

RETHINK LIFESTYLE TV

Samsung and Dezeen's
QLED TV Stand Design Competition





You only get one chance to live your life the way you want, and this notion of ownership for one's life directly influences the aesthetics of design. The Samsung Electronics TV standardized the TV stand mount structure to reflect various environments and lifestyles of users, and then provided an open platform through which anyone can design their own TV stand. A new approach to design in the perspective of lifestyle rather than product design has begun in collaboration with designers from all around the world.

Shifting the Concept of the TV through Stand Design.

The Samsung QLED TV opened a new era of 'Lifestyle TV'. This TV of the new era can be installed anywhere without spatial limitations, and elevates the quality of life through enhancing aesthetic sensibility. The TV stand that has been standardized by Samsung Electronics not only supports the product's function, but is also able to expand its design according to a user's environment or lifestyle. We were curious how far a TV stand design can go while maintaining practicality and aesthetics.

In June of 2017, Samsung Electronics held a 'QLED TV Stand Design Competition' open to the whole world. The competition was carried out in partnership with a UK design magazine known as Dezeen, and nearly 1,200 creative pieces were submitted from 83 different countries worldwide. Through fair evaluation, 15 entries were selected as the shortlist for the top prize, and among them, five pieces were again selected to compete for the final top prize. With a proud heart, we introduce the final winners of the QLED TV Stand Design Competition that will change the paradigm of TV space.

