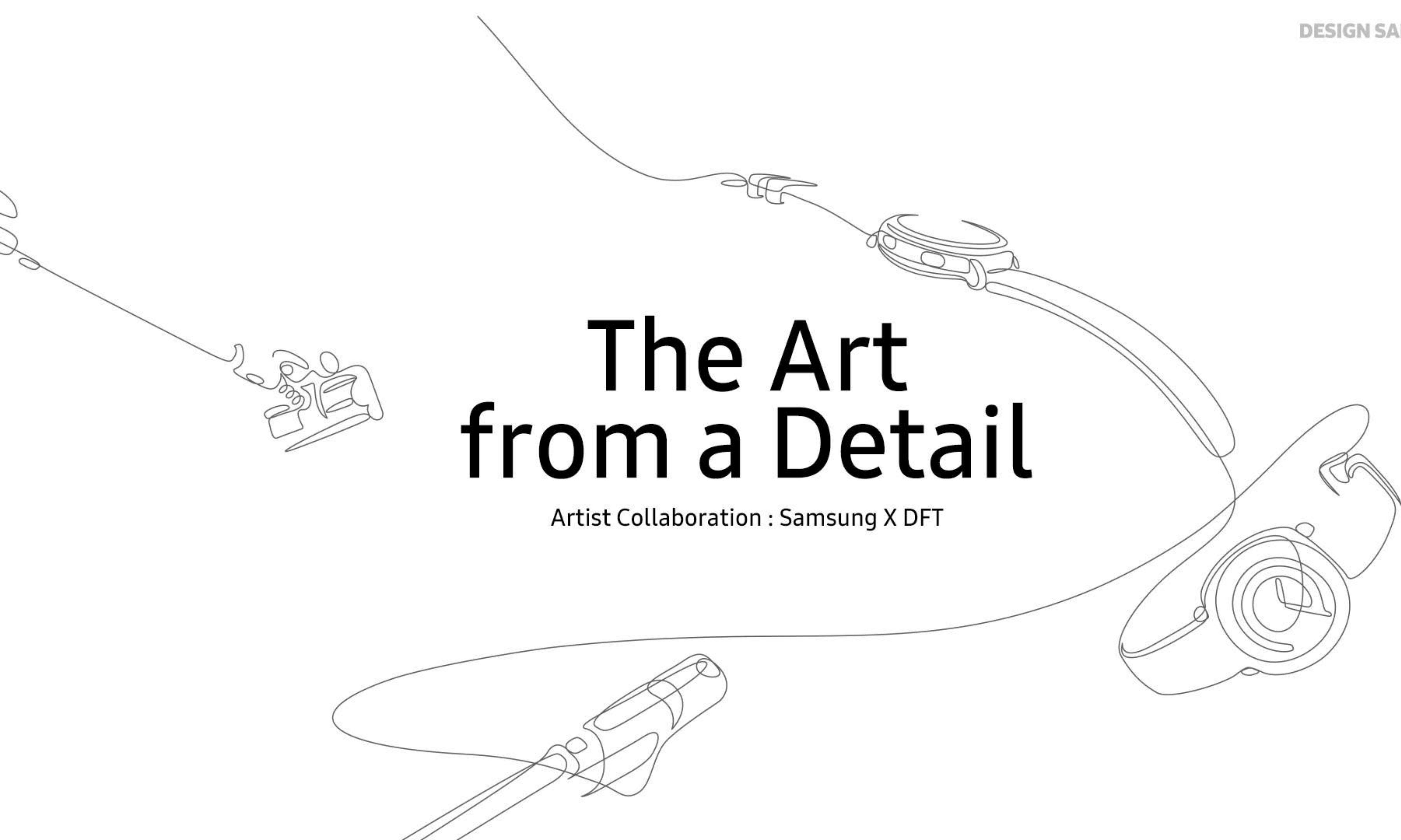


The Art from a Detail

Artist Collaboration : Samsung X DFT



Detail Found in Brevity

Countless intersections of lines, combinations of colors, and arrangements of planes are involved in the process of completing a design. This process is a continuous build-up of compositions, but ironically, the message held in a design becomes most coherent and its details most radiant when it is in its simplest form. Our newest artist collaboration was born out of this very idea. In order to encounter detail, we chose to become the most concise. We compressed the overall form of objects you see on a day-to-day basis, namely the Gear Sport smartwatch and the POWERstick PRO stick vacuum, into a single line as an effort to express detail in the product.



