

# SEOUL DESIGN OFFICE

The Seoul Design Office, located in the Seoul R&D Campus, serves as the starting line for Samsung Electronics Design and the drawing board for all blueprints.

The office devises mid-to-long term design strategies and carries out various design projects to support Samsung Electronics in creating value for users through design and proposing a vision for the future.

# SEOUL

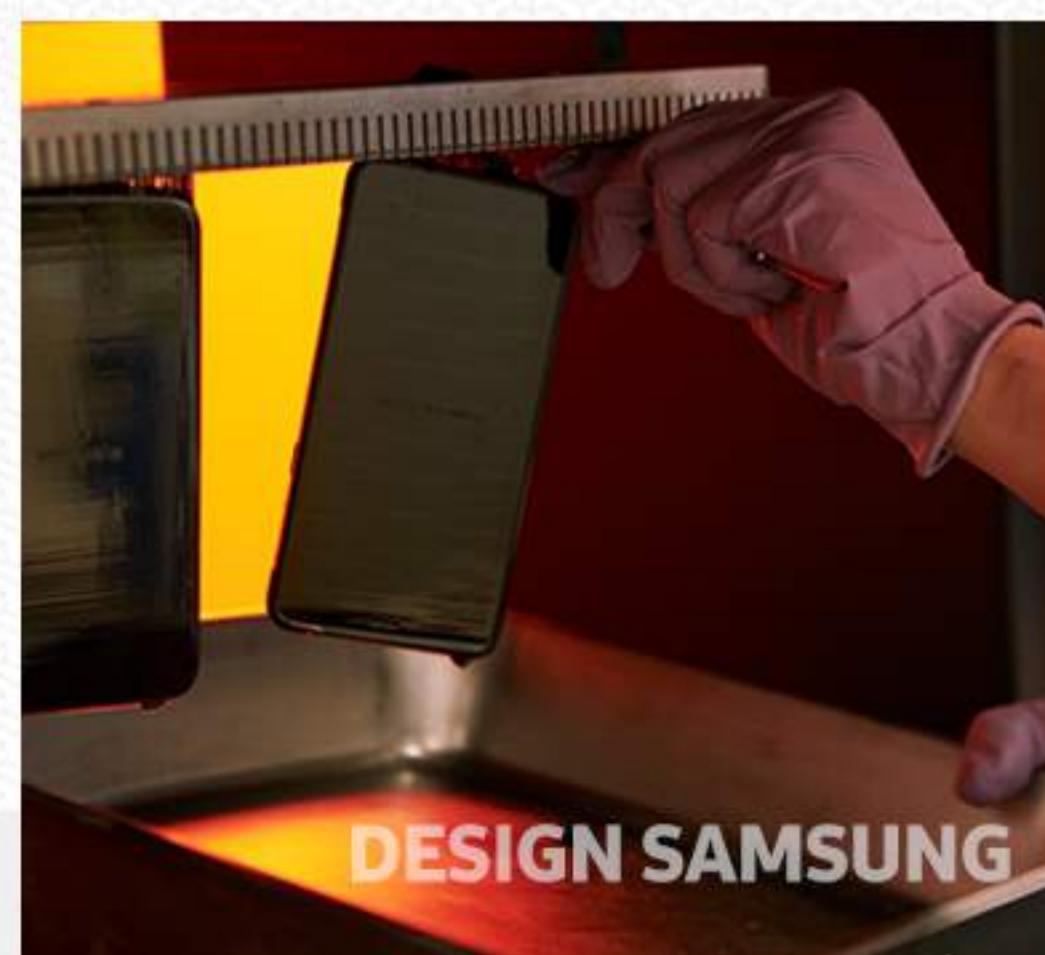
## Seoul Design Office Illustrates an Innovative Future for Samsung Electronics Design.

The Seoul Design Office plays a central role that guides the company-wide direction of Samsung Electronics Design. Furthermore, the office establishes a unique design identity for Samsung Electronics and formulates a systematic and strategic outlook for the future. Also, through the conception of innovative design based on breakthrough technology, the Seoul Design Office seeks to provide a brand new and meaningful lifestyle to our users.