Winner

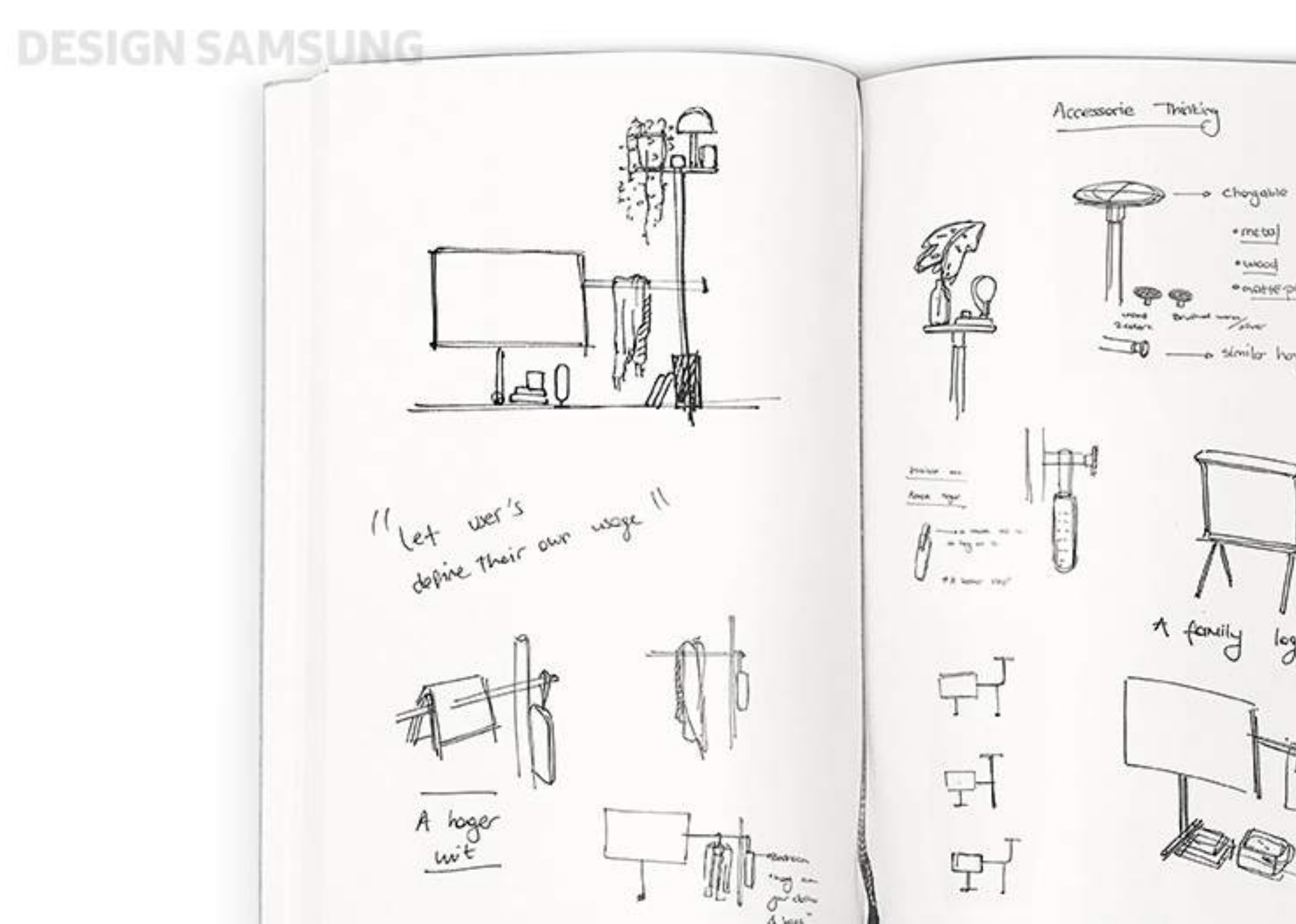


RØR

Fulden Dehneli / Turkey

“ In this technologically dominant age, I wanted to create a stand design that can provide the complete functions of a TV and restore the qualities of what it means to be ‘human’. ”

This design combines a circular shelf with a frame to manifest practical beauty in the product. By expanding the reach of the stand, the TV can merge harmoniously with its environment rather than just standing upright in its own lonely space. Users can always be connected to the TV through ‘RøR’, which translates to ‘tubes’ in Danish. Even when the user is not watching the TV, the stand can be utilized for various purposes. Since this design was inspired by Scandinavian minimalistic design, it has a simple frame structure that was built with honest materials. Four steel tubes connect horizontally and vertically to offer a stable support to the TV and shelf. This practical yet beautiful and human-like stand design elevates the QLED TV to a furniture that is part of our daily lives.

