Samuelson

Sound Tech That Curates Experience

Samuelson Furniture celebrated 90 years by proving they're not stuck in the past. Their two-booth setup walked guests through decades of design evolution, but the true highlight was their Muriel Reclining Sound chair. It turns a regular recliner into a personal audio cocoon where guests can connect their devices and create their own soundscape for relaxation, entertainment, or privacy. In communal spaces like senior living facilities or hotel lounges, it's a smart solution. You get to personalize your experience without disrupting everyone around you.

samuelson.com

The next BDNY showcase will take place Nov. 8-9, 2026.

bdny.com