



SAMSUNG

Shanghai expo



Introduction

- The word Samsung means 3 star in korea and Koreans believe 3 star meant lucky and it is also prophetic symbol.Samsung is a South Korean company that is one of the world's largest producers of electronic devices. Samsung manufactures a wide range of consumer and industrial electronics, such as appliances, digital media devices, semiconductors, memory chips, and integrated systems. It has become one of the most well-known technological brands, accounting for almost a quarter of South Korea's total exports.

History

- Samsung was founded as a grocery store on 1st March 1938.
- Samsung was founded by Lee Byun - chull
- it is South Korea based company,
- It was firstly started in Taego, Korea for the trading of noodles and other grocery items in and around China.
- It is known as the world's largest producer of electronic devices.
- In the 1950s, Samsung took three banks in Korea, an insurance company, and firms of cement and fertilizers under them.
- In the 1960s, they acquired more insurance companies under them.
- In the 1970s, Samsung became a proper textile manufacturing unit that made end products from fibers.
- Samsung entered in the electronic field in 1969 for the first time.
- In 1970s -1980s, it saw its rapid expansion in the field of electronics.
- Lee Byung-Chull died in 1987 and was succeeded by his son Lee Kun-Hee. Samsung was split into five companies; electronics remained under Lee Kun-Hee's leadership, and the other four companies were run by other sons and daughters of Lee Byung-Chull.

- Samsung specializes in the production of a wide variety of consumer and industry electronics, including appliances, digital media devices, semiconductors, memory chips, and integrated systems.
- It is one of the most-recognizablec company in technology and produces
- About a fifth of South Korea's total exports.
- samsung first started its electronic series in 1969
- samgung's first products were black-and-white televisions.

Ideology

Samsung has a straightforward philosophy to utilize technology and talent for creation of superior products and services that contribute to a better global society. Samsung sets a high value on its people and technologies to achieve this .

Following are the values that define spirit of Samsung:



People



Excellence



Change



Integrity



Co-Prosperity

Logo

- A circle on a black shield was framed by white hieroglyphs, and the three stars in the centre of the frame, coupled with a branch and strand of wheat, represented the company's agricultural beginnings.



1937

- This new logo was a rectangular shape that contained a circle with three four-pointed stars in it, and the name in English, 'Samsung,'



1969

- In 1980, the logo changed once as Samsung altered the emblem to the left of its brand name. This new emblem was three four-pointed stars within three slightly squarish shapes stacked on top of each other.
- The modern version of the Samsung logo was revealed in 1993, and it is the first logo in the history of the company not to include the famous three stars emblem within the logo.



1980



1993

Samsung and Sustainability

Planet First: The earth is our priority

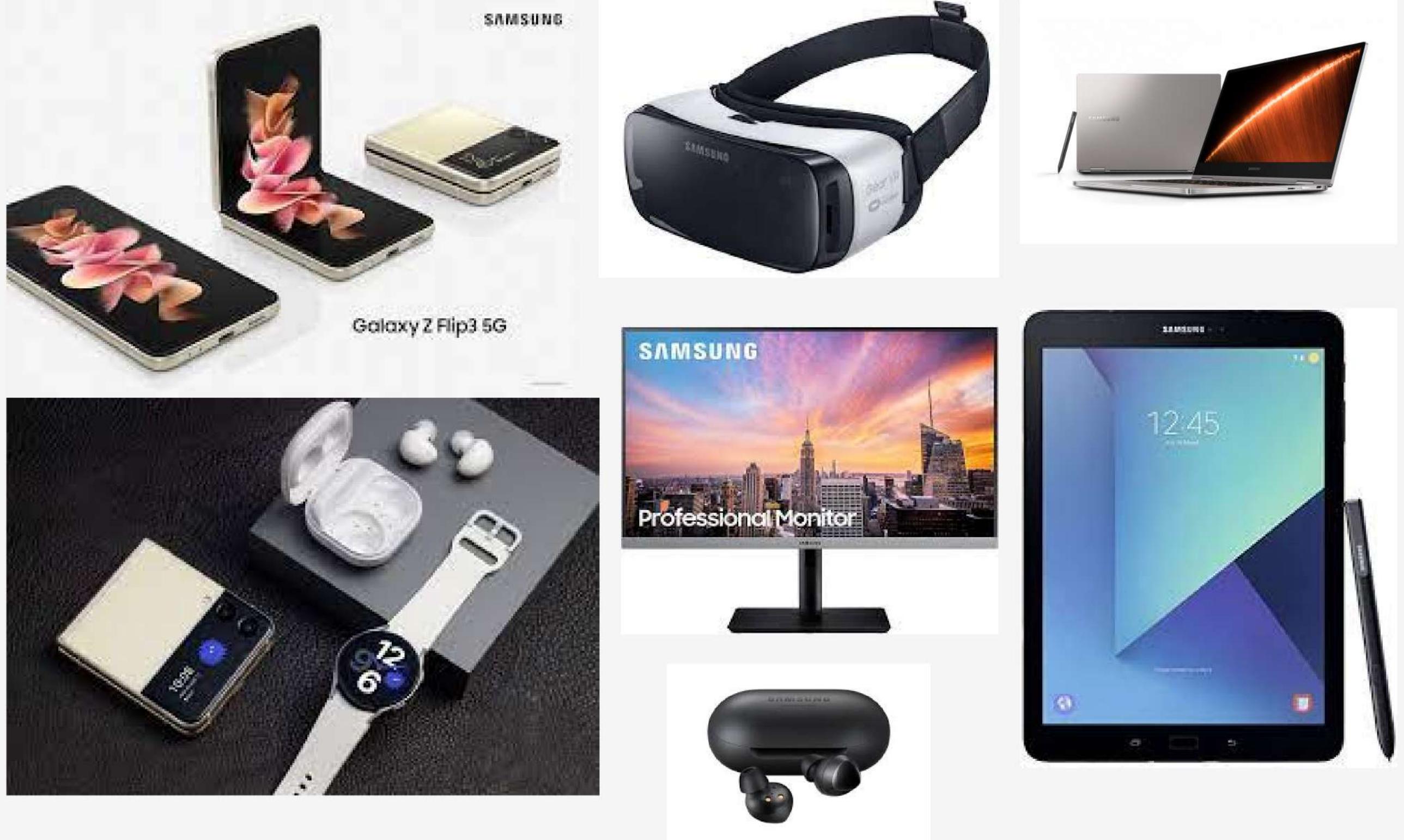
- Samsung has a philosophy to contributes to the preservation and protect life and the environment of the world through their business practice that is aligned to protect of people and nature.
- Samsung always has a vision to develop environmental conscious products and technologies that provides sustainable experiences to users and lead the sustainable future of the society.
- Samsung is developing products and technologies which are extremely energy efficient, uses equipment with least greenhouse gas (GHG) emissions, and utilises renewable energy sources.
- Reusing of phone in medical field
- sustainable packaging form waste



Product categories

Gadget

- Smart Phone
- Tablets
- Watch
- Galaxy buds
- Earphone
- Monitor
- Laptops
- VR



Product categories

House Appliances

- Television
- Washinmachine
- Refrigerator
- AirDresser
- Dishwash
- vacuum cleaner
- Airconditioner



Concept note

As we see Samsung mainly deals with structures inspired from outer space and it uses blue, black and white colours in their exhibitions, so taking inspiration from this, we took galaxy as our theme. We incorporated our theme by using lights, colours, shapes and structures.

Brainstorming



Selected Product categories



Tablets



Television



Phone

Light



Display light



- Samsung abundantly use LED light
- They do not use spot lights
- They like to hide the lights inside the ceiling, display and fixtures
- They play with the display a lot that illuminate lights
- They use lots of LEDs and light but still they are masters to make the area look subtle to eyes.
- This way of using light blue lights creates a very unique space (outer space) it gives the feeling of being present on different planets