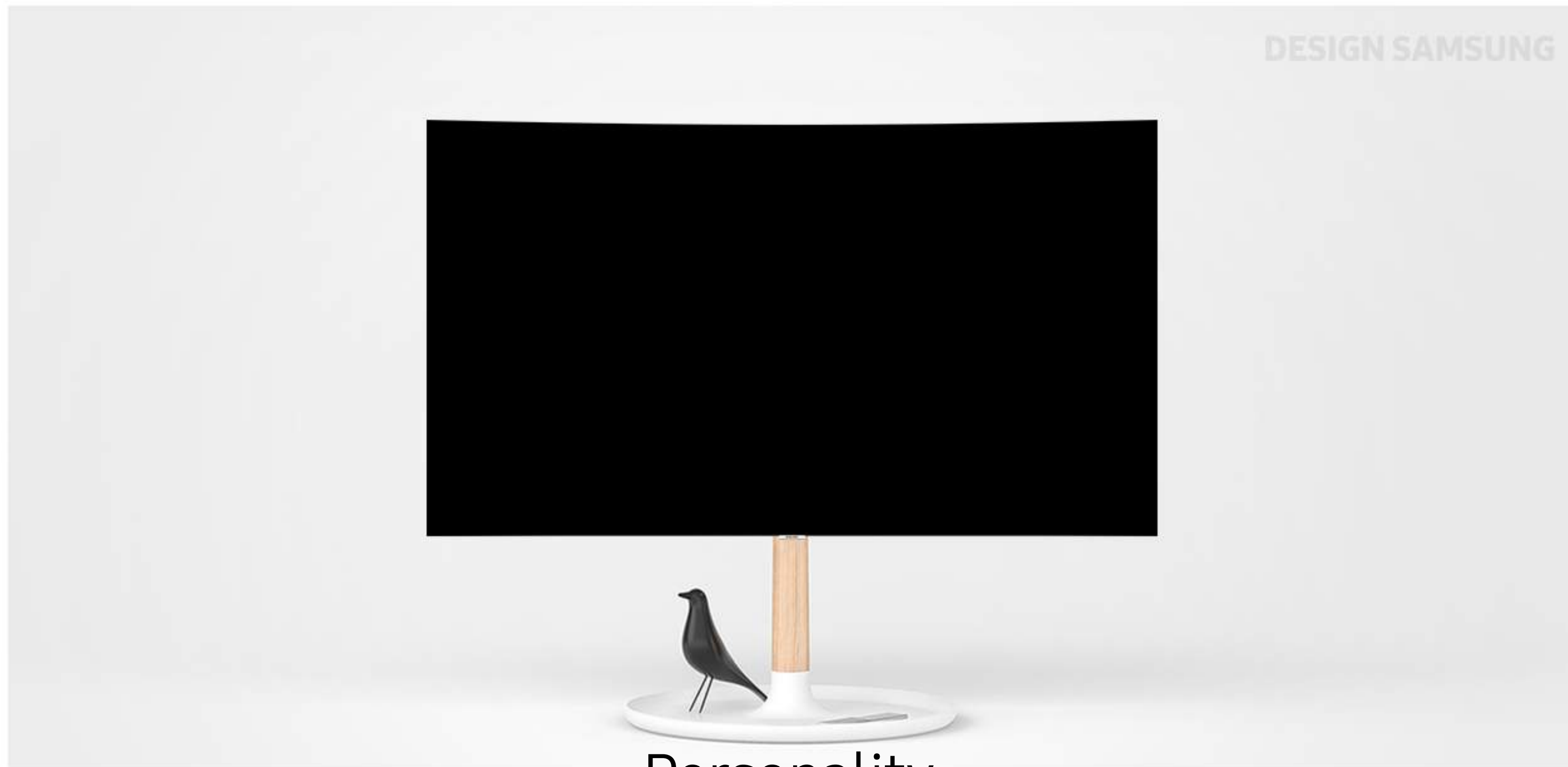


Judge Commentary

“ This piece suggests a new method of combining technology and lifestyle. Its practicality and aesthetics maintain a fine balance and help the TV naturally blend into the personality of its space. We gave this design a high score because it isn't confined to a certain limit but is flexible enough to freely transform according to users' tastes. ”



