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## SAMUELSON FURNITURE UNVEILS NEW SHOWROOM DESIGN

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Samuelson Furniture has opened its re imagined showroom, curated in collaboration with the manufacturer's in-house design studio and Creative Director Lisa Wilkie. Located within the brand's factory and corporate headquarters in Paterson, NJ, the new showroom immerses guests in the future of hospitality and senior living environments through upscale, user-centric design.



The 4,500-sq.-ft. showroom spans two floors and is divided into different “lifestyles” including a coastal escape, metropolitan getaway, desert oasis and mountain retreat. The lifestyles create a unique path for designers, architects, specifiers and others in the design community to discover new concepts for their upcoming hospitality and senior living projects. As visitors walk through the lifestyles, they connect with the familiarity of Samuelson Furniture and its signature style through pieces that speak to the celebrated manufacturer’s craftsmanship and design excellence. To further complement Samuelson Furniture’s high-quality products, guests encounter unexpected pops of color and the playful juxtaposition of varied materials and patterns throughout the showroom.

“It’s fulfilling to see the showroom come to fruition, as a tremendous amount of effort has been put into the renovation,” said Lawrence Chalfin, president, Samuelson Furniture.

“We want the showroom to act as a design haven of custom-made furniture that speaks to the extraordinary capabilities of our in-house design team.”

Upon ascending the staircase to the showroom, visitors are greeted with an elevated display of seating from the Living by Samuelson collection. Guests can try out the one-of-a-kind Sound by Samuelson technology that transforms the chair into a



personal speaker, immersing users in an individualized experience for wellness or entertainment purposes. Visitors can also see CATCH by Samuelson in action; the patented hardware suspends a folded walker, purse, or other personal item on the back of a chair, transforming chair functionality and empowering users with direct access to their belongings. When entering the main showroom floor, visitors are transported into a multifaceted hospitality experience that shows the diversity of the brand's offerings. Guests are greeted by high ceilings, a sofa featuring cabinetry on the outside back with a complementary, eye-catching tete-a-tete, and a backlit, custom modular feature wall unit. The luxurious main room is a sleek, yet comfortable space that invites those walking through to stay awhile.

When venturing into other areas within the showroom, visitors may find themselves in a rich desert resort blanketed in earthy tones and brass elements featuring eclectic pieces such as a plush tulip chair. Others may wander all the way to a coastal bungalow, drenched in beachy white and blue hues spanning from a curved sofa to the geometrical coffee table from the Phorm Collection. Guests can also catch some altitude in a mountain retreat featuring airy color palettes and picturesque furnishings, such as a custom modular wall unit and a copper credenza.

"We want the showroom to pave the way for new avenues for Samuelson Furniture," said Michael Chalfin, EVP. "We're embracing bold colors and unique designs that express our personality as a brand. A new era of hospitality is in the midst, and we believe this demonstrates that we're not only ahead of the curve, but we're helping to define it."