

# Resonance

## Samsung Exhibition at Milan Design Week 2019

**Client** Samsung Corporate Design Center

**Role** Concept Ideation, Exhibition Design

**Size** Exhibition Area 423 sqm, Outdoor Area 138 sqm

**Time** 9<sup>th</sup> - 14<sup>th</sup> April, 2019

**Location** Milan, Italy

**Publication** Dezeen

**Awards** IF 2019, RED DOT 2019

We helped Samsung Design Centre present the exhibition “Resonance”, diving into a dialogue between the analog and the digital world. It is an immersive world that allows people to experience technology inhabiting their lives.

Interactions between people and technology are changing the way we see, hear and feel.

We explored **the intersections of life and technology beyond the screen** to reflect Samsung’s human-centric design philosophy of **“Be Bold. Resonate with Soul.”**

The exhibition captures the resonance between guests and artworks, while also exploring the future of design. It allows **intuitive** experiences to affect each other and thus to resonate with observers. Each exhibit invites guests to **make art with “daily behavior”** and reacts to these **natural actions**, such as breathing, speaking, or touching. It completely abstains from digital applications. Interactions take place with real objects in the surroundings and convey authentic sensory impressions.

I participated in the concept ideation and exhibition design of this project with our team.

## The Key Objective

Communicate and deliver Samsung Design Philosophy **“Be Bold. Resonate with Soul.”** to visitors under the given context of the relationship between **humans and technology**

## Target Audience

Millennials, Opinion leaders, Design influencers, Design community



**Expressing  
with narcissism.**

They post what they want and how they want to look consistently seeking validation.



**Visual not  
text.**

73% of Instagramers are between 15 to 35 years old. 82% of Millennials return to news sites that regularly use visuals.



**Limited- time  
and exclusivity.**

Millennials love exclusivity, limited-time experiences, and a local-centric feel – even if that means the product is only offered at one location.



**Authenticity and  
value seeking.**

They actually want to see the human side of the impact you create in order to believe it and be excited about supporting it.

