

Beyond the New Horizon of Design

Introduction

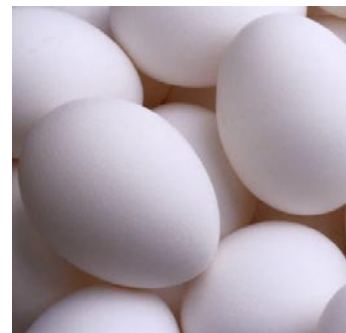
What is different ?

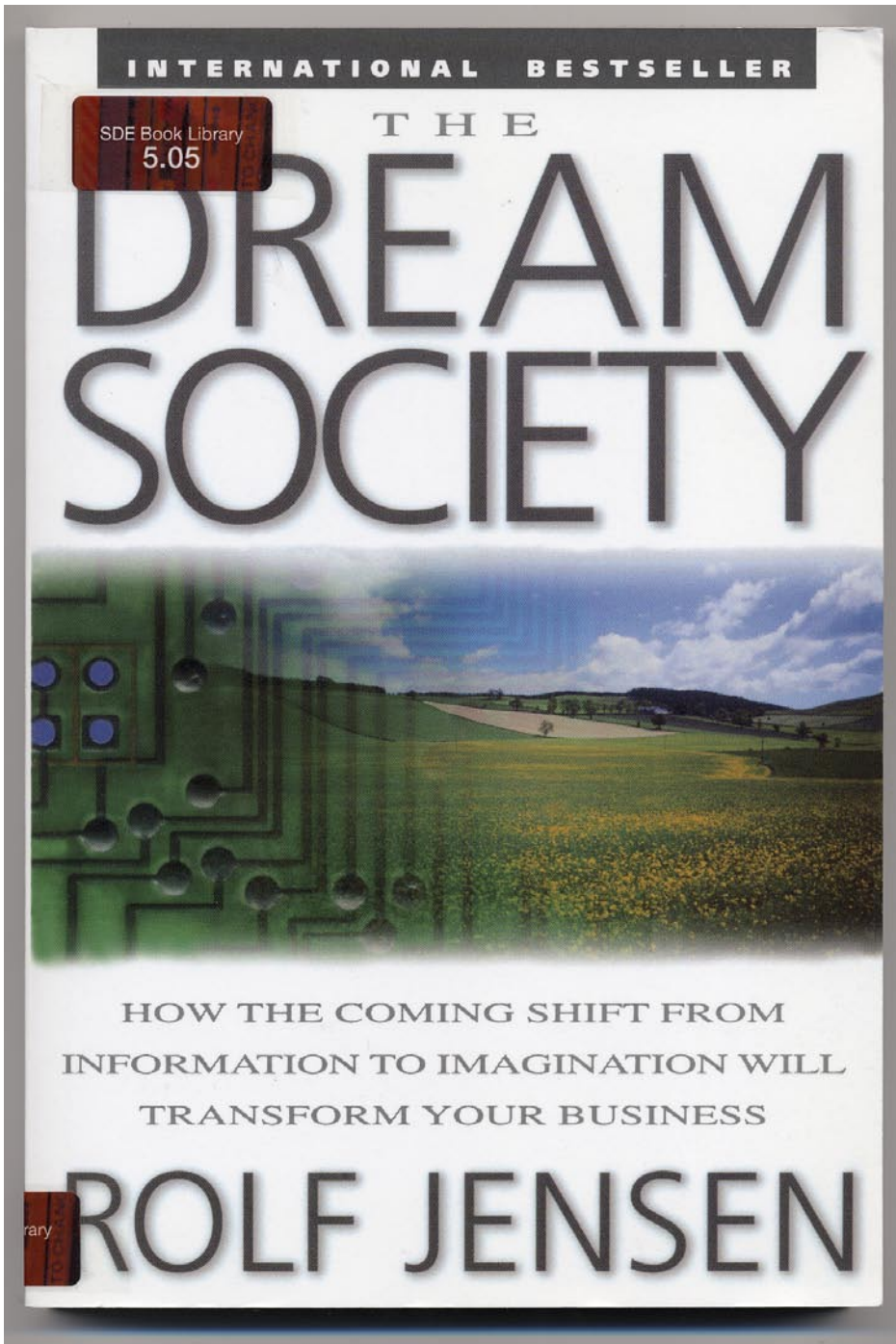
10 Kroner

20 Kroner



Consumers prefer the eggs with the better story





Danish Futurist forecast dream society in 1999
Now, we are living dream society

Copenhagen Institute for Future Studies

What is the design for Samsung ?



Chairman Lee - Samsung

Design is precious property of the company and final success factor of business in 21st century

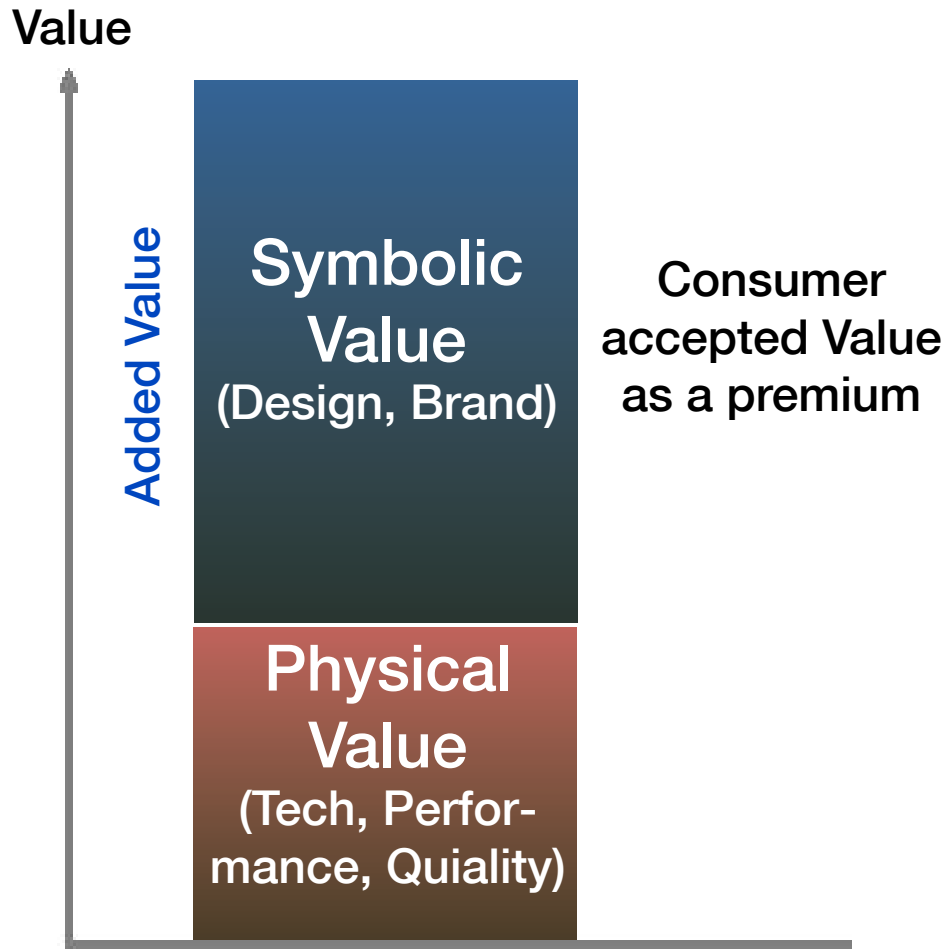
Steve Jobs - Apple

Design is not the simple outward appearance, but a spirit that is placed in the center of creature, which has created by human being