## Leading Samsung Electronics Design through a Mechanism of Connection and Communication

The greatest minds in the fields of strategy, product, UX, graphic, and engineering design come together and create ingenious synergy at the Seoul Design Office. While carrying out various projects, designers of each business division constantly communicate with one another to successfully achieve design innovation. Also, by establishing a convenient UX that is unique to Samsung Electronics, the office makes the utmost effort for users to experience a seamless connection between Samsung products.



## HISTORY

1971

Samsung Design Function Established  
The First Evolutionary Step to Product Diversification  
(Affiliated with the Sales Division)

1991

Samsung Design Japan Founded (Japan)

1993

Declaration of New Management (Frankfurt)  
Expansion of the Design Team with the Transition  
from Quantity-centric to Quality-centric

1994

Samsung Design America Founded (USA)

1996

Declaration of the Year of Design Revolution  
Emphasis on the Importance of Design,  
Focusing Efforts to Develop Samsung's Unique DI

2000

Samsung Design Europe Founded (UK)

2001

Corporate Design Center (Direct Report to CEO) Established

2004

Samsung Design China Founded (China)

2005

Milan Design Strategy  
Re-Emphasis on the Importance of Design,  
Establishing a Global Design System

2008

Samsung Design Delhi Founded (India)

2015

Relocation to the Seoul R&D Campus  
2015 Relocation to the Seoul R&D Campus

2016

Samsung Design Latin America Founded (Brazil)

# CORPORATE DESIGN CENTER

The Corporate Design Center, a representative design organization that systematically executes company-wide design management, secures product originality and pursues user-centric advanced development. The center also fosters design talents with capabilities in convergence through design innovation that has its roots in global culture.

Experts in product, UX, graphic, and engineering design has formed a team to carry out a comprehensive design process that ranges from product concept exploration to design prototype development and verification. In addition, Global Design Offices have been established within the Corporate Design Center to develop avant-garde design through the global exploration and excavation of region-specific design and insight.



## Design Strategy · Planning

We aspire to develop an innovative design that is unique to Samsung Electronics in an everchanging era, by way of establishing a mid-to-long term design strategy based on Samsung Electronics' design philosophy.