Finalist

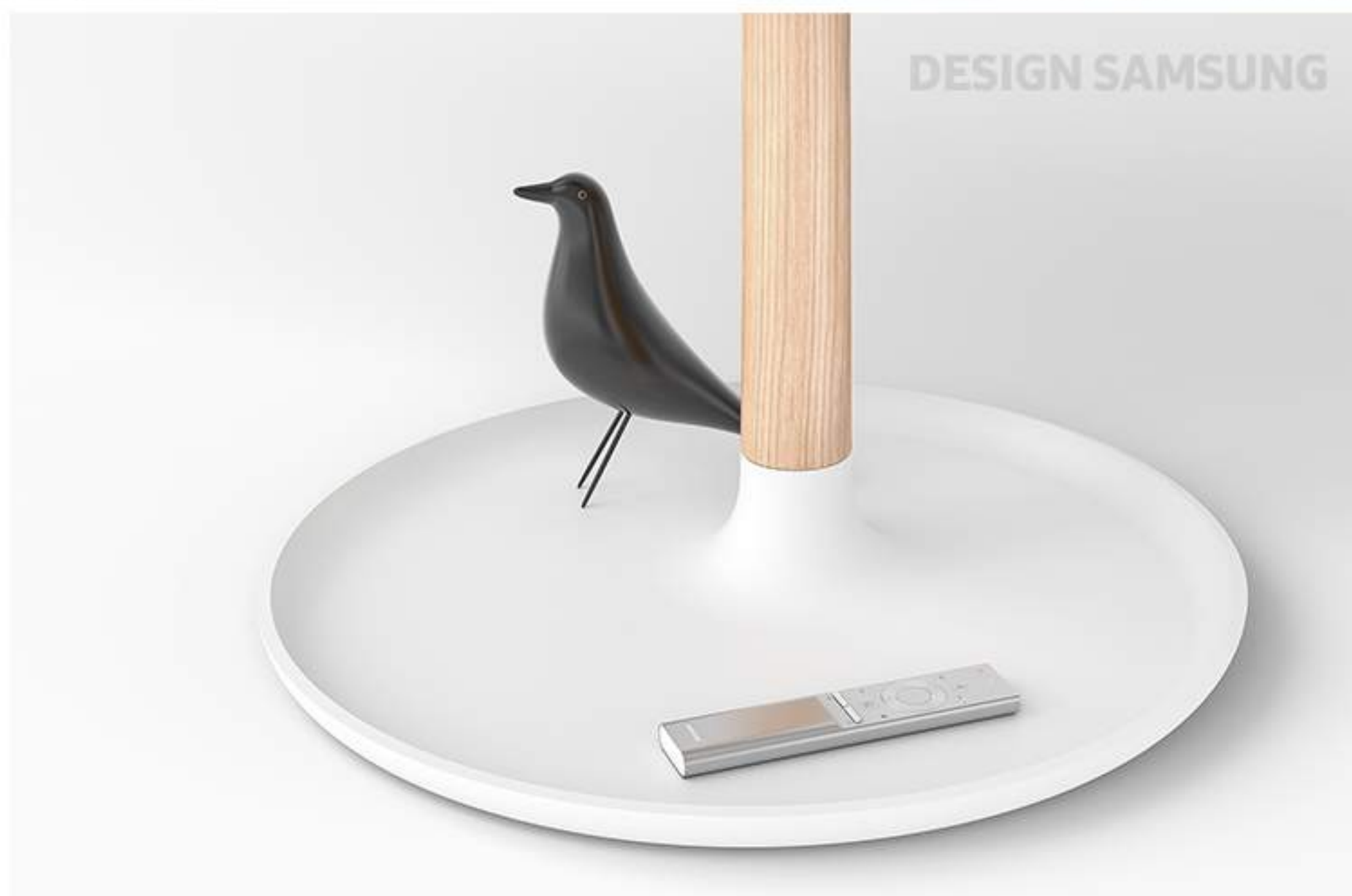


Personality

James Melia / England

“ You can tailor your product to your lifestyle or configure it in a way that reflects your personality. ”

This simple stand is a master of transformation. This is a module TV stand that is consisted of three components; bracket, leg, and base. These modules can be modified depending on user taste. From various base types to the 'audio leg' that has a sound bar function, this stand offers a variety of functions and materials for each element, as well as different colors. Users can mix and match parts based on their tastes and create a whole new TV stand that exudes individual personality. A TV stand that exhibits variety in the form of simplicity brings infinite transformation to a space.



Judge Commentary

“ This is a very simple design, but packed with a multitude of functions. We concluded that this stand had a lot of potential in a retail aspect to draw the attention of consumers. ”



PlantLife

Martina Krastev / Greece

“ I wanted to express the unity between the TV, a product of technological manifestation, and nature itself. ”