Raymond Turner - British Air

The real power, which enables business to be prosperous

Why Design ?



Core component for creating premium product and brand value

Even same level of technology, material, and quality, the products are valued and loved differently by its level of innovativeness from the consumer

Topper class product has more big portion of its symbolic value than physical value

Why Design ?



Raw Material Economy
\$ 1

Commodity Economy
\$ 10

Service Economy
\$ 20

The change of Company Management & Consumer Paradigm

The value of experience that is serviced by the company creates 100 times bigger economic value than traditional economy

Meet the consumer's desire to have self identity through the product, which has meaning

Experience Economy
\$ 100

Paradigm Shift

From the listening music to watching music



- '96 Declare year of design innovation
- Seoul
- '00 Declare the giving priority to design
in company management
- '00 Won the best design management
company prize of the year (Korea)
- '01 Establish corporate design centre
belongs to CEO directly
- '04 Nominated as master of design 20
- Fast Company Magazine. US
- '04 Won the "Design Leadership
Award" - HongKong Design Centre
- '05 Declare 2nd Design Innovation
- Milan

CEO
as an advocator of
design



Design Philosophy

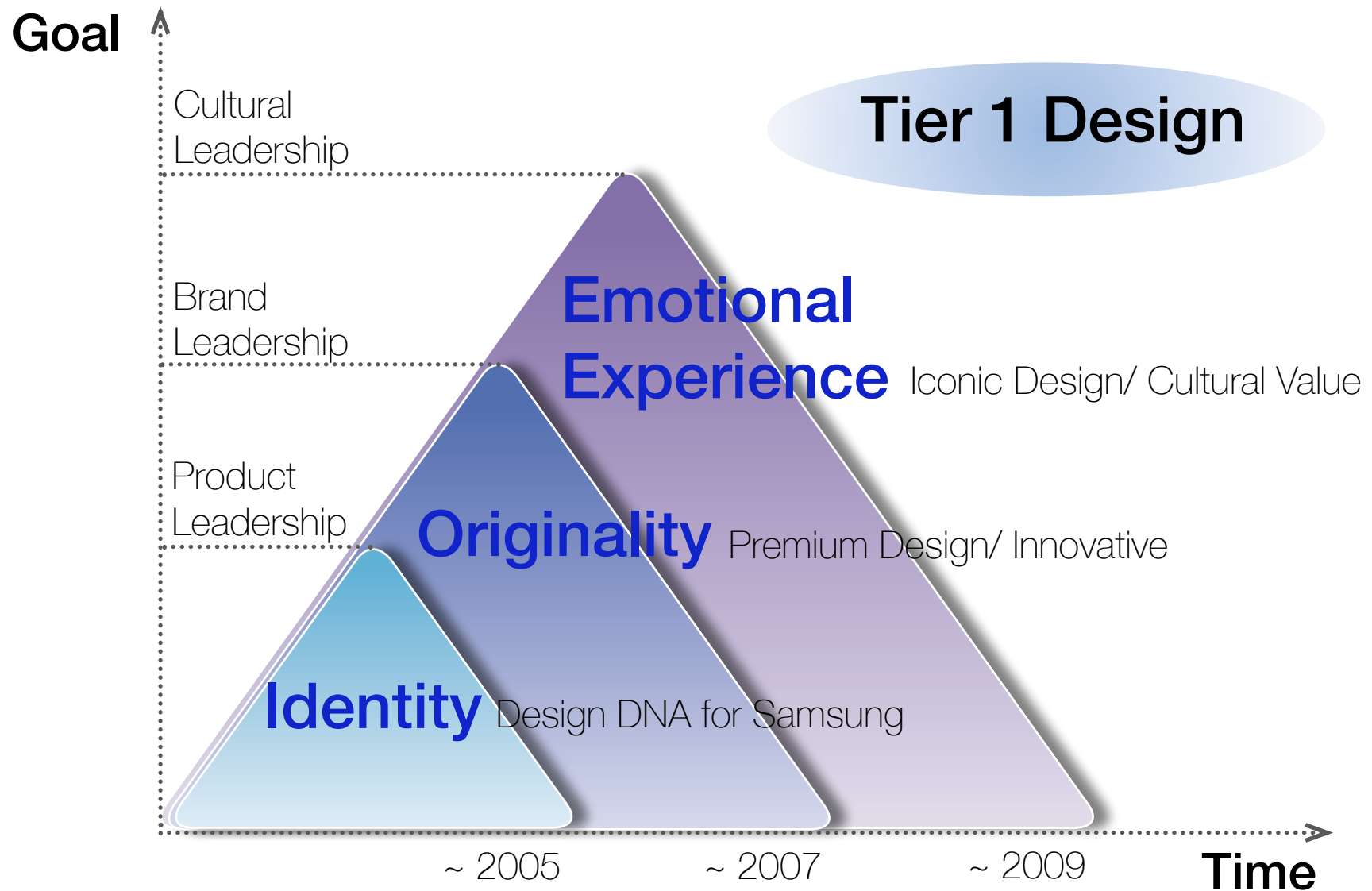
Balance of Reason & Feeling

Starting from the user and Incorporating tomorrow

Reason - rational design, which aheads one step further

Feeling - User concentric design

Design Strategy & Vision



Design Prioritized Management

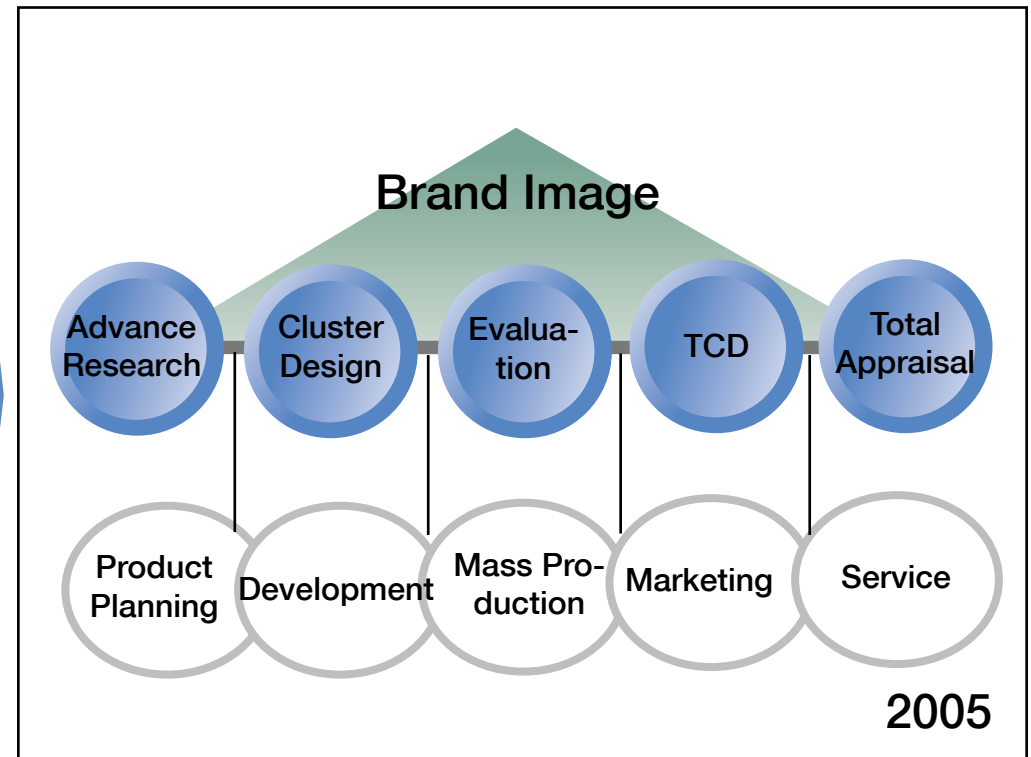
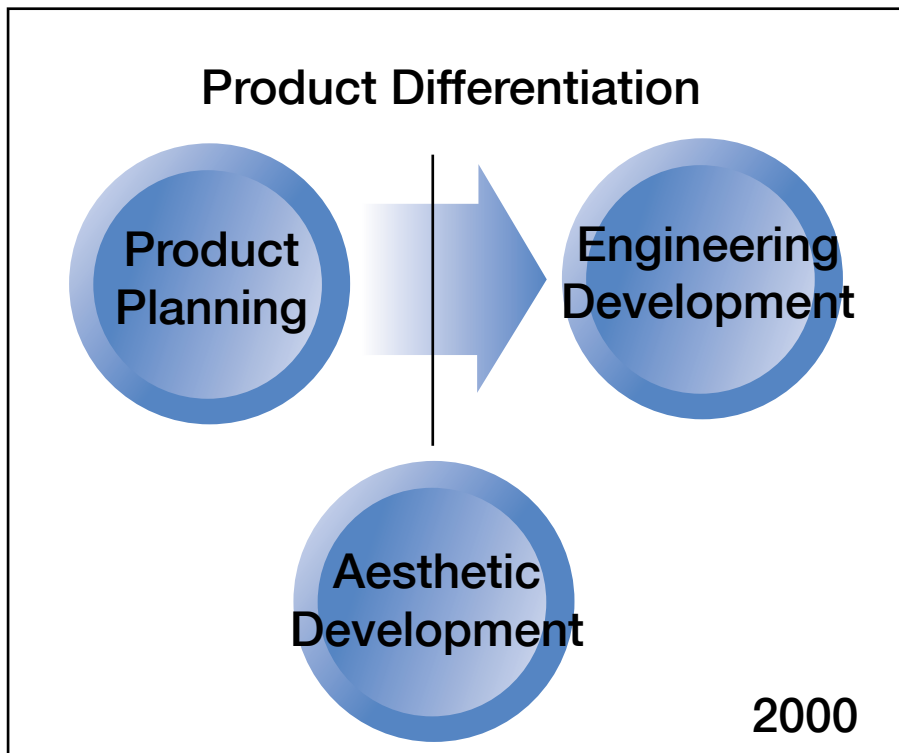
'01 Holistic Company Design
Committee

'97 Samsung Award - Include Design
Prize

'93 Samsung Design membership



Organisation & Manpower



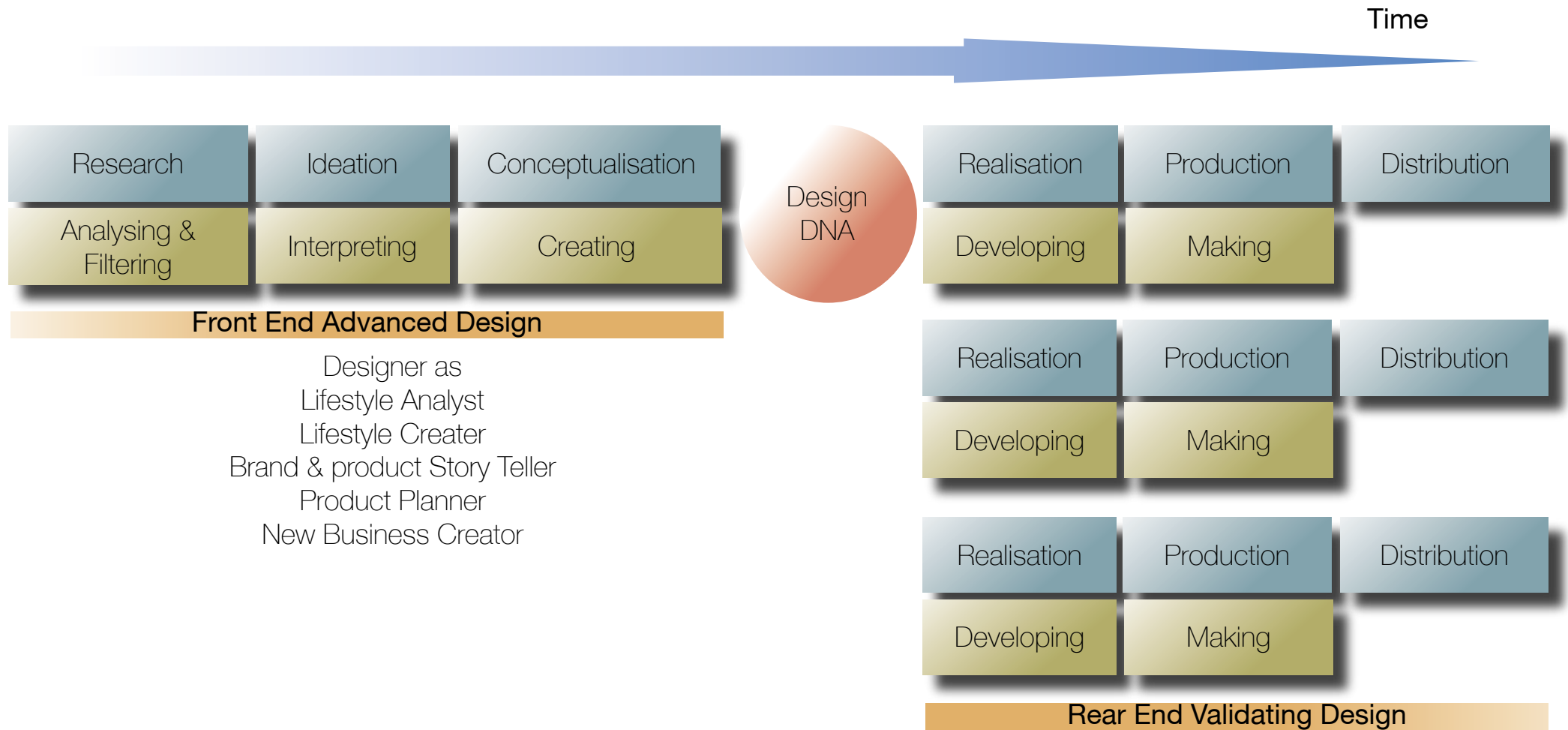
Product	70%
UI	7%
Planning	8%
Support	7%
Graphic	8%

