



## **Samsung Collaborates with Renowned Artist on “Design Art” using LED Lighting**

**SEOUL, Korea – March 10, 2016** – Samsung Electronics Co., Ltd., a world leader in advanced components, has collaborated with artist Il Hoon Roh, to create design art using Samsung’s LED lighting modules.

One outstanding example of this collaborative artwork, the “Saepio”, successfully portrays cold semiconductor-based LED light sources in the form of a chandelier that is lit by curved optical fibers without a lamp or luminaire.

In creating the art piece, eight of Samsung’s S-series LED modules and two power supply units were used. Samsung’s S-series is a lineup of linear LED modules optimized to replace conventional T5 or T8 florescent fixtures including troffers and linear luminaires. The S-series enables great design flexibility by offering a wide variety of options for luminaire designers.

“While it is expected that LED-based lighting will take over more than 50 percent of the lighting industry in about two years, this collaboration that converges compelling artwork with our LED module technology will offer another chance for industry audiences to experience new possibilities in LED lighting designs,” said Jaewook Kwon, Vice President, LED Strategic Marketing Team at Samsung Electronics.

Artist Il Hoon Roh is an architect and designer who has been gaining a reputation in the field of design art in Europe for his collection of novel artwork that has been built with an assortment of visually provocative and technologically proficient materials.

“I tried to make an art piece that can be used in real life within the framework of lighting,” Roh said. “This collaboration project using LED lighting modules was very exciting and highly interesting. I enjoyed the process of turning familiar lighting furniture into a new form of artwork.”

“My art pieces are usually owned by art collectors overseas,” Roh added. “Any malfunction after being sold can cause critical damage to the artwork and my reputation as an artist, as I have to guarantee the quality of my creations. Working with Samsung LED lighting modules, which have completed a series of quality assessment tests, gave me confidence that my art pieces will remain reliable for a long time.”

Samsung will present “Saepio” in its booth at the Light + Building 2016 trade fair in Frankfurt, Germany from March 13th to 18th, along with a few other collaborations with the artist – the “Fabric R” series with Samsung’s COB LED packages, and the “D Light” with Samsung’s CSP linear modules.

Visit Booth B04, Hall 6.2 at Light + Building 2016 to experience more of Samsung’s differentiated LED technologies and innovative component solutions under the theme of “Lighting & Beyond.”

### **About Samsung Electronics Co., Ltd.**

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