

Design Story

SAMSUNG Galaxy S6 | S6 edge

©Samsung Electronics All Rights Reserved.

CONTENTS

DESIGN STORY
DESIGN PHILOSOPHY
VISUAL THEME
DESIGN STORY

PRODUCT STORY
INSPIRATION
DESIGN CONCEPT
DESIGN LANGUAGE
CMF STORY
UX STORY
ACCESSORIES

DESIGNER BIO

SAMSUNG
Galaxy S6 | S6 edge

©Samsung Electronics All Rights Reserved.



Meaningful Innovation

Samsung envisions innovative designs that integrate cutting edge technology with personal value to create devices that deliver a purposeful, consumer-driven experience.



Minimal Futurism

Samsung's visual theme for 2015 is "Minimal Futurism," which encompasses Samsung's design strategy to find a perfect harmony between technology and design, while retaining both a futuristic and minimalist look and feel.

Project Zero

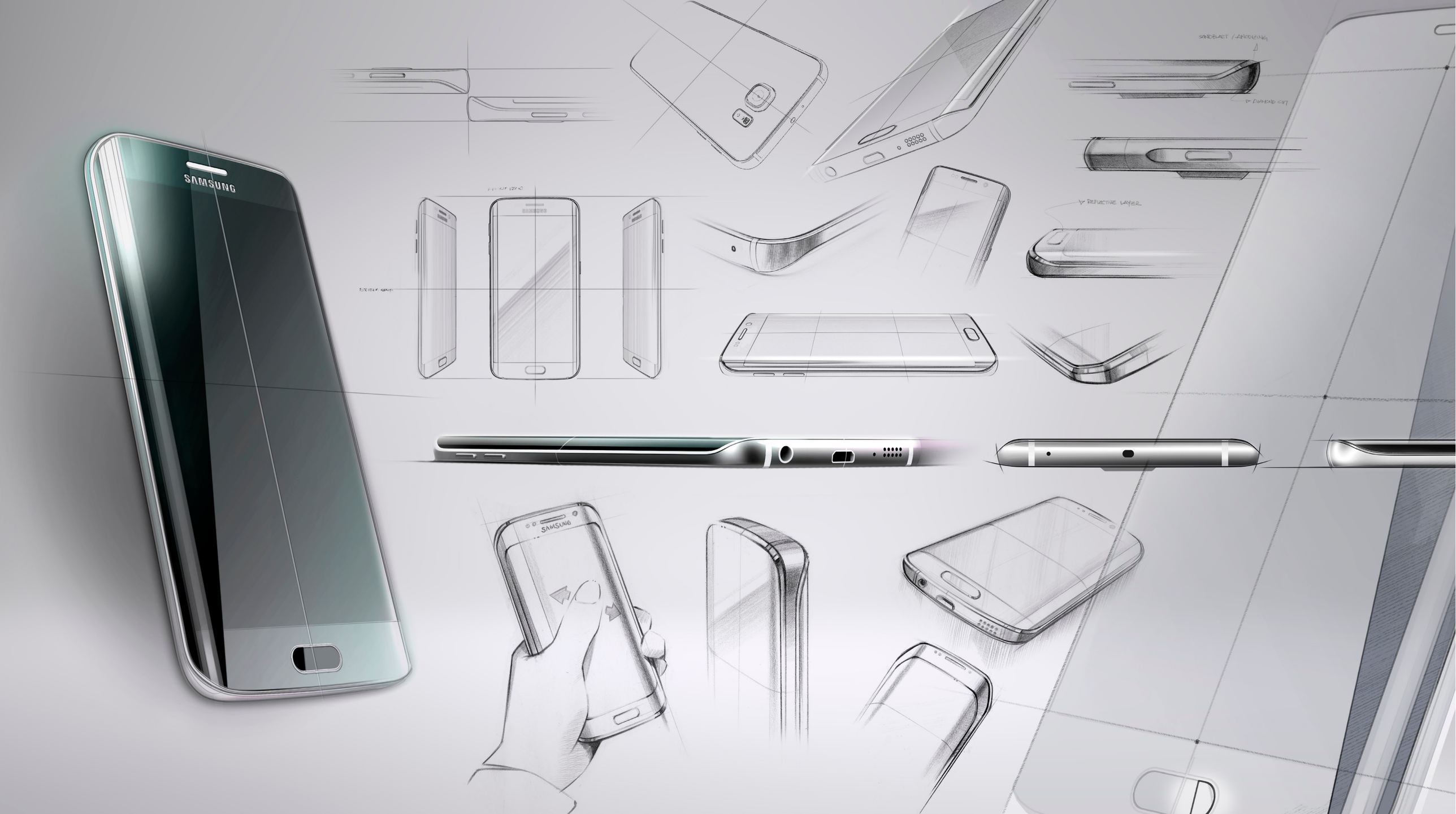
The Galaxy S6 design language is reflective of a culmination of years spent refining Samsung's design philosophy, which at its core is centered on meaningful innovation. For this project, designers started from scratch, or at "Zero," to explore, identify and define a new design language.