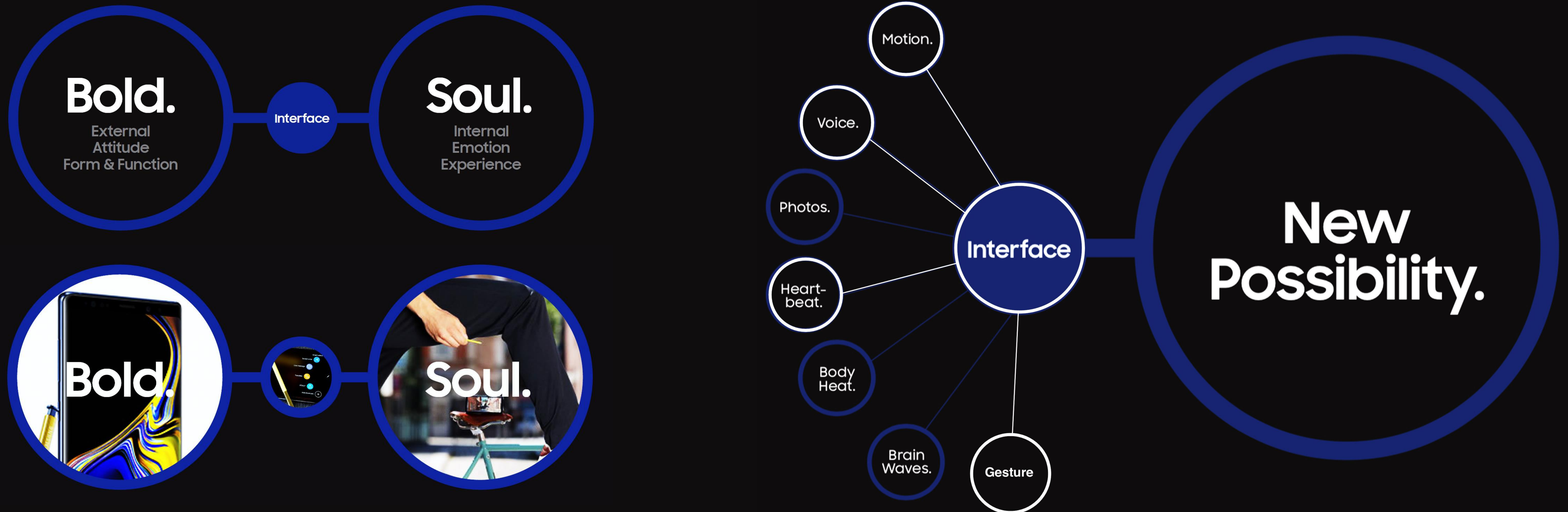
## Design Direction

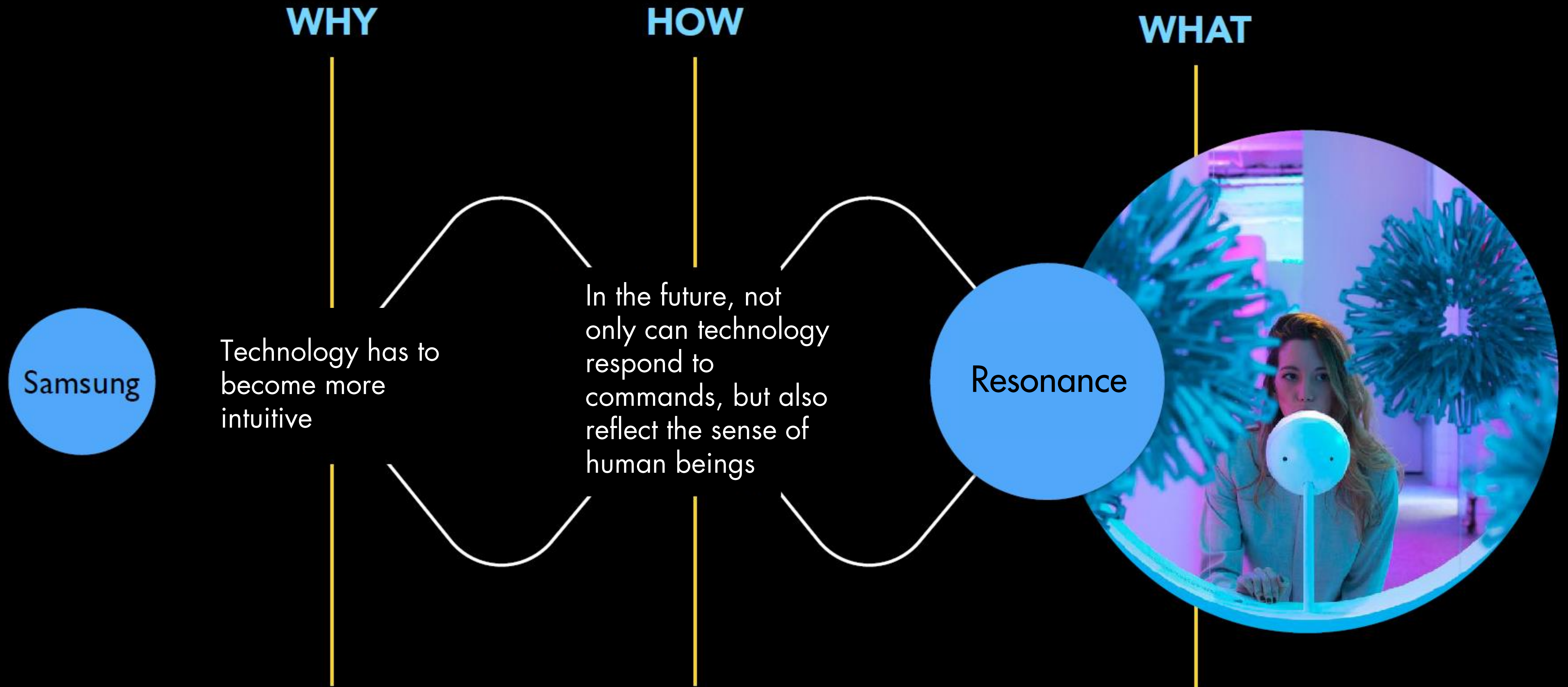
Our design closely matches Samsung's design principles and visual language

<https://design.samsung.com/global/contents/one-ui/>

How to integrate the new design concept with Samsung's technology?

Develop experiences that **interface** human emotions with Samsung technology.





Technology can enrich your life when it becomes **intuitive**.

If you understand it  
**naturally**  
with your mind

If you use it  
**instinctively**  
with your senses

If it can reach you  
**emotionally**  
through your soul

**Flow of Emotions** : Be bold, Resonate with soul



# Empathy

Connection and familiarisation of Samsungness based on GUI object maze. Lighthearted interaction of object in communal and open space.



# Discovery

The UX related joyful installation interact with basic human sentiment as well as 5 senses. Tonality of installation needs to extend beyond screen based digital realm to a physical environment.



# Immersion

Imagine space within uncover journey of innermost self. In here world of imagination evokes flow of emotions. Interaction between people, objects and technology fused within tangible world we live in.