Fixture

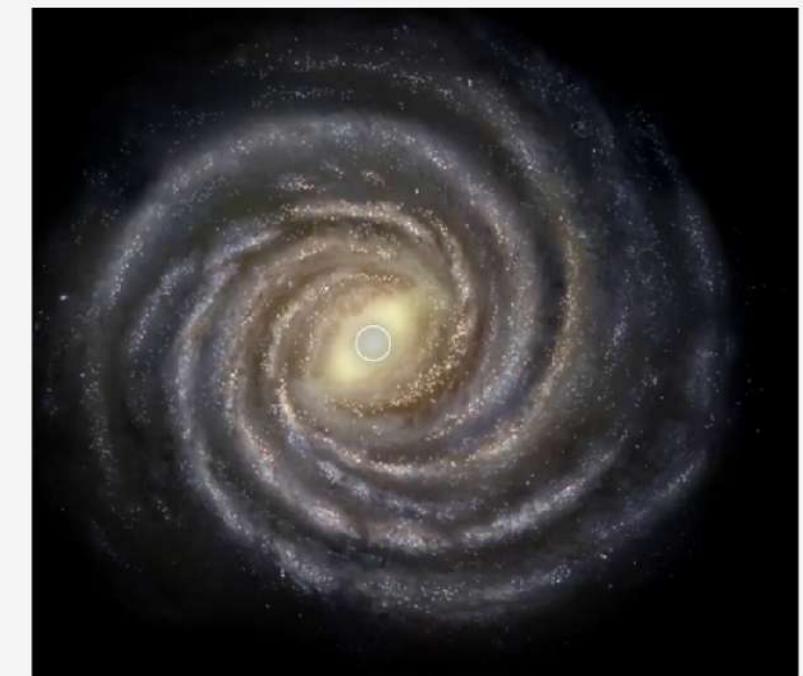
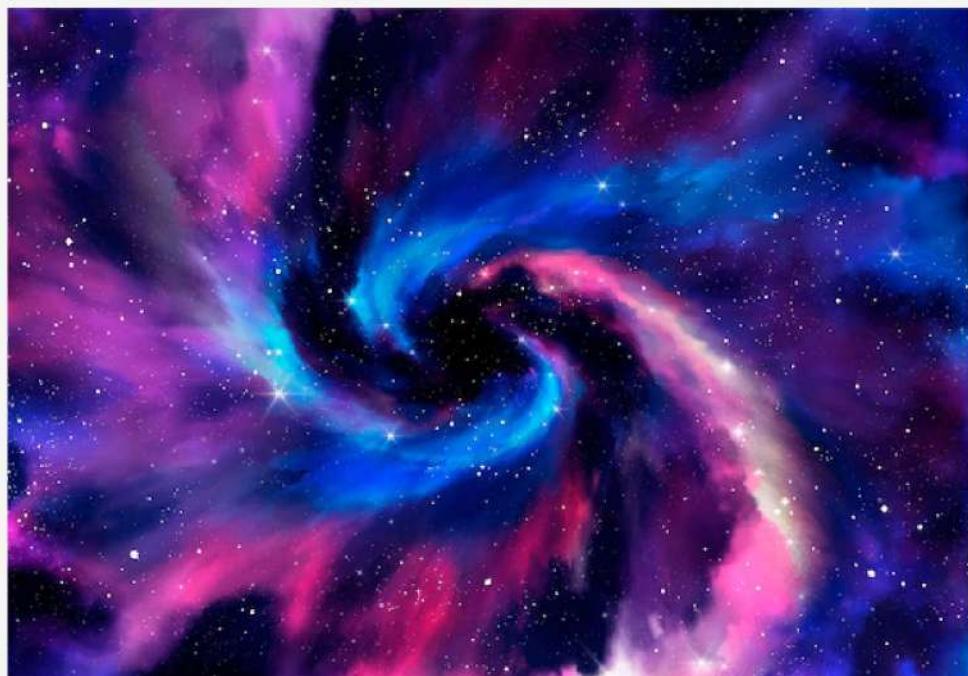


- Exhibition stands are generally aluminium framed structures that has graphics on it.
- Exhibition graphics can easily be changed and applied to the booth framework.
- They use simple stands with a very simple yet elegant , plain 3d structure and table top display
- They use lots of big display stand to engage the crowd viewer.
- They also place some sitting area to give comfortable interaction with the technology .

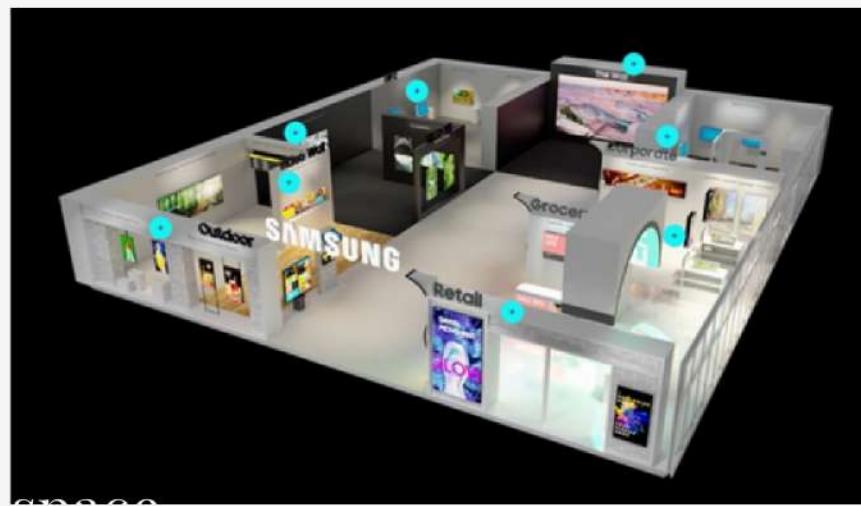
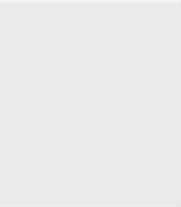
Inspiration



