

# Resonance

## Samsung Exhibition at Milan Design Week 2019

INTERACTION / MULTISENSORY

**Client** Samsung Corporate Design Center

**Role** Concept Ideation, Interaction 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. An immersive world 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 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.

As part of a team of 4, I contributed to both the conceptual development and interaction design.

Video Link

<https://youtu.be/hqiYu43XLKk>



## 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

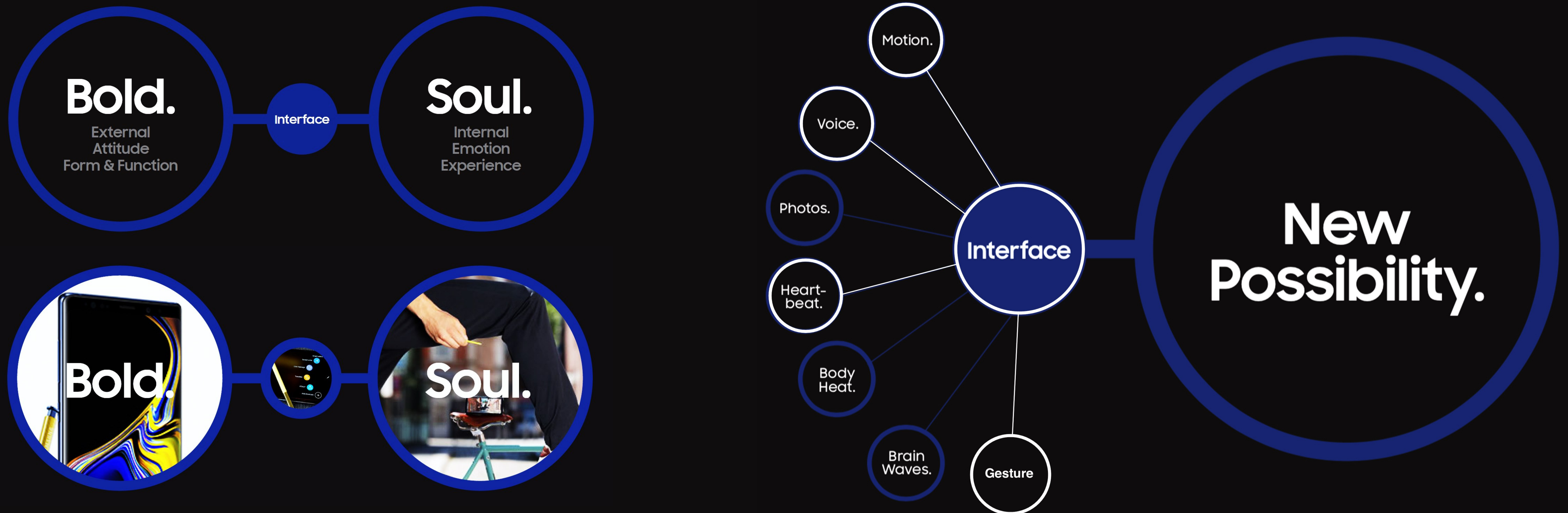
Our design closely matches Samsung's design principles and visual language

<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.