# Space Layout

**Discovery**  
Aloft

**Discovery**  
Dandelion

**Empathy**  
Map

**Empathy**  
Intro

**Empathy**  
Reception

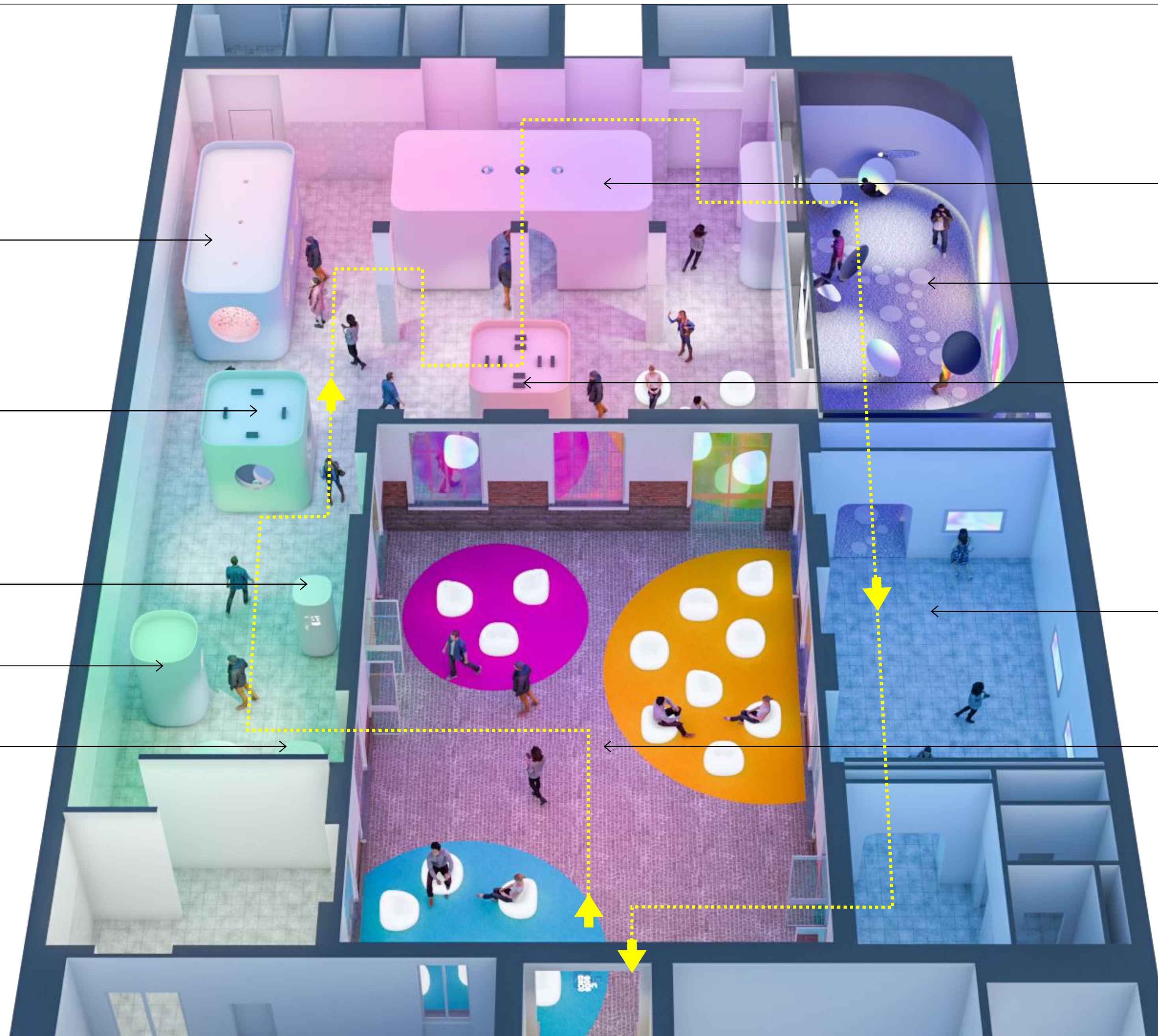
**Immersion**  
Ripple

**Immersion**  
Prism

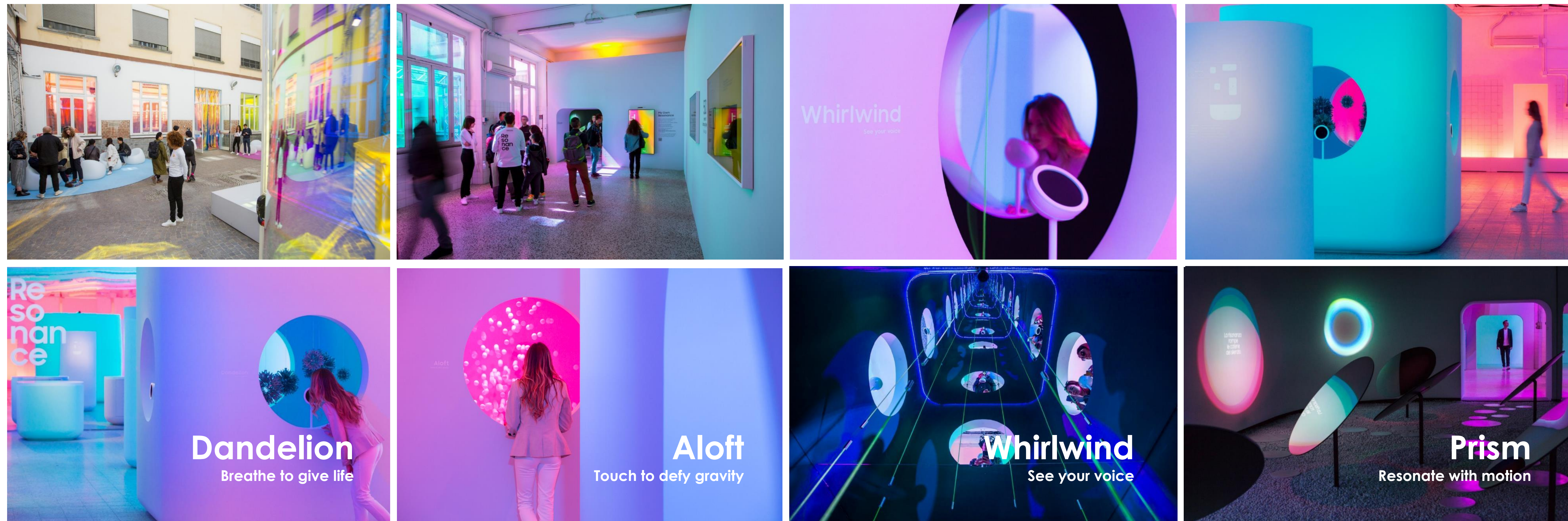
**Discovery**  
Whirlwind

Lounge

**Empathy**  
Courtyard



Video Link

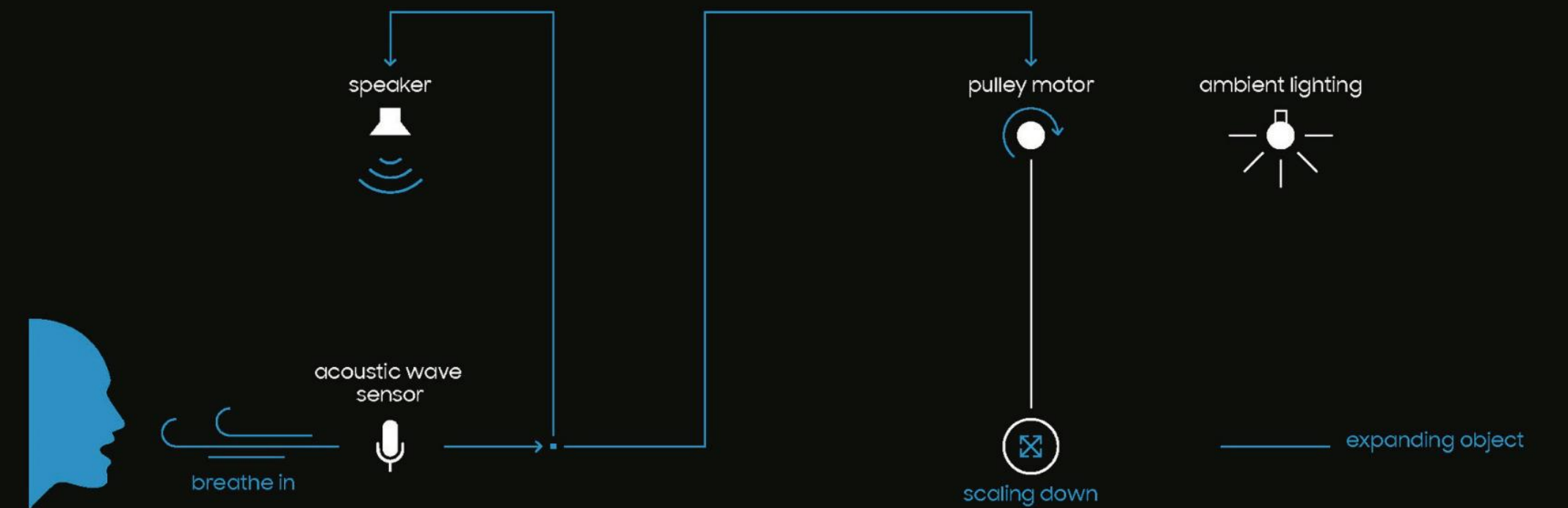
<https://youtu.be/hqiYu43XLKk>

Visitors will first discover a maze-like space filled with beautiful lights, and experience through natural interactions based on daily behavior. **Resonating with breath, with sound, with sight, with touch, with motion**, visitors ultimately become part of the exhibition.