Galaxy



Moodboard





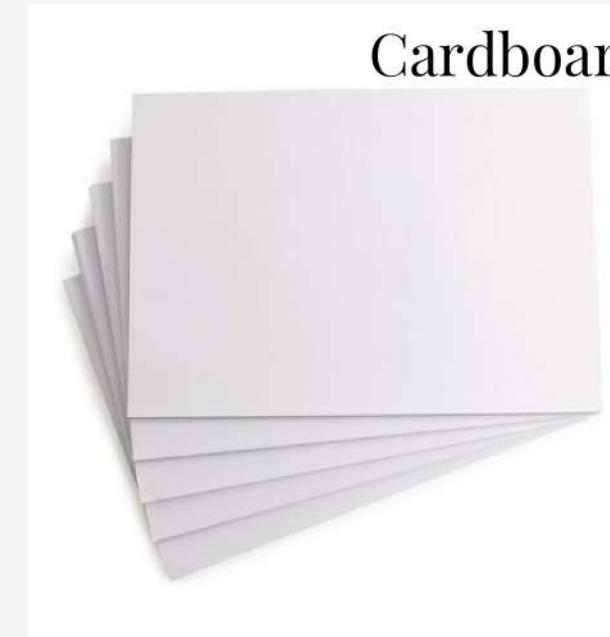
LED light



Aluminum



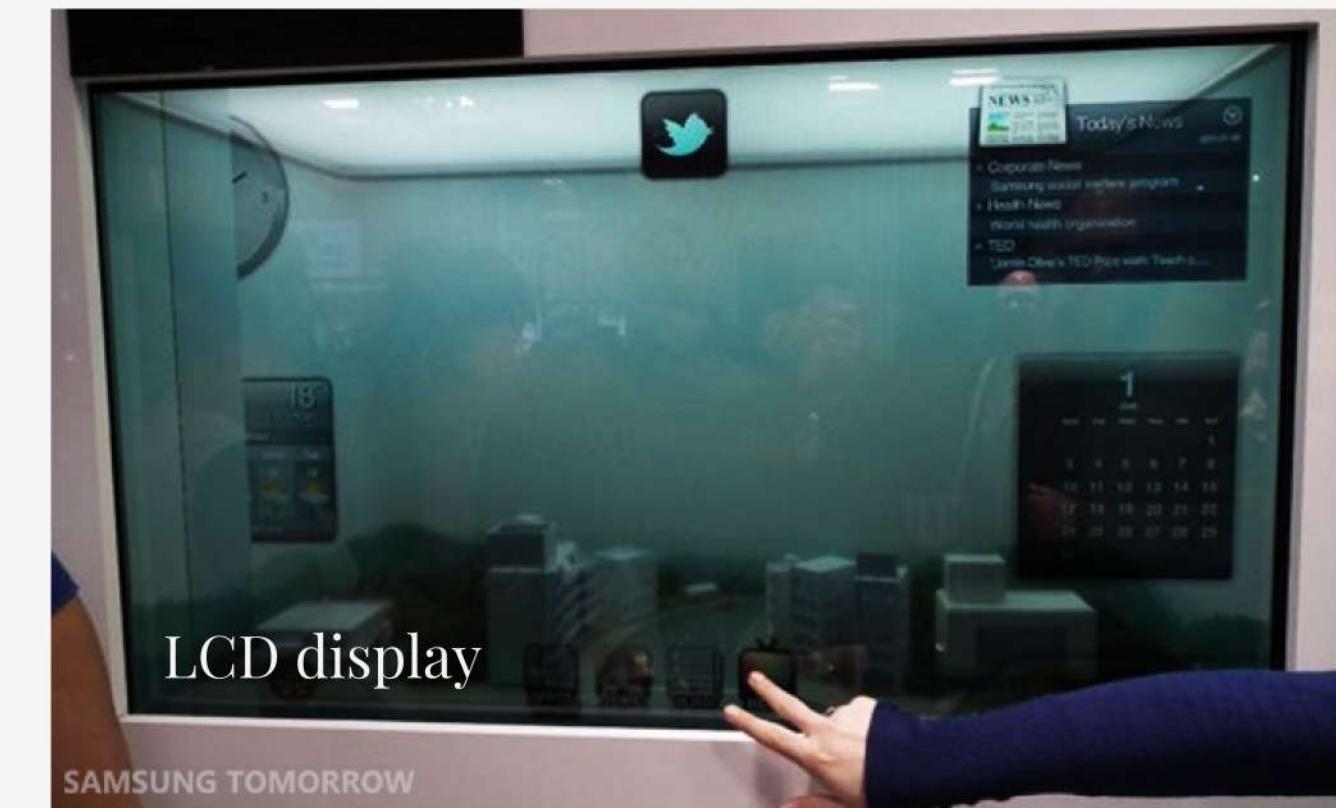
Transparent glass



Cardboard

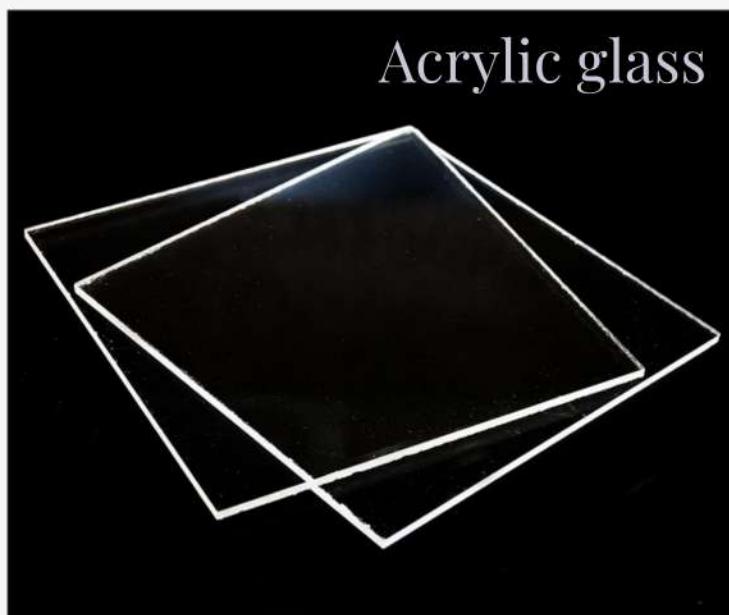


Steel rods

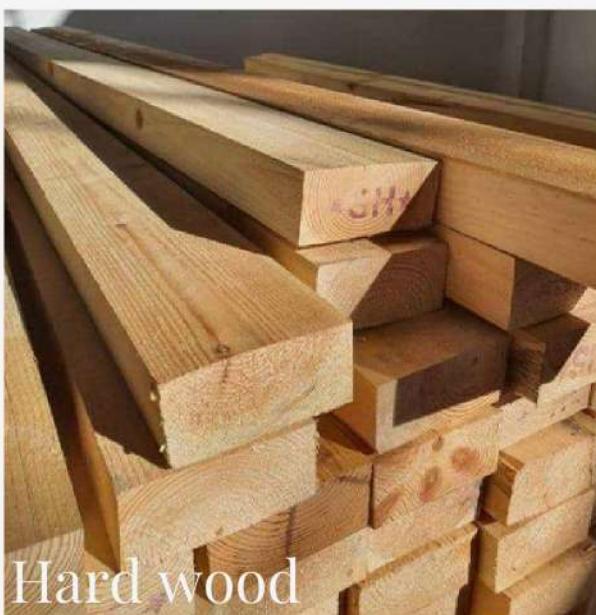


LCD display

Material board



