

## INDUSTRY

# Hospitality company focuses on senior living with luxury line



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Some chairs from the Living by Samuelson line

At BDNY last year, [Samuelson Furniture](#), an 85-year old fourth-generation company servicing the commercial and hospitality sectors, officially debuted [Living by Samuelson](#), a furniture line handcrafted with upscale design elements that aims to enhance senior living environments. Extensive ergonomic research went into creating the collection of seating and tables as well as the innovations that go with it.

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One such innovation is CATCH by Samuelson, a patented hard-ware that suspends a folded walker, purse, or other personal item on the back of a chair (Samuelson's Grant (top) and Madison chairs shown). Designed to accommodate the different sizes and weights of personal and mobility items, the solid stainless hard-ware is available in brushed stainless and brushed brass finishes.

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“The concept for CATCH by Samuelson is a reflection of our mission to develop beautiful, user-centric and practical products and designs for assisted living communities,” says Executive Vice President Michael Chalfin. “CATCH is about promoting the overall wellness and empowerment of users — giving them direct access to their personal items and mobility devices and providing them with a greater sense of independence.”

Committed to the senior living category, Samuelson Furniture is intent of expanding its work in the sector, providing quality, practical solutions for everyday challenges in environments for aging.

Jane Dagmi is Editor in Chief of *Designers Today*.