

Samsung Black Metal Design Story

Exclusiveness  
from Material

## The kitchen paradigm is shifting.

People are transforming their kitchens into 'living kitchens' that eliminate spatial boundaries and transcend beyond the stereotypical cooking space. Furthermore, more and more people are aspiring for an aficionado's lifestyle that exhibits expertise and fine taste.

What kind of kitchen appliances can we offer to such a kitchen that has adopted this new lifestyle and personality? We have made a certain distinction to our users' kitchen stories with a premium material known as 'Black Metal'.

# Maintaining Balance in a Kitchen for Everyone

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The law of balance is hidden in the origin story of Black Metal. Through our consumer research, we discovered that all users have specific preferences for color and material based on their unique lifestyles. When considering the multitude of different kitchen interiors born from different tastes, the material for a kitchen appliance should easily blend with its surroundings rather than leaning to a certain extreme. The kitchen is not only a personal space, but can also be a public space that is shared with family and friends. 'Black Metal' was the answer to our search for a material that can both harmonize with anything and create an attractive space.

# Expressing Premium through Black



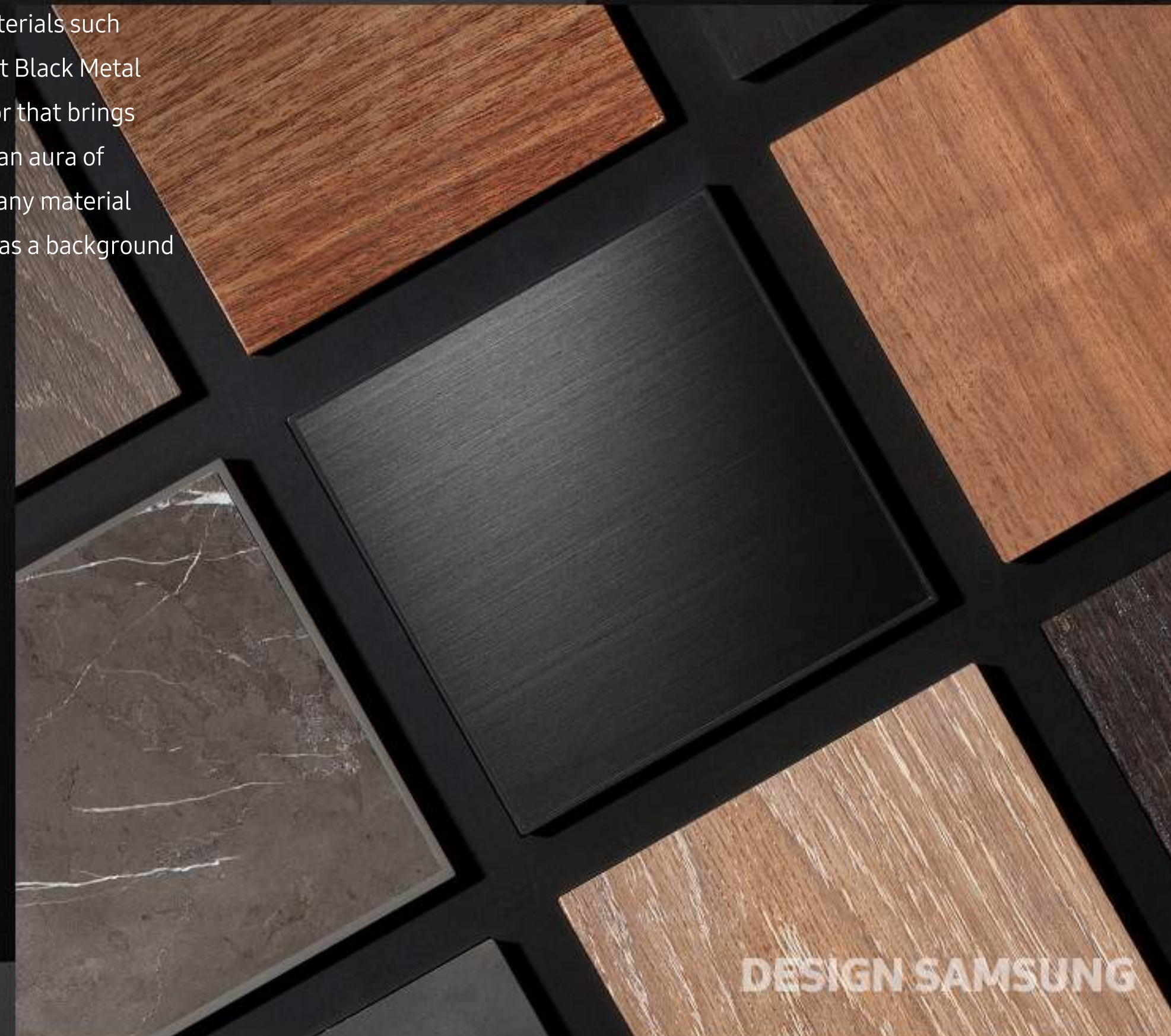
You won't find two identical shades of black anywhere in the world. The degree of shade and variations in texture produce a wide array of black. We experimented with the color black by mixing in different hues and finally produced a color that is not 100% black, but rather a special kind of black that encompasses many different colors.



We gave this color a premium touch through hairlines and glossiness that magnify a metallic texture. On top of that, we applied ultrafine particle ink and fingerprint resistant coating to Black Metal for preventing excessive fingerprint residue and securing a surface that can easily wipe off any prints.

# Interior Mood Proposed by an Amiable Color, Black

The kitchen is a space that contains many different materials such as wood, marble, glass, fabric, and more. We hoped that Black Metal would embrace these materials and serve as a mediator that brings balance to the different elements. Black Metal exudes an aura of warmth and frigidity at the same time, and can accept any material without resistance. It dissolves into the space and acts as a background and pivotal point for the kitchen.



# Creating a New Identity for Home Appliances

The Samsung Electronics Home Appliance series that utilizes Black Metal is continuously upgrading. We contemplate day and night to elevate the level of design perfection whenever a new line of products launches.

The first in the series, the Free Standing Line, implemented a glossy black to the appliances and established a premium identity that is unique to Samsung. The following series was the Built-in Premium Plus Line, which was the first built-in series that was released since Samsung's expansion into the North American market, and its glossless matte black emphasized a solid and composed impression. With the success of its predecessors, the luxurious built-in brand Dacor's Modernist Line further accentuated the beauty and depth of metal using an electro-deposition method that created a clearer hairline.

Our relentless pursuit for perfecting materials led to product advancement, and as a result, the Black Metal series is paving a path starting from North America, Europe to now both domestic and global markets to spearhead the creation of a new category of Black Metal Appliances.



Free Standing Package



Free Standing Package

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Free Standing Package





Premium Plus

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Premium Plus

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Premium Plus



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Dacor Modernist

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Dacor Modernist

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Dacor Modernist

## Profound Empathy Creates Prestige

The essence of design is about deeply empathizing with a user's lifestyle. Black Metal was a direct consequence of our efforts to understand users. The very act of analyzing users' environments and lifestyles to actualize the most appropriate materials for their lives is, and will always be, Samsung Electronics' ideal approach and state-of-mind for CMF Design.

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