Total 240 Persons

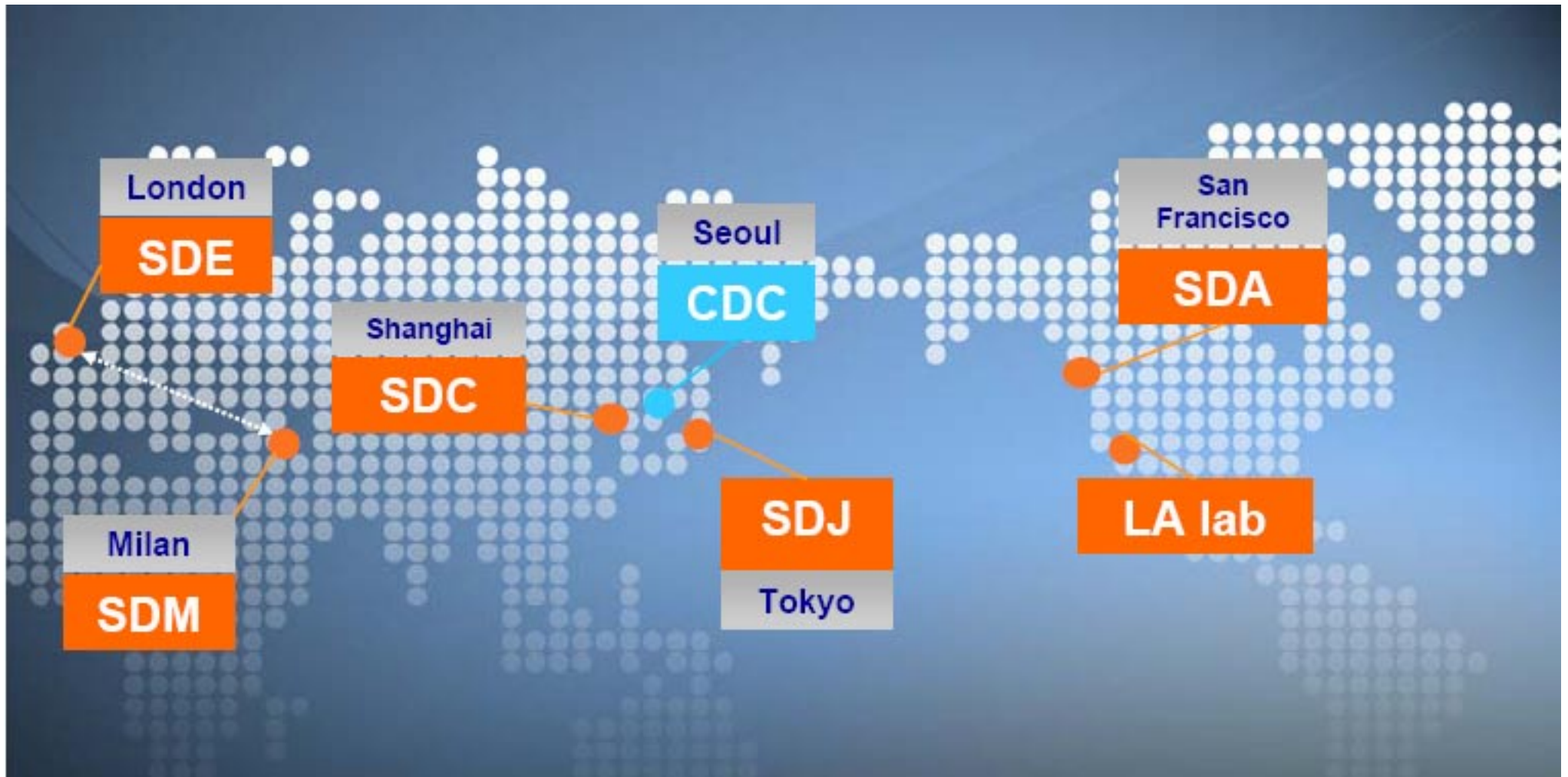
Product	50%
UI	27%
Planning	9%
Support	7%
Graphic	7%