Collaboration with DFT



Our collaboration this time around is with DFT(Differently), an artist duo who illustrates their artistic universe in the form of line-drawing. DFT's line of works is drawn entirely with a single and concise line. This method transforms an otherwise complex subject into a simple two-dimensional line, capturing the identity and detail of the image in the process.

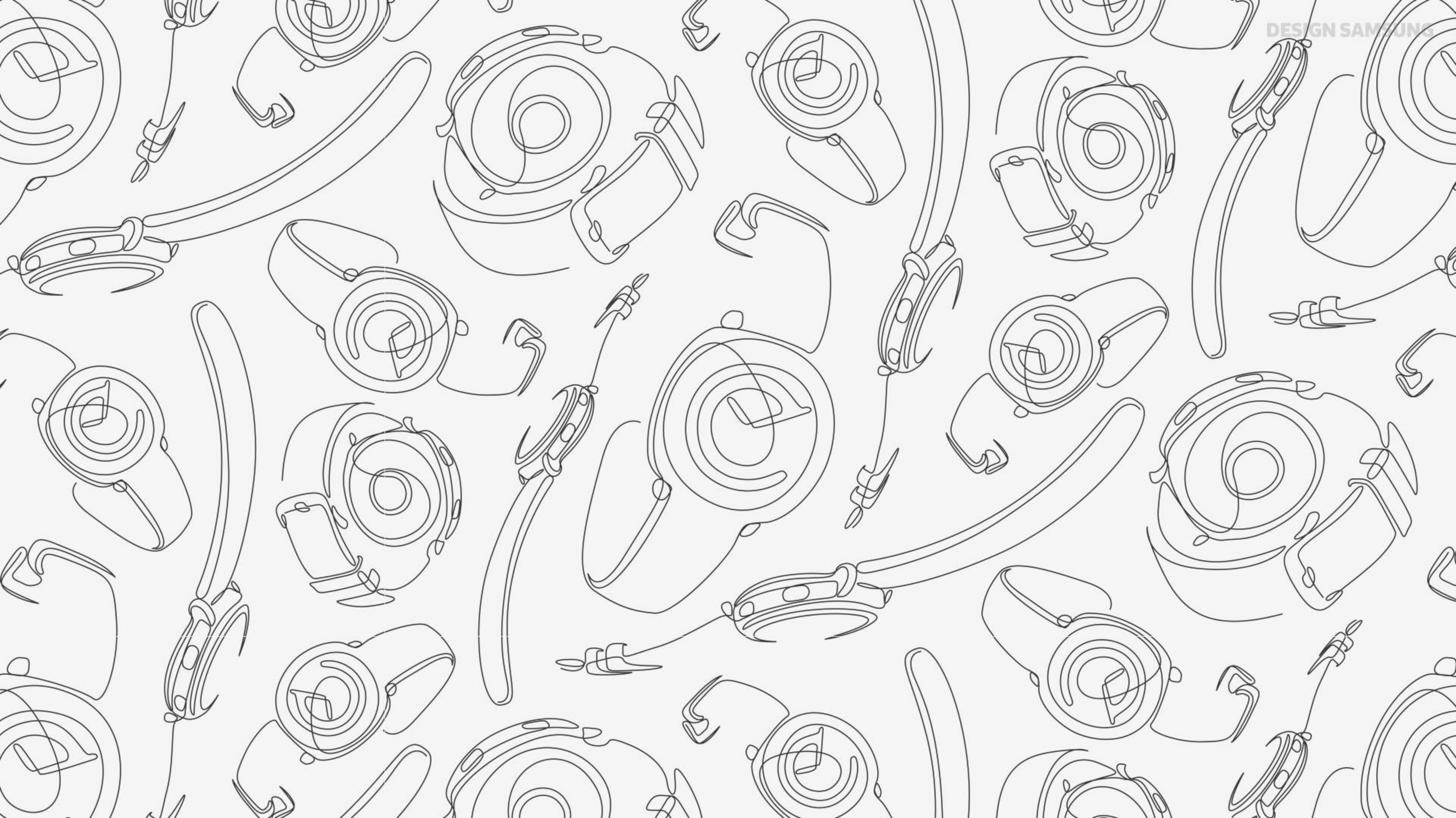
The Cheerful Watch

Gear Sport



Also known as a 'universe on your wrist,' a wristwatch and the hundreds of gears that make up its contents are the culmination of technology and the symbol of exquisite flawlessness. Gear Sport inherited these sentiments that are contained in the details of a wristwatch. The Gear Sport's wide collection of watch faces, immaculate form that is reinforced with an edge, and its twenty-three straps that can accompany any lifestyle ensure an unrestrained everyday life for its users. We took the various expressions of this immaculate smartwatch and reimagined it as an artwork that uses patterns drawn with one-line drawing. The patterns are composed in flexible angles to assemble into more than 3,600 different styles that each embodies a stylish value of the Gear Sport.

“We deconstruct our subjects into two-dimensional minimalist line art to focus on what creates a subject's unique identity.”