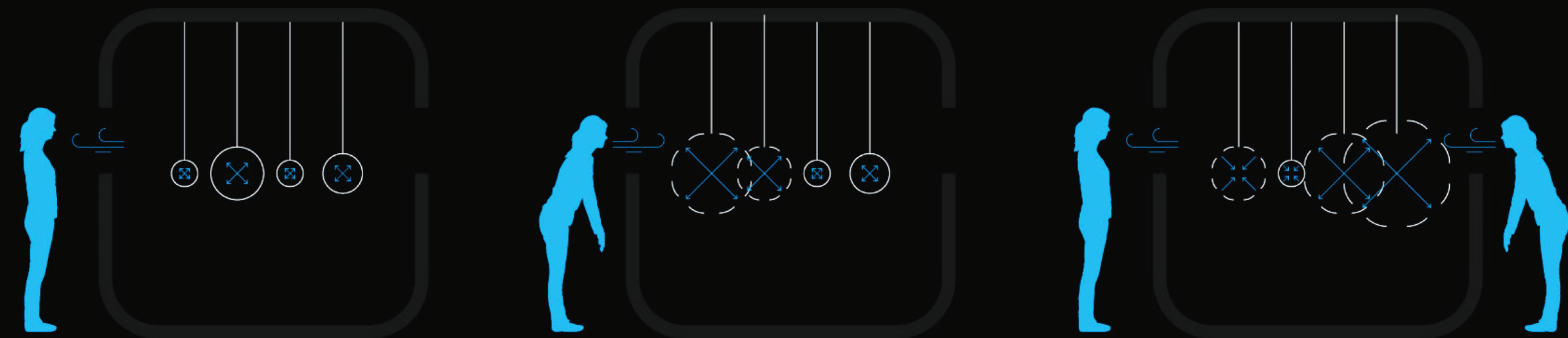
# Dandelion

Breathe to give life

The first exhibit "Dandelion" resonates with breath and fosters self-awareness. Breathe deeply and exhale to see what happens next. Expanding spheres dilate and contract to the delicate rhythm of the user breathing in and out.



Technical Principle

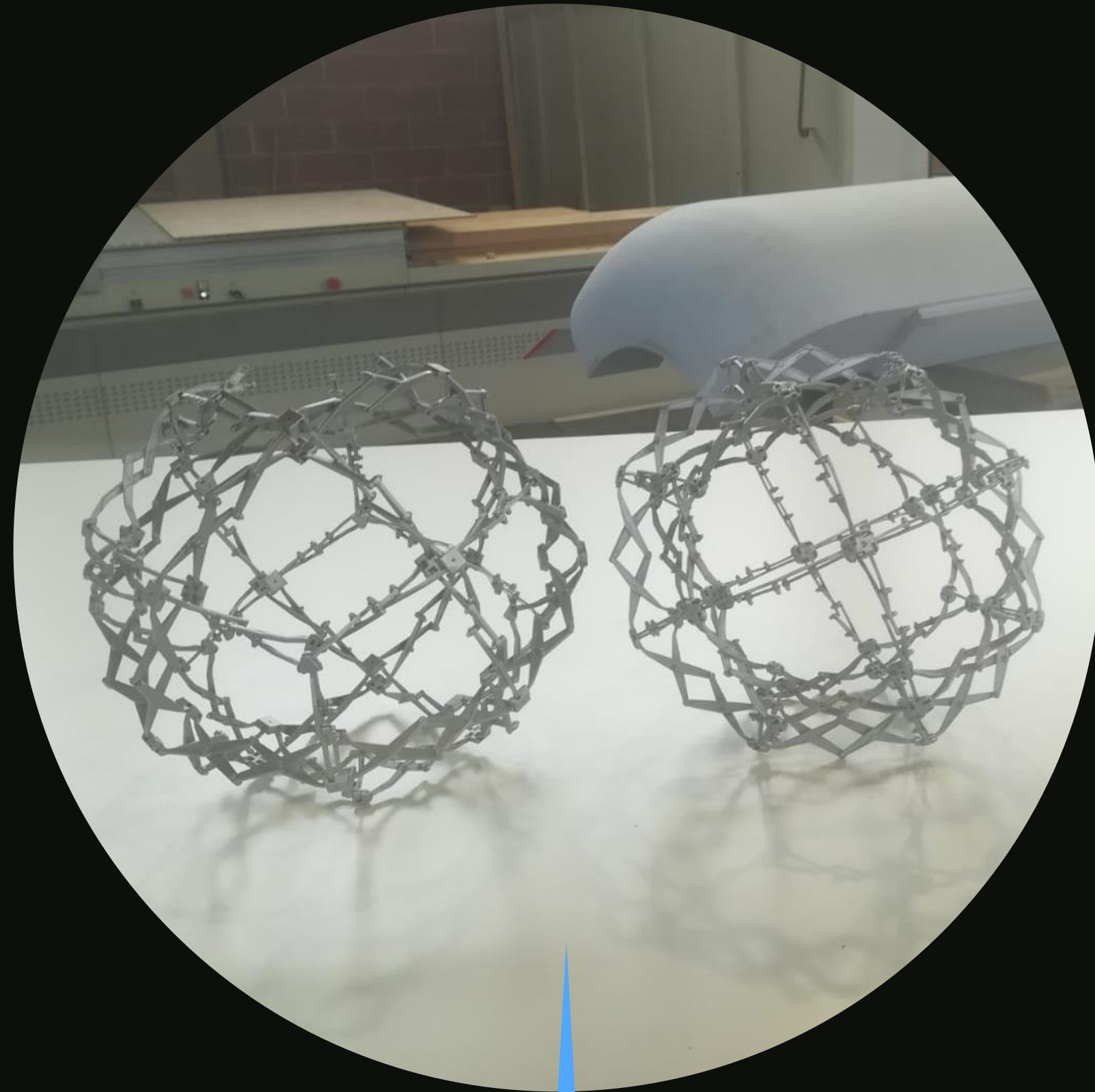


Single

Multiple



We tested numerous kinds of models. Surprisingly, I booked a super cheap and suitable one on TAOBAO! Finally, we transported these spheres to Europe. Thanks to Alibaba! It did save a lot of money for the project.