Total 570 Persons

Design Process



Global Operation

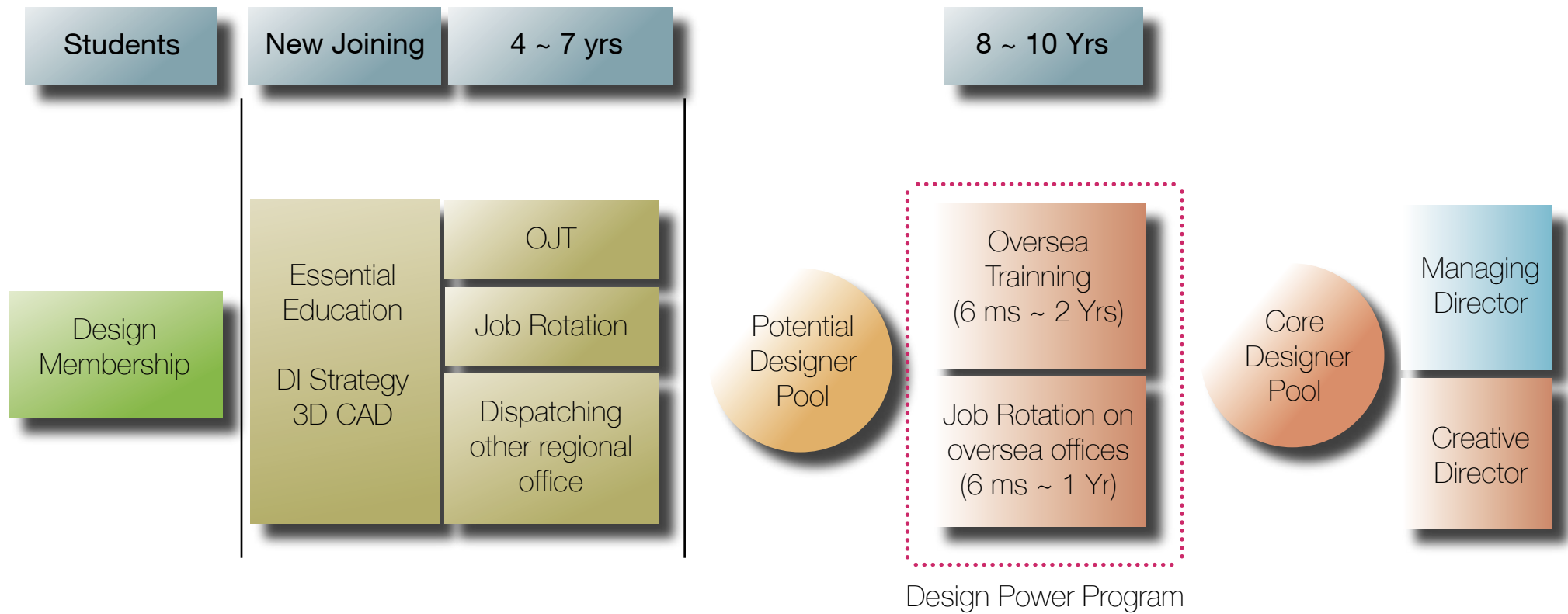


6 Global Design Offices - 80 Global Designers

Reflecting local needs to create local flavours for global products

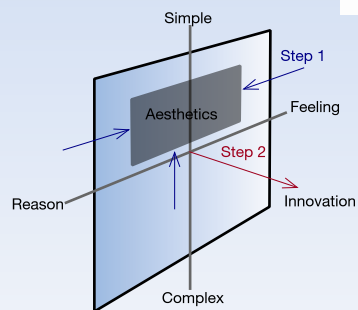
Creating & Developing Global **Design DNA** of Samsung