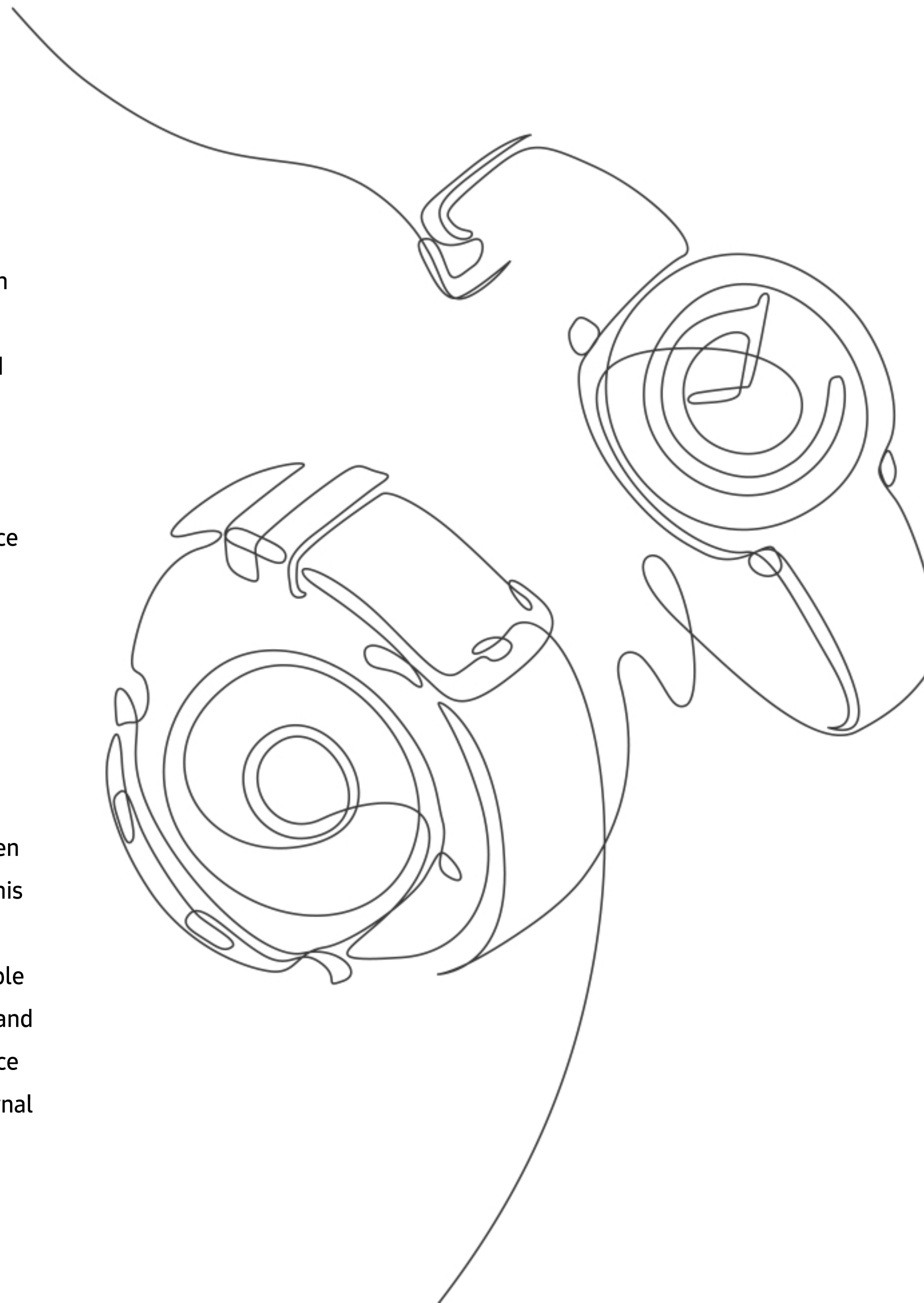
DFT Interview

Portraying Design Balance of the Gear Sport

The very first step of our work process is drawing several realistic pencil sketches of the subject. We must go through the sketch process to accurately survey the subject matter, and understand its unique properties. We closely examined the Gear Sport over a long period of time and discovered that the Gear Sport's identity is in its 'perfect balance maintained between simplicity and flawlessness.' We then used a pattern design to capture Gear Sport's design balance that is overlaid throughout the product.

Detail in Curvature that Instills 'Smartness' to a 'Watch'

We were deeply inspired by the seamless transition between the Gear Sport's external body design and its GUI design. This natural transition exhibits the major characteristics of the Gear Sport's dual nature as both a wristwatch and a wearable smart device. We based our ideas on this specific property and strived to illustrate the detailed changeover that takes place in the form of a round curvature between the watch's external body and the watch face.