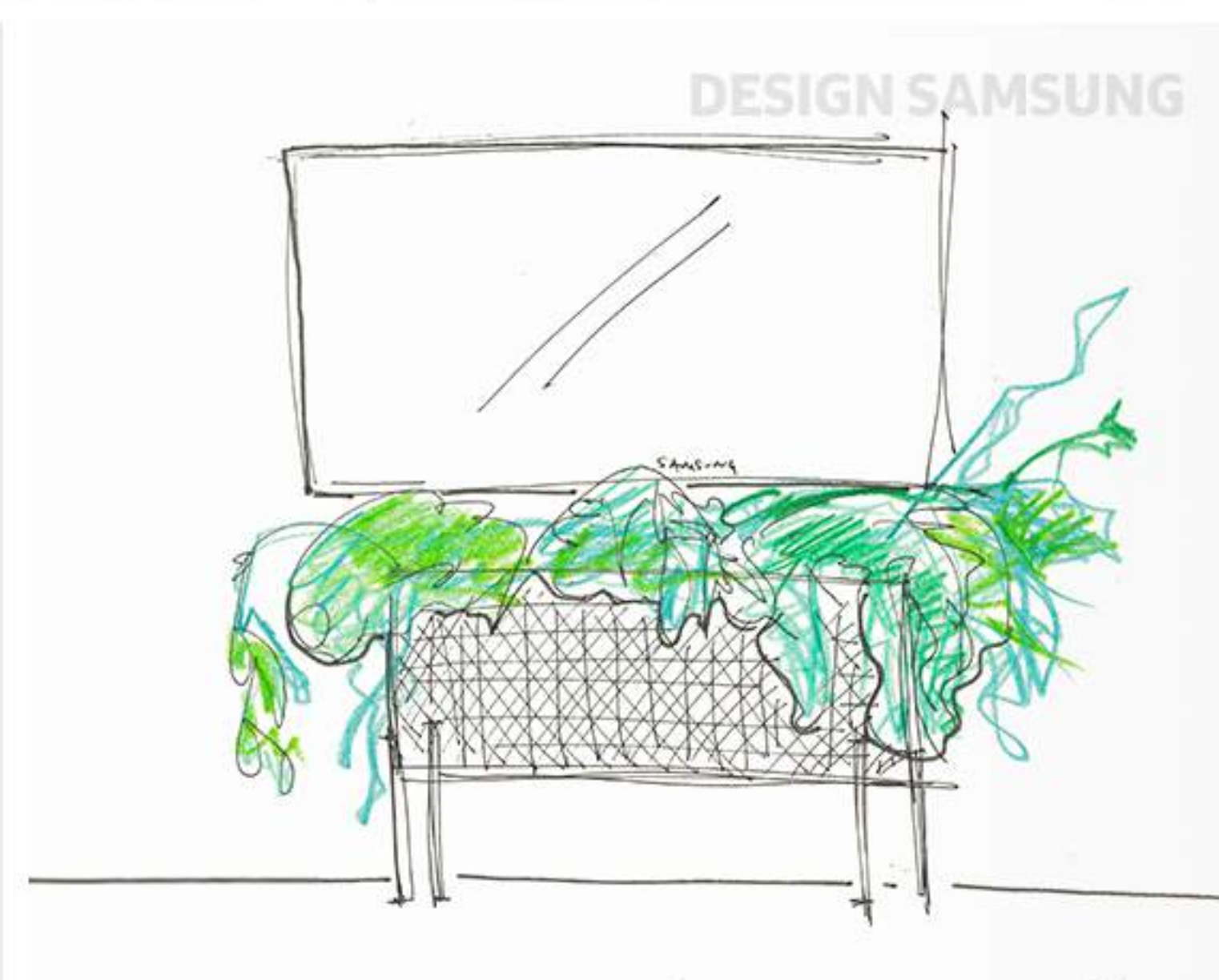
A small garden sprouted beneath the TV. Two steel arches support the TV and are screwed on the steel legs under a rectangular rattan plant holder. Once you fill this basket with plants and flowers, the freshness of nature diffuses into your indoor living space.

This stand is for people who love plants, but live in bustling city apartments. Users can enjoy the functions of a QLED TV, and at the same time, rest in the tranquility provided by your very own mini garden. This simple stand that captures the essence of nature transforms the technologically intense space of a TV into a space of digital detox.



Judge Commentary

“ This design breathed in the friendly spirit of nature into a modern and sturdy atmosphere of the TV, and showed us a refreshing approach that stands out from other stand designs. ”