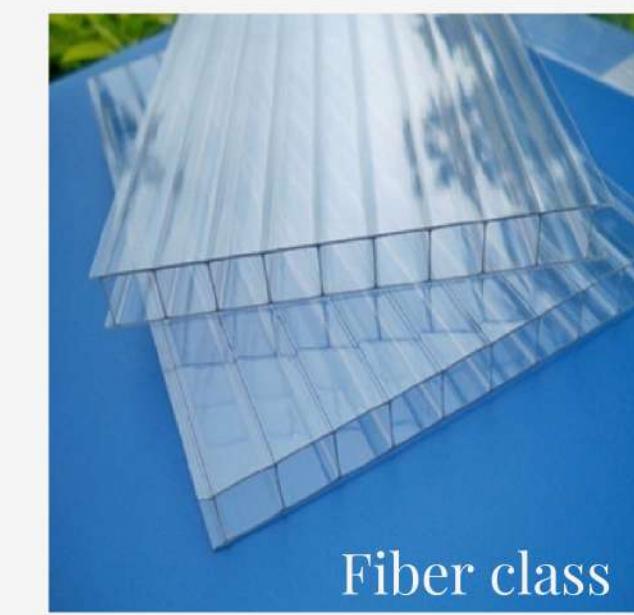
Acrylic glass



Hard wood

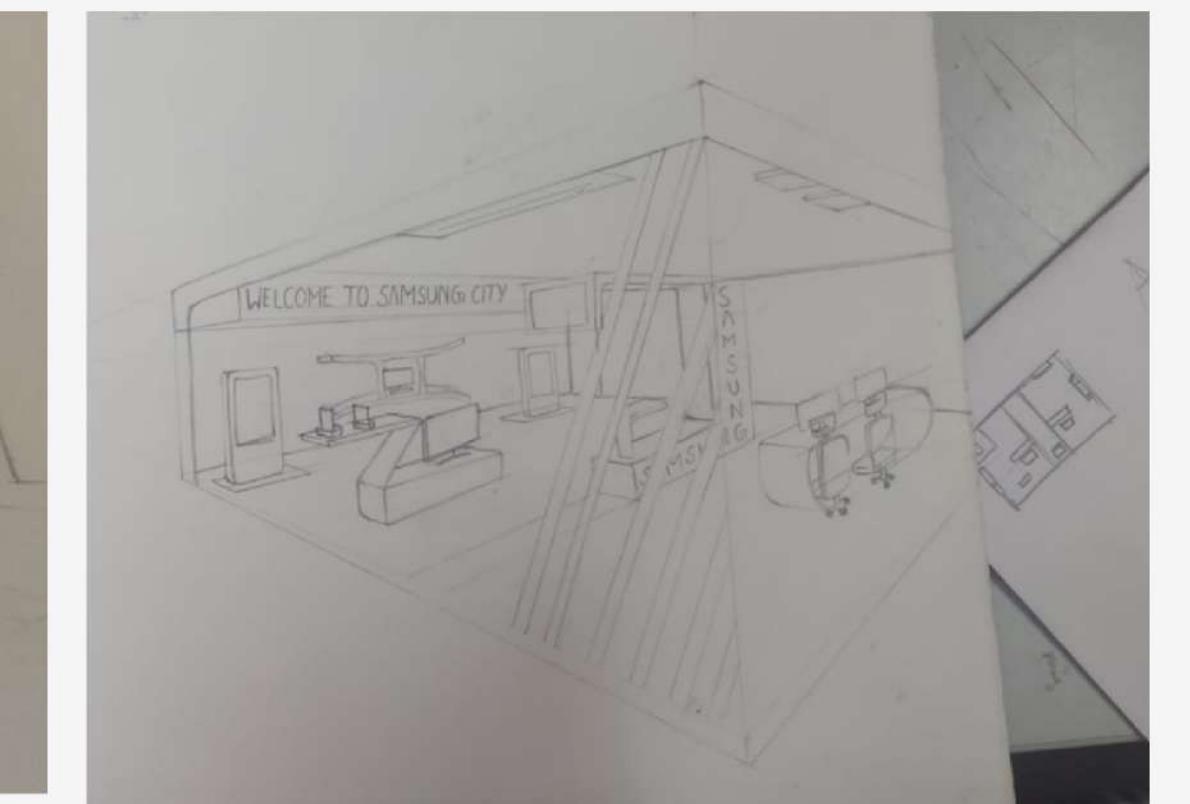
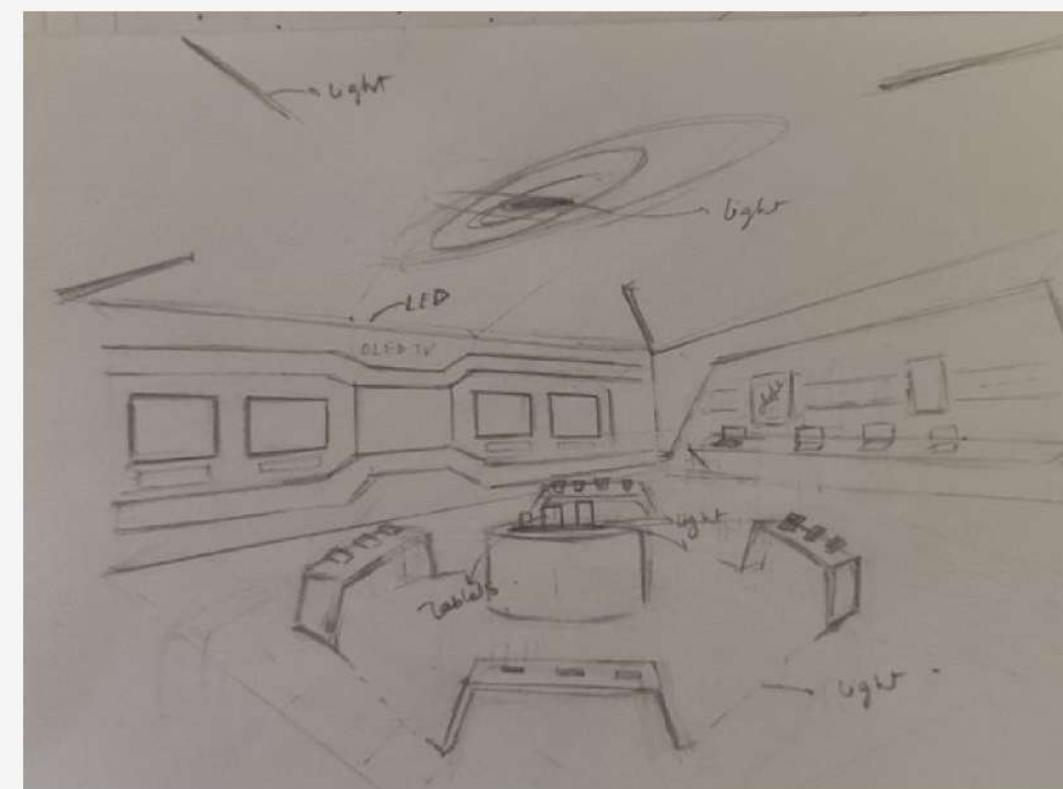
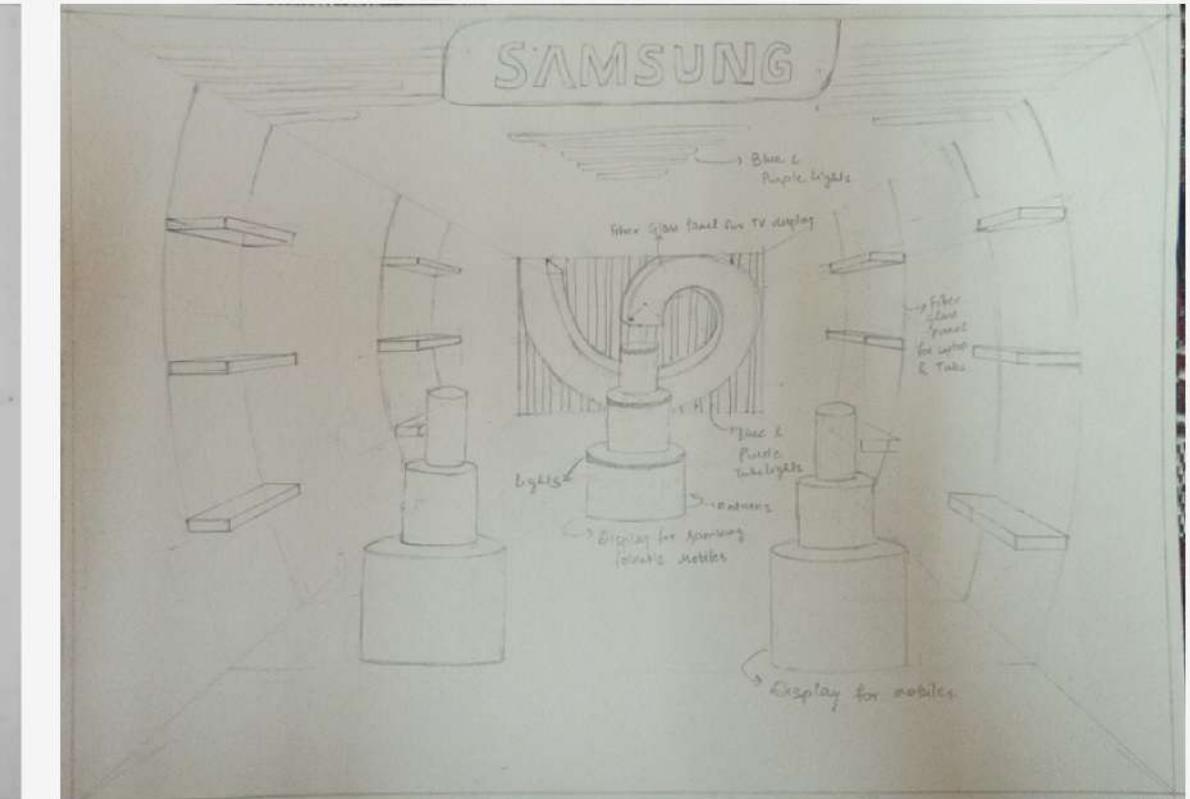
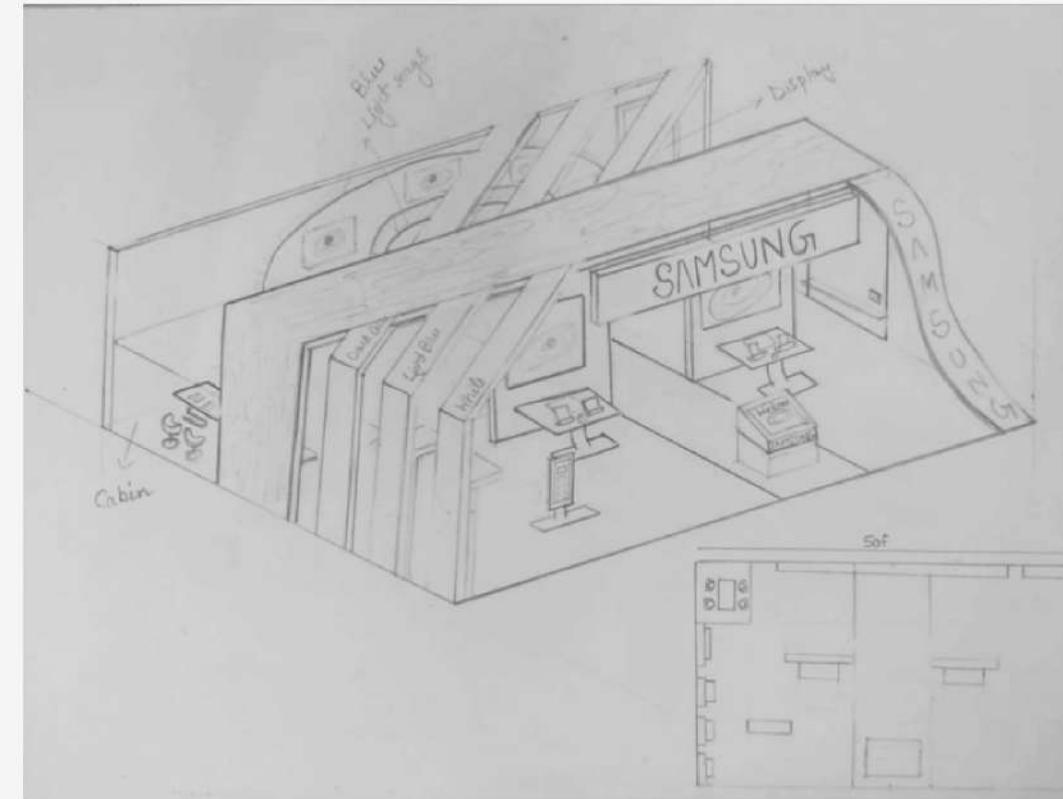
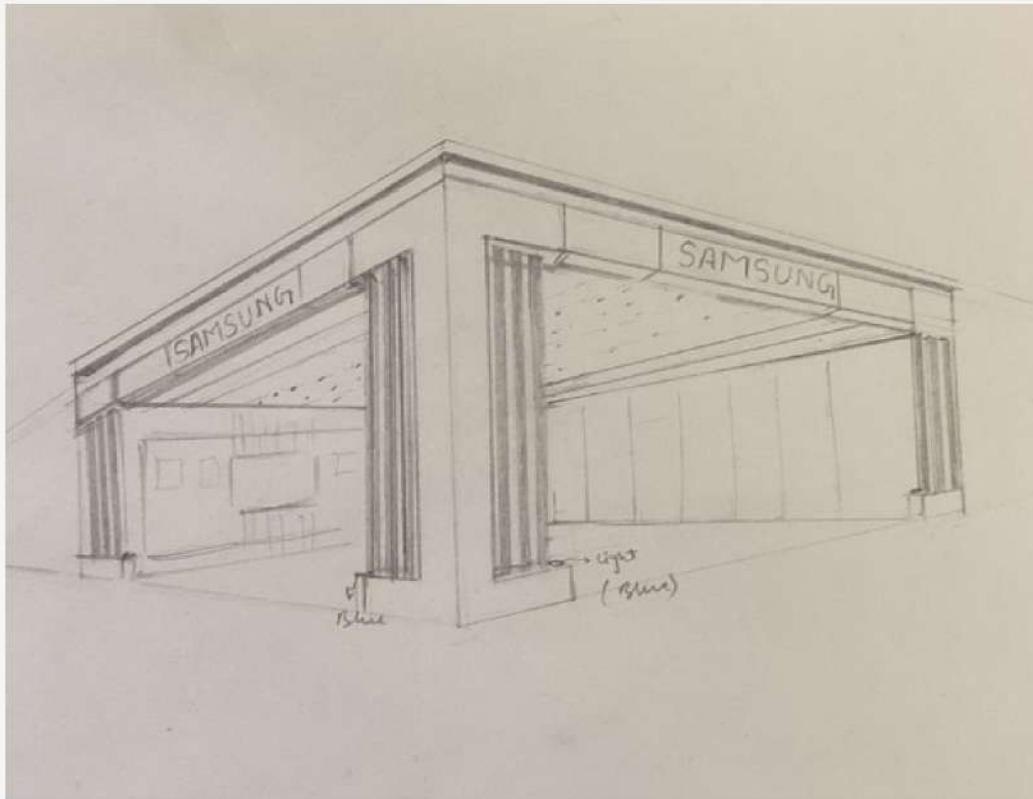


