

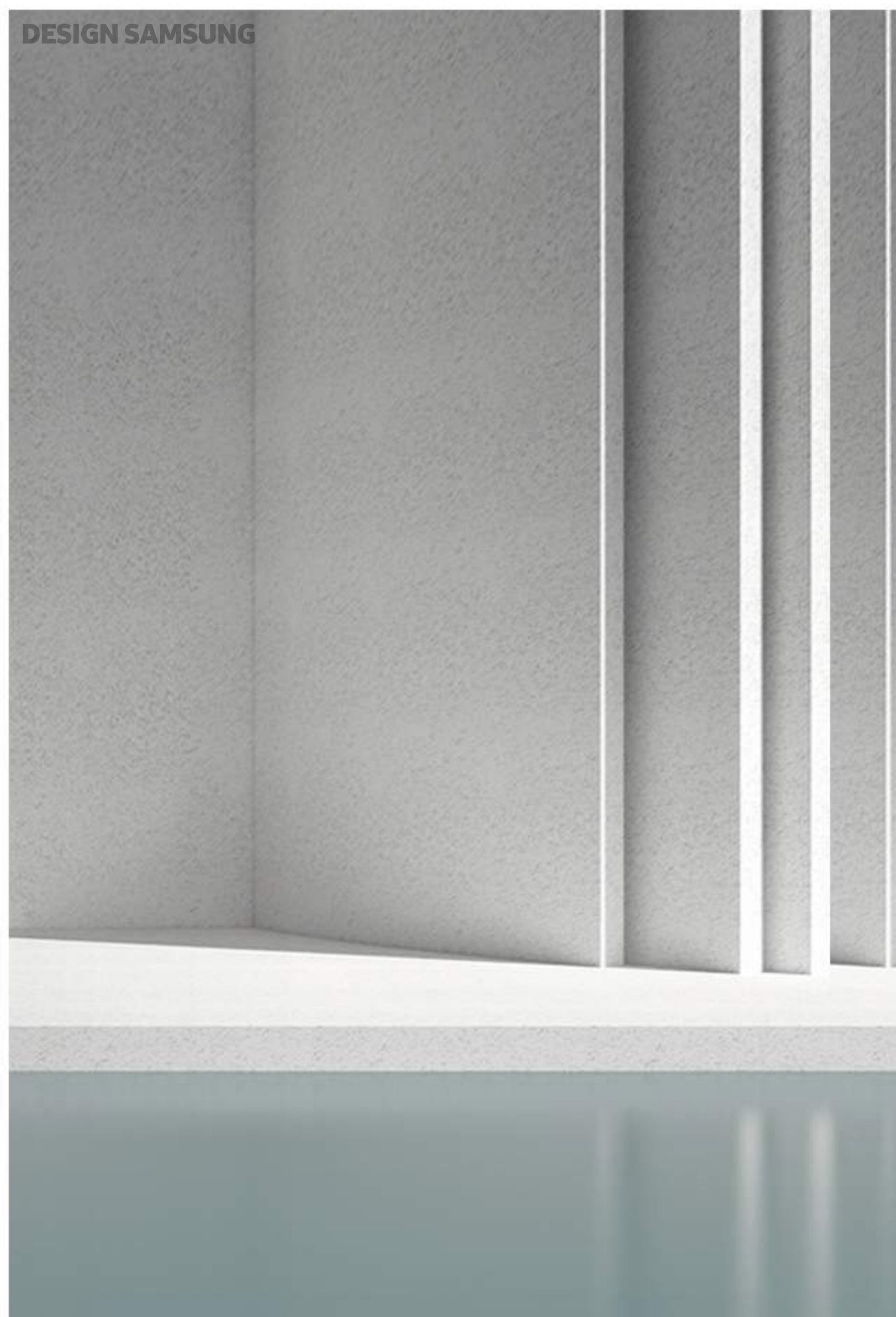
WHAT IS FLAT STYLE DESIGN

Samsung Flat Style Refrigerator Design Story

FLAT STYLE IS “_____”

Simplicity was considered bland and ordinary in a time when only never-before-seen unique designs and brand-new technology were pinnacles of innovation. But what is the home appliance design we need most in our daily lives today? Samsung Electronics found the answer to this question in Flat Style, which is a way to understand and interpret the essence of a product in terms of simplicity rather than complexity. Flat Style, the design on which possibilities of diverse experiences for users are finely stacked up, is now redefined beyond the dictionary definition of flatness.

