

# TID<sup>11th</sup> 2018 Award

Taiwan Interior Design

## 品牌設計類 TID 獎 The TID Award of Branding & Communication

SAMSUNG VISION LAB

格式設計展策  
InFormat Design Curating

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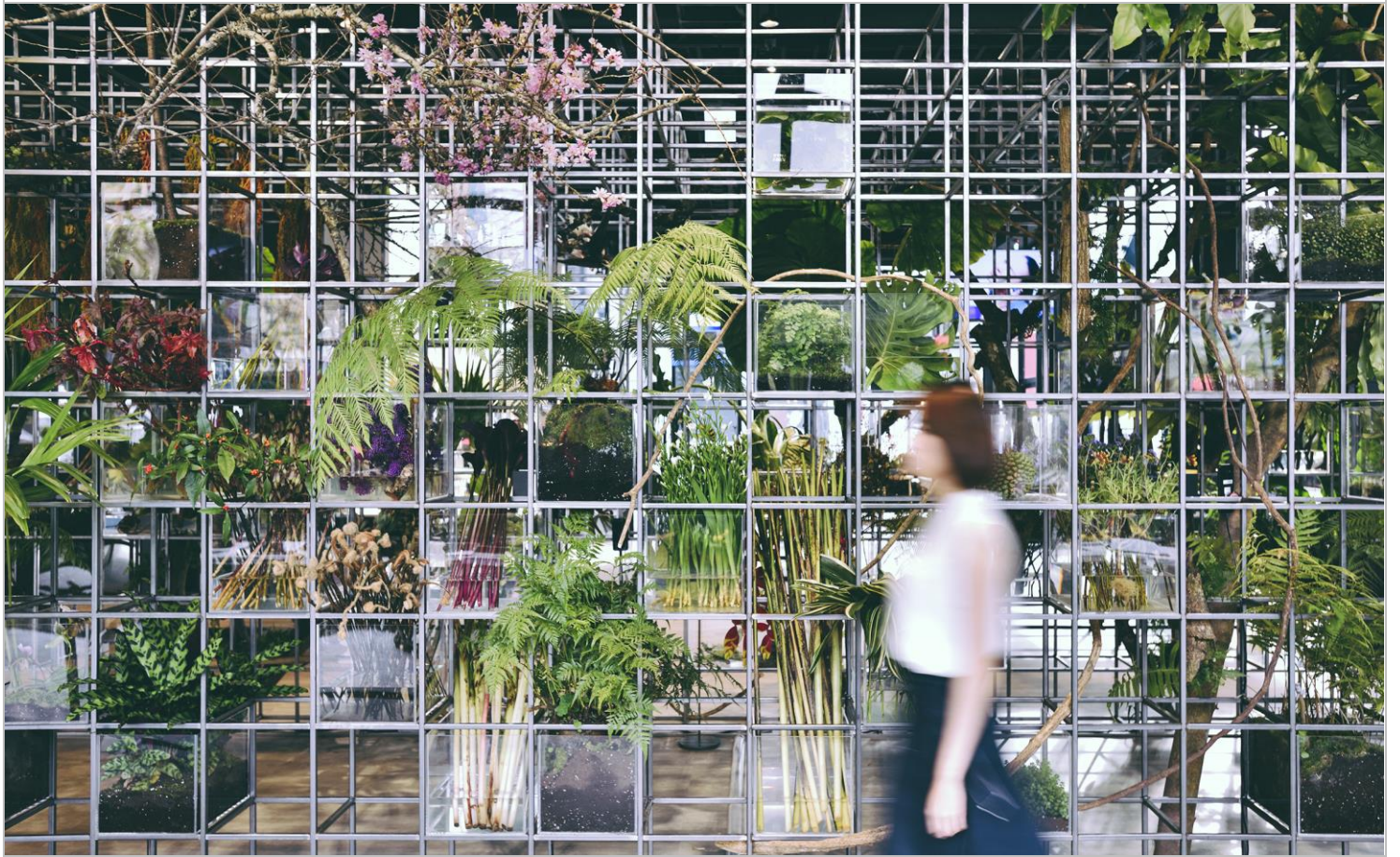
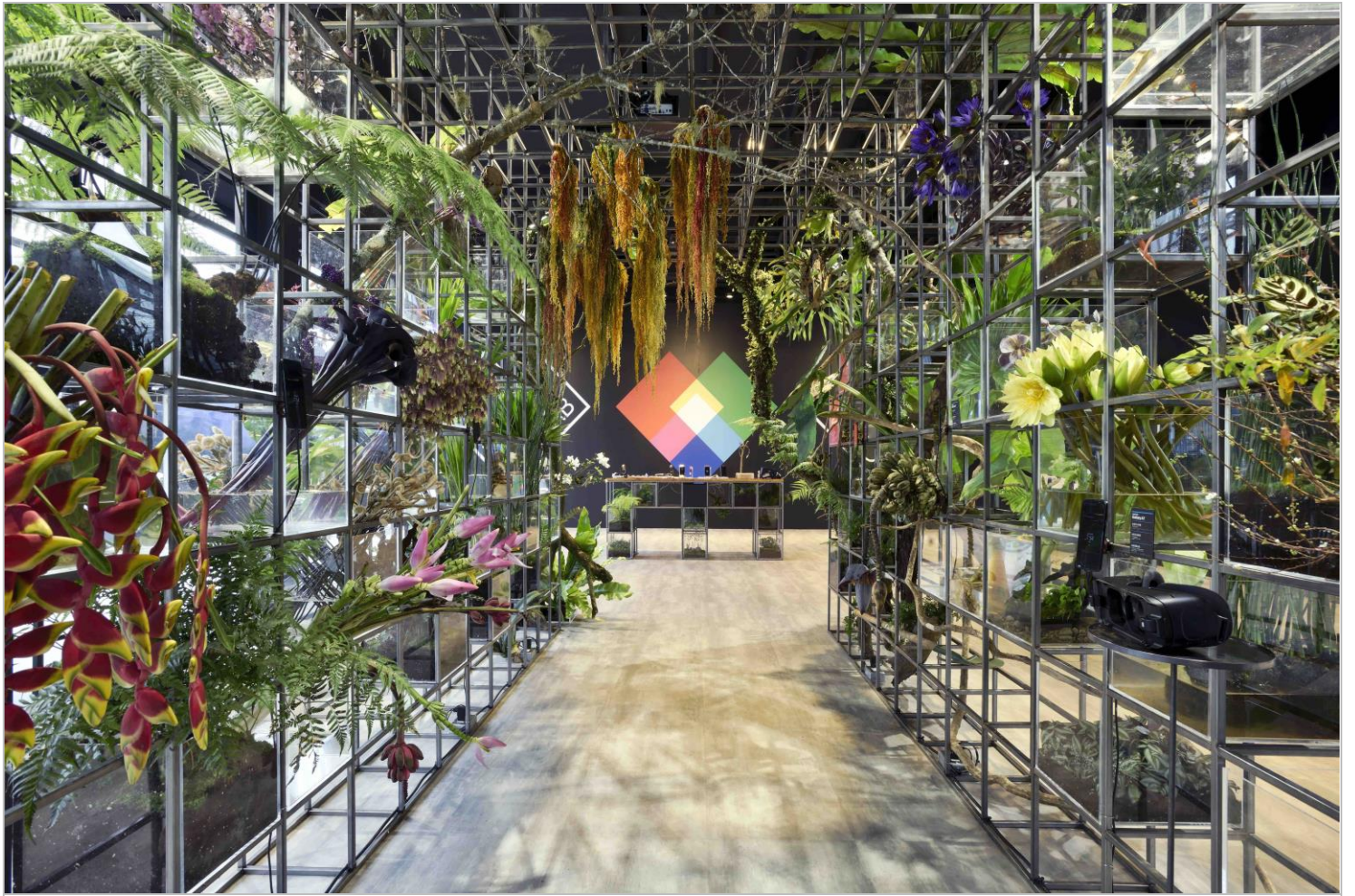