Ply wood

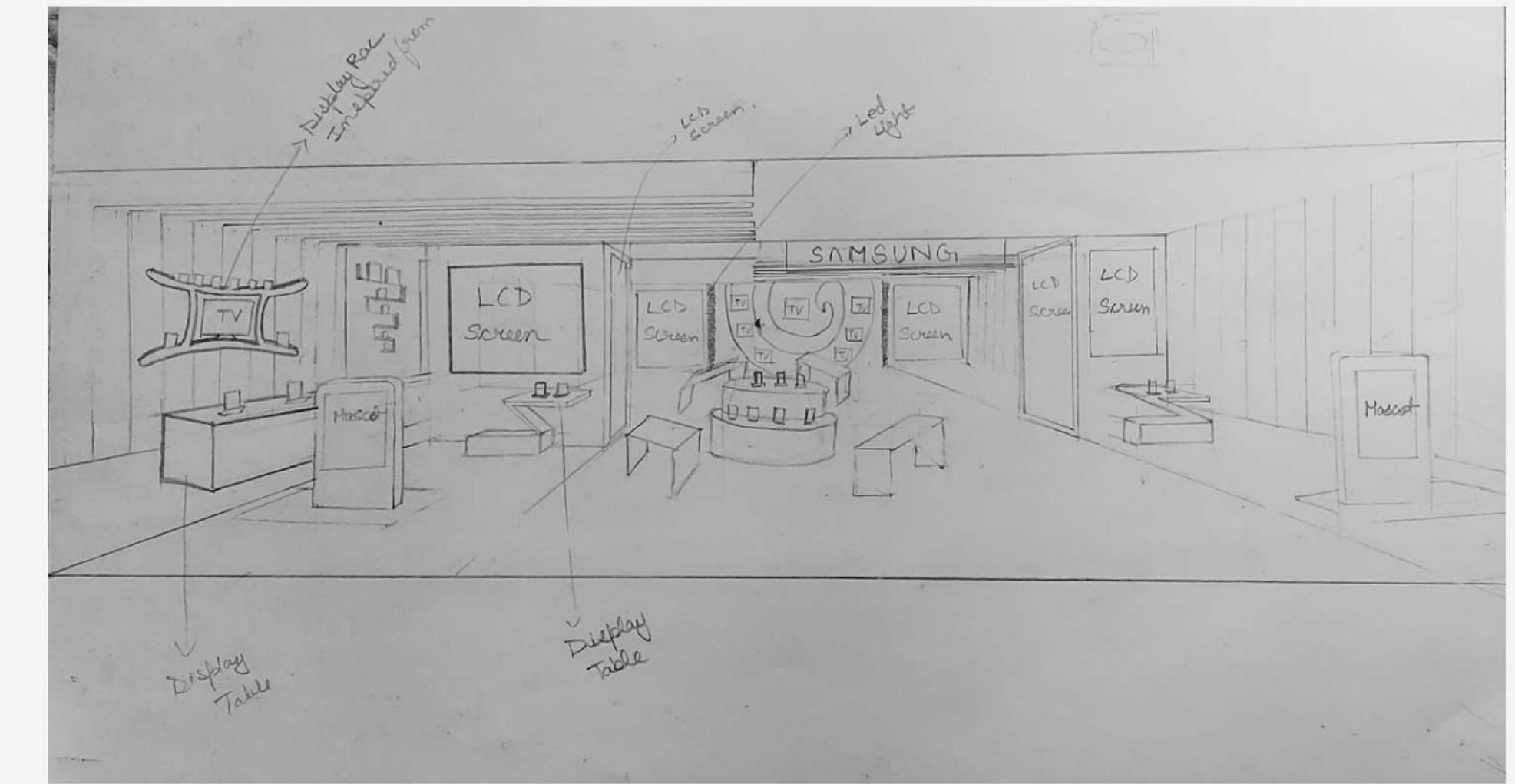
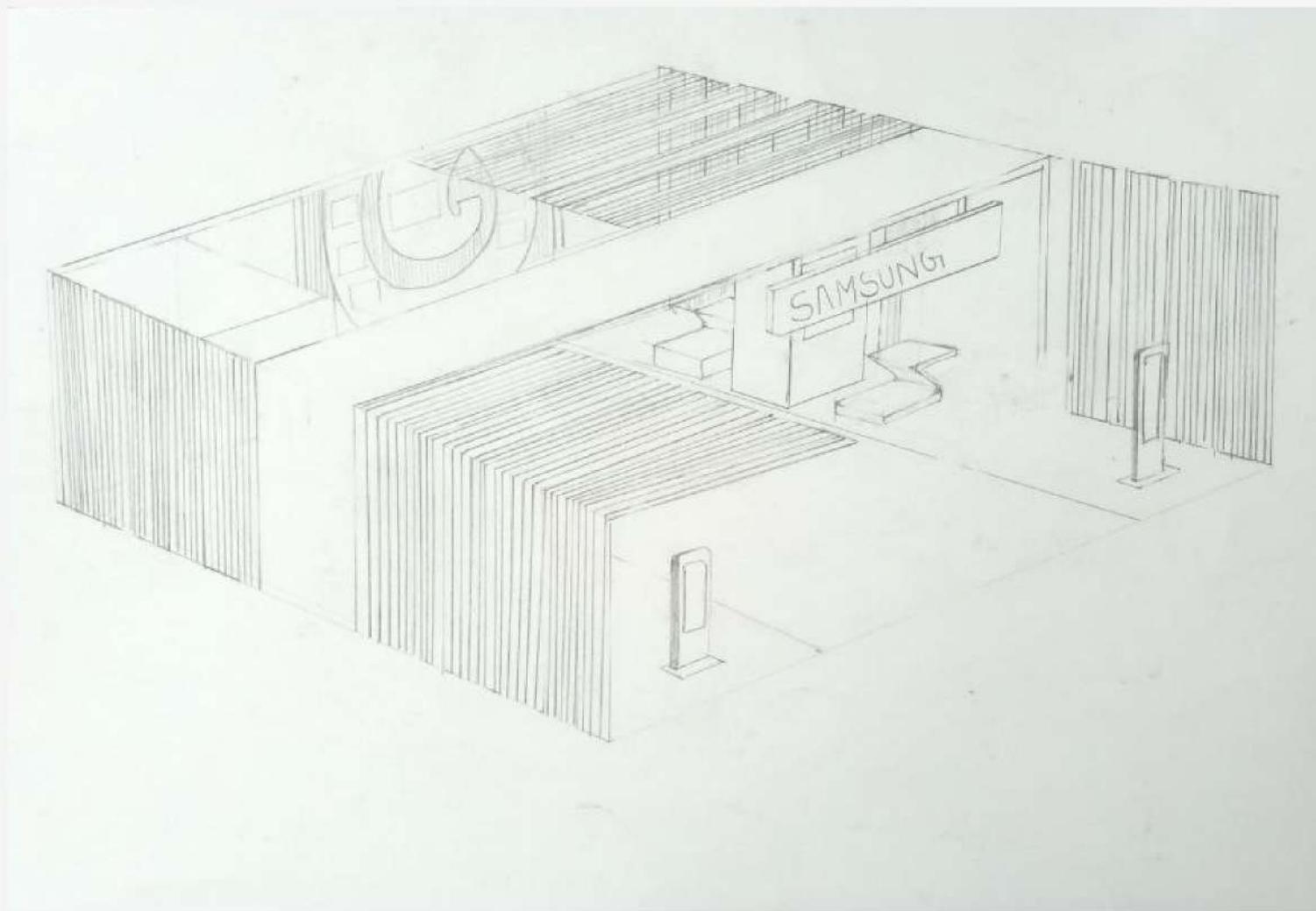