FLAT STYLE IS
MINIMAL



Flat Style first begins from minimalism, which is about seeking completion in simplicity. The flat, handle-less refrigerator door reminds us of the beauty inspired by simple lines and clear-cut surfaces. This is the result of relentless contemplation on the essence of kitchen appliances as a visual component that brings completion to the kitchen space.



RS8000

FLAT STYLE IS

HARMONIOUS

DESIGN SAMSUNG



Flat Style pursues harmony with space. The straight lines of the wall, floor, and kitchen counter become one with the flat frontal surface of the refrigerator. The refrigerator's size has been designed with the depth of the kitchen counter in mind, so that the fridge fits in perfectly without any protrusions when it is placed in the kitchen's fridge cabinet. Furthermore, the refrigerator is designed with convenience in mind, allowing users to comfortably open and close the fridge door even when it's placed inside the cabinet.

FLAT STYLE IS
SOLID



RF8000



Flat Style adds credibility to the kitchen with its sturdiness. A stainless-steel finish has been applied over the exterior of the refrigerator, which helps maintain exceptional durability and elevates the classiness of the space it occupies with its exquisite and delicate glow. The handle and internal shelves of the fridge have also been designed to continue the metallic look and feel, altogether establishing a consistently solid impression of the refrigerator overall.

FLAT STYLE IS
GEOMETRIC

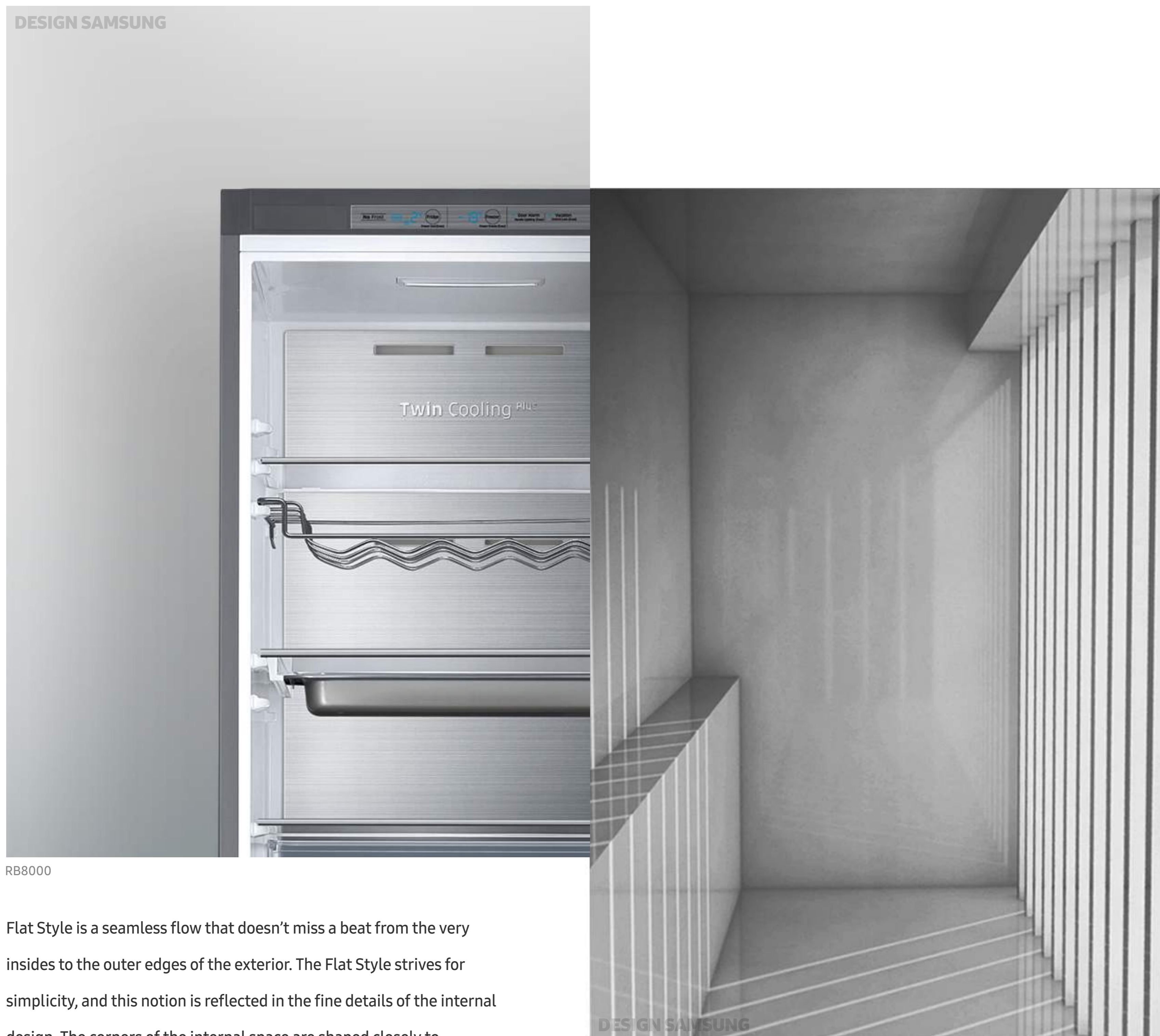
DESIGN SAMSUNG



Flat Style adds an aesthetic taste to kitchen appliances as if it were a piece of sculpture. The exterior of the refrigerator has been instilled with the aesthetic beauty that is derived from simple forms so that its design blends well with modern interiors. The placement of the door and handles that resemble the majestic skyline of high-rise buildings creates an image of two pillars vertically stretching down to form a Column design. With just the bare minimal combination of such simple lines, you can feel a sense of great strength and exquisite class.