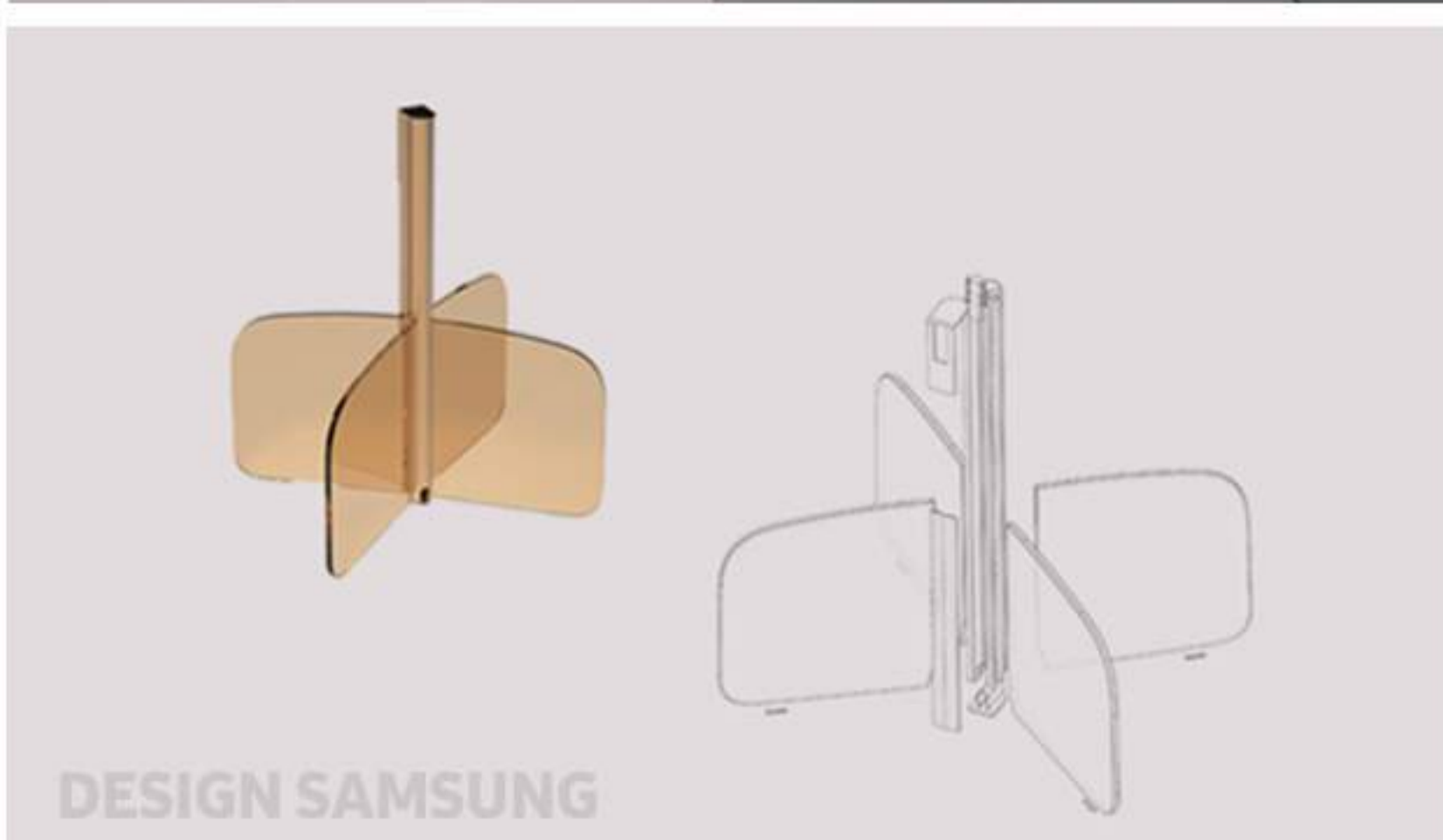
