

Filling a Void with Fresh Air and Design

Samsung Cube Design Story

With the ever-increasing interest in interior spaces, the ways of choosing home appliances are changing.

Appliances are now more than just tangible tools that make life more comfortable.

They have become influencers of the space they occupy and key components to an entirely new experience.

We hereby introduce the premium air purifier Samsung Cube, a product that blends into any space and atmosphere, filling it up with fresh and clean air.



Harmoniously Blending into Space

The living patterns of users and their intentions of how to utilize their space are key determining factors for what kind of products are placed in that environment. Since an air purifier is a product that is used in all living and breathing spaces, it was pivotal for us to create a design that can harmoniously blend in with any situation and space.





A Design that Responds to Its Space

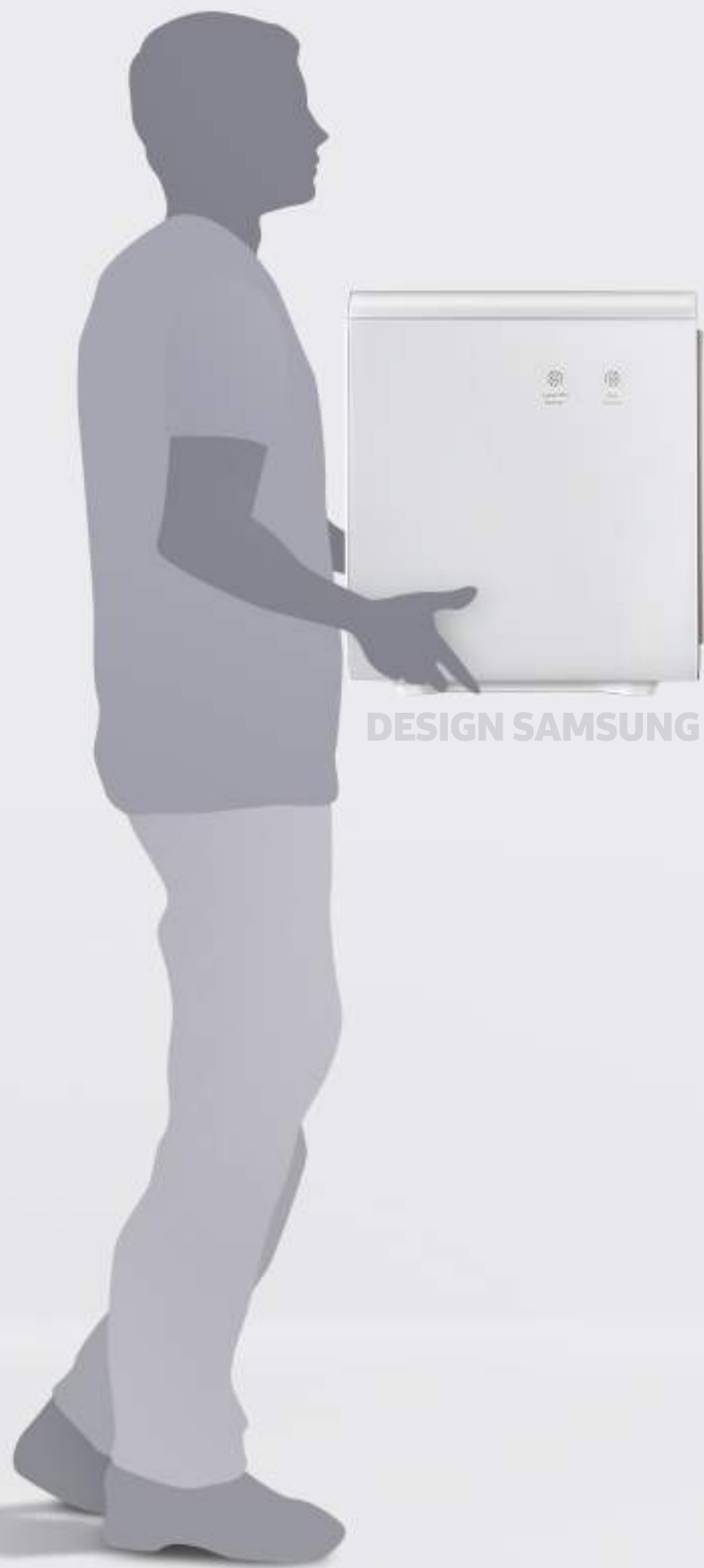
The simpler the design, the more versatile it is when harmonizing with its surroundings. The Samsung Cube creates a peaceful balance in any space it occupies by naturally adapting to the elements of its surrounding walls and floor.