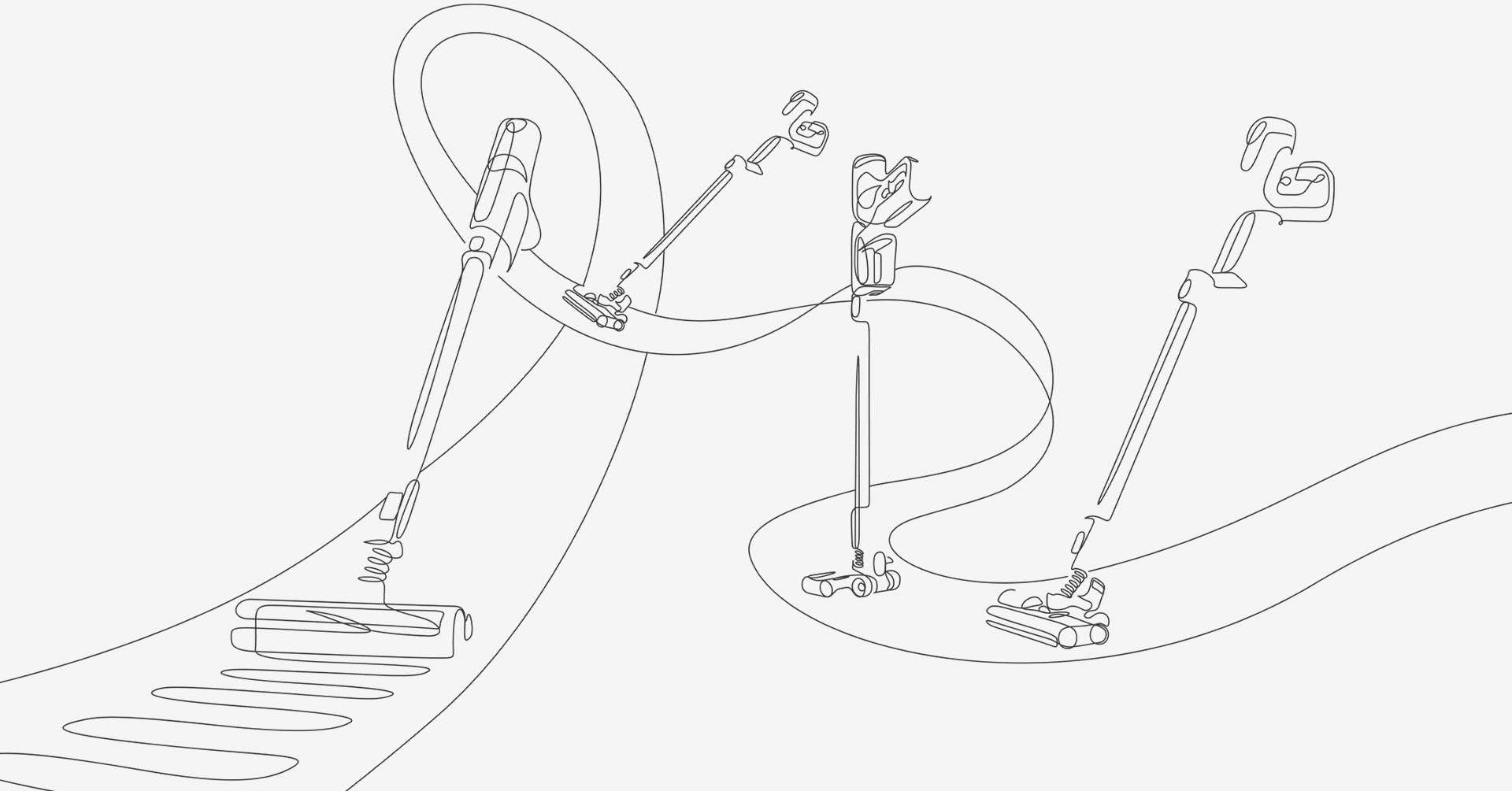
The Dynamic Vacuum

POWERstick PRO

A stick vacuum cleaner is built from many different parts that vary in size and form. The main design challenge here is to create a product that has a singular and complete shape and form even though it is composed of different parts with unique physical properties, such as the handle that must cater to the shape of a hand, the elongated pipe, and the cylinder-shaped brush. The POWERstick PRO unravels this challenge with ingenuity. Its ergonomic design features a harmonious combination of straight lines and curves, giving the product a balanced and simple look.

“Minimalism requests
a certain level of perfection.”