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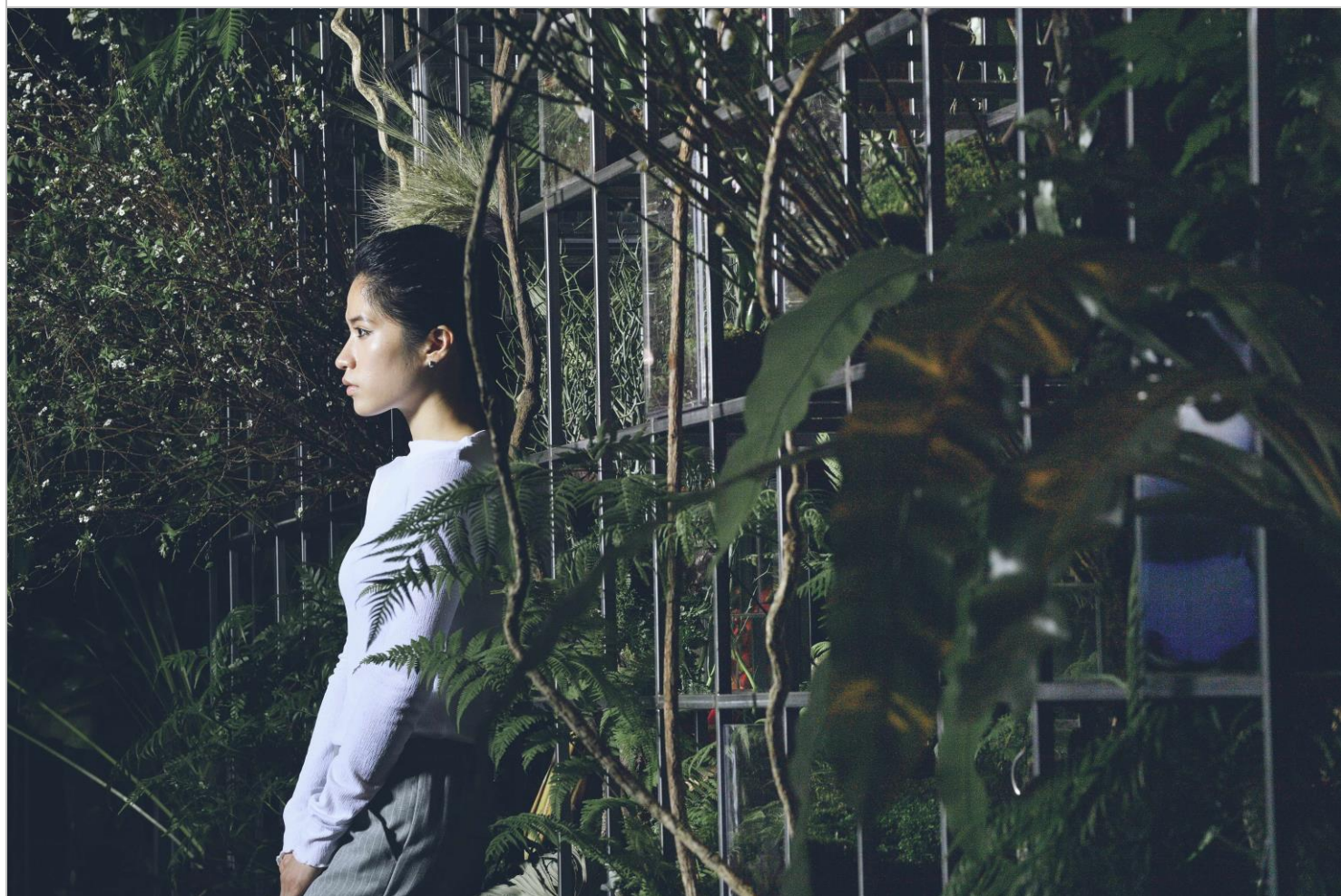
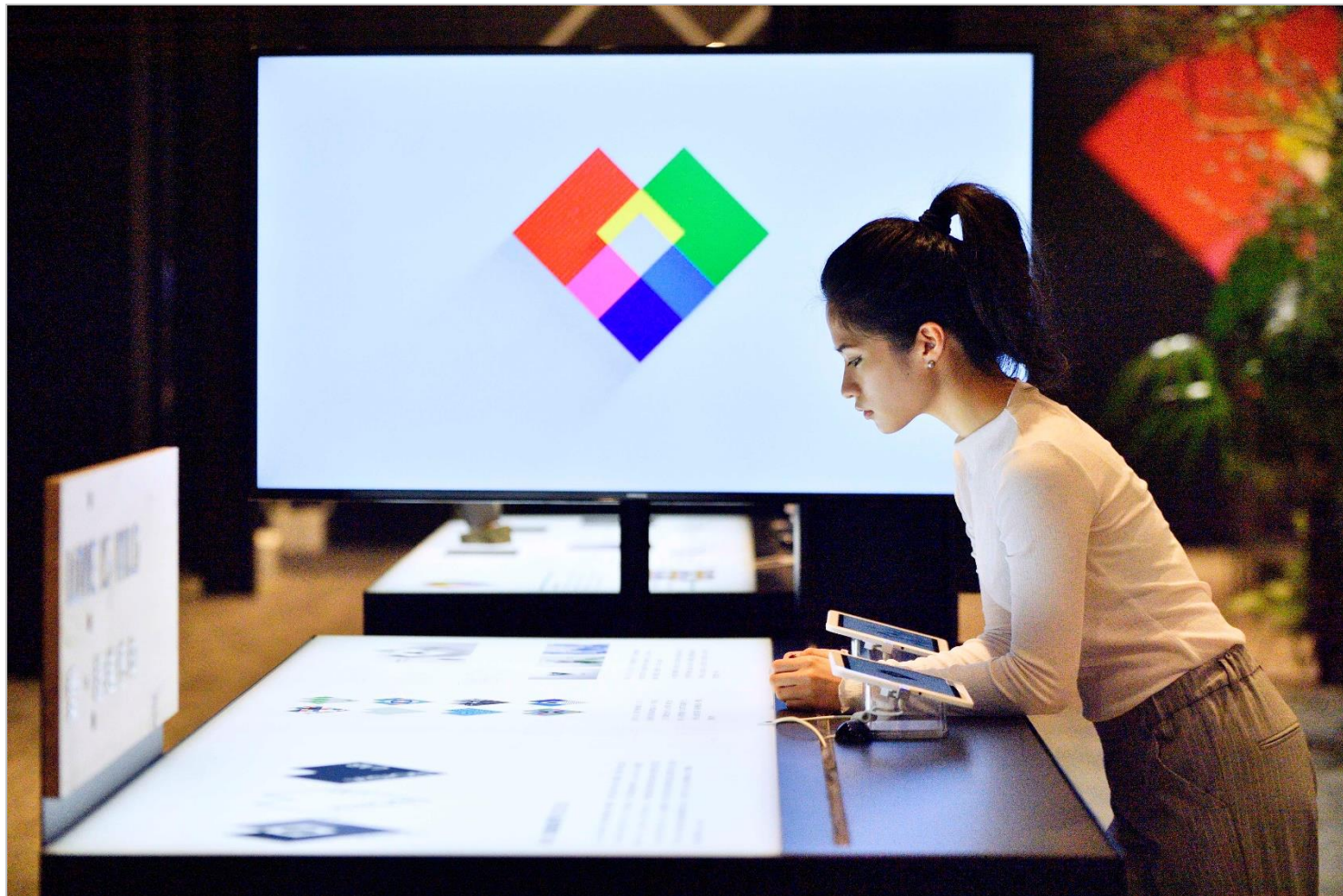