Career Path Management



3i Innovation

Visual Innovation



Usability Innovation



Expert Evaluation
User Evaluation
Usability Certificate

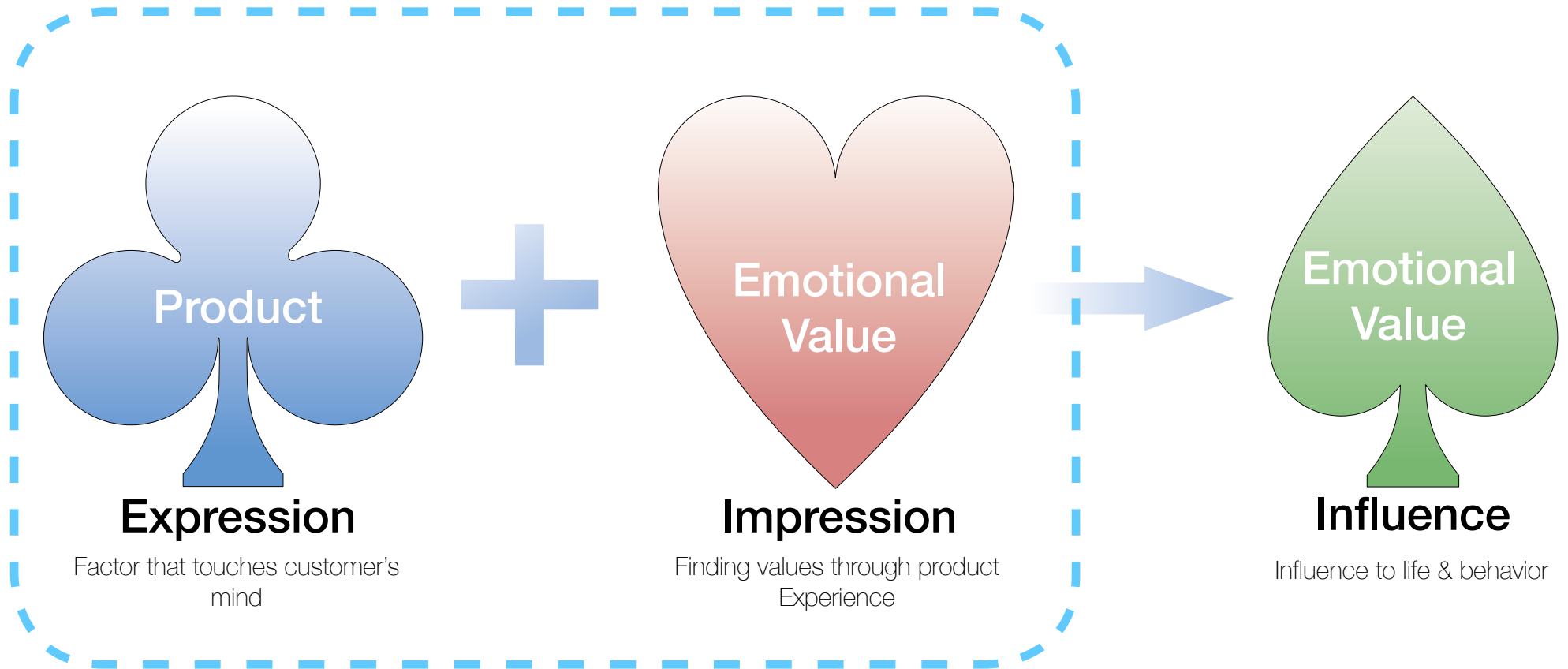
Finishing Innovation



Evaluation During & After
Development

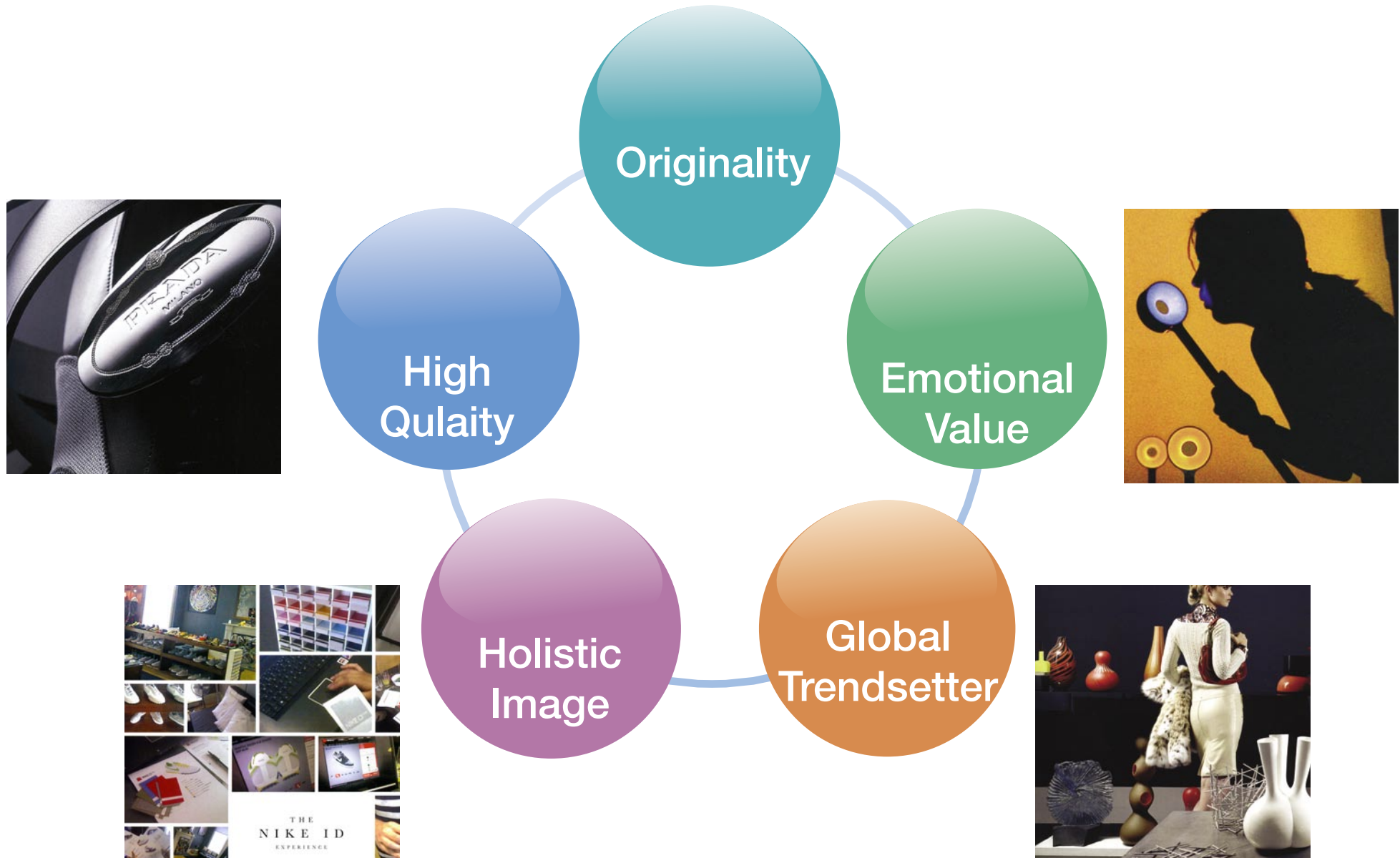
Emotional Quality

Design Quality that enables consumer experiencing emotional value and trust

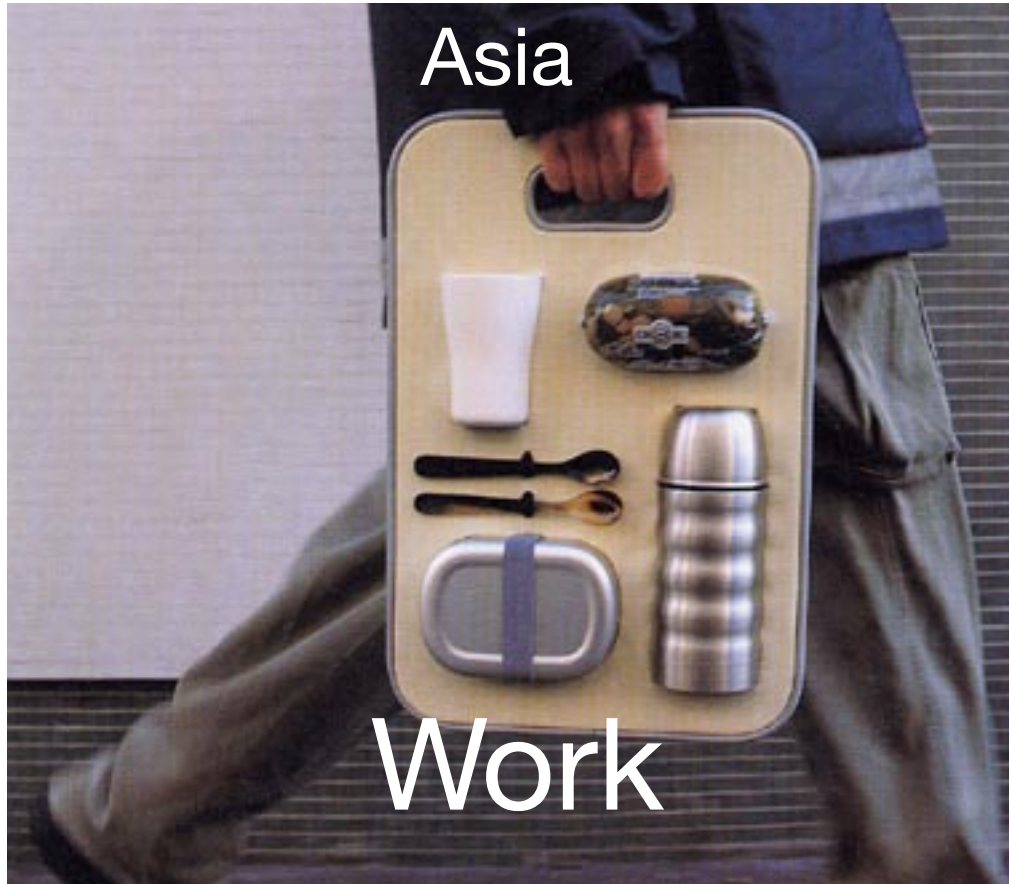


Emotional Quality Area

5 Competence of tier 1 Design