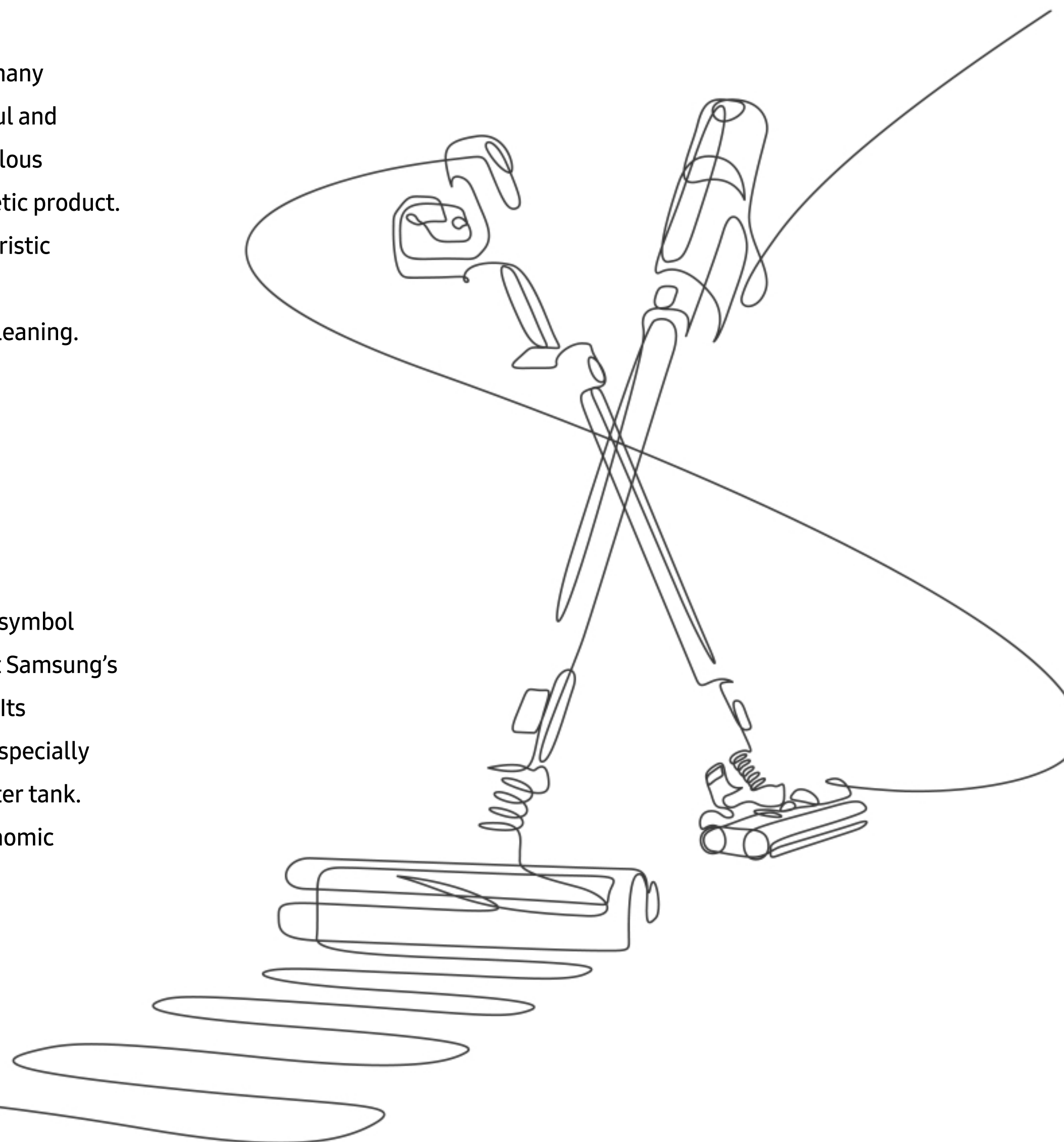
DFT Interview

Telling the Tale of Joyful Cleaning

Our encounter with the POWERstick PRO and the many faces it takes depending on the angle was a cheerful and enjoyable process. Its lightweight body and meticulous detail gave us the impression of a lively and energetic product. In order to capture the POWERstick PRO's characteristic identity, we drew a vivacious curve that follows the stick vacuum's path to illustrate joyfulness in cleaning.