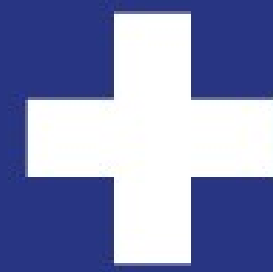




# The Approach

02.  
Design  
Strategy  
Overview

**Reduce  
on-site  
builds.**



**Modular  
Experience  
Design.**

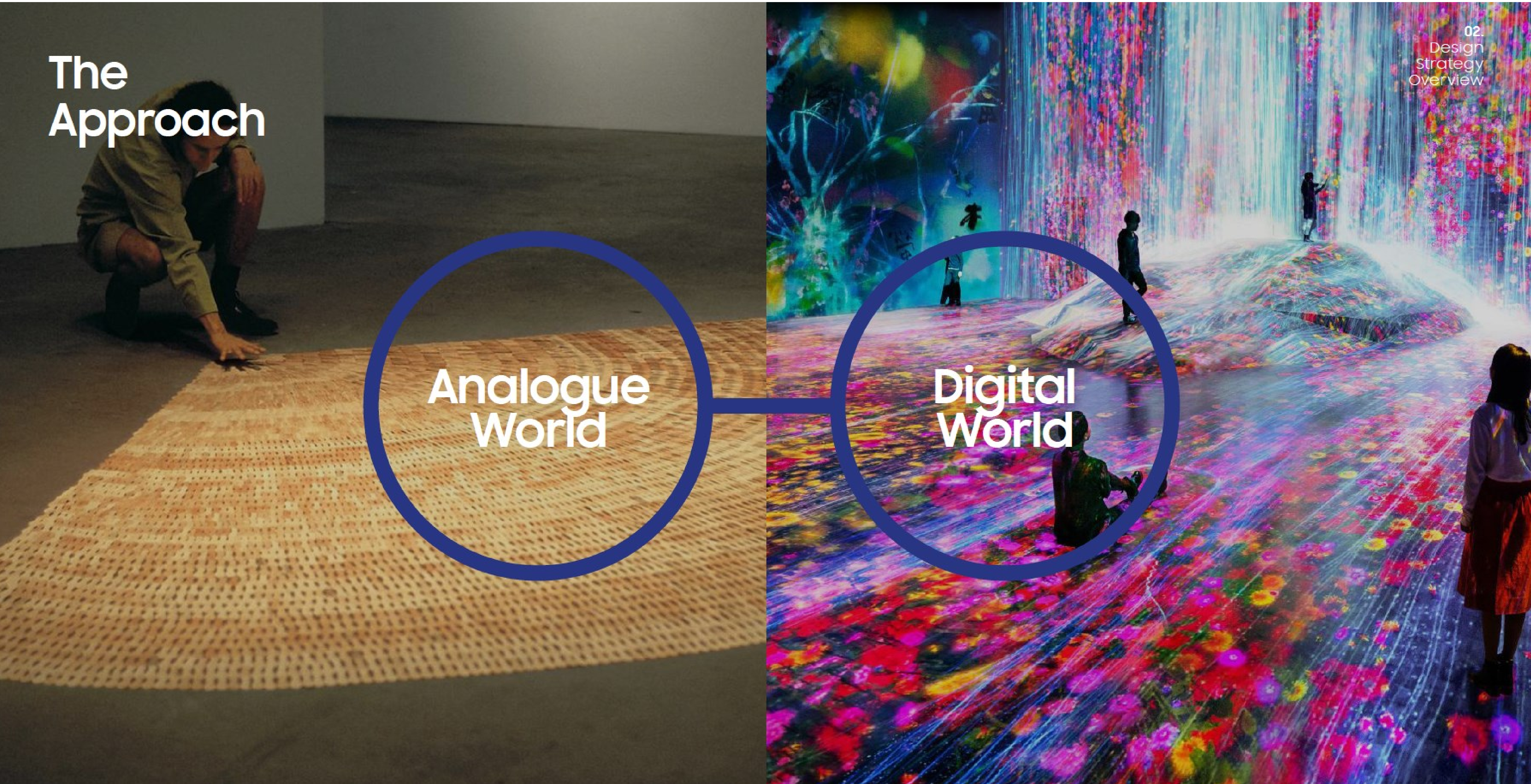


# The Approach

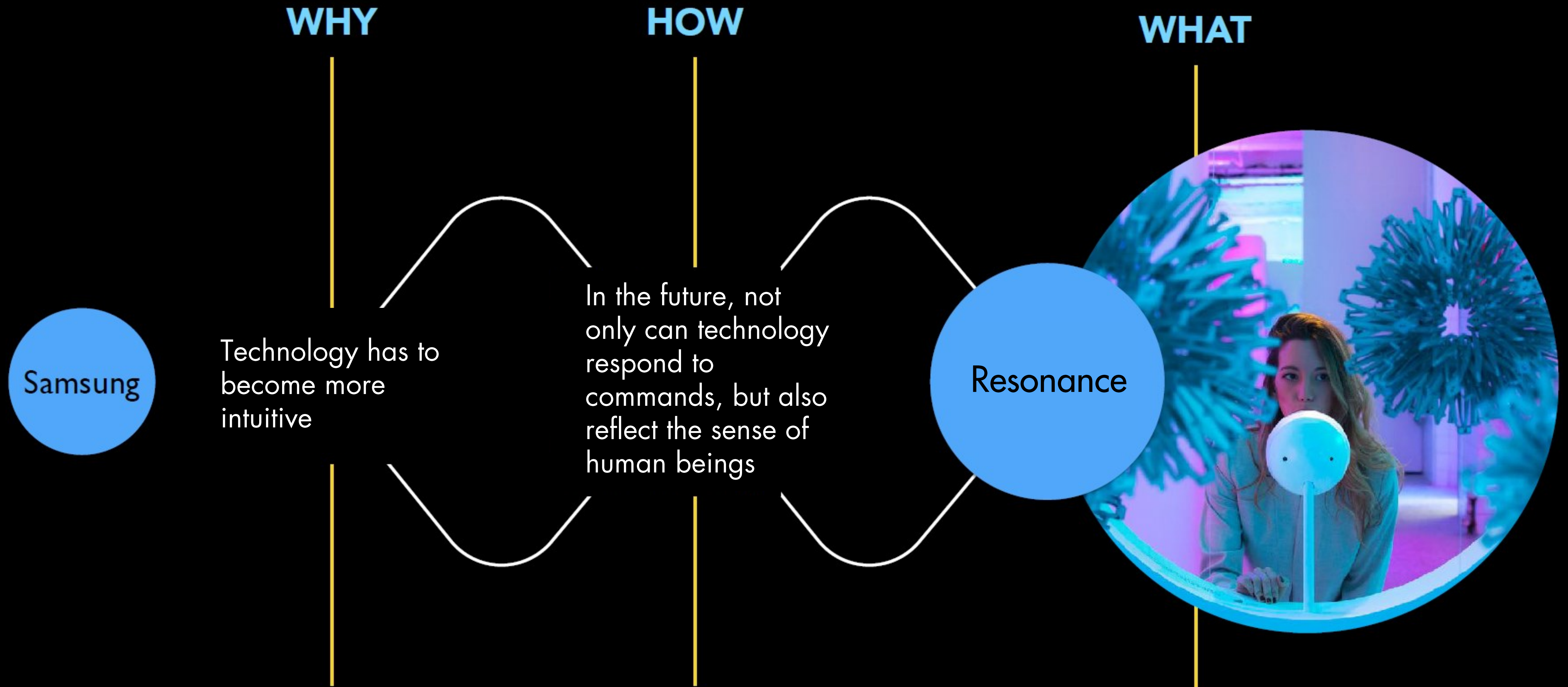
Analogue World

Digital World

02.  
Design  
Strategy  
Overview









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

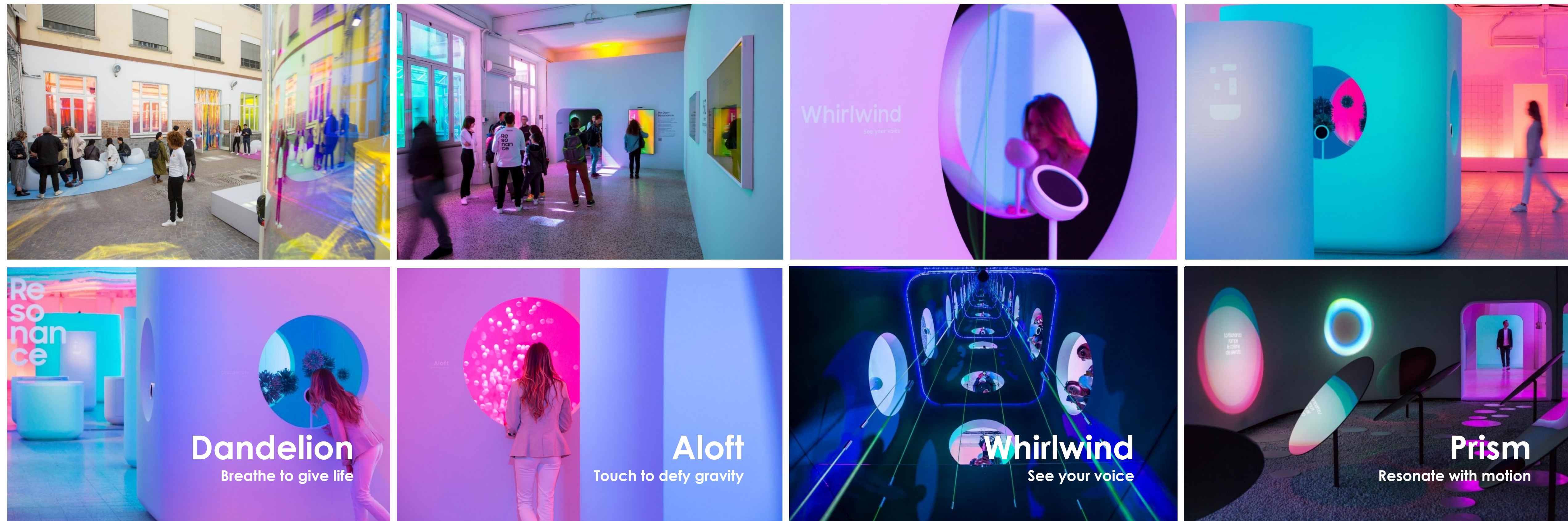
Lounge

**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

Breathe deeply and exhale to see what happens next.

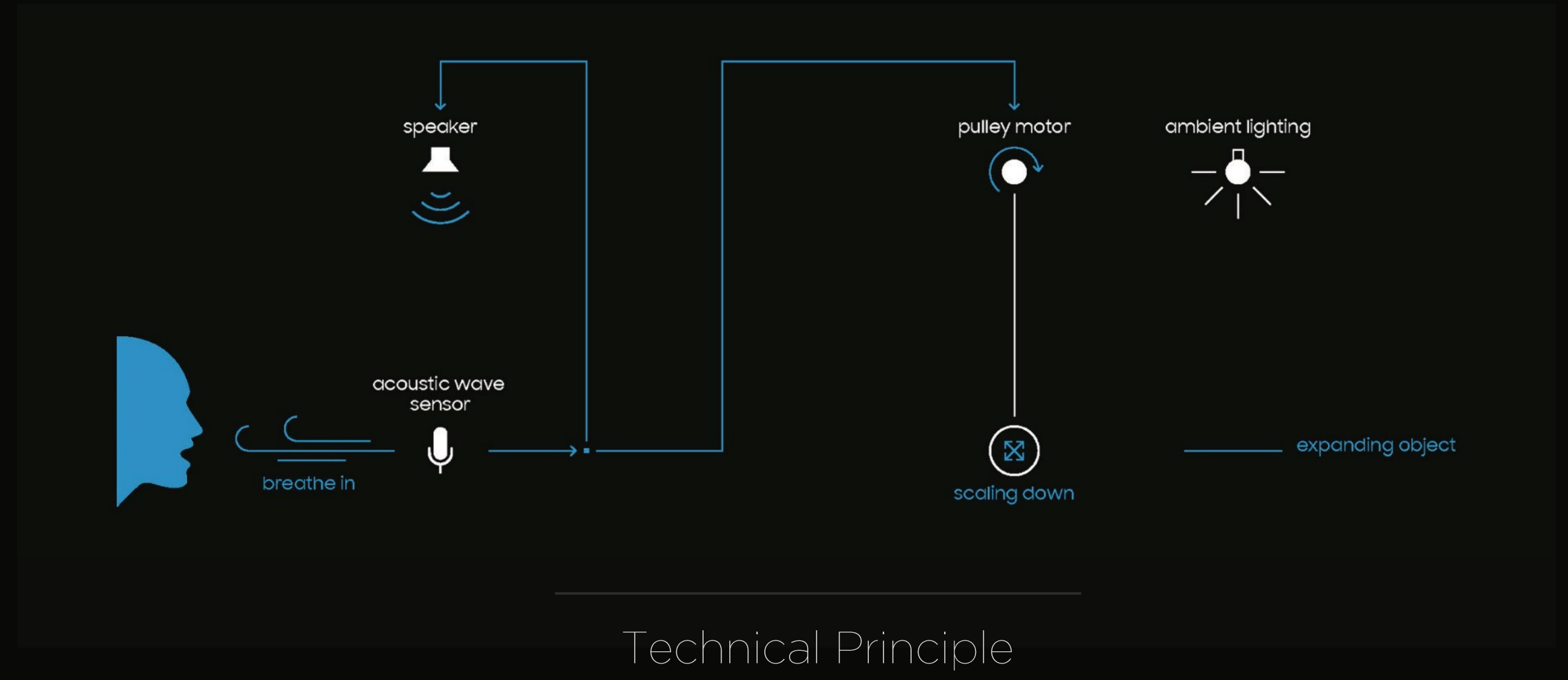
Expanding spheres dilate and contract to the delicate rhythm of the user breathing in and out.



