



Samsung to Host QLED TV Accessory Design Competition

Winner of 8,000 euro prize to be announced at IFA 2017

SEOUL, Korea – June 20, 2017 – Samsung Electronics announced its first ever global TV accessory design competition with [Dezeen](#), a leading design and architectural magazine, will run from June 16 to August 1. In order to participate in the competition with a total prize of 30,000 euros, designers need to submit their best QLED TV stand designs along with a corresponding strategic business plan.

The top five finalists of the “Dezeen X Samsung QLED TV: Stand Design Competition” will be invited to Internationale Funkausstellung (IFA) 2017, Europe’s leading consumer electronics and home appliance trade show, held from September 1 to September 4 in Berlin, Germany.

These designs will be produced into real stands, which will be exhibited as part of a special installation at IFA 2017 in the Samsung booth. The grand prize winner of the competition will be announced at IFA and will be awarded an 8,000 euro prize.

“We want to give everyone, including our consumers, the opportunity to show off their creativity and help us design the next big TV accessory,” said HS.Kim, President of Visual Display Business at Samsung Electronics. “Samsung’s ultimate vision is to create an open platform for designers all over the world where they can showcase their ingenuity through unique stand designs that fit into a variety of home environments.”

Samsung’s QLED TV is a true lifestyle TV that gives consumers the freedom to place their television anywhere in their home. The QLED TV’s revolutionary design elements address consumer pain points in order to create technology that fits within each individual home regardless of the design aesthetic.

Last month, Samsung announced the rollout of its recently released QLED TV accessories, including the Gravity and Studio stands, as well as its innovative Invisible Connection, a transparent optical cable designed to eliminate the previously messy setup of televisions. These diverse stands allow for individual customization, while the optical cable allows users to remove clutter and reclaim their living space.

Samsung’s QLED TV lineup was the first in the world to standardize its TV stand structures, making them compatible for both the 55-inch and 65-inch QLED TV models as well as The Frame. Starting with these products, Samsung aims to expand the TV accessory market.

With over 13 million unique monthly views and 2.8 million active subscribers, Dezeen is one of the largest online design publications. The outlet’s primary audience is architecture and design professionals as well as knowledgeable technology and design consumers.

Participants in the competition are required to submit an innovative rendering and 3D drawing of their design and tactical business plan for their TV stand. The application and submission process will be conducted through the [Dezeen website](#).

To download an application and learn more about Dezeen X Samsung, please visit www.dezeen.com/.

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