

Samsung Design, Drawing Closer to You

Inspired by Humans, Creating the Future

The design philosophy of a corporation must be active and organic. In order for this to happen, we always need to have an open channel of communication to convey our approach to design. Here at Samsung Electronics we're always trying to find different and unique ways to do this. And we think we've found a good one. To commemorate *Hangul Day* here in Korea, we asked three contemporary artists to interpret the design philosophy we share here at Samsung Electronics, each of them handling one of our core value statements: *Balance of reason and feeling, Simplicity with resonance, and Meaningful innovation.*



MYKC

Two conflicting values come together to form Samsung Electronic's design philosophy, likewise we overlapped all the letters at the same focal point thereby conceptually showing this unity of ideas but also showing the formal beauty of *Hangul*.

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MYKC is Kimoon Kim and Yongchan Kim - Two Kims running a graphic design studio with emphasis on culture and art. Deeply based in traditional graphic design, the studio seeks to find connections with other mediums and outlets.



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Dots into lines, lines into planes, a simple trichotomy was the driving concept for this typographic poster. Ultimately conveying the idea that Samsung Electronics builds their products from the ground up with the users.

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Jisuk Kim, Jungwook Won, Taegeum Song are co-principles of Mr. Jones Association, a branding company, advertising agency, space design studio and everything in between. They develop holistic communication strategies that involve all the above areas to a number of clients.



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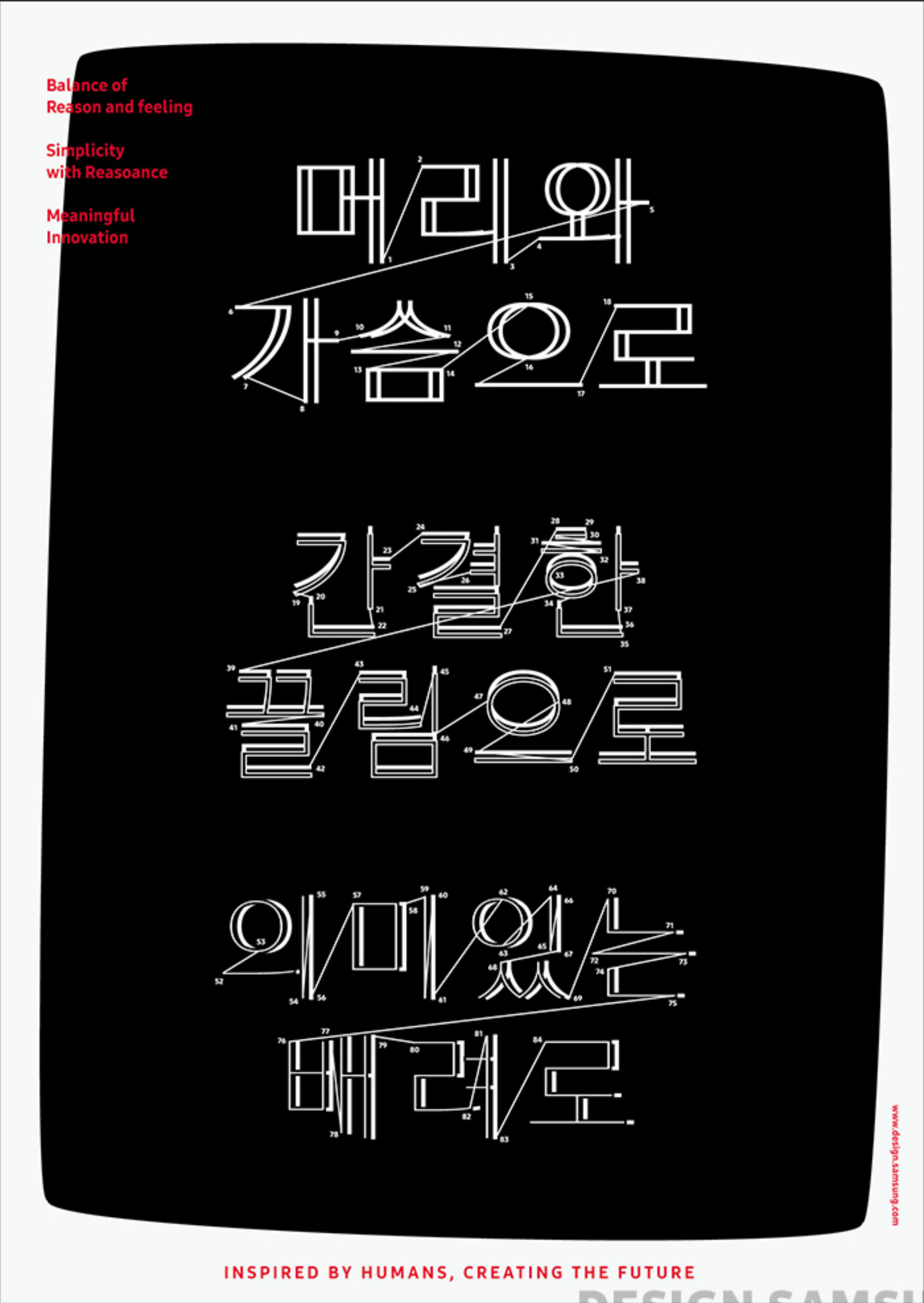
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SPARKS EDITION

