

# Samsung Wins 48 Awards at IDEA 2020



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Samsung Electronics today announced that it has won 48 awards at the world-renowned International Design Excellence Awards (IDEA) 2020, including one Gold, four Silvers, four Bronzes and one Best-in-Show.

The IDEA 2020 awards for Samsung include not only the top design awards for creative, cutting-edge creations, but products spanning across multiple categories, showcasing Samsung's excellence in consumer lifestyle designs with elegant aesthetics, as well as interactive and sustainable designs that reflect social values and broad spectrum of professional expertise.

IDEA, hosted by the Industrial Designers Society of America (IDSA), has been held annually since 1980. Widely viewed as the most influential design awards in North America, IDEA considers design innovation, benefit to user and benefit to society as part of its criteria for selecting its awardees.

BESPOKE Family Hub UX won Gold for delivering user-centric experience and innovation. Based on consumer-driven insight, the UX allows users to share and create photos and recipes through the refrigerator screen. Additionally, connectivity with mobile apps enables consumers to enjoy remote access regardless of their location.

BESPOKE Refrigerator won Silver for its customizable modular design which allows users to choose colors, materials and types of the refrigerator fit for individual lifestyles and preferences. BESPOKE Refrigerator has already won a Gold award at International Forum (iF) Design Award 2020.

The IDEA 2020 jury honored Samsung with 'Best-in-Show', a special award for BESPOKE Family Hub UX and BESPOKE Refrigerator, recognizing Samsung's achievements in

consumer-centric design excellence.

Samsung's Upcycling Solution for TV Packaging received a Silver award for its customizable packaging box. Samsung adopted upcycling into packaging materials of its lifestyle TVs – The Frame, The Serif and The Sero. The product packaging was designed to encourage consumers to upcycle the boxes and create innovative pieces of small furniture that suit individual needs, such as a cat tower or a TV stand. The packaging won 2020 CES Innovation Awards for its innovative concept, contribution to environmental protection and raising of awareness for recycling and upcycling.

In addition, Q950TS, a QLED 8K TV maximizing screen immersion with Infinity Screen, and The Serif Visual Identity System, which illustrates sophisticated visual strategies targeting the millennial generation, also won Silver awards.

The following received Bronze awards: Galaxy Fold, a foldable smartphone that offers new experience; Infinite Line™ Oven, a built-in kitchen that delivers sleek premium design; The Sero Visual Identity System that demonstrates bold and intense graphic with new brand visual strategies targeting the millennial generation; and Inclusive IoT, an advanced design concept utilizing AI Sound Recognition for helping people with hearing loss.

“Design increasingly values interaction between products and user experiences,” said Dontae Lee, Executive Vice President and the Head of Corporate Design Center at Samsung Electronics. “Samsung will continue to provide meaningful customer experiences and sustainable values with innovative technologies and differentiated designs.”

The IDEA 2020 Ceremony was held virtually on September 16. The International Design Conference is also being held virtually for two days from September 17 to 18. Felix Heck, vice president and the head of Samsung Design Europe, is scheduled to give a presentation titled ‘Design for Resonance’ at the event.

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