

SH/FT

A watching platform concept

Case Study by **Form Us With Love**,
On behalf of Samsung Nordic

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1.0 BACKGROUND

First came the sofa. Then came the TV. Since then, the TV has developed at an avalanche-like speed. The sofa, however, still looks much the same since its invention.

In this project, Samsung Nordic reinvents the traditional sofa to fit new behaviors and TV technology. How do we imagine what a sofa will look like 10-15 years from now? And what needs will it need to fulfill? In short: if the sofa would also be adapted to future behaviors and needs, using the same innovative thinking as Samsung Nordic has put into their TV range, how would it look?

On the following pages, design firm Form us with Love presents their key insights leading the way to creating the watching platform concept "SHIFT".

2.0 INSIGHTS



2.1 SOFA DESIGN

Standard Layout

Today, most homes have fixed layouts for soft seating and television.

Given Shape & Size

Today, a two-seater will forever be a two-seater. Even a modular sofa is static when in place.

Monofunctional

Today, soft seating takes up a lot of space and does only one job.

Sitting Ergonomics

Today, soft seating caters to just a few body postures.

Outdated

Today, soft seating comfort comes at the expense of our planet. The worst material impact comes from soft comfort materials like foam. On average, foam makes up 40% of soft seating components.¹

¹https://europur.org/wp-content/uploads/2022/04/20150821_EPD_EUROPUR_PU_foam.pdf

2.2 WATCHING TECHNOLOGY

From linear to streaming

There are differences in the development of linear TV viewing across countries, but the overall trend is that TV consumption is moving from linear TV to streaming, showing that TV advertising outside linear TV holds great potential for advertisers. In all countries except Finland, the commercially attractive audience of 15-55-year-olds now prefers streaming over linear TV, and in most countries, fewer than half see themselves watching linear TV in 5 years.¹

¹Audienceproject_study_tv_streaming_2022.pdf
(The study is a part of AudienceProject Insights 2022. Data is collected through online surveys done in Q4 2021. The respondents have been selected from our US, UK, German and Nordic panels and weighed to achieve representativity on the more than 7,000 respondents who completed the survey.)



Developing TV technology

TV technology is continuously changing to fit new TV formats and watching behaviors. Television technology has not only gone from bulky black and white TV to compact large-screen 8K TV. Today, many TV features has also spread to portable screens such as tablets and phones. Also, traditional TV technology is developed as part of the home interior, to fit outdoor watching behaviors and new habits such as gaming, working from home, and working out.²

²Statement from Magnus Nilsson, Samsung Nordic's Tech Product Manager for TV and Audio,

2.3 CONSUMPTION TRENDS

**Who is buying sofas in 10-15 years?
Millennials and Gen Z will not only be
the biggest two generations yet to have
reached the age where they make big
purchasing decisions. They will also be
the most demanding.**

¹<https://in.indeed.com/career-advice/career-development/gen-z-vs-millennials#:~:text=Generation%20Z%20has%20more%20conservative,focused%20on%20the%20buying%20experience.>

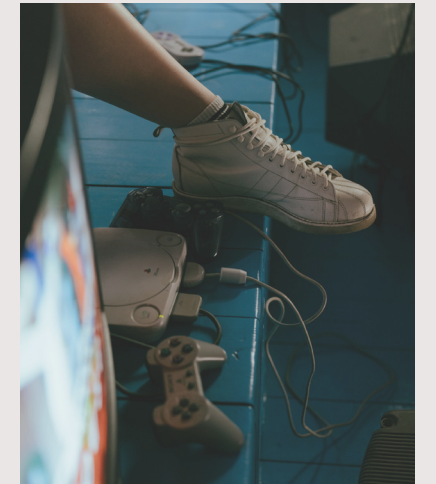
<https://www.the-future-of-commerce.com/2022/05/05/digital-natives-definition-stats-marketing-strategies/> <https://business-review.eu/br-exclusive/generation-z-fully-authentic-and-digital-native-223138>

Our future consumers are digitally savvy and critical, making them expect a lot from the products and brands they consume.

Driven by a strong sense of individuality and the need to reflect their values, preferences, and interests with every purchase, consumers prioritize authentic experiences.

Tomorrow's consumers are turning to companies and influential figures to help shape positive change – demanding ethics, transparency, and a new set of values.

With a preference for well-being and living responsibly, brands that make their lives easier and customize to their needs and interests dominate the market.¹



2.4 DEMOGRAPHIC BEHAVIORS

Spacious homes in rural areas

Housing prices have rapidly increased over the last five decades, eclipsing the inflation rate by 150% since 1970. And Millennials face a 31% higher home-price-to-income ratio than boomers did in their 30s. However, the size of new single-family homes has also increased, as the pandemic has sparked a need for more living space making people seek bigger spaces in more affordable areas, further away from cities.¹

Home As Sanctuary

The pandemic has changed many things about our lives. Nothing is like it was before March 2020, including design aesthetics. The home became a place where we do everything: live, work, learn and play.