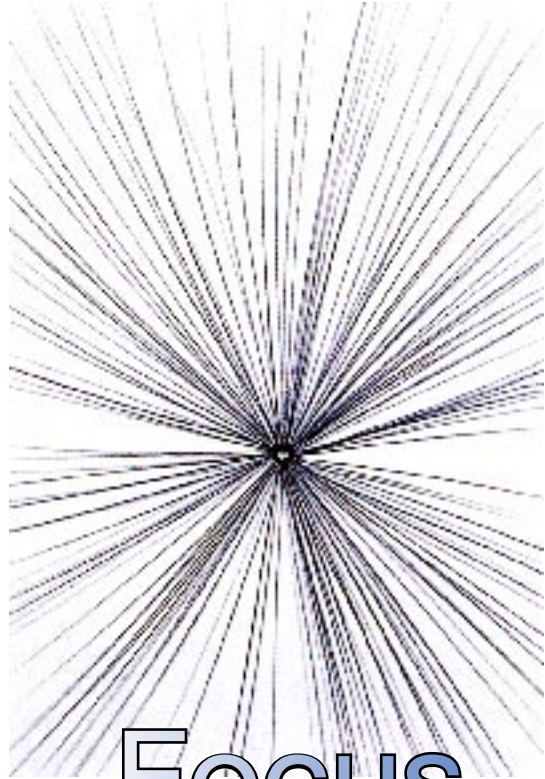
Asia vs Europe



Fulfilling a task focus on specific pre-determined goals

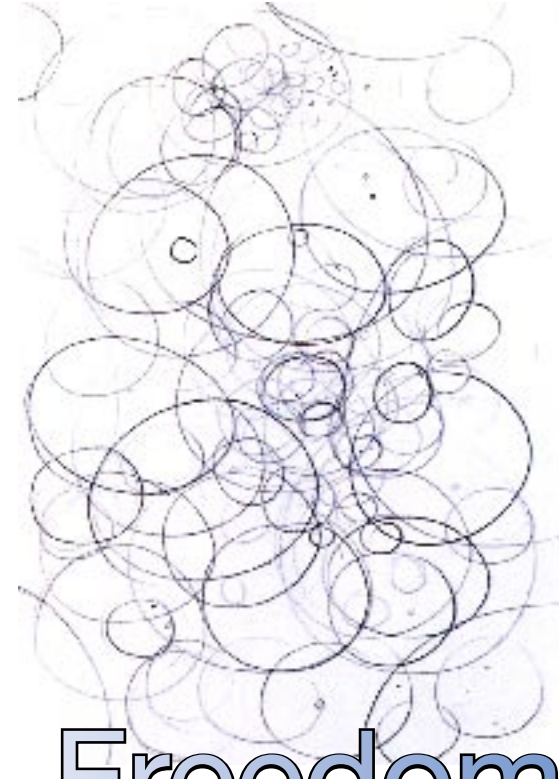
Free independent thinking supporting creative explorations

Asia vs Europe



Focus

Fulfilling a task focus on specific pre-determined goals

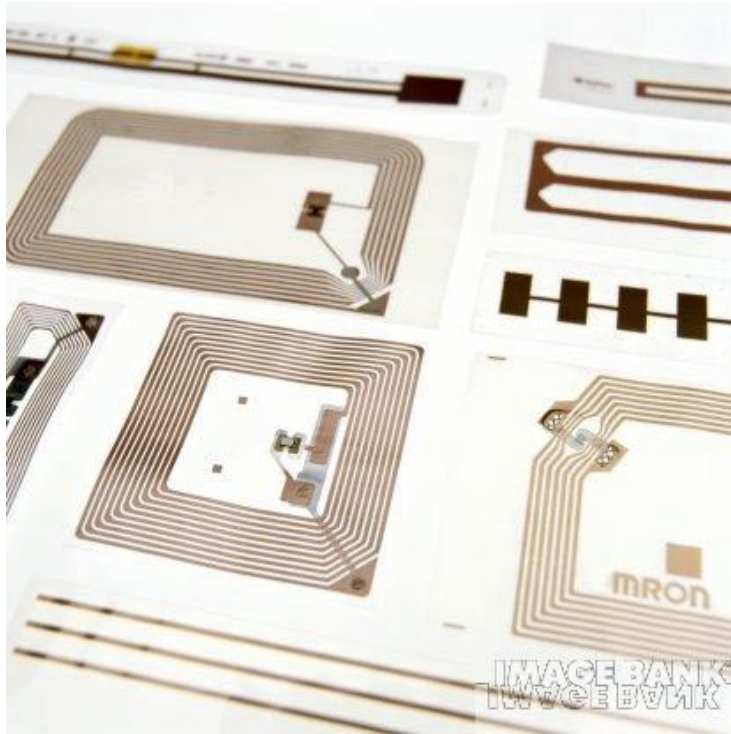


Freedom

Free independent thinking supporting creative explorations

Asia vs Europe

Rational / function led



Manufacture driven
within boundaries
comformative

“blend in”