Design



Inspiration


SAMSUNG
SAMSUNG
SANDBLAST / ANODIZING
DIAMOND CUT
REFLECTIVE LAYER



New Design Language

The Samsung Galaxy S6 and S6 edge design philosophy delivers true value and usability with beautiful, complementary design elements for a completely reimagined device. Designers interpreted the same core design values into two different variations; the Galaxy S6 and the Galaxy S6 Edge edition.

Sleek Profile

By contrasting a smooth and delicate glass incased with a strong and sleek metal frame, The Galaxy S6 and S6 edge represents Samsung's new design language with a complete, sophisticated finish.


SAMSUNG

Harmonized Form

The Galaxy S6 and S6 edge reflects a harmonious balance of solid lines and fluid curves, glass and metal, grip feeling and craftsmanship. Through this balance, consumers experience both an emotional and sensory experience the moment they hold the device.



SAMSUNG Galaxy S6 edge



SAMSUNG Galaxy S6



Authentic Materials

Designers focused on finding the right materials to deliver warm, sensory value through a typically industrial feeling product. The combination of these two materials of metal and glass elevate the premium look, feel and authenticity of the design.



Glass



Metal

Mystical Aura

Color, material and finish(CMF) are key focuses of the Galaxy S6 and S6 edge design. The Galaxy S6 and S6 edge utilizes glass with new CMF solutions for a novel, premium appearance. The key concept was to capture the exquisite reflectiveness of light and translucent colors to add visual depth to our design. Designed to create lively colors that are always in motion, the new CMF effect introduces beautiful hues to Samsung's mobile design.



SAMSUNG Galaxy S6 edge



SAMSUNG Galaxy S6

The Black Sapphire

Black Sapphire harnesses a mystical quality
that is simultaneously deep and lustrous



The Gold Platinum

Gold Platinum has a life of its own,
transforming from gold to silver as
the device moves in the light



The White Pearl

Pure and pristine White Pearl
evokes a glamorous richness



The Green Emerald

The trendy Green Emerald color conveys
a profound beauty that is harmonious with
the device's exquisite dual curved glass screen



The Blue Topaz

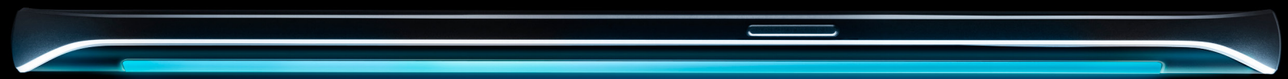
The brilliant Blue Topaz color has a unique radiant quality that lends ethereal gossamer to the device's surface

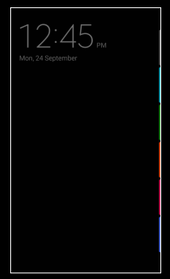




A Simple User Experience

The Galaxy S6 and S6 edge focus on creating a refined experience by accentuating only the core essentials. To accomplish a truly seamless experience, designers optimized a logical layout and flow, resulting in a more engaging user experience









Unique Experience

In the process of streamlining the overall User Experience, designers also created a new feature, Edge UX, that takes advantage of Samsung's innovative and unique form factor to achieve "experience innovation," as premium design is perfectly complemented with a unique user experience.

Protective Beauty

By bringing balance between design and functionality, covers are designed to maximize harmony with out set design.



Clear View Cover

Clear Cover