Shared Viewing.

Shared Viewing. Shared viewing is an emerging viewing trend. Around a quarter watch content while keeping in touch with others. Another common behavior is several members of the household viewing different things on the same sofa.²

Increased Home Screens

90% of all media consumption is done via a screen, whether it is a television, tablet, smartphone, desktop computer, or notebook. Simply put, it means that people are no longer satisfied with having a single screen as their viewing medium. Most households now have between 5 and 10 screens in the home, those numbers include tablets, PCs, notebooks, smartphones, and televisions.³

Inflation And Consumption

Inflation And Consumption. In early 2021, a worldwide increase in inflation began. It has been attributed to various causes, including pandemic-related fiscal and monetary stimulus, supply shortages, price gouging, and, as of 2022, the Russian invasion of

¹<https://anytimeestimate.com/research/housing-prices-vs-inflation/>
<https://www.nahb.org/blog/2021/08/new-home-size-increases-as-demand-for-more-space-continues/>

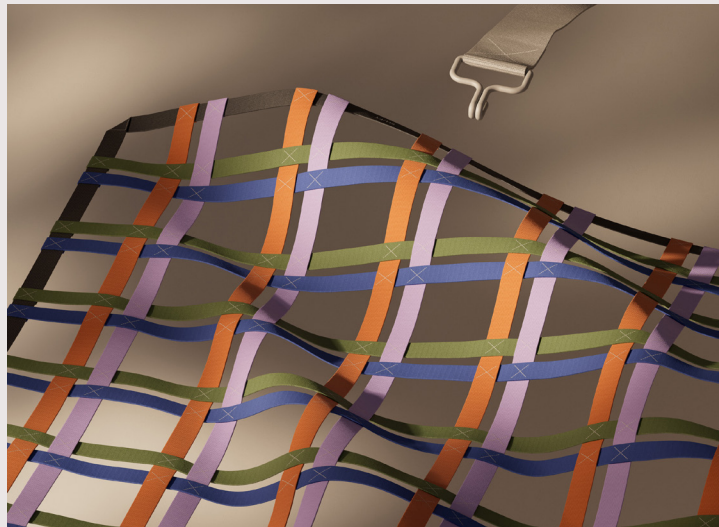
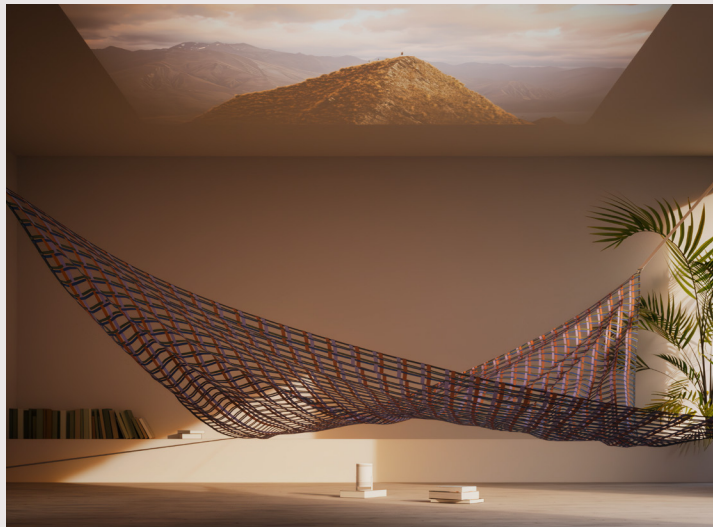
²EO CMI 2022 Launch Insights - Sweden (03.03.22)

³ <https://www.techatlast.com/average-number-of-screens-in-home-increased/>

3.0 OUTPUT

SHIFT

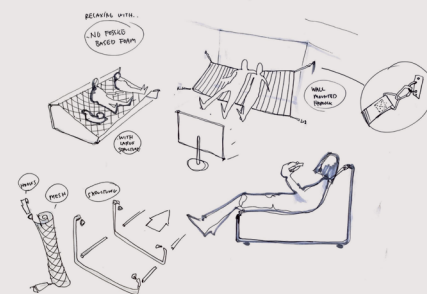
Shift is a conceptual prototype and is not available for purchase in Samsung's product range



3.1 CONCEPT

Flexibility at its core

SHIFT is a watching platform concept adapted to tomorrow's TV technology and watching behaviors. The concept is developed to be