A Design that is Easily Movable

Designed as a cube that features smooth corner lines, the Samsung Cube provides both convenience and beauty. By eliminating the handle, the product looks more like a piece of furniture that is easily carryable.



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A Design that is Not Confined to Any Particular Space

The Samsung Cube comes in different types of materials and performance specs so that users can choose a product that best suits their preferences as well as the purpose and size of their space. The large-sized Cube is a standing type product that can cover 90m² on its own. There are also three unique styles to choose from; the platinum that has been built with full metal, the premium that has a white body with a gold metal front, and the deluxe that has a white body with a white metal front.

A modular Cube can cover 47m² on its own, and up to 92m² when using two cubes. The modular cube comes in two styles; the platinum built with full metal, and the premium that comes in a white body with a gold metal front.

Adding and Distributing Performance

Our design started from the idea that the focal point of a space should be on the person, not the product. Users should not be limited to their spatial conditions when choosing air purifiers. The Samsung Cube proposes a new definition of an air purifier by allowing users to add and distribute performance based on their needs.





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Stacking for Stronger Performance

Modular Cubes can offer stronger performance when stacked together. You can use them separately or combined, as they are designed to flexibly adapt to different spaces or different users. Cubes can be placed to suit different interiors and environments as well.



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360° Design that Expels Air in Multiple Angles

You can use two Cubes as a single purifier by connecting a modular Cube to another Cube's connector located on top of the product. After connecting the two Cubes, the top acts as the display interface while the bottom connects to power. The upper Cube can rotate 360°, filling up every crevice of your space with fresh air.



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Accompanying Users in Every Moment

An air purifier is a home appliance that functions in our immediate surroundings all year. We added more detail to the design which propels the product to draw even closer to its users, allowing for better communication and resonance between the cube and its user.

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Fresh Air that Gently Saturates Space

You can breathe in crisp and refreshing air without having to face cold breeze or noise. We hid the component that pulls in and blows out air inside the product so that wind does not blow directly toward users. Fresh air that rushes out from the perforated metal plates reminds us of gentle tunes that flow from a speaker. Underneath the surface of this experience lies Samsung Electronics' cutting edge technology and know-how that were used to create the breeze-free air conditioner Q9500.

A Design with Low Maintenance

Using an air purifier for a lengthy period requires regular maintenance. The Samsung Cube is designed to have an easily detachable front cover that makes the cleaning process simple and easy. We made sure not to forget putting in extra care to prevent hazards when opening the front cover by including a feature that automatically stops the product when detaching and attaching the cover.



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A Display that is Easy to Understand

The display is hidden behind the front cover of the product and is faintly seen through the perforations, instilling a high-end and stylish sensibility for the product. It intuitively provides information by displaying gas detection as well as four easily understood colored signals that each stand for different levels of air purity based on the size of dust particles, from PM1.0, PM2.5, to PM10.

- Good
- Regular
- Worried
- Bad



Comfortable Remote-Control

We minimized the number of buttons on the product to enhance intuitive usability. Users can easily check the level of air purity through a mobile app and control the product remotely. If the modular Cubes are connected, users can control each Cube separately as well.

* Screen images simulated.

Anyone would want their space to be a resting point of peace and refreshment amid the bustling realities of everyday life. We wanted to imbue this product with the power that inspires true comfort and tranquility to users, going beyond just providing convenience. The Samsung Cube is a product that is wholly dedicated to considering the needs of its users and their space, ceaselessly providing our daily lives with the ultimate form of 'breathing space' through its design.

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