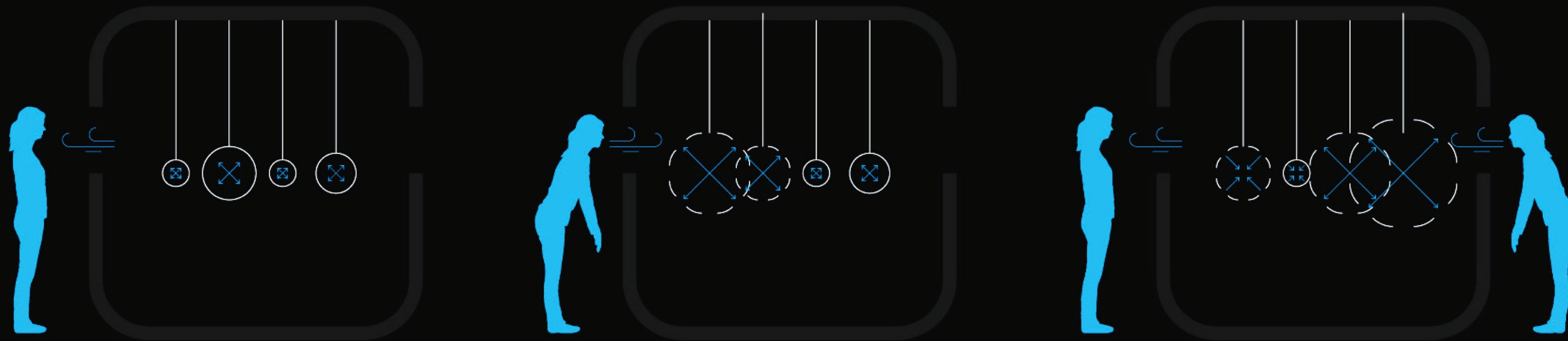


# Breathe to give life

The first exhibit "Dandelion" resonates with breath and fosters self-awareness.



Technical Principle

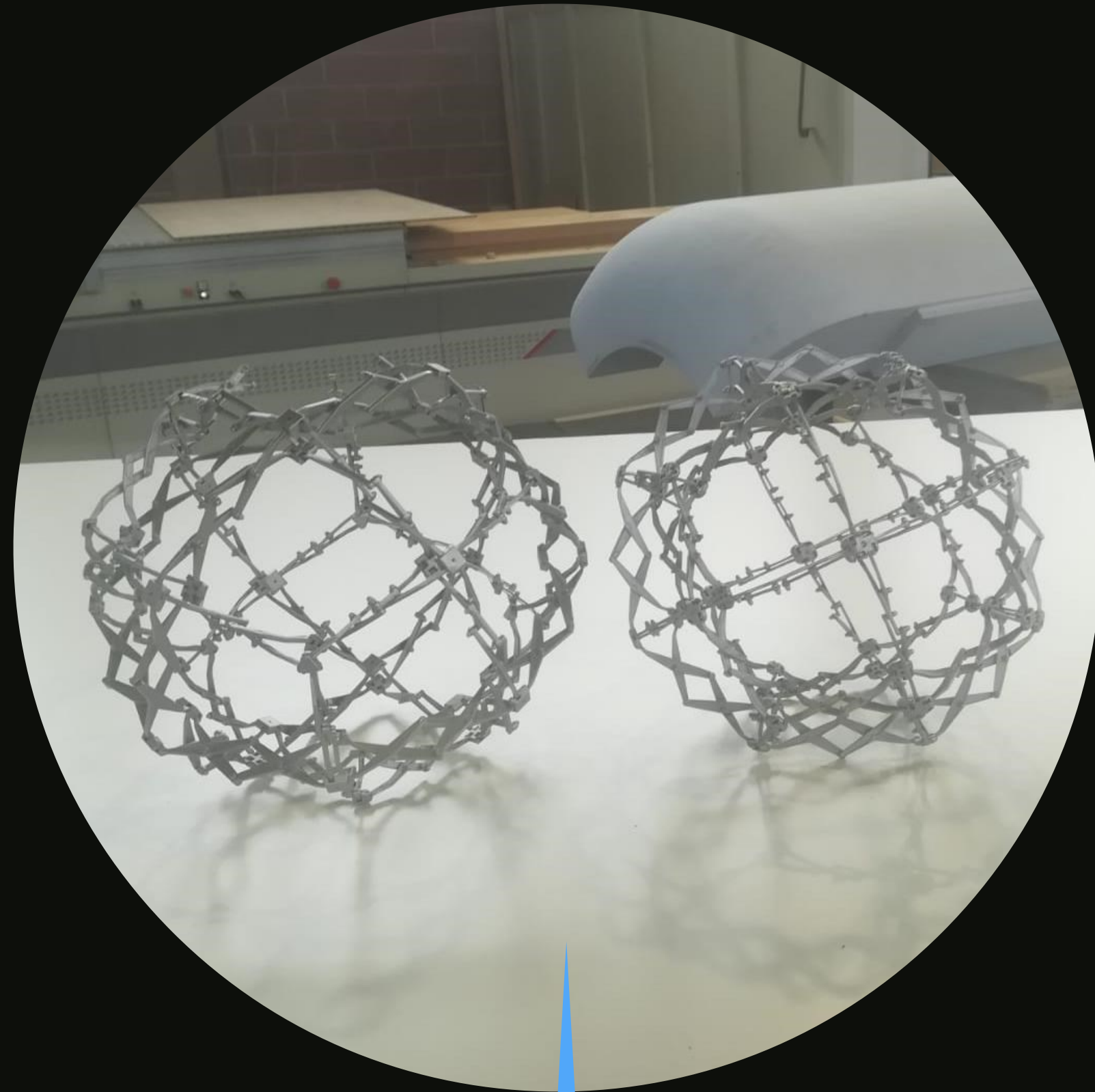


Single

Multiple



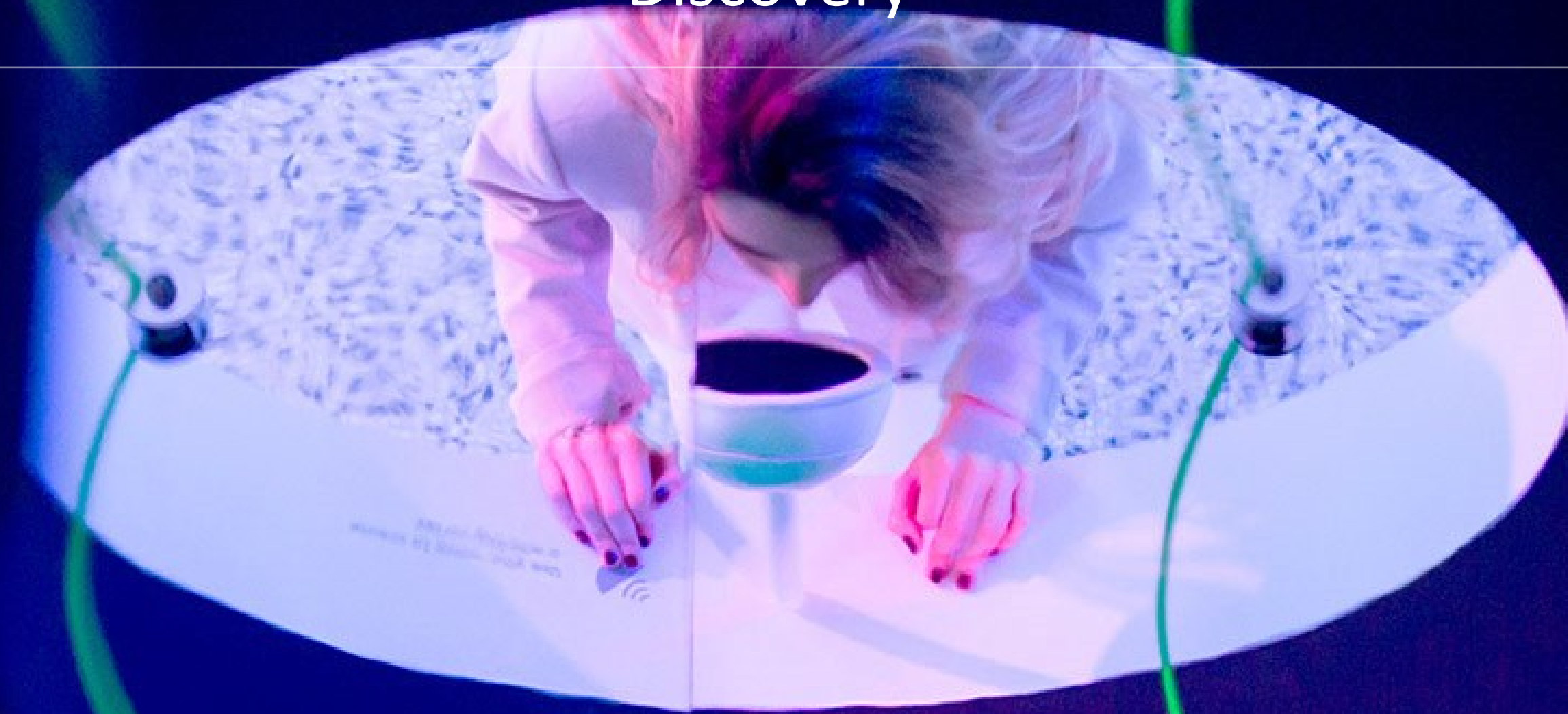
We tested numerous kinds of models. Surprisingly, I booked a super cheap and suitable one on TAOBAO! Finally, we transported these spheres to Europe. Thanks to Alibaba! It did save a lot of money for the project.