Emphasizing balance and unity for us meant that the design philosophy of Samsung Electronics could be expressed with physics. In this case the delicate balance of a hanging mobile was the motif for this typographic placement.

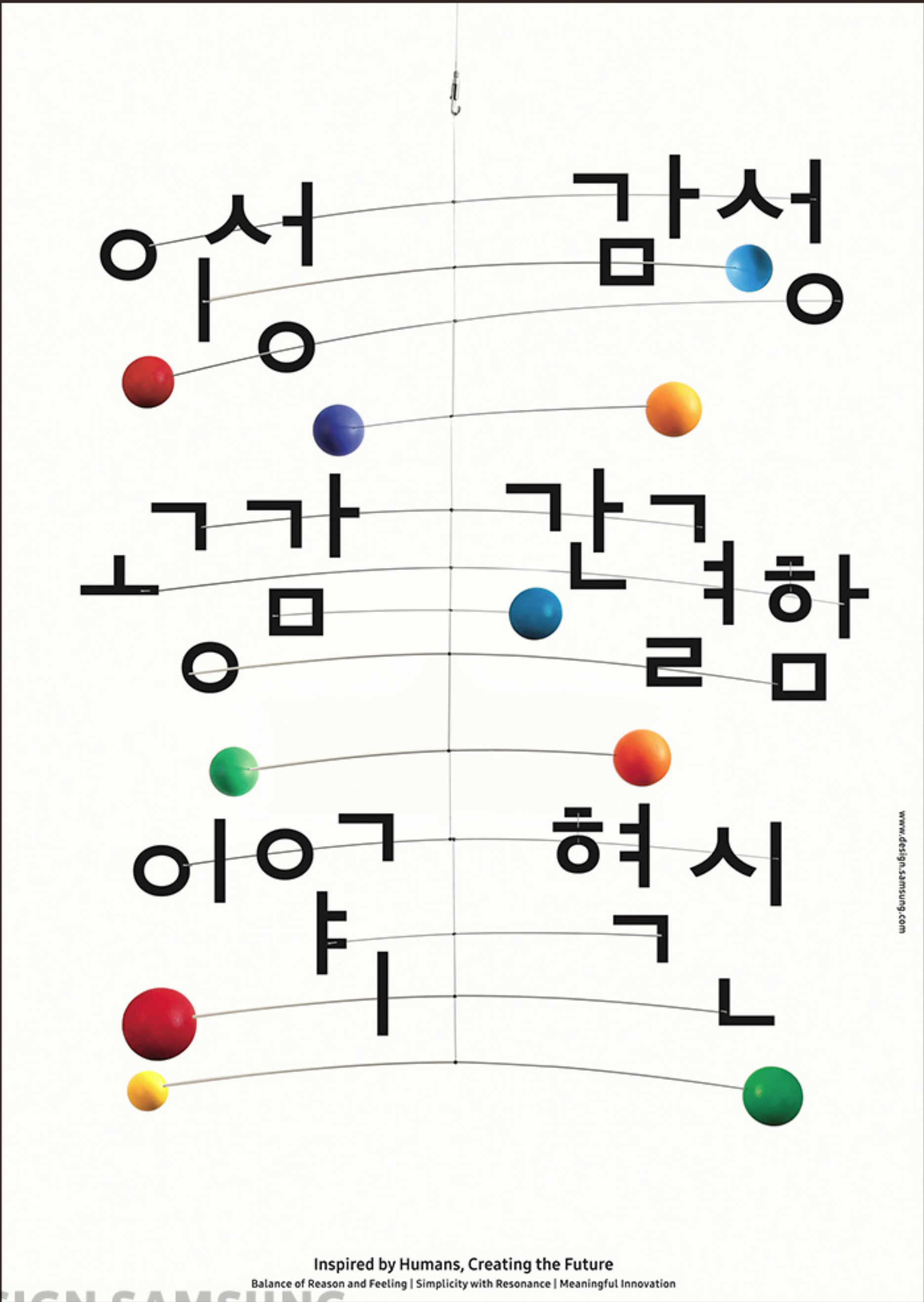
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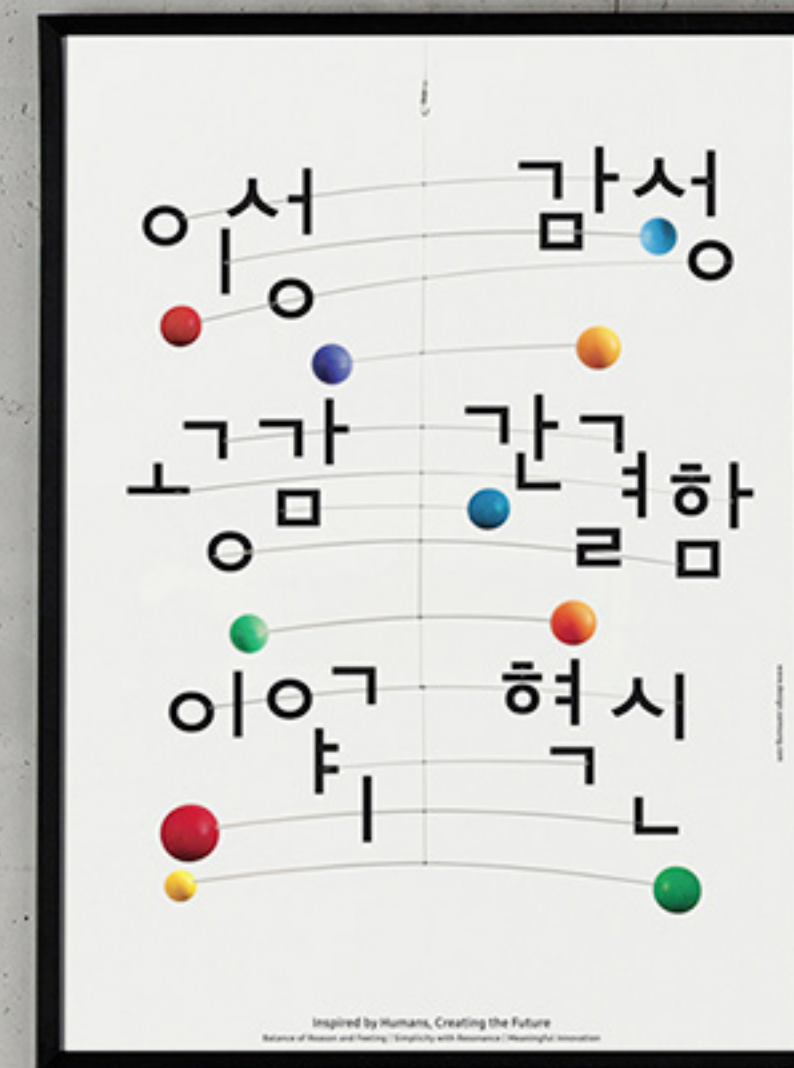
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The three posters presented here convey how Samsung Electronics goes about designing products.

Being able to see the interpretation of three artists on the core design values of Samsung is rare, but to have these views expressed in a visual medium is a unique insight of itself. The added beauty of Hangul enhances that experience all the more.

Before defining a corporation's design approach, it's vital to forecast, communicate and talk of the future. Our design approach here at Samsung Electronics begins with the user in a continuous dialogue ever looking forward to the future ahead of us.

*All artwork was developed using the SamsungOne font.



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