Metallic colored Hoberman sphere

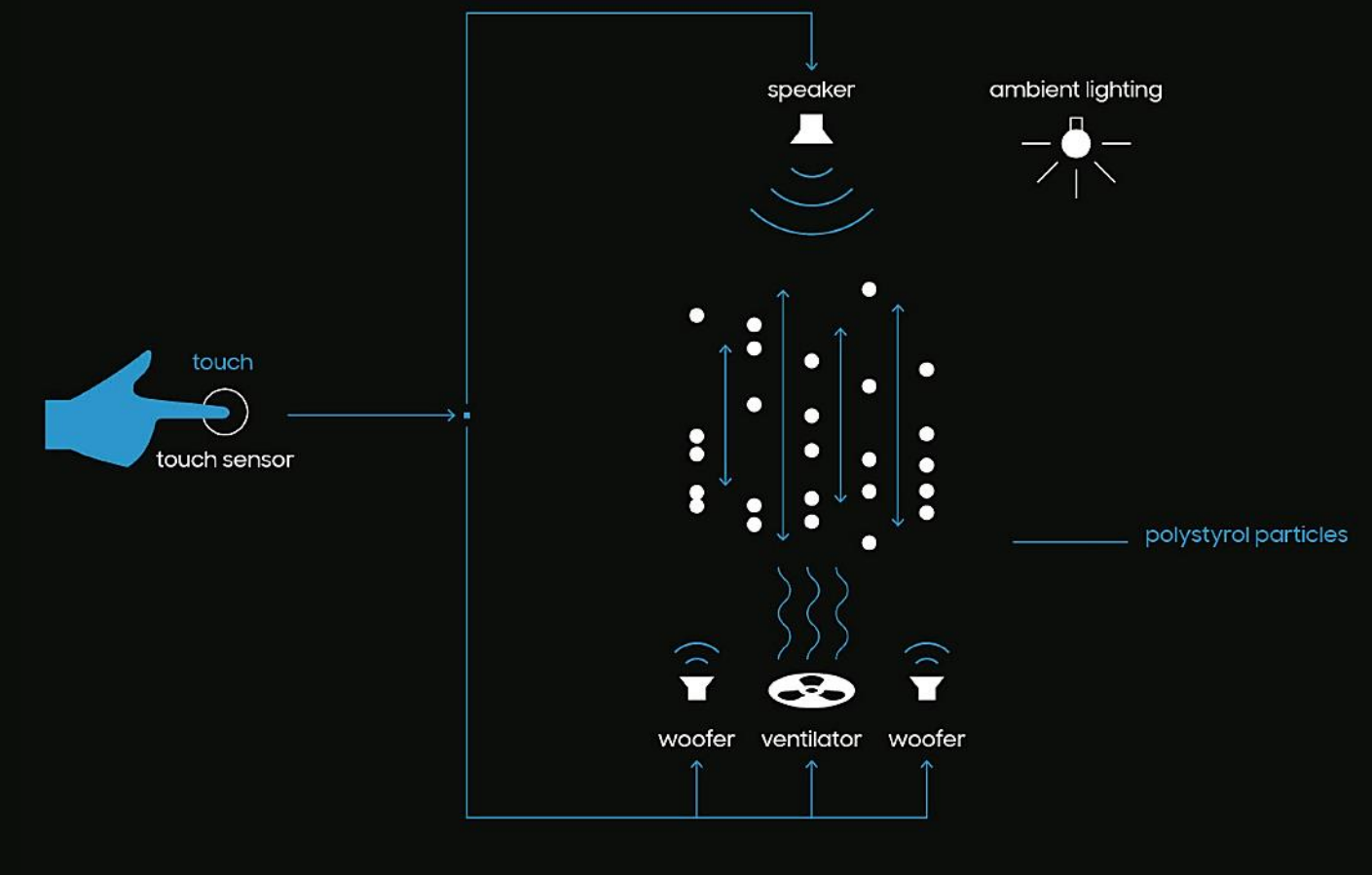




# Aloft

Touch to defy gravity

“Aloft”, the third section, further resonates with the presence of the audience. Thousands of particles react to each and every touch. The white balls are elevated by air ventilation and float and glide in the slipstream of the visitor.