Metallic colored Hoberman sphere







# Whirlwind

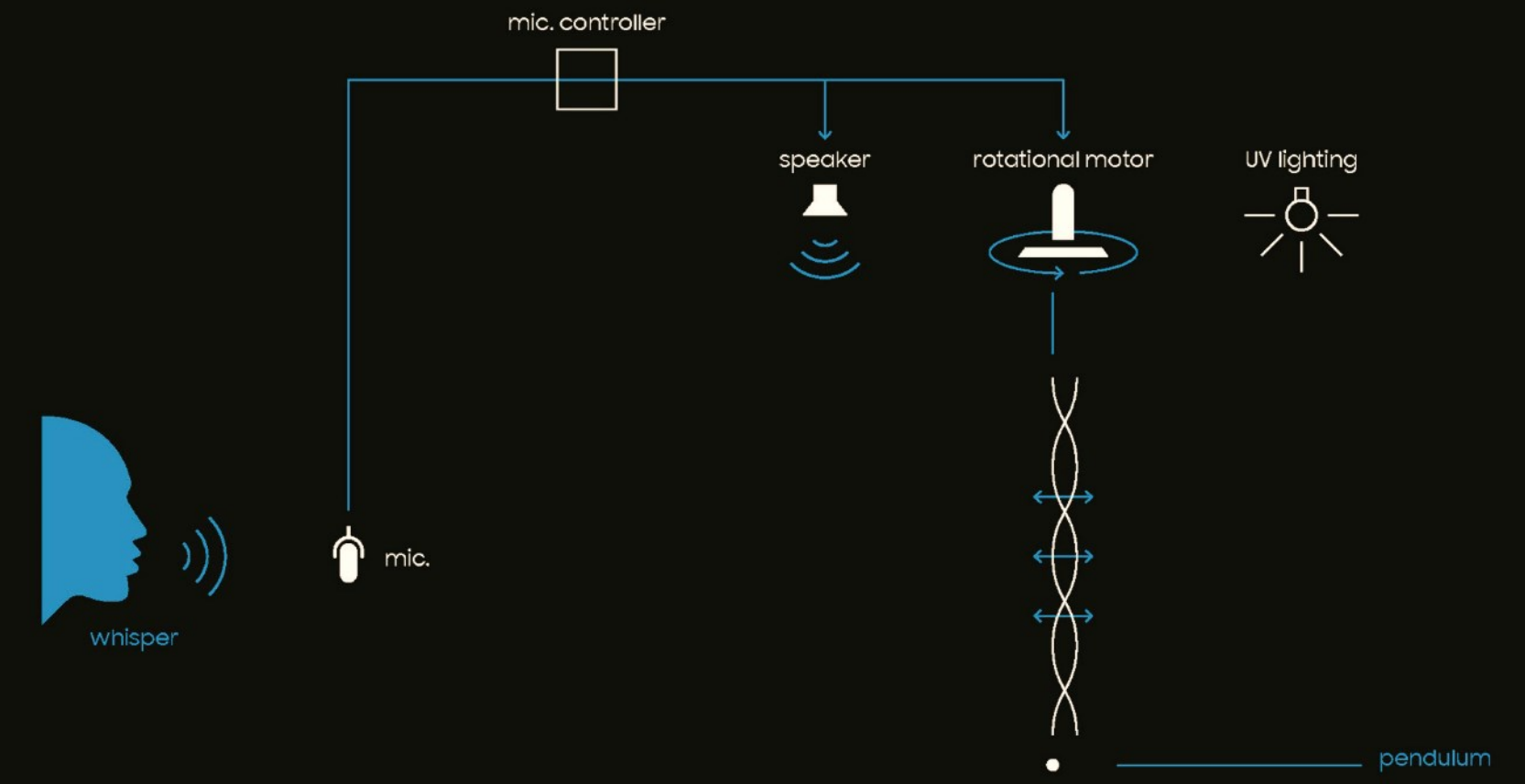
See your voice





# See your voice

The exhibit "Whirlwind" responds to your inner voice.



Technical Principle



Single

Multiple



## See your voice



Colored elastic ropes can be made to vibrate by the various frequencies of your speech and voice.



See your voice



Elastic ropes used in the experiment





# Aloft

## Touch to defy gravity

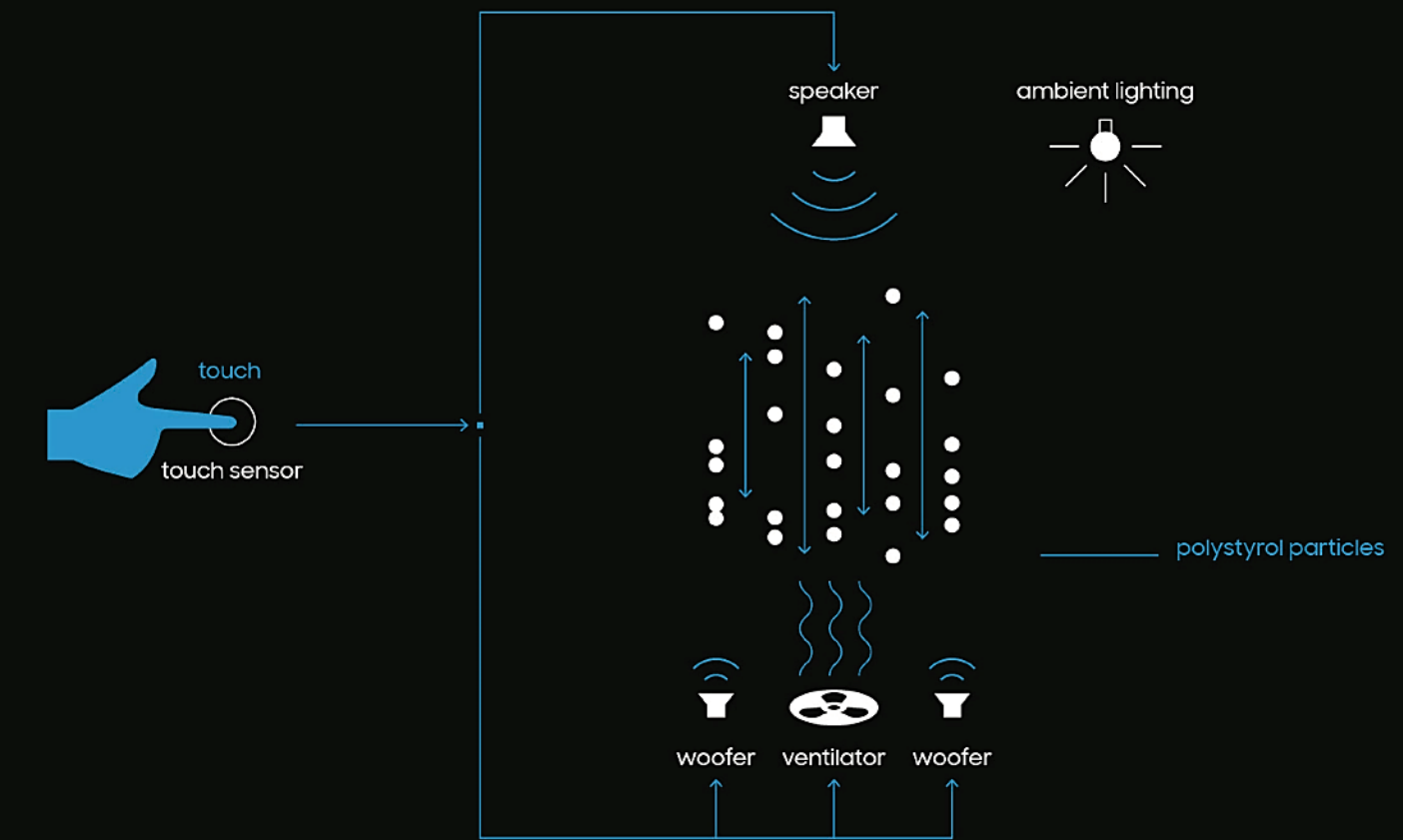
The white balls are elevated by air ventilation and float and glide in the slipstream of the visitor.