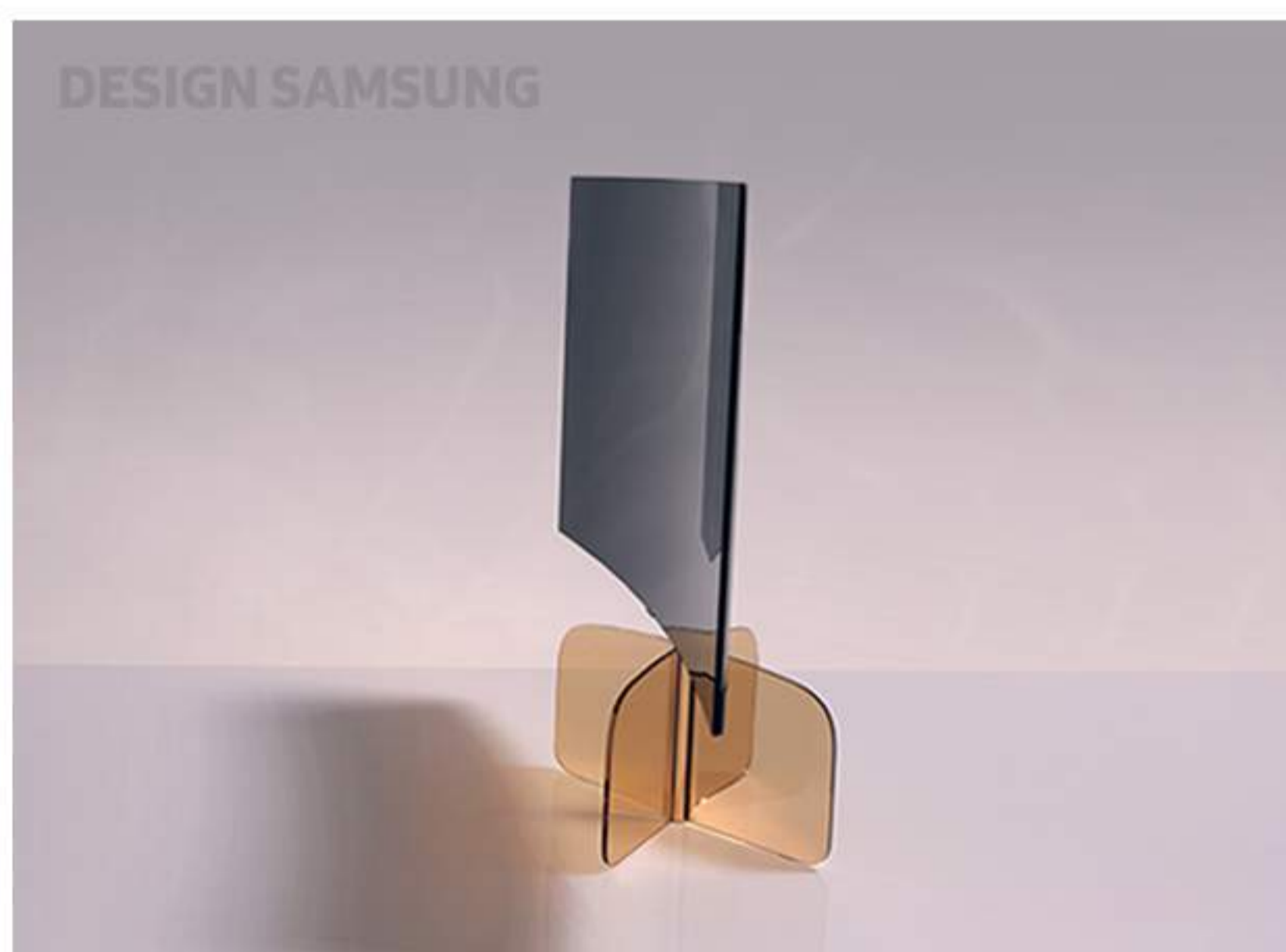