RS8000

FLAT STYLE IS
CONSISTENT



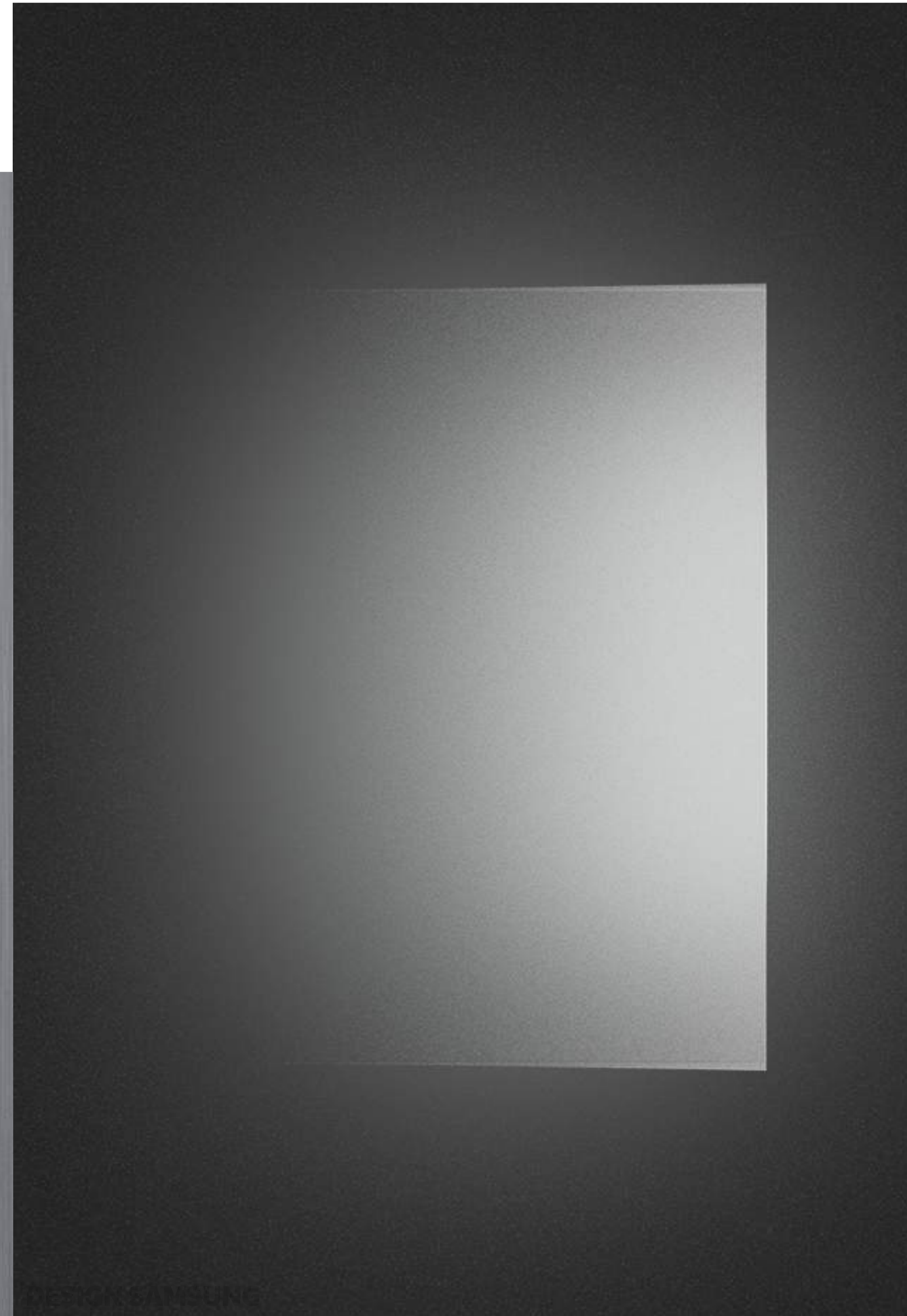
RB8000

Flat Style is a seamless flow that doesn't miss a beat from the very insides to the outer edges of the exterior. The Flat Style strives for simplicity, and this notion is reflected in the fine details of the internal design. The corners of the internal space are shaped closely to a perpendicular angle to form a spatial form composed of straight lines, which maintains the aesthetic simplicity of the exterior body. Simply put, Flat Style makes the final touch on the consistent aesthetic appeal that penetrates the product from the inside-out.

FLAT STYLE IS
REFINEDNESS



RS8000



Flat Style has been endlessly refined down to just its bare essence.

Controls that aren't frequently used have been relocated to the inside of the refrigerator to remain out of sight. The water dispenser is also simplified to only feature buttons for frequently used functions such as choosing between water or selections of ice, while the rest of the functions are combined with the internal display.

FLAT STYLE IS
THOUGHTFUL

DESIGN SAMSUNG



RB8000



Flat Style is packed with considerate designs that enhance usability. The RB8000's Kitchen-fit design minimizes the thickness of the refrigerator door while securing 100L more in max capacity compared to other refrigerators of the same size. In addition, the RS8000's slanted shelf handles are applied with oblique strokes for users to comfortably pull the shelves without hurting their wrists.

TIMELESS BEAUTY OF FLAT STYLE DESIGN

In a world filled with unconventional, unique ideas and over-to-top expressions, the power of simplicity becomes more prominent. Samsung Electronics strives for functional designs that express beauty in the essence of things and simplicity conveyed through perfect form that prioritizes the fundamentals. Samsung Electronics' definition of the Flat Style is a kitchen appliance that organically communicates and harmonizes with its space through pure and timeless simplicity that is free of all complications.

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