



## **Samsung to Showcase Its Smartphone Design Philosophy at Milan Design Week**

*Samsung collaborates with Zaha Hadid to open an immersive studio representing the Galaxy S8 and S8+ design*

**Milan, Italy – April 4, 2017 – Samsung Electronics Co., Ltd.** is honored to join design aficionados at Milan Design Week 2017. Samsung will welcome the global design community to an immersive studio on Via Bergognone, Tortona to experience **Unconfined: The Galaxy S8 Design**. Collaborating with world renowned Zaha Hadid Architects, and acclaimed digital art and design collective Universal Everything, Samsung will showcase the story behind the recently unveiled Galaxy S8 that centers on the perfect unity of design, technology and experience.

Inspired by the total design refinement of the Galaxy S8 and S8+, Patrik Schumacher and Johannes Schafelner of Zaha Architects, known for conjuring diverse shapes and curved masterpieces, collaborated with Universal Everything, to create an interactive experience. Visitors can journey through a completely bespoke interior, triggering mesmerizing digital installations and bringing to life the Galaxy design philosophy.

“Milan Design Week represents a unique opportunity to demonstrate the total refinement of the Galaxy S8 and S8+ amongst the brightest and best minds of the design industry,” said Younghee Lee, Executive Vice President of Global Marketing, Mobile Communications Business at Samsung Electronics. “The Galaxy S8 and S8+ showcase our commitment to meaningful innovation; with the bezel-less surround and Infinity Display we have designed a device that connects with the user like never before, with function not limited by form.”

“We’re truly excited to welcome the design community to our installation with Samsung during Milan Design Week” said Patrik Schumacher, Principle, Zaha Hadid Architects. “Unconfined sets a benchmark in the way materials and technology come together to create a natural flow between device and user and was the inspiration for our fantastic collaboration with Universal Everything. We often look at the logic and coherence of nature’s systems when we are working to create environments that seamlessly connect form and function using innovative designs and technologies. This research is integrated within every aspect of the installations design.”

Finally, Samsung and Wallpaper\* created an exclusive Design Book to celebrate the Galaxy S8’s aesthetic innovation. Readers will learn more about the Samsung hardware and software design philosophy and get an inside look into the Galaxy S8’s physical creation including photos from Samsung’s factory in Vietnam. Readers will also have access to exclusive commentary and interpretations of the concepts that inspired the Galaxy S8’s design by influential contemporary artists and design commentators, as well as Wallpaper\* Bespoke Editor, Simon Mills. Access a digital version of the Galaxy S8’s Design Book at <http://www.samsungmobilepress.com/galaxydesignbook/>

From April 4-9, visitors to Unconfined: The Galaxy S8 Design will be able to get a first look at the Galaxy S8 and see for themselves the design refinement this new piece of technology for the modern age.

For more product information, please visit <http://www.samsungmobilepress.com>

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