Technical Principle



Single

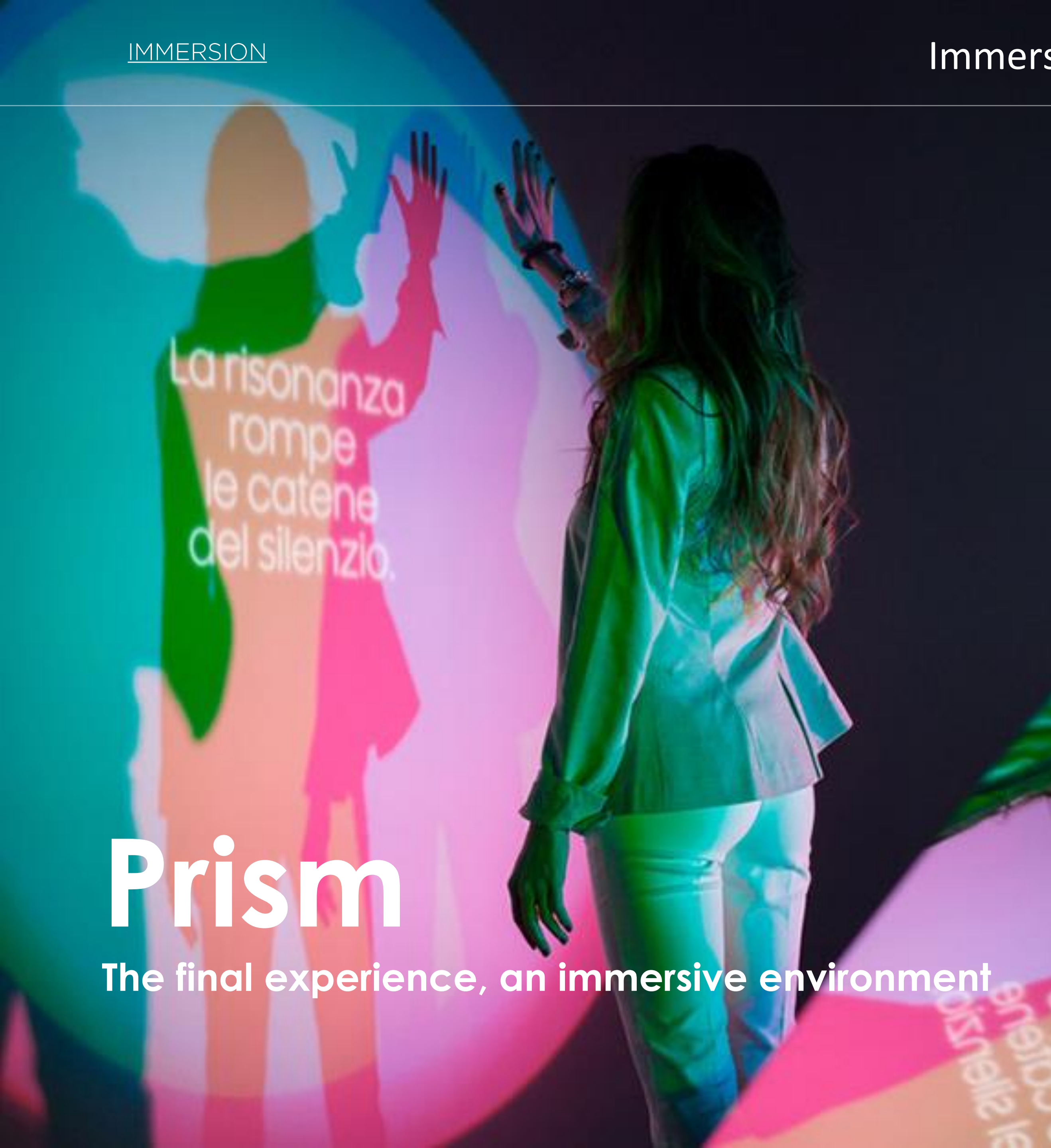
Multiple

# Touch to defy gravity



Polystyrene balls