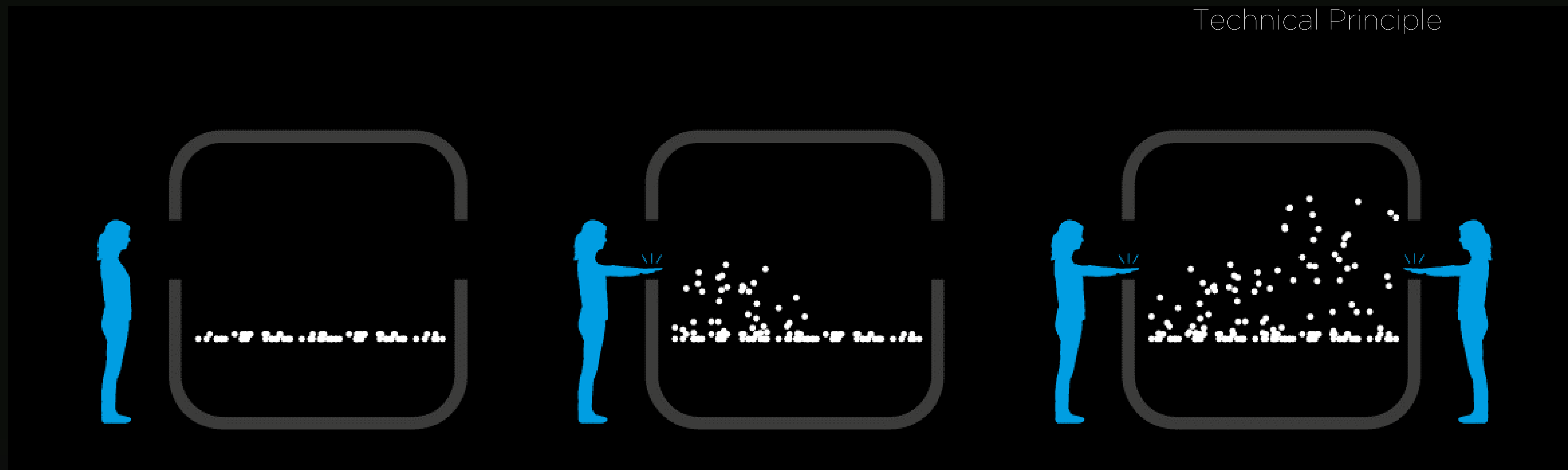


# Touch to defy gravity

“Aloft”, the third section, further resonates with the presence of the audience. Thousands of particles react to each and every touch.



Technical Principle



Single

Multiple



# Touch to defy gravity



Polystyrene balls





# Ripple

The fascinating water installation

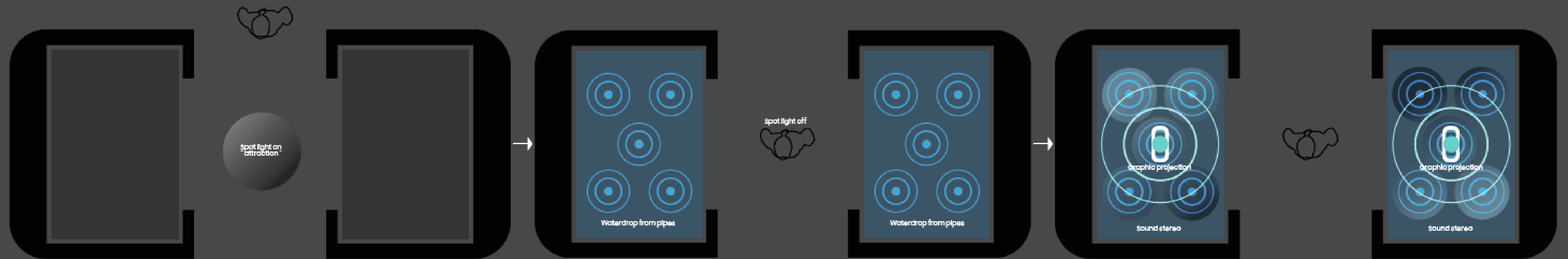
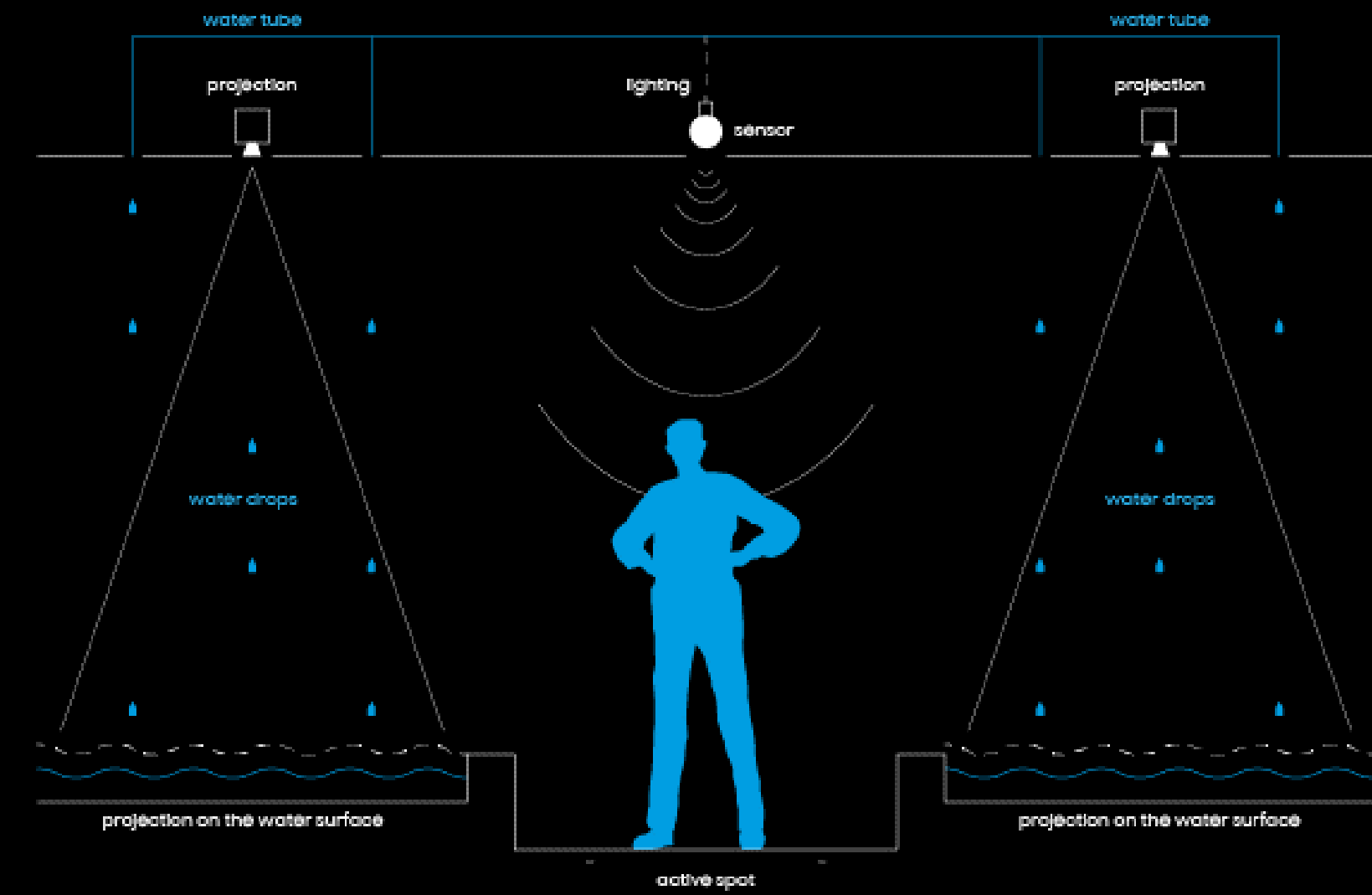
The resonations are accompanied by a torrent of continuous sound.