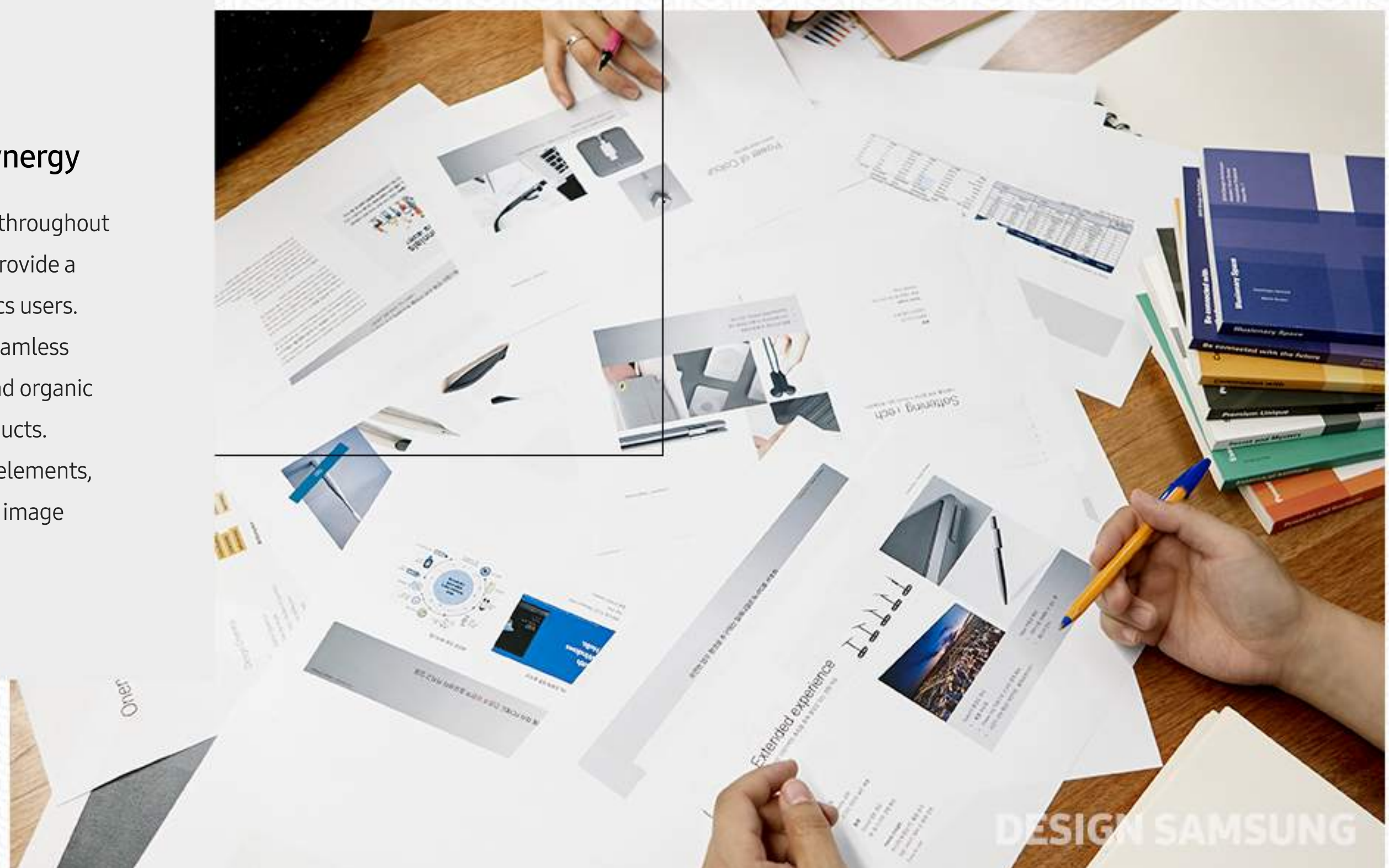
## Cultivating Advanced Design

We search for progressive design that will set us apart from existing businesses. We explore mid-to-long term business opportunities that can lead and change the market through discovering breakthrough technology beyond the electronic industry and converging industries. Also, we strive to seek out and design ideas that can change the lifestyles of our users.



## Enhancing Company-wide Cross Synergy

We developed design elements that are unified throughout company products, such as Icons and Fonts, to provide a single design experience for Samsung Electronics users. We also launched various UX projects to offer seamless user experience that is achieved from natural and organic connections between Samsung Electronics products. With research and exploration of innovative UX elements, we strive to elevate Samsung Electronics' brand image through design.



# BUSINESS DIVISIONS

We guide users to a new lifestyle that is inspired by leading-edge design. The Business Divisions, consisting of Visual Display, Digital Appliances, Health & Medical Equipment, Mobile Communications, and Networks, strives for unique user experiences and design values.



DESIGN SAMSUNG



## Visual Display Design

We present users with a design that provides one-of-a-kind experiences and values. Our state-of-the-art designs for TVs, monitors, various screens and AV systems radically transform the lifestyles of our users. Our team consists of Design strategists, as well as Advanced, Product, Graphic, and UX designers.



## Digital Appliances Design

'Designed by Thoughtfulness' is our digital appliance design philosophy that embodies the solicitude we have towards our users. Our designers tirelessly draw inspiration from this philosophy to design all digital appliance products (refrigerators, washing machines, air conditioners, cooking appliances, vacuum cleaners) and services to create meaningful and delightful experiences for all.



DESIGN SAMSUNG



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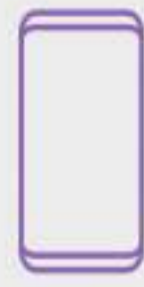


## Health & Medical Equipment Design

By implementing Samsung Electronics' high-end IT technology to medical equipment, we develop cutting-edge health and medical equipment products that provide breakthrough in medical environments. Our designers, who are first and foremost user-centered, make the utmost effort to help define Samsung's medical equipment as a brand that brings comfort to patients and convenience to the medical staff.



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## Mobile Communications Design

It's all about the user when it comes to our design priorities. We project brand-new lifestyles to our users by providing innovative designs for devices our users need most; smartphones, tablets, wearables, and PCs. Our Product, CMF, Graphic, UI, and GUI designers persevere day and night in collaboration with strategists to achieve a pioneering design that sets the global standard.



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## Networks Design

Product, Graphic, and UX designers are behind the designs of our mobile communication systems and business communication solutions. We provide value to our users in the B2B market not only in terms of management efficiently, but also in convenient usability. We work ceaselessly to be up to speed with the changes in today's mobile communication technology and develop designs that can offer exceptional, user-centered services.

## SEOUL DESIGN OFFICE

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