Futuristic Design in the Intersection of Lines

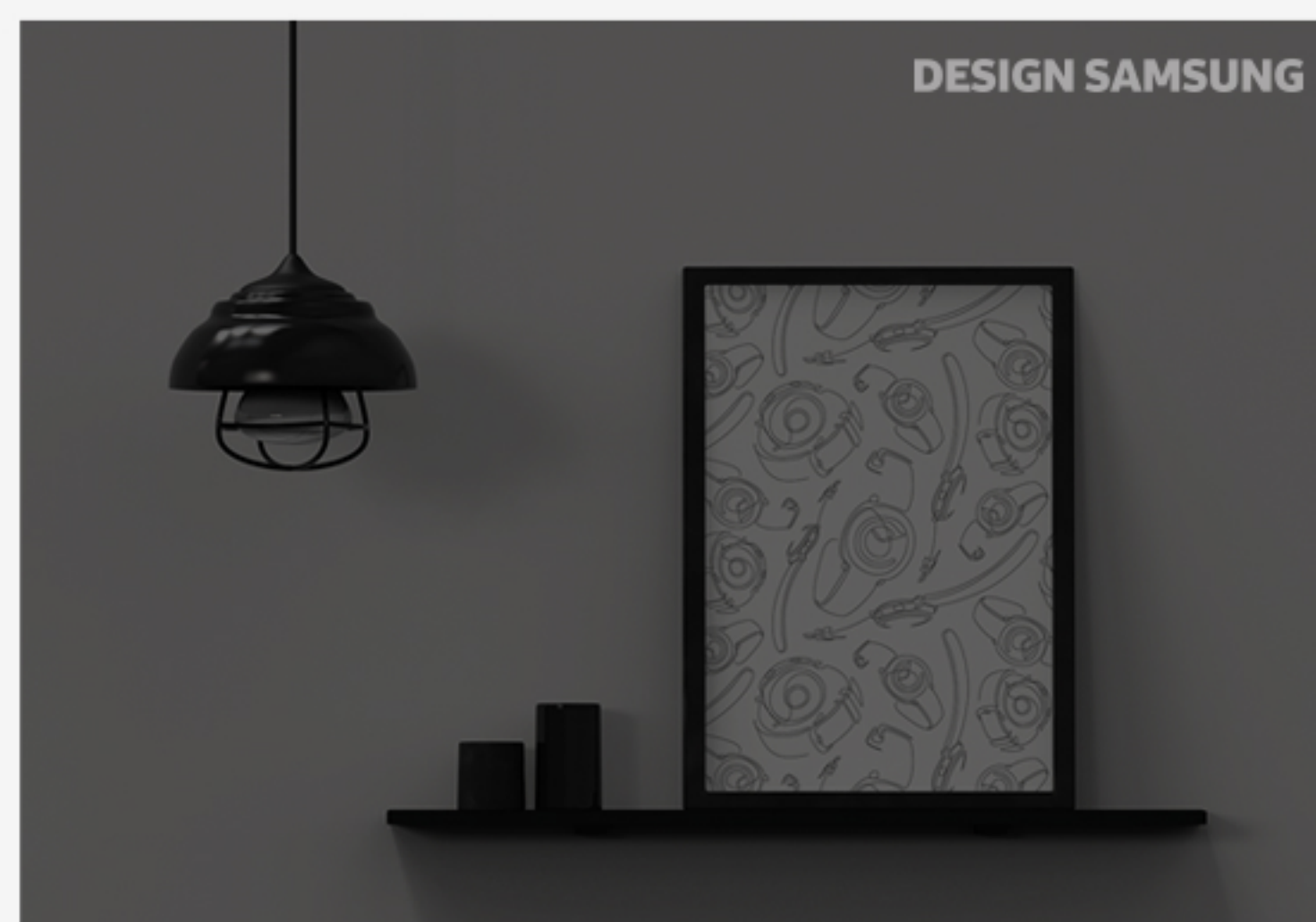
We believe Samsung is a company that serves as a symbol and pioneer of innovative design. We viscerally felt Samsung's future-oriented design from the POWERstick PRO. Its technological essence and thorough design were especially apparent in the flex handle and the detail in the filter tank. We then sketched out the POWERstick PRO's ergonomic design with a delicate intersection of lines.



Bringing a Product's Detail into the Crux of our Lives

The first task of our artist collaboration with DFT was exploring the details in a product that is situated in our near vicinity. We wanted this collaborative artwork to not only remain as an art piece, but to also return back into actual lives. That is why we infused the artwork into everyday objects. Among them was the shopping bag at the Samsung d'light*, which we designed so that users can have a special experience of meeting the details in the artwork firsthand. We believe that the opportunity to encounter Samsung Electronics products in another distinct perspective will present a whole new joyful experience to our users.

*Samsung d'light : an exhibition space of Samsung products and technologies



“God is in the details.”

- Ludwig Mies van der Rohe, German Architect -

The power that transforms something ordinary into extraordinary is in the details. We realize this power when we experience the careful ‘considerations’ that go into the smallest aspects of a product. Our heartfelt consideration for our users is now reimagined in the art of detail. We hope that the wonderful surprise embedded in the details of Samsung Electronics products permeates into our users’ spaces and lives to shine brilliantly, time and time again.

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