# Ripple

Inside an infinity tunnel, two water surfaces react to your presence with physical water and digital light resonations.

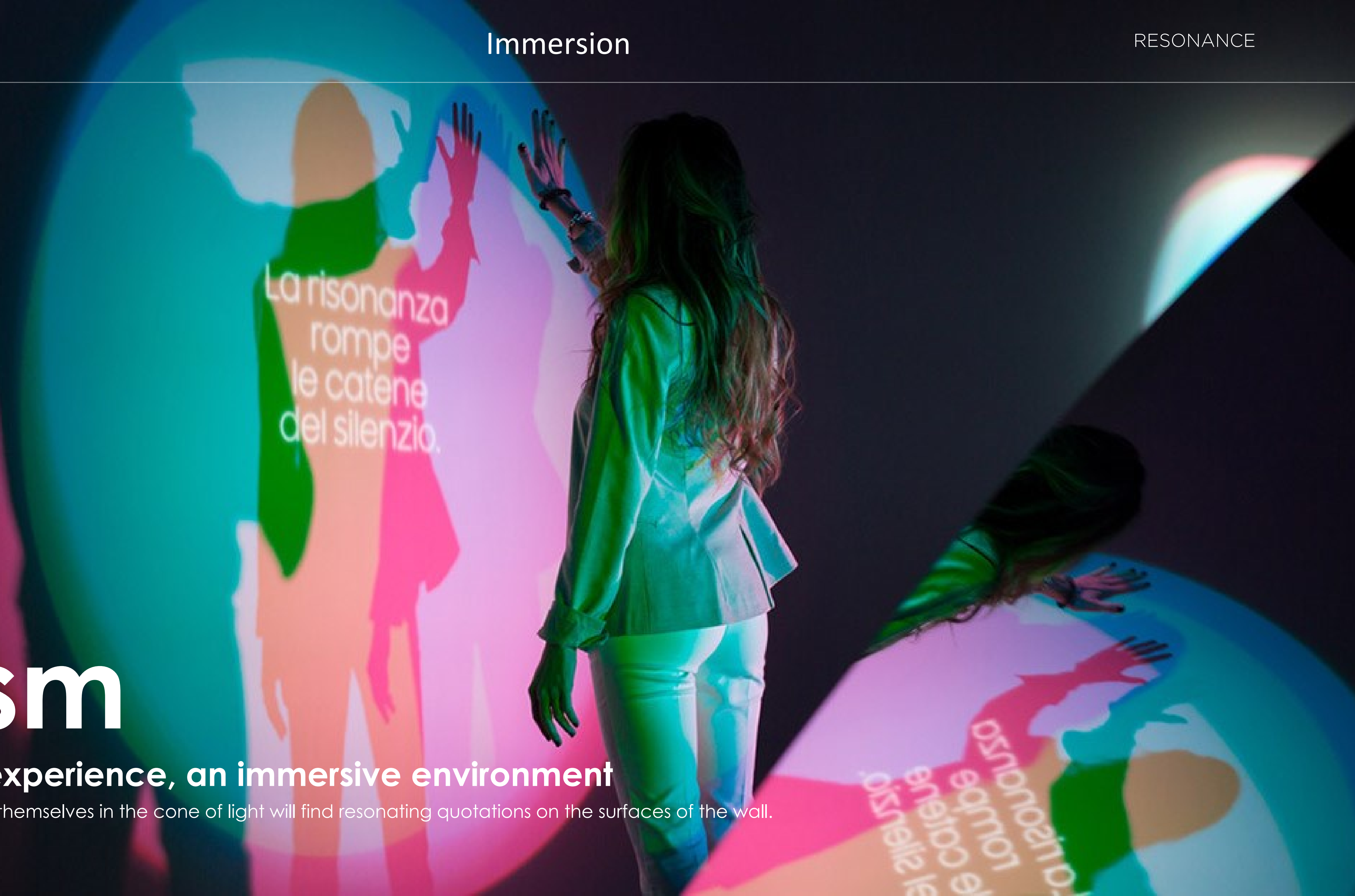




# Prism

**The final experience, an immersive environment**

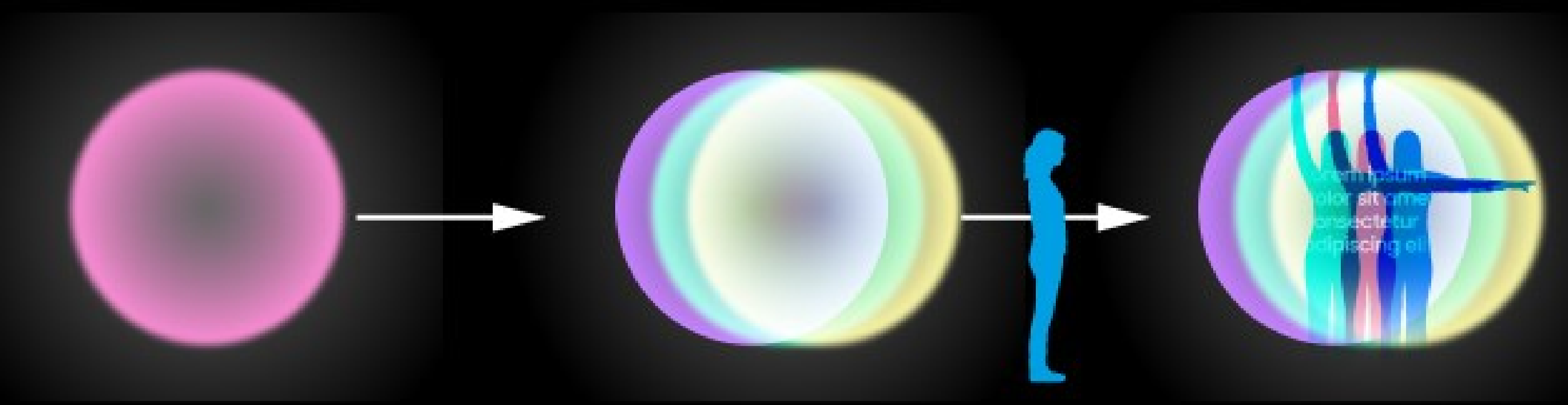
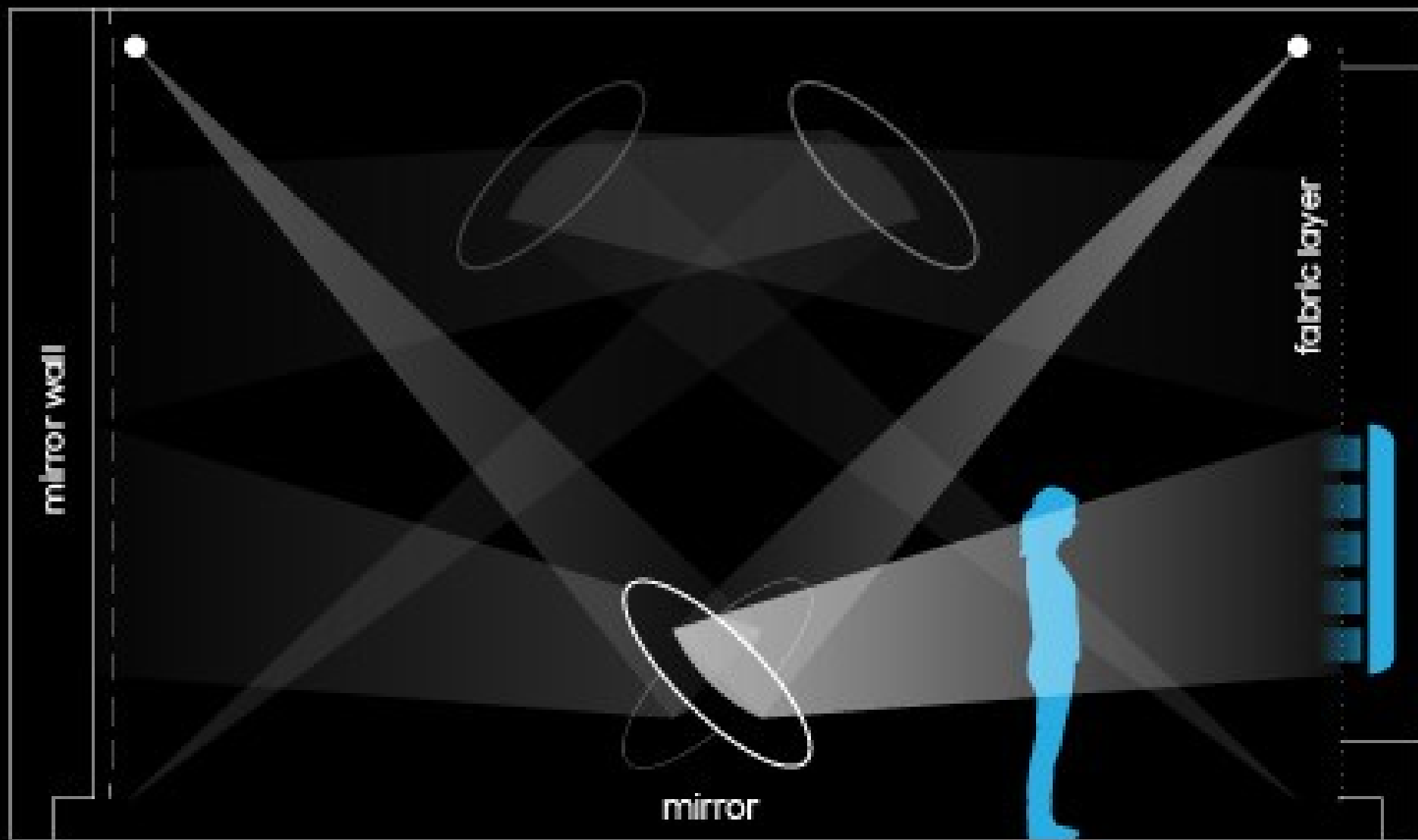