Emotional / Experience led

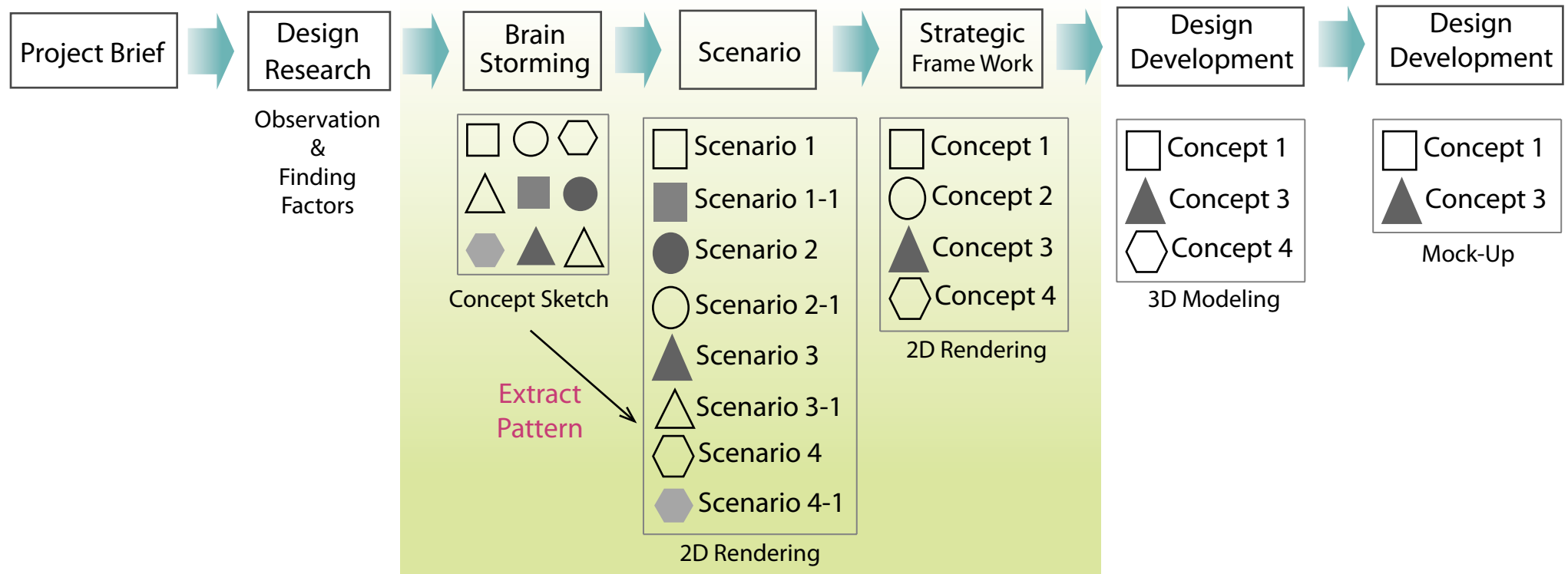


Experience driven
Pushing boundaries
Individuality

“stand out”

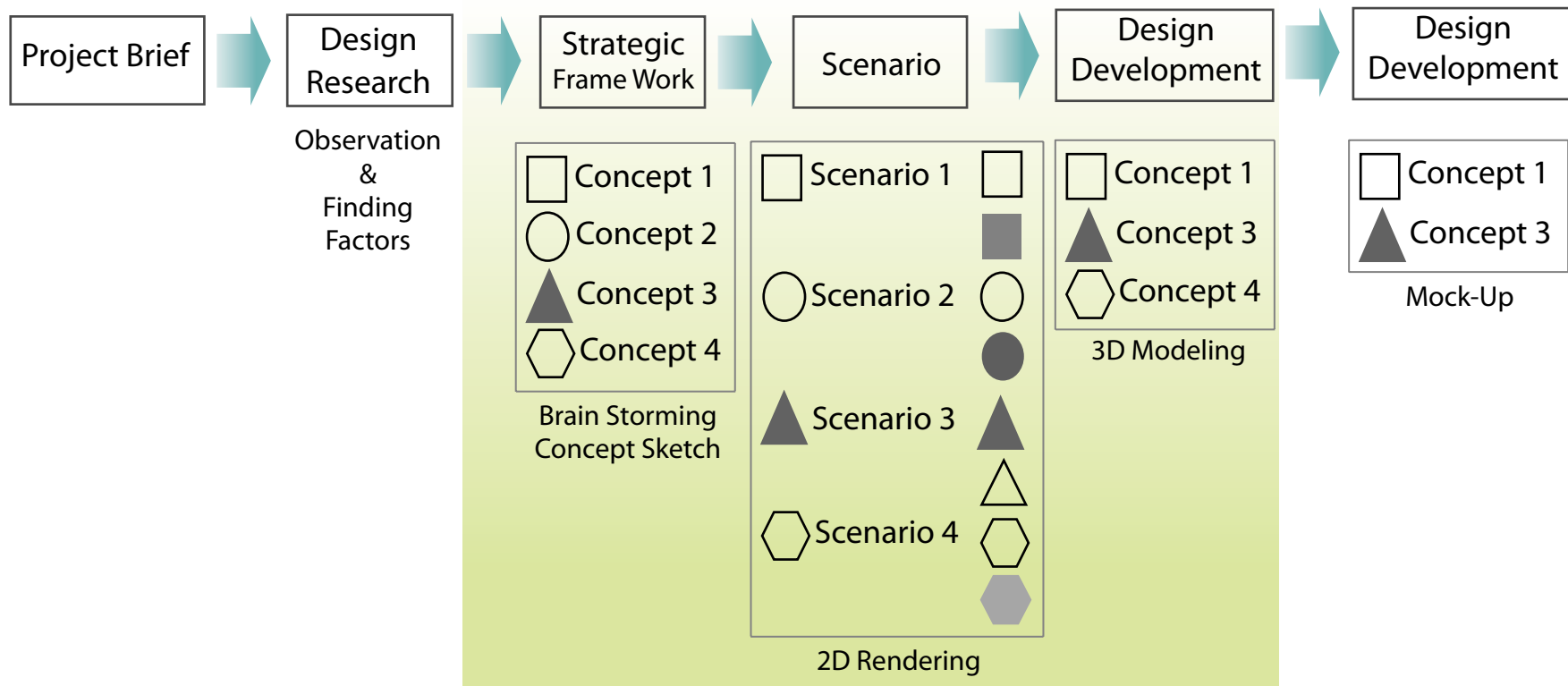
Asia vs Europe - Design Process

Europe - Exploration



Asia vs Europe - Design Process

Asia - Quest



Asia vs Europe - Typical Samsung ?



Task focus & Tech Driven
Serious & Still Decorative



Well considered minimal with
human twist

Story from Female Jewelry

Asia vs Europe - Typical Samsung?



Task focus & Tech Driven
Serious commercial



Well considered minimal with
human twisted domestic

Asia vs Europe - Typical Samsung?



Task focus & Tech Driven
Typical Aerodynamic



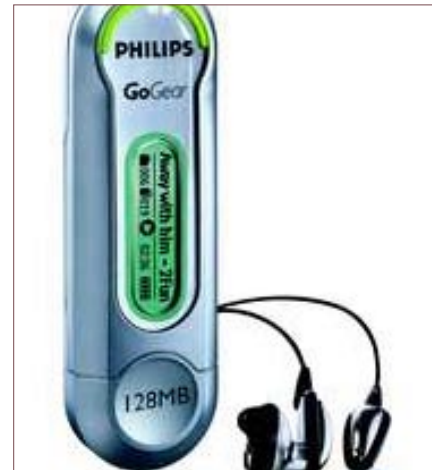
Free independent thinking support-
ing creative explorations
Joyous story from mop bucket

Global Samsung Design - Present



Free independent thinking supporting creative explorations
Emotional story from wine glass & pebbles

Global Samsung Design - Present



Free independent thinking supporting creative explorations
Emotional story from instant & flash music players

Global Samsung Design - Present



Free independent thinking supporting creative explorations
[Emotional story from Artistic Colors](#)

Global Samsung Design - Present



Free independent thinking supporting creative explorations
Emotional story from Leica Vintage Camera

'05 Design Award - 30 items



Power of Balance

Uptake diversified influence from the
world

Thank you !