

Reaching for Completeness

Samsung W2018 Design Story



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Defining the state of completeness in design is difficult.

You cannot simply define completion by measuring the fullness or emptiness of elements in a certain design. However, anyone would come to a reasonable realization and agreement on the notion of completion that is brought through 'balance and harmony'. When design elements come together to maintain a fine balance, completeness shines into existence. Samsung Electronics discovered complete balance over the past ten years of advancement in China's premium folder phone models.

Now you can witness the story of the folder phone objet, W2018.

Excellence in Every Way

十全十美 A State of Perfection

'A state of completion and beauty, without flaws.'
This Chinese proverb that derives its meaning from the number ten (十), which is the symbolic expression of reaching zenith, is the design concept of the W2018. The concept expresses a state of balance that is formed by boldly fusing contrasting elements into a single body and a continuous pursuit of harmony that expels banality. The W2018 exudes an aura of completeness born from 'balance and harmony' that has been in the works for the past ten years since the first release of Samsung's premium folder phone in China.



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Premium Design with Youthful Sensibility

The W2018 has been designed for China's upper-class users who desire their own objet. However, we didn't want this to be an ostentatious design, but rather, a portrayal of the lifestyle of owning a unique and personal design item. With this motive in mind, the premium design elements of the W2018 have been fully materialized in its consistently classy theme, clear-cut icons, and dials with the sensitivity of a high-end watch, and more.



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Delicacy in Stillness

寂靜妙窮

A Silent Exploration of Wondrous Value

'An exploration of wondrous value in the midst of silence.'
This is the meaning of the Chinese proverb '寂靜妙窮'.
This saying, commonly used in Buddhist practices, describes
the product design characteristics of the W2018. The W2018's
overall body is a product of the congenial mix between
the grand, magnanimous style of the northern region and
the mystical, elegant style of the southern region. The fine
details of the product's peaceful and composed body will
remind you of the meticulous form of a high-end luxurious
watch, and through its details, you can see the values of
a master craftsman hard at work. The W2018, from its body
to finish, is completely faithful to this concept of maintaining
'delicacy in stillness.'

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Details Make Perfection

The sensitive details that go into grandeur form elevate a product into perfection. The exquisite nature of the W2018's high-end brand has been designed with inspiration from the details of premium accessories such as fountain pens and high-quality lighters. We switched the previous circular hinge to a geared hinge to tone down its image as an electronic device and strengthen its look as a crisp fashion accessory. This little detail makes it possible to completely hide the hinges when you open the phone, which creates a sense of oneness that sets the W2018 apart from other folder phone products.

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Complete Blend

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精製, 調和, 美麗

Refinement, Harmony, Beauty

A product's color and texture can become unique attributes of a user, and are major elements that grant completeness to a product. The W2018's CMF has three central themes that are aligned with the overall concept of '十全十美' (A State of Perfection). With the blend of refinement, harmony, and beauty, the W2018 emits a premium glow that matures in radiance the more you carry it. Its refined metal and glass material give the product a sturdy and dense look, and the colorful mixture of black, gold, and silver establishes a vibrant yet composed sensibility to the product.

Uniqueness of Colors

The color gold has been the representative color of premium quality in China for a long time. The W2018's gold has been reborn in a stylish blend with black to naturally permeate into the lifestyles of users with youthful taste.

The W2018 Special Version is in a platinum shade that embodies the adamant stability of the platinum material. The elegance that is created from the union of black and platinum reminds users of a brilliant gem that never loses its shine, and appeals to both younger users and female users. With these colors, we paved the path for a wider audience for the premium folder phone.



A Piece of Art

The W2018's hairline flows from the front of the device down to the sides and posterior with smooth fluidity, and flawlessly meets with the indented groove of the device to enhance the product's overall premium quality. To make the W2018's high quality design characteristic a reality, we have applied a remarkable CMF process that was previously unheard of in the industry. This cutting edge processing requires precise machine work and is the most advanced technology among the different types of processing that goes into a phone's metal body. In each of the complicated processes involved, from CNC processing*, buffing*, sanding*, hairline work*, diamond cutting*, to anodizing, the mind and spirit of a master craftsman is at work to create a timeless piece of art.

* CNC Processing : Computer numerical control processing

* Buffing : A finishing process that polishes metallic surfaces using abrasives

* Sanding : A process of removing chips and scratches on the surface to smooth it out

* Hairline Work : The process of creating a hairline on metallic surfaces

* Diamond Cutting : The process of chipping away the surface of metal using a diamond cut processing device to create shimmering facets

* Anodizing : A process of purposely corroding metallic surfaces to create a color layer



The Glimmer of On-Screen Compositions

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Analog

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Simple

The W2018 stays true to the concept of ‘十全十美’ (A State of Perfection) even on-screen. The screen pursues modern sentiments of luxury and refinement, at the same time capturing China’s local values in the form of GUI design that utilizes symbols and patterns of China’s minority group, the Miao people, and the Nine Tripod Cauldrons (九鼎)*. These efforts imbue rich heritage and premium quality to users’ lives as they interact with the GUI design.

* The Nine Tripod Cauldrons (九鼎) were ancient cauldrons made of gold that were commissioned by Yu the Great of the Xia Dynasty.

As a Luxury Watch

The W2018 is essentially a spectacular luxury watch. We created an unprecedented GUI design that actualizes the fine detail of a real watch on the cover LCD. The W2018’s cover LCD comes in two types, digital and analog. The digital type showcases an intuitive design that incorporates a smooth and elegant interaction with the user, and the analog design features an overlay of the moon on the dials of the watch, known as the Moon phase, and the Tourbillon, which is a device used to adjust the time normally seen on luxury watches. These two cover LCDs present users with the visual sensation of using a classic luxury watch.

A Single Experience that Stems from the Watch

We unified the entire experience of the phone in a single watch, progressing from the cover LCD, then the Lock Screen, and finally to the Home Screen. We enlarged the watch pattern shown from the cover LCD's analog type and applied it to the Lock Screen, and also implemented the magnified watch hands to the Home Screen. The W2018's Wallpaper and Icon sustain a consistent look, feel, and sensibility of a luxury brand to fully adhere to the overarching concept of '十全十美' (A State of Perfection).



A Gift in Itself

The W2018 longs for perfection even in its package design. The platinum color of the package goes hand in hand with a black leather pouch to further elevate the luxurious quality of the product. In addition, to commemorate the Ten Year Anniversary of the folder phone, we've included genuine brown leather and a red-colored sleeve to cater to local tastes in China and establish an ambiance of prestige in the design.



The package has been designed with matte black paper and an acrylic shine on the top portion of the inner box to show contrast with the product's gold color. This composition of colors expresses contrasting variation and a sense of unity all at once, expressing a composed yet stylish sensibility.

The W2018's design is the perfect manifestation of harmony and balance discovered over the course of ten years' worth of experience and hard work. As ten (10) represents both fruition and initiation, the W2018 also seeks to become a brilliant gift to users that brings both the satisfaction of completion and the excitement of encountering new meanings in life.

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