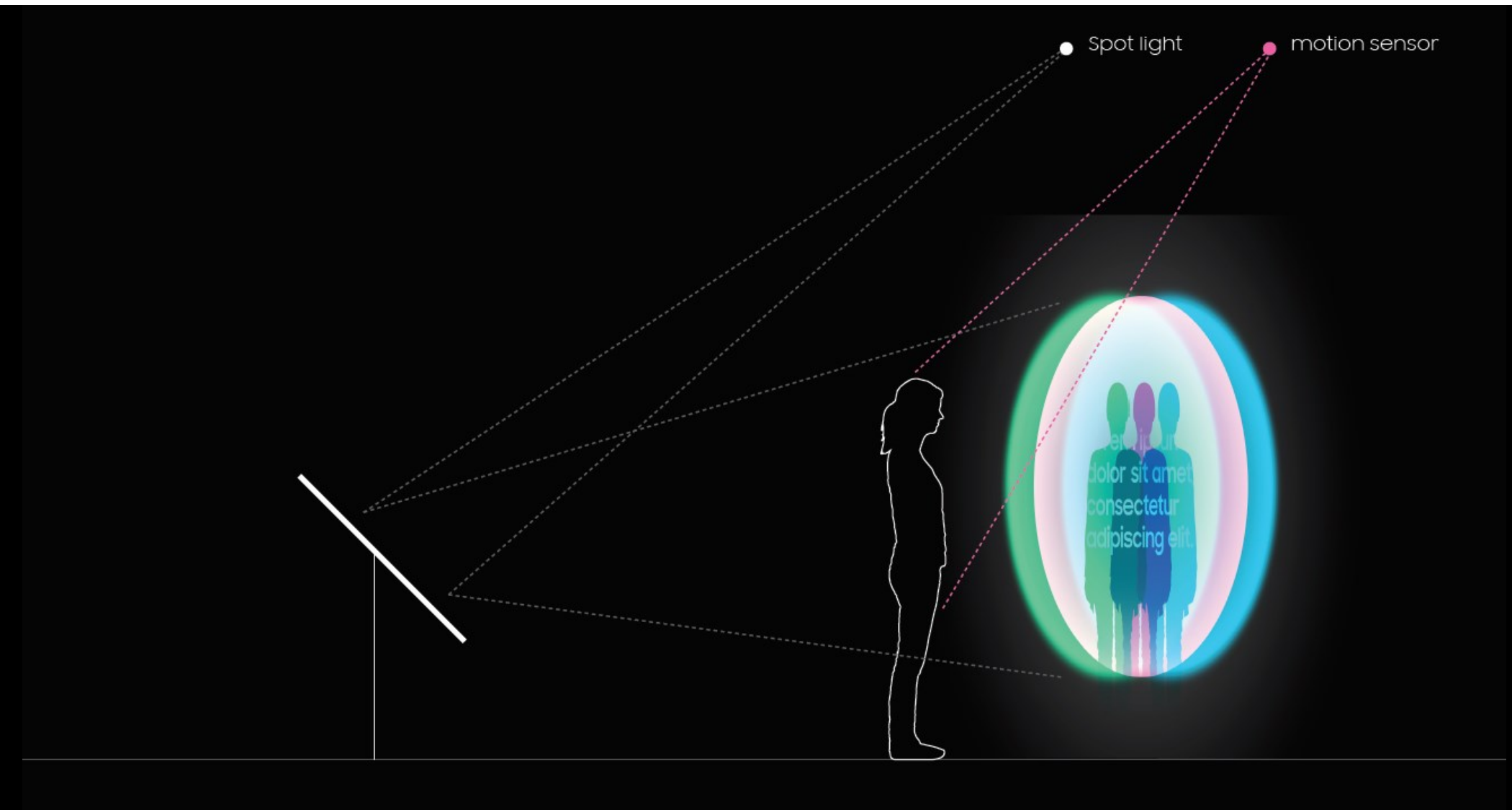
Those who place themselves in the cone of light will find resonating quotations on the surfaces of the wall.





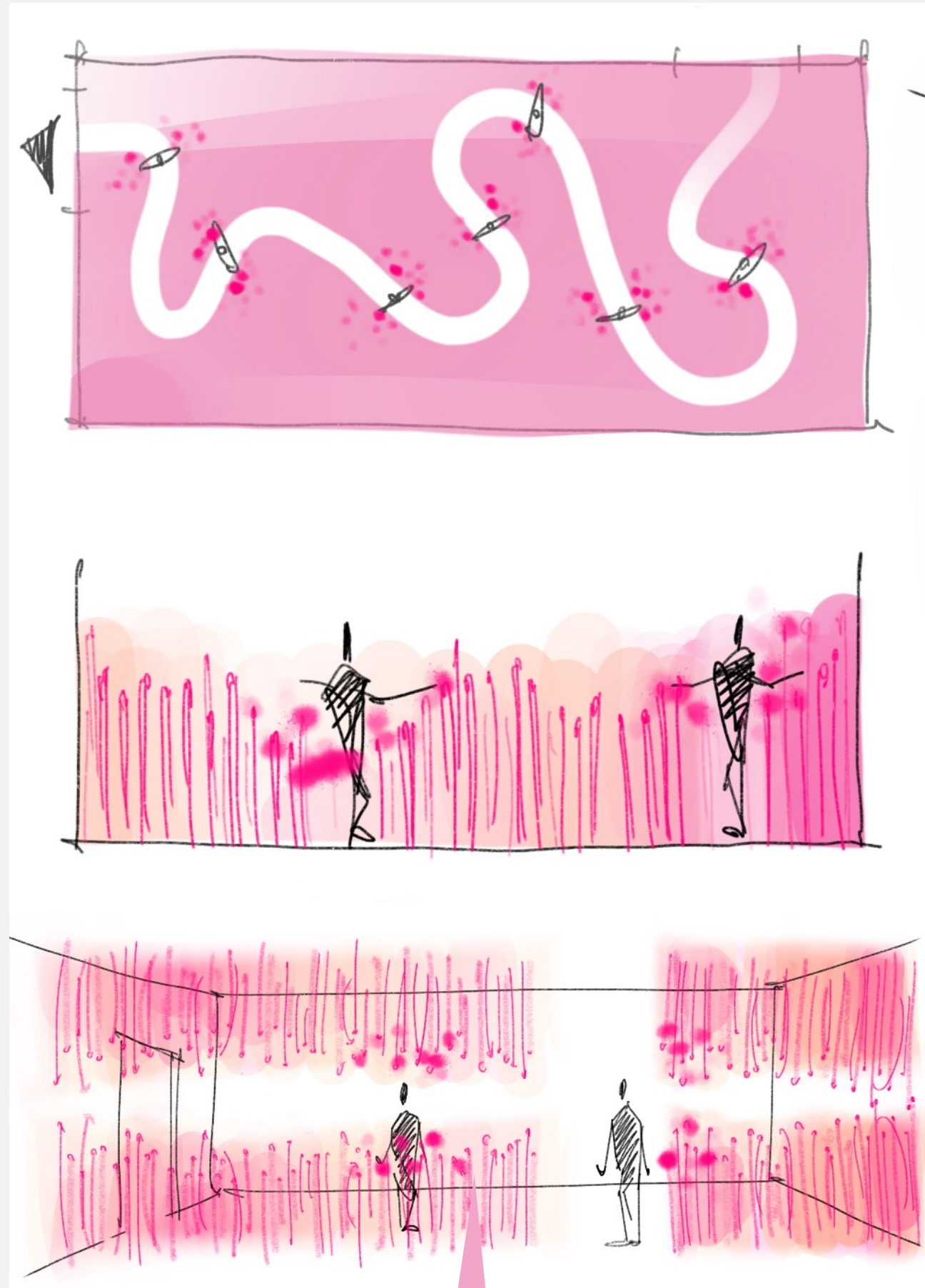
# Prism

Large round mirror surfaces reflect the colored light shadows of the visitors onto the wall.