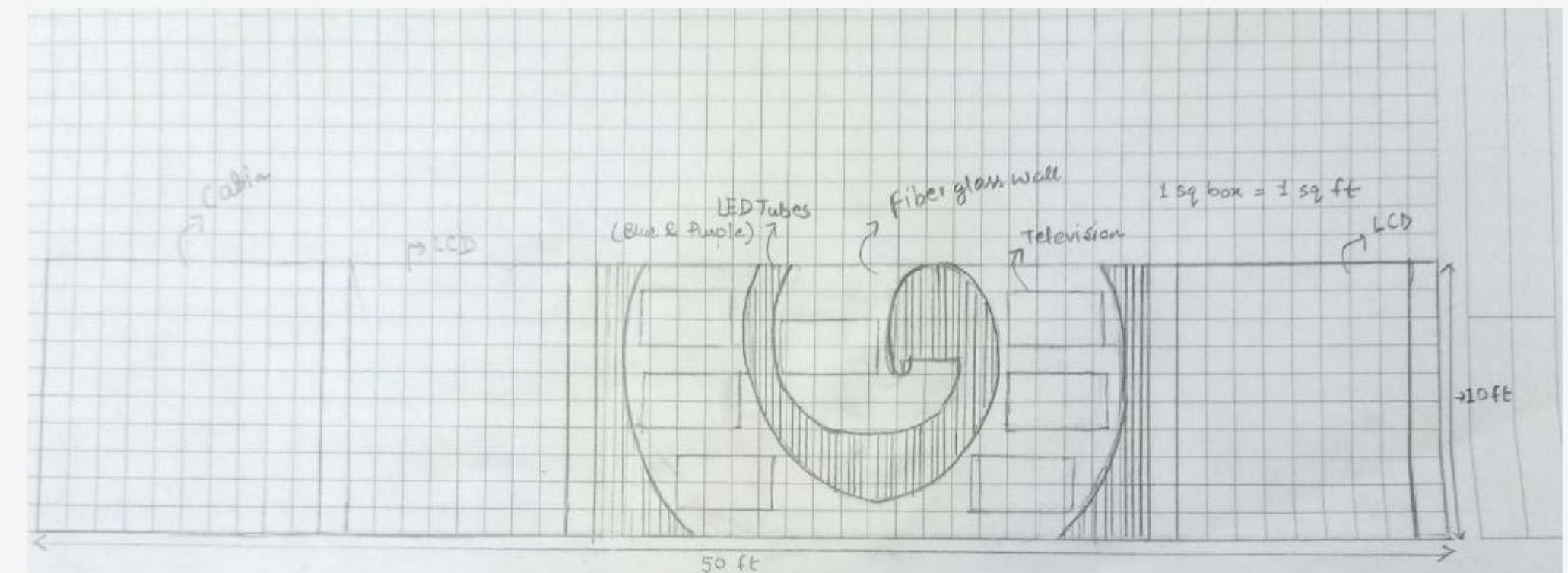
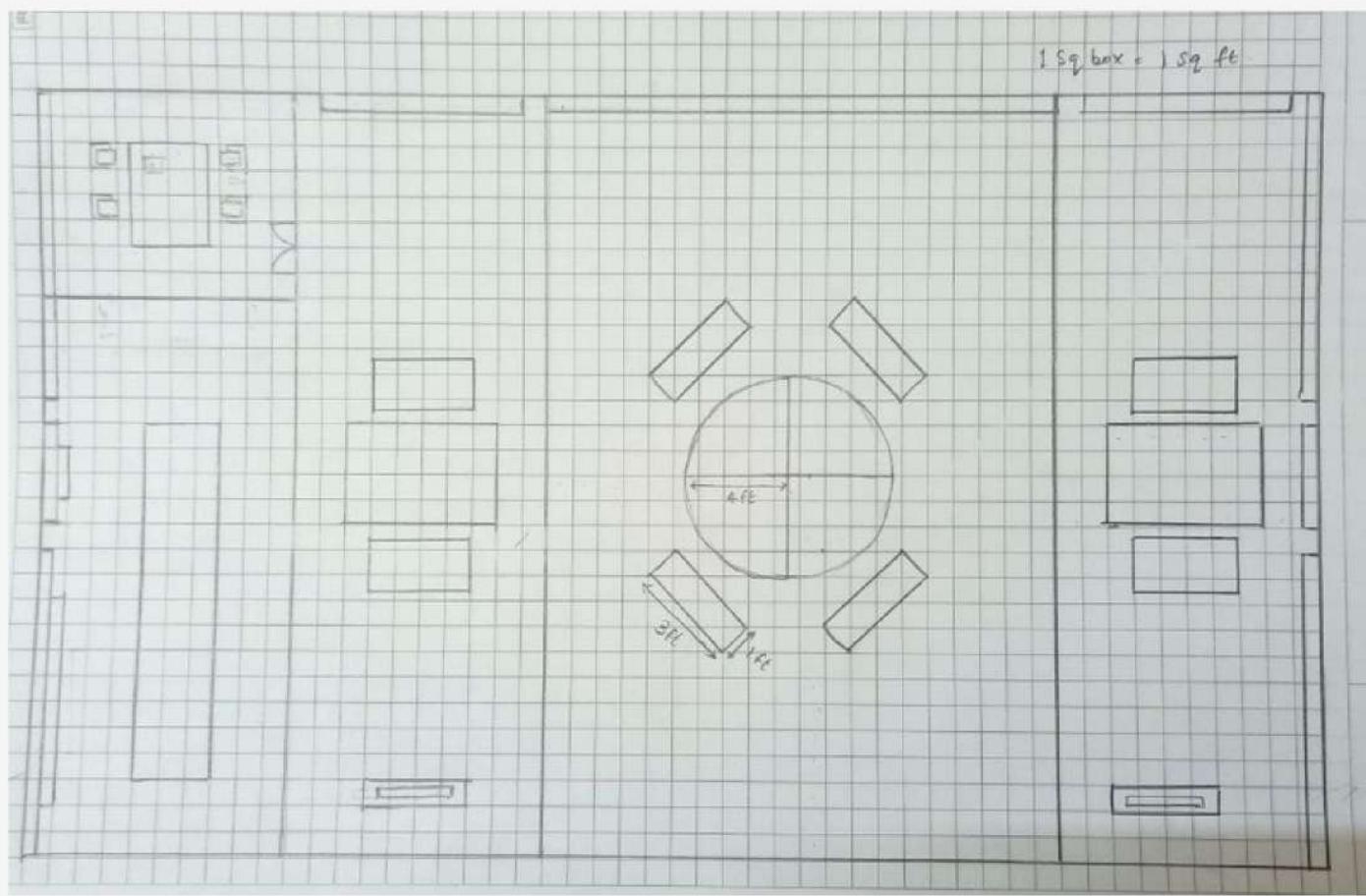
Fiber class