Butterfly

Rene Walk / Australia

“ I wanted to create a luxurious product that is designed to be flat-packed and assembled by the user. ”

Four glass panels are inserted into a stylish aluminum pillar to create an amazing TV stand. The tinted glass panels with rounded edges remind us of the elegant strokes of butterfly wings. When light shines off the tinted glass, a beautiful shadow forms through overlapping shades. Convolved cables are neatly connected to the TV through an aluminum pillar. This stand has a pristine design made from high quality materials to capture the hearts of consumers who prefer premium designs. The abounding visual effects of this stand establish an atmosphere of beauty, raising the TV and its stand as the centerpieces of all spaces.



Judge Commentary

“ This was an impressionable piece that used ‘tinted glass,’ a rather retro material, to bring about a unique retro-look design. ”

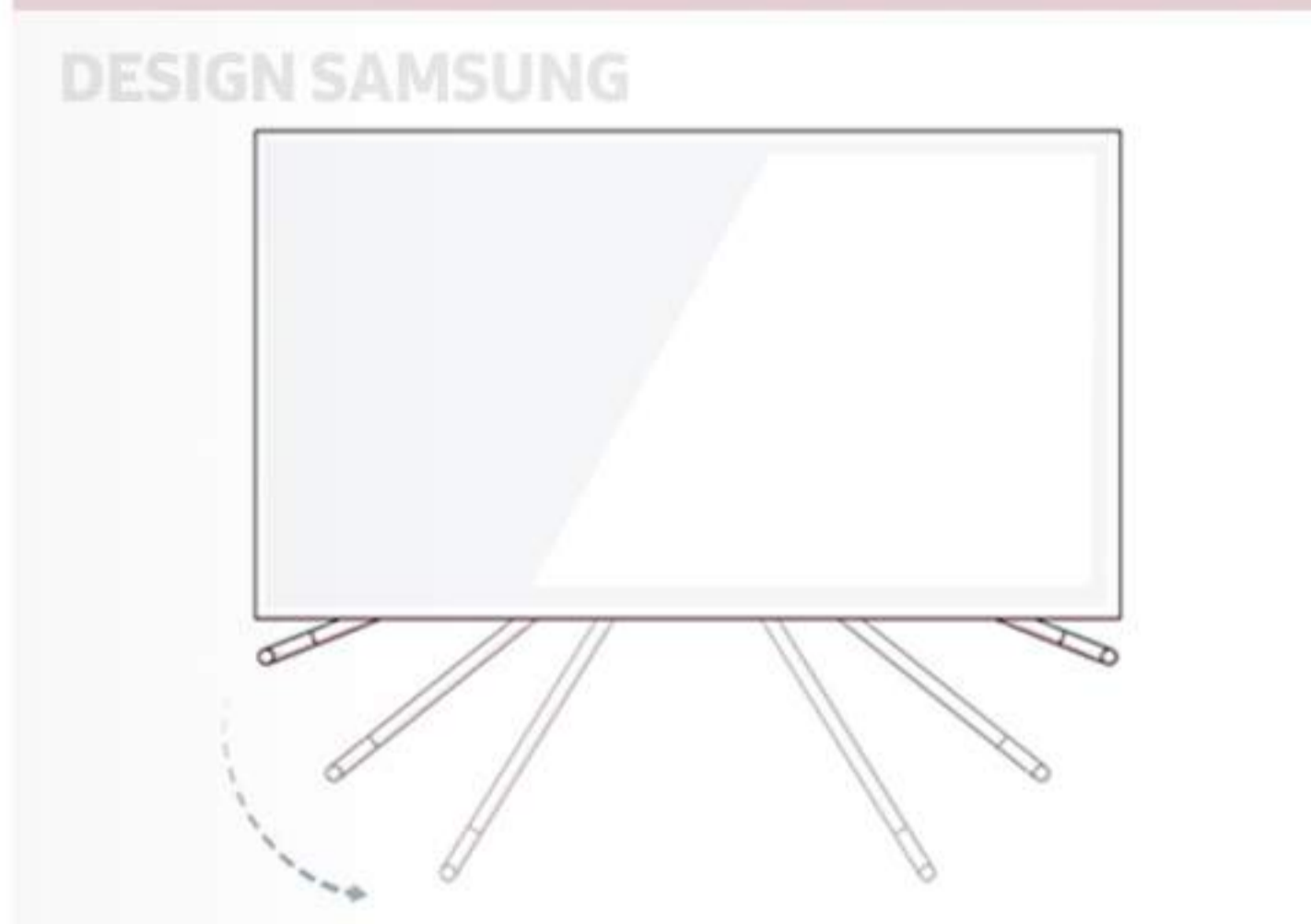


Flamingo

Manuel Fernandez Rubio / Spain

“ The design is based in two supports with a joint mechanism that allows its regulation at different heights, so that it can be adapted to sit on the floor or on a piece of furniture. ”

The 'Flamingo' has been created from the harmonious interaction between sturdy, reasonably priced material and a simple design idea. A pair of slender L-shaped legs resemble the rose colored legs of a flamingo. Users can raise the TV's height to their liking by adjusting the angles of each pillar. The color and material of the connecting parts can be replaced freely depending on user taste. This design reflects the current trends in furniture by portraying a symmetric style with its contours, therefore perfectly suitable to capture the hearts of young and reasonable consumers.



Judge Commentary

“ It wasn't love at first sight with this stand design, but we fell for the details behind the simple and basic mechanics of design that are manifested in its symmetry. ”

Shortlist



Fly

Björn Blisse / Germany



AY!EH!(At Your Eye Height)

Hunjeong Kim / Germany



V Up

Petar Ćosić / Serbia



Optical Suspension

Marcelo Dantas / Portugal



Catch the Wave

Anthony Chieh / USA



Sail

ALDEN KOH / Singapore



Ppalli Ppalli Palitos

Xose Manuel Figueroa / Mexico



Stratos

Sonny Lim / Germany



Shift

Brundza / Lithuania



Growth

Santiago Bautista / Spain

There are times when the space I am standing on defines me.
This is the same for objects. Through the QLED TV Stand Design Competition,
the TV existed in numerous forms and occupied diverse spaces.

The TV no longer is explained solely by technological terms.
The innovative perspective of young designers led the TV into a space
that was decorated with the tranquility of nature, the beauty
created by light and material, and the heartfelt gaze toward life itself.
Through the creations of designers who are on their way to be
the focal point of a new era, we are given the great gift of
rethinking the TV as a way of life.

design.samsung.com >