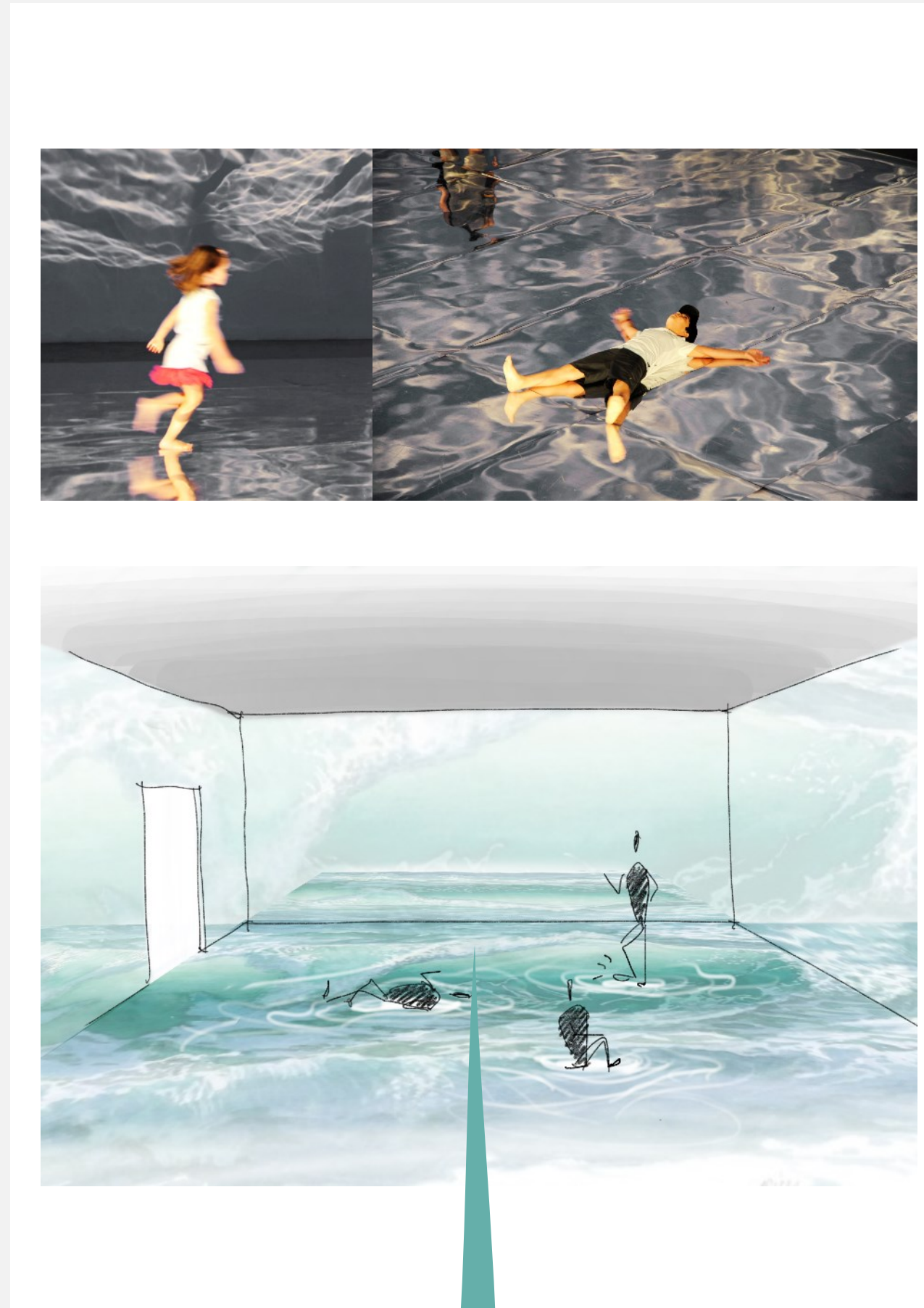


## First ideation: **Garden**



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**

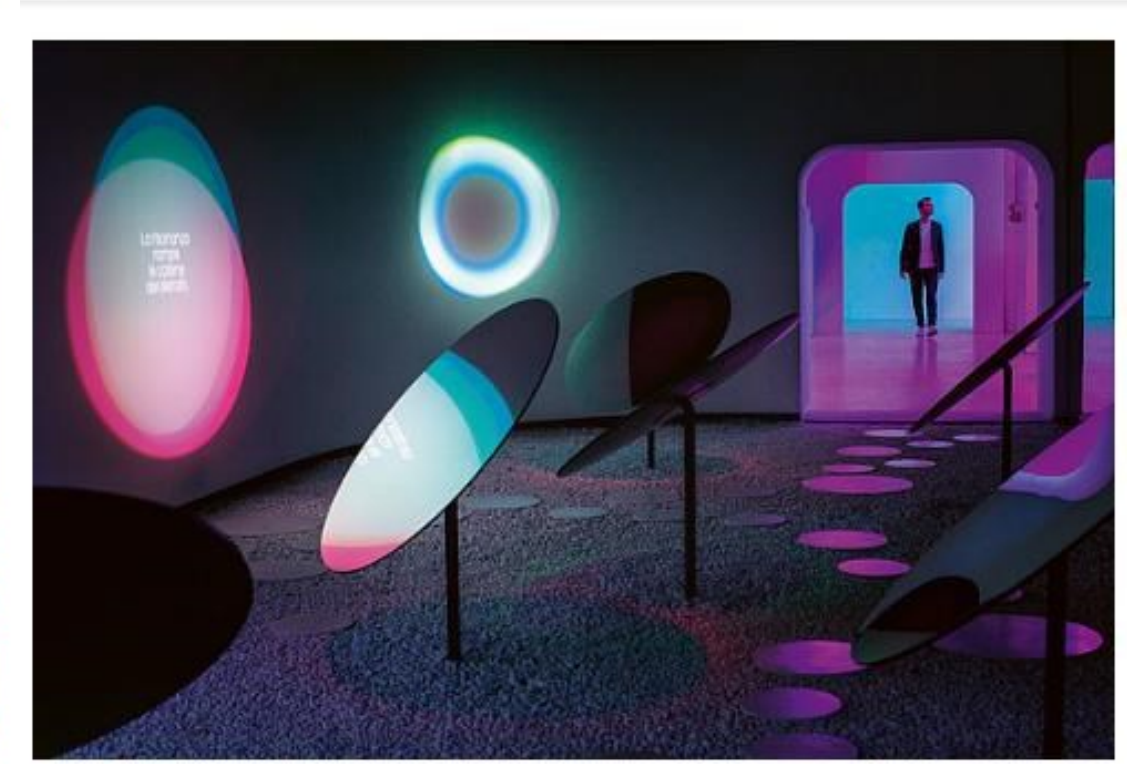


Use the prism objects to reflect the light source, making people immersed in the dream of light and interact with the image of the light.





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Resonance →  
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Samsung's **Resonance** installation invites visitors to make art with "everyday behaviours"  
 ... **resonance** between artwork and audience, which portrays the state of tomorrow that Samsung Design pursues." **Resonance** features three different zones, including the booth-filled Discovery room **Resonance** comprises a series ...

Dezeen staff | 10 April 2019



**28,751**

VISITORS TO Resonance

approx.

**68,000**

SOCIAL IMPRESSIONS IN 6 DAYS

**94%**

VISITORS INSPIRED BY „Resonance“