Explored concept sketch

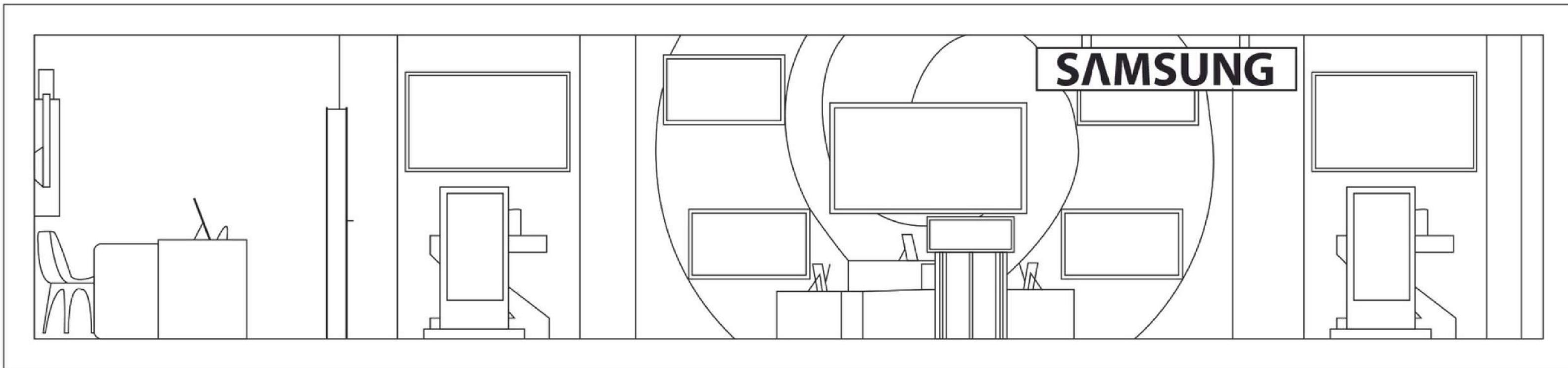


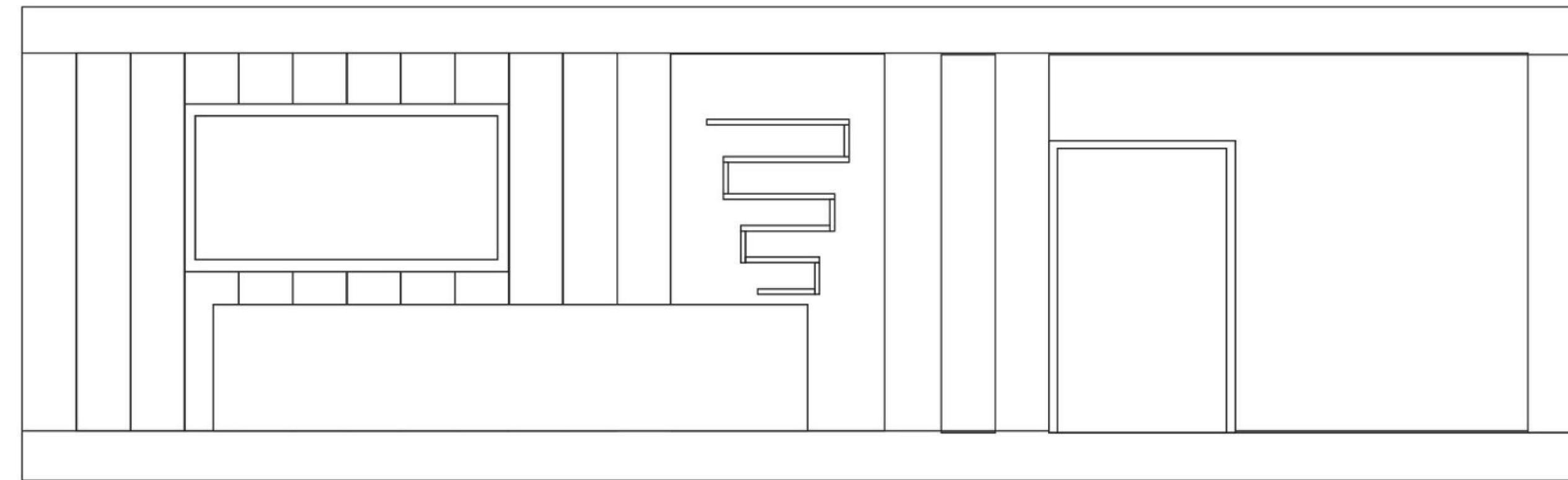
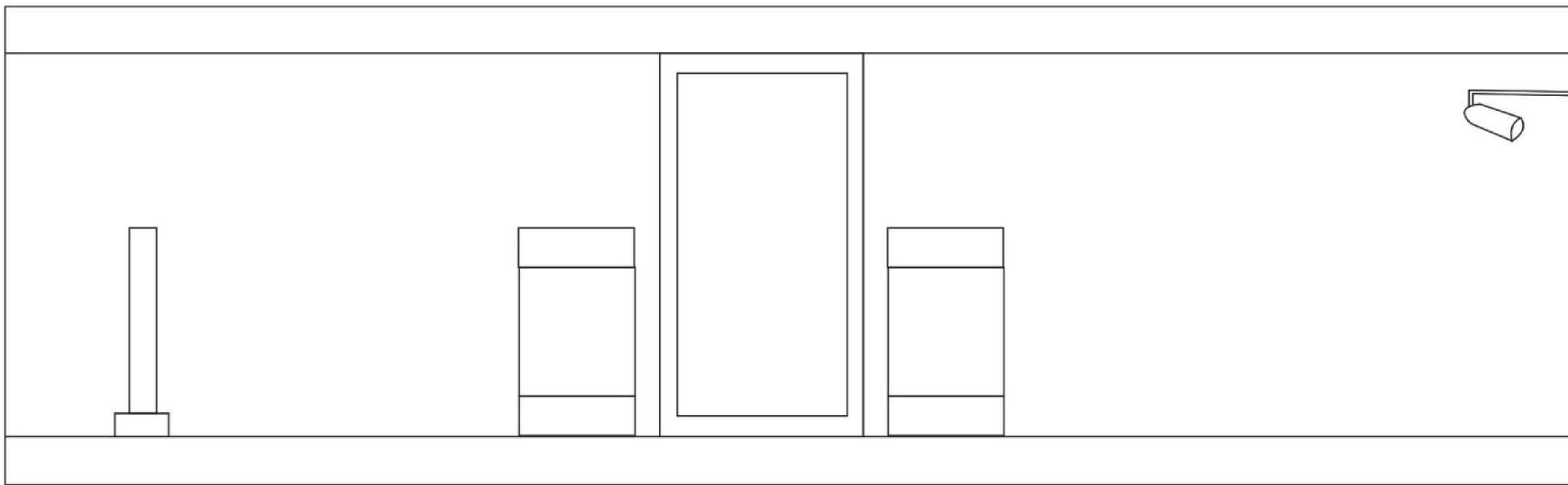
Final concept sketch



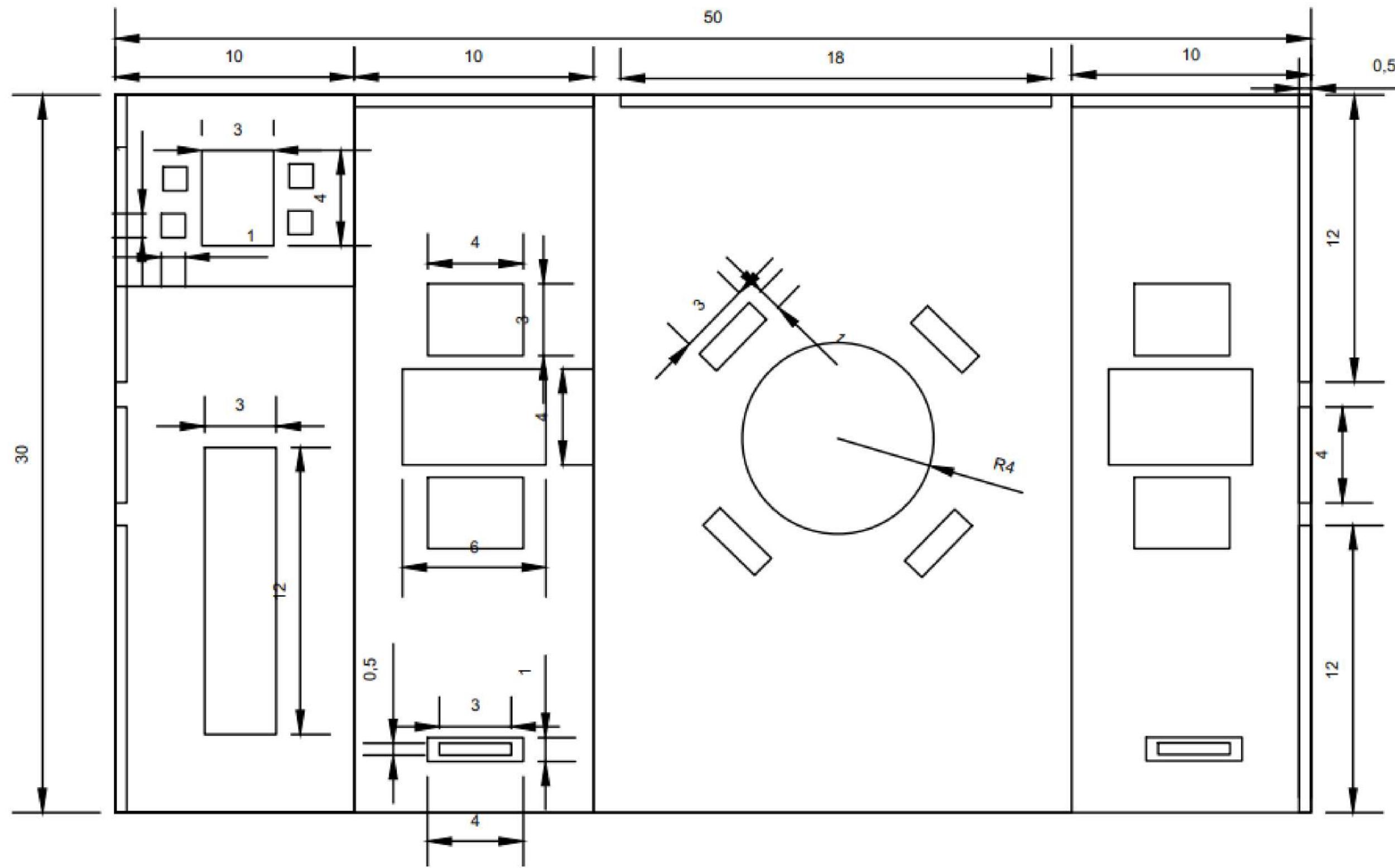


Elevation Drawing





Floor plan



Dimensions

S table
Length – 4ft.
Width – 2ft.
Height – 3ft.

Cabin
Length – 8ft
Width – 10ft
Height – 10ft

Pillar
Side pillar
Length – 1ft
Width – ½ ft
Height – 10ft

Centre Pillar
Length – 4ft
Width – ½ ft
Height – 10ft

Table around Circular Table
Length – 3ft.
Width – 1 ft.
Height – 3 ft.

Mascot
Width – 1 ft.
Length – 4ft.
Height – 5ft.

