Samsung Presents ‘Design Is an Act of Love’ at Seoul Design Week 2026

Datum	15.10.2026
Subjekt	Samsung Electronics Slovakia
Region	Slovakia
Kategorie	Electronic industry, Culture, Conferences and trade fairs

Exhibition brings 14 artists’ creative interpretations of Samsung products to life on 2026 OLED TVs (model: S95H).

Samsung Electronics today announced that it is presenting its “Design is an Act of Love” exhibition at Seoul Design Week 2026, taking place in Seoul, Korea.

The exhibition features 14 artworks inspired by Samsung products, displayed on the 2026 OLED TVs (model: S95H) fitted with frames customized for each work.

Building on the theme of the exhibition Samsung held with Korean artists at Design Miami Seoul 2026 in September, this iteration of “Design is an Act of Love” is being held with POLI.design in collaboration with emerging Italian artists. Through creative expression shaped by different cultures and experiences, the exhibition celebrates human diversity and individuality while sharing Samsung’s design vision rooted in understanding and caring for people.

“Through the eyes of different creative minds, familiar products become new expressions of personality, perspective, and ways of life,” said Mauro Porcini, President and Chief Design Officer of the Device eXperience (DX) Division at Samsung Electronics. “By bringing these interpretations together, we want to show how design can make technology a more personal part of everyday life. Ultimately, our ambition is to move beyond designing technology for people to designing technology that truly reflects them.”

14 Italian Artists Reinterpret Samsung Products Through Creativity and Imagination

The artworks draw inspiration from a range of Samsung products spanning mobile devices, home appliances, and TVs — including Music Studio 5, Bespoke AI Family Hub, and Galaxy Z Fold8.

The artists drew on their experience and imagination to reinterpret the forms and characteristics of Samsung products. They used AI as a tool to develop ideas and explore new forms of expression, with each work grounded in the artist’s own perspective and creativity.

Tommy Tokyo, a multidisciplinary artist whose practice spans virtual reality, animation, and digital media, created an artwork inspired by the Infinite AI air purifier. The work translates the product’s core concept of clean air into an expressive visual narrative. Caffè Design drew inspiration from The Serif TV’s iconic I-shaped silhouette, exploring how its distinctive design interacts with the surrounding space.

OLED TVs Showcase Expressive Design With Frames Customized for Each Artwork

The exhibition features 14 Samsung OLED TVs (model S95H), each fitted with a custom frame designed to complement its corresponding artwork's colors and mood. Created specifically for the exhibition, the frames work together with the on-screen imagery to enhance the presentation of each work.

The Float Layer Design of the OLED TV (model: S95H) makes the screen appear to float above a metal plate. Together, the TV's distinctive design and custom frames create a visual presentation that highlights the character of each artwork.

Visitors can experience Expressive Design — an approach that embraces human diversity and imagination — through the varied combinations of artworks and frames on the same TV model.

The exhibition will take place from Oct. 15-25 at Dongdaemun Design Plaza (DDP) in Seoul.

https://news.samsung.com/global/samsung-presents-design-is-an-act-of-love-at-seoul-design-week-2026