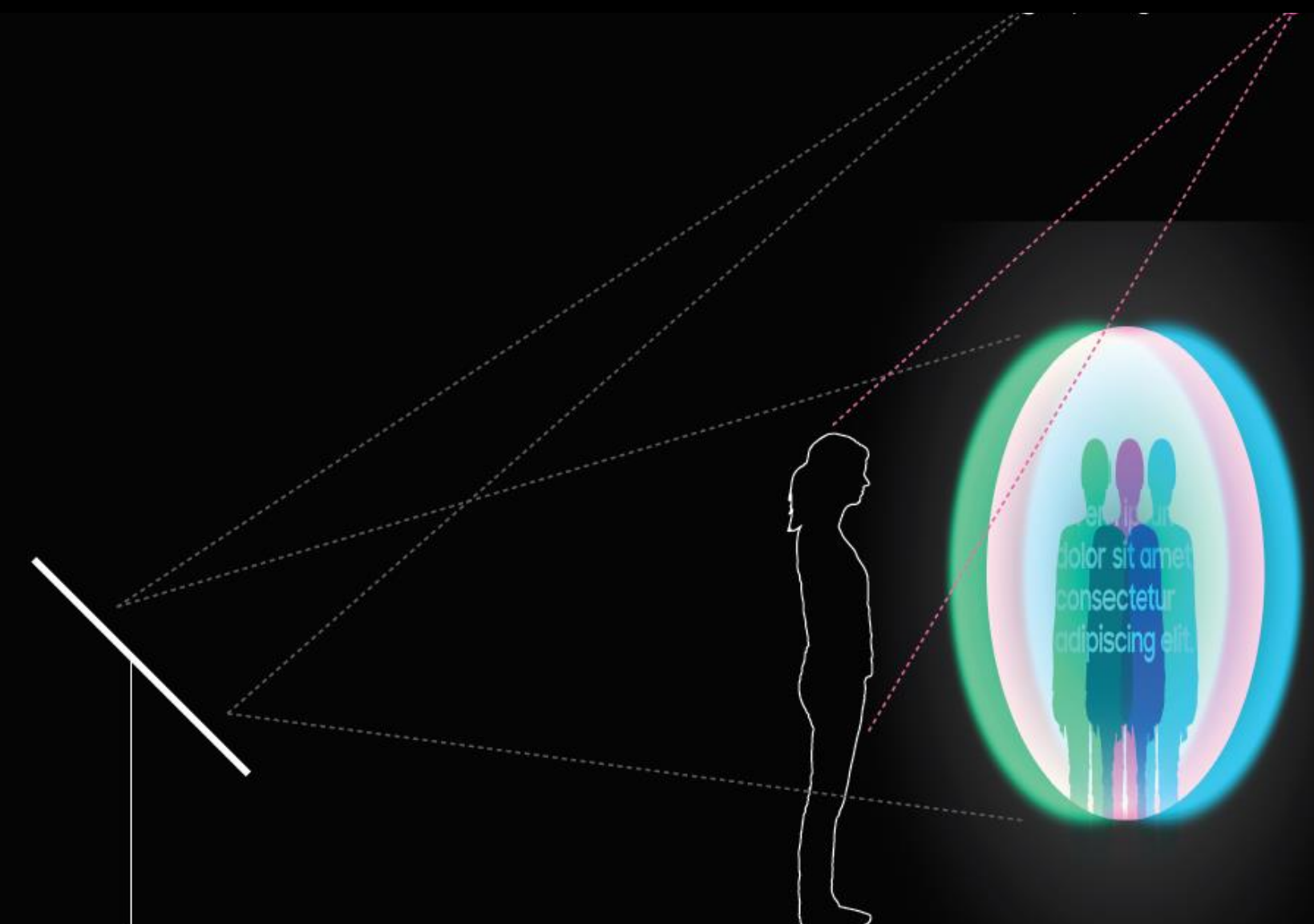
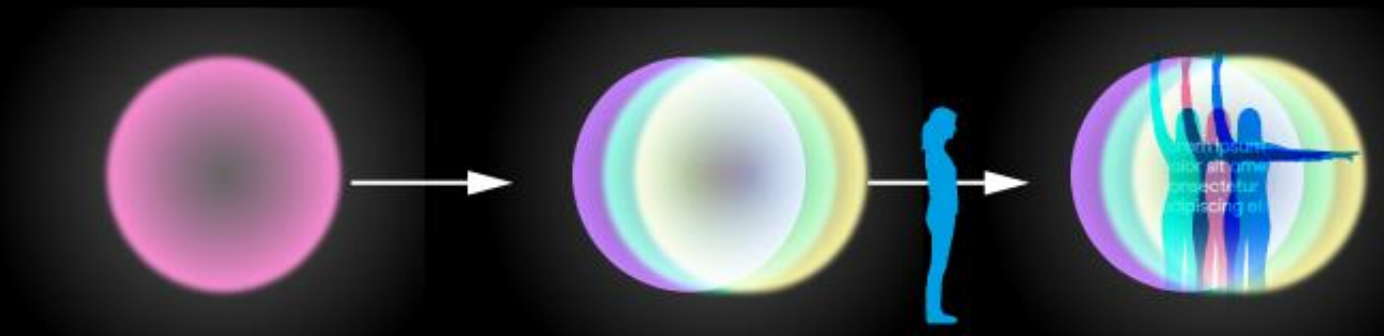
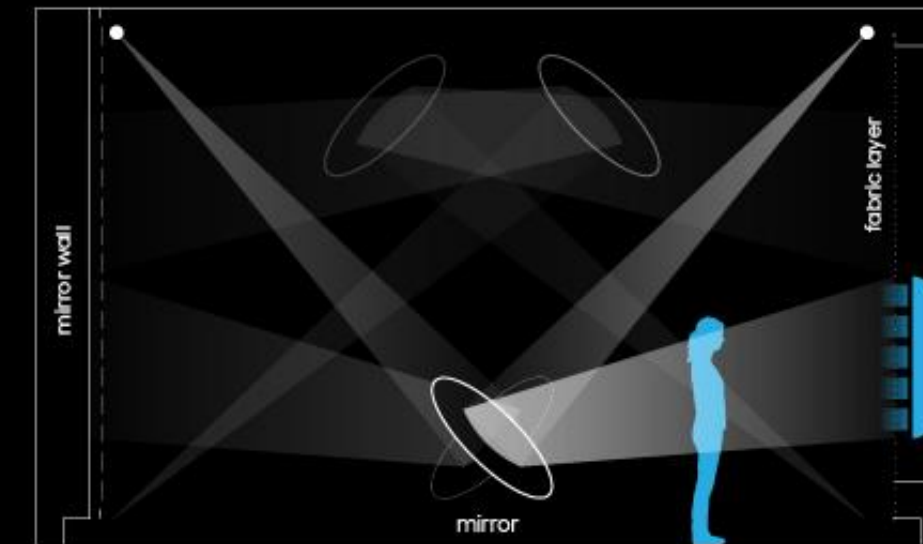