Tablet Table
Length – 10ft.
Width – 3ft
Height – 3ft

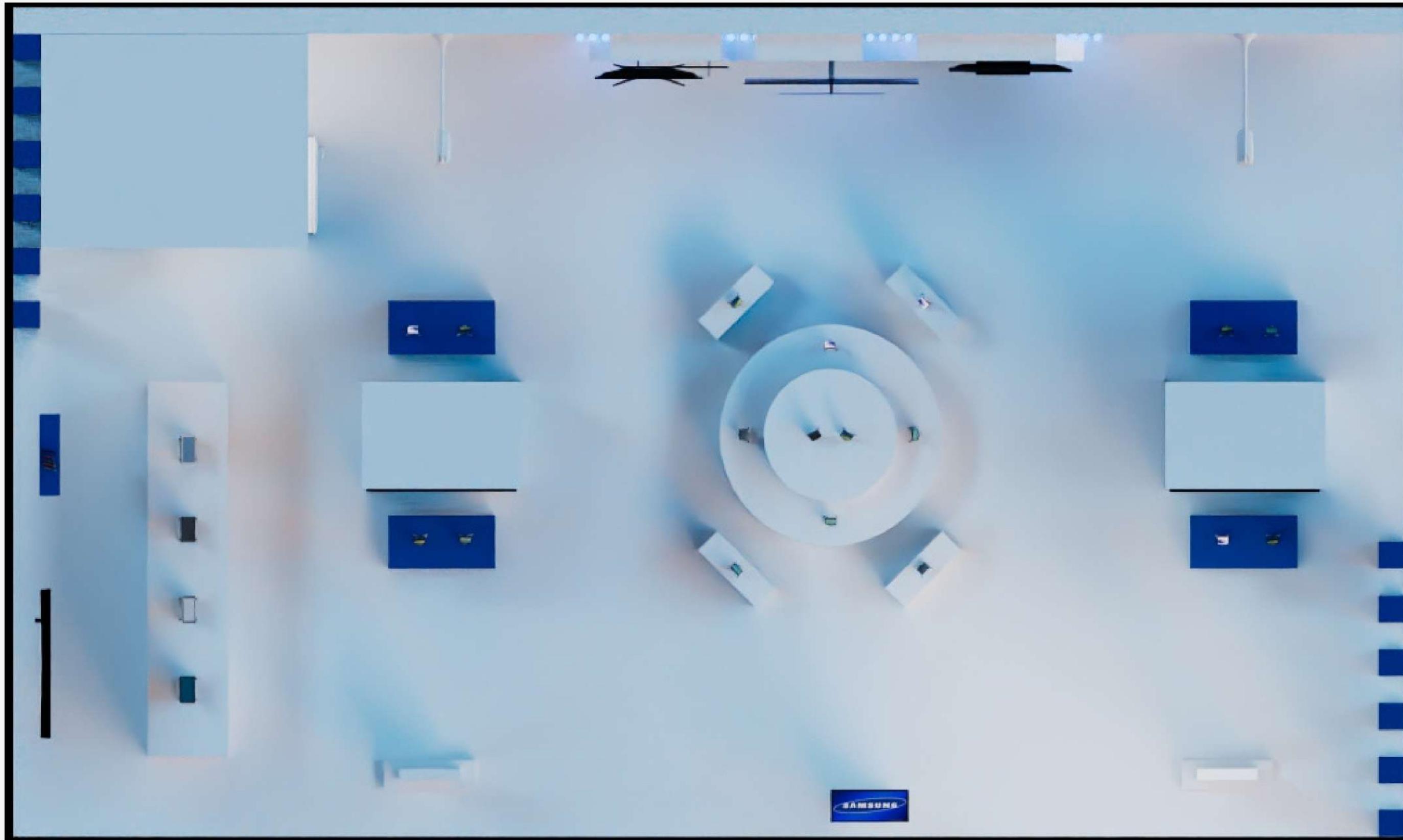
Backdrop
Length – 20ft
Width – ½ ft
Height – 10ft

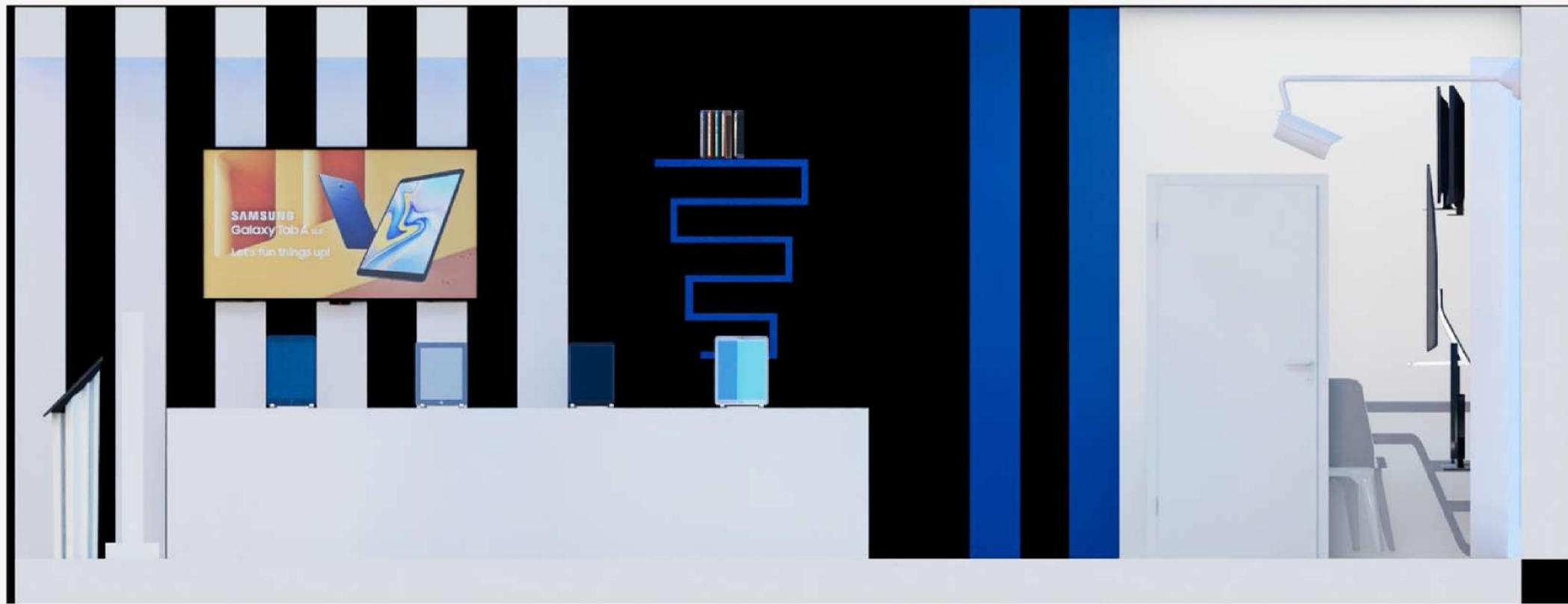
Pillar
Length – 4ft
Width – 6 ft
Height – 10ft

Total Area of Exhibition
Width - 50ft.
Length – 30ft.
Height – 10ft.

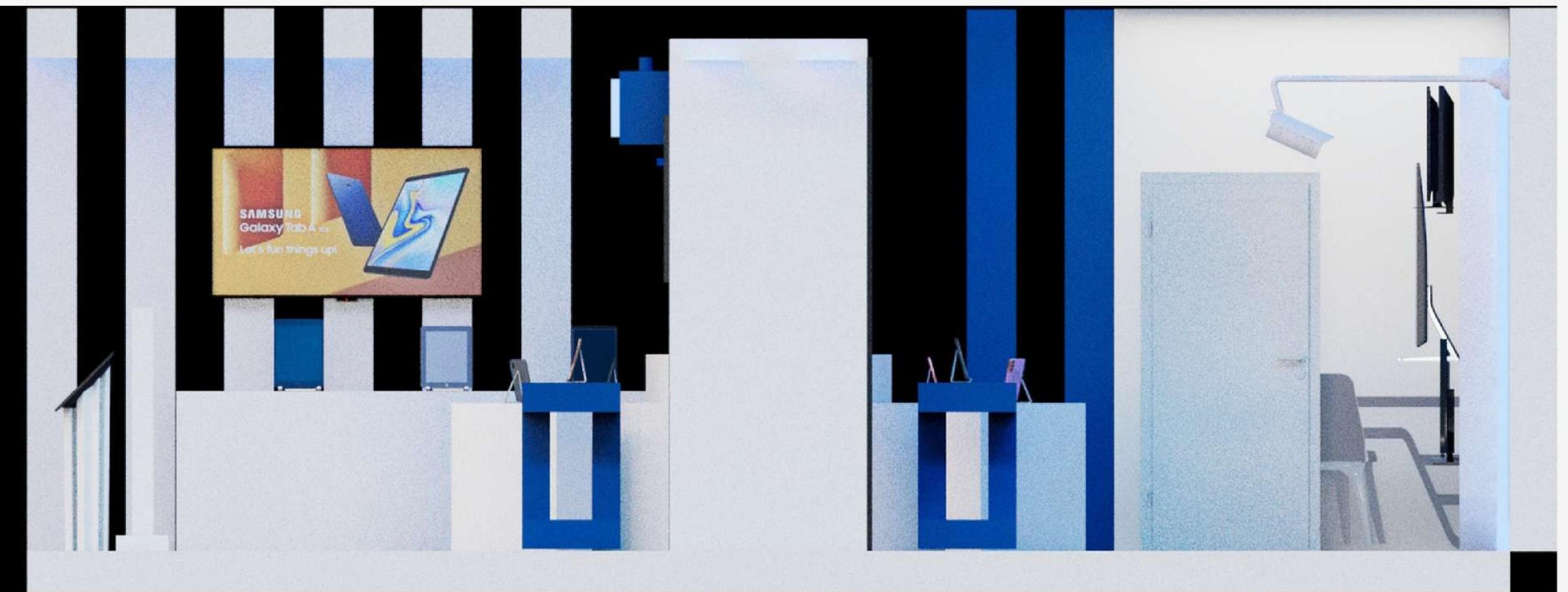
Circular Table
Diameter – 8ft
Height – 3ft

Top view





1st panel



2nd panel









EXPO 2022

We Invite You To Visit.....
THE SAMSUNG EXHIBITION

Time : 10 - 8 pm

Date : 15th, 16th, 17, and 18th July

Contact : +86- 187 3794 5006

Location : 1099 Guozhan Road, Pudong Shanghai, China 200126

www.sniec.net

Sanghai Expo :
Hall No. 1, Stall No. 10

Thankyou