#### BC-21-SAMSUNG VISION LAB

SAMSUNG 致力於以創新科技和想法，重新定義行動通訊的未來。為顛覆既有窠臼、突破極限，台灣三星電子首次以獨立 POP-UP Store 型式，進駐最夯的貨櫃市集「Commune A7」，集結在地人文、時尚生活、創新科技，以 Joyful Pioneers 為設計主軸，打造首間《SAMSUNG VISION LAB》品牌概念展館，體現在台深耕 23 年的在地生活智慧，透過與台灣各領域創新實踐者合作，創造一個無限可能的新樂點(Pioneers' Playground)。而建構在「啟發世界，創造未來」的品牌願景上，因秉持著一股愛這塊土地的熱情，與不斷突破創新技術的承諾，以 One Platform All Pioneers 為經營理念，持續優化產品體驗、數據化軟體內容並差異化服務，透過更貼近生活的主題式體驗，設計創新互動打破與消費者的距離，讓人們發現更多可能性，進而改變與世界分享的方式，為世人打造一個無縫串連的 GALAXY 行動體驗。

#### BC-21-SAMSUNG VISION LAB

SAMSUNG is dedicated to redefining future mobile telecommunication through innovative ideas and technology. SAMSUNG Taiwan, breaking existing rules and limits, introduced an unprecedented pop-up store located in the most discussed shipping container market, Commune A7. The very first brand showroom, 《SAMSUNG VISION LAB》embodies a fusion of local culture, fashion and living, and innovative technology. Based on SAMSUNG's 23-year devotion rooted in Taiwan, the vision lab also aspires to become a pioneers' playground where limitless possibilities lie in the collaborations among practitioners in various fields. SAMSUNG envisions to "Inspire the World, Create the Future". That very passion for this land is infused into the brand's commitment to constantly pursue technological advancement. Based on the concept of "one platform for all pioneers", SAMSUNG continues to strive for product experience optimization, software digitization and service differentiation. The tailor-made string of GALAXY mobile experiences comprise themed experiences that are relatable in a daily setting, and interactive designs to eliminate distance between customers and the brand. The goal is to enable people with more possibilities, and further change the way people share with one another.