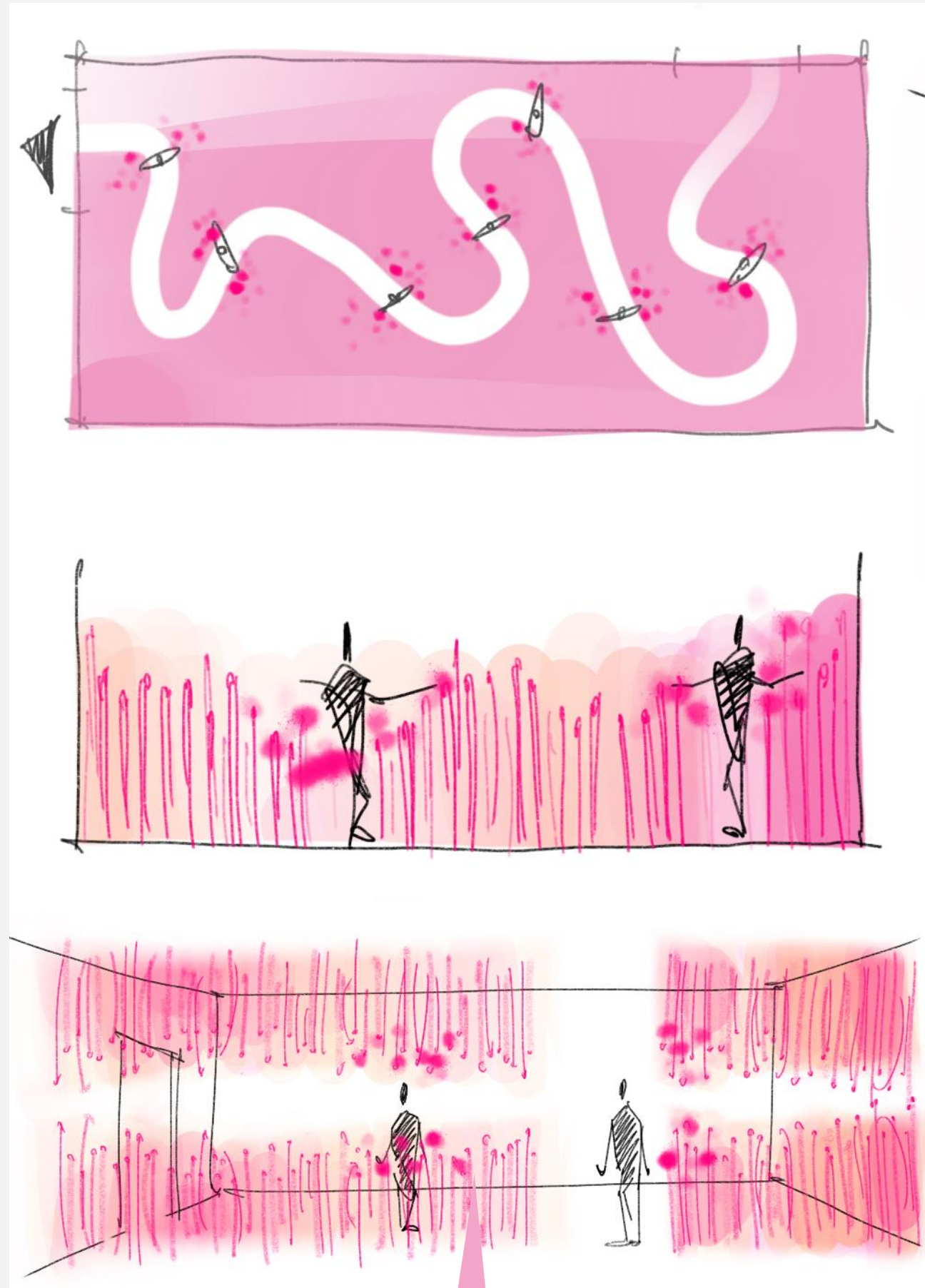
# Prism

The final experience, an immersive environment

Large round mirror surfaces reflect the colored light shadows of the visitors onto the wall. Those who place themselves in the cone of light will find resonating quotations on the surfaces of the wall.

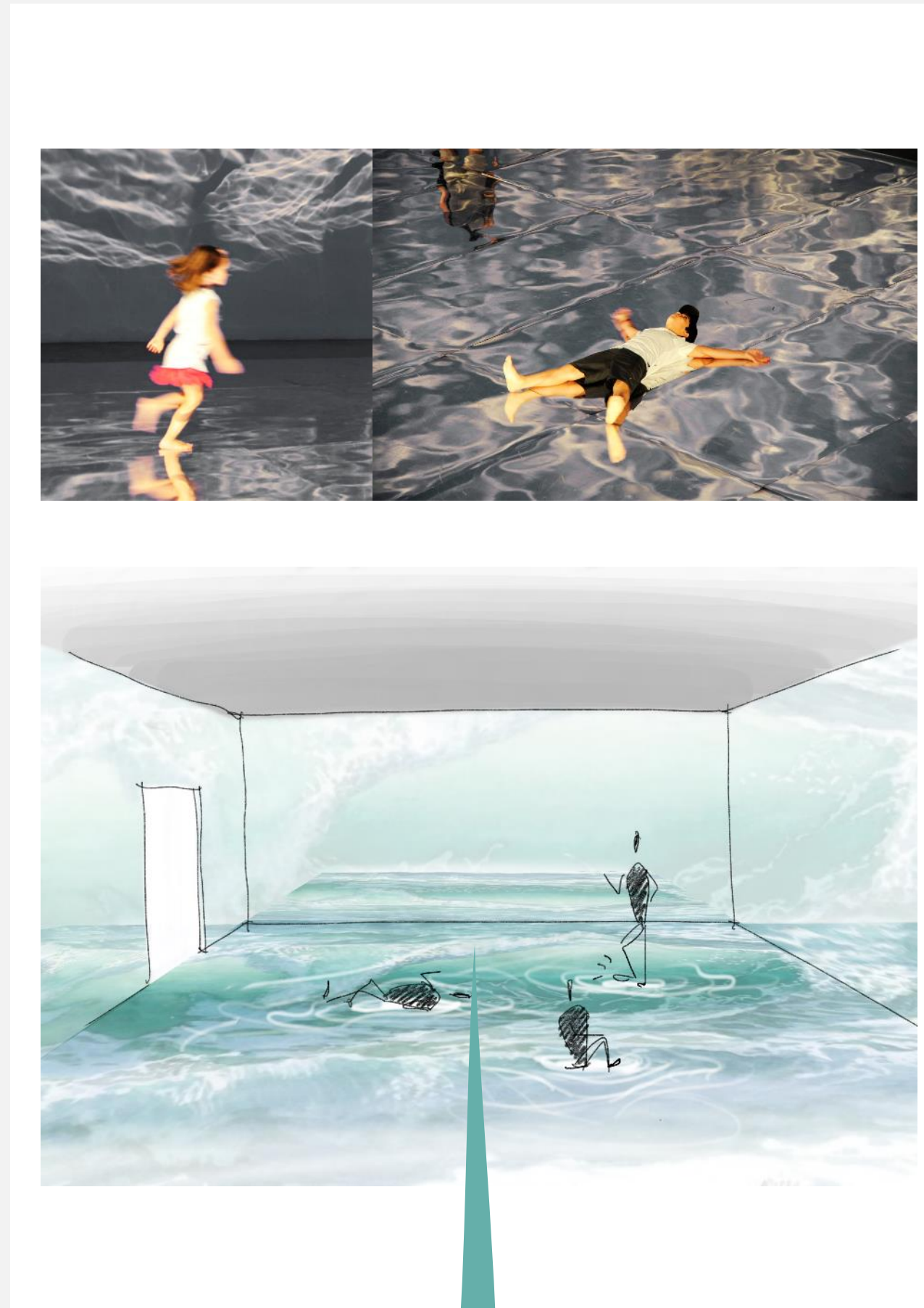


## First ideation: **Garden**



Embed RGB light source between these elements and the light spots in the garden will follow the movement of people.

## Second ideation: **Water**



Immersed in a dream of water. The water flow in the surroundings will flow with the movement of people.

## Final one: **Prism**



Use the prism objects to reflect the light source, making people immersed in the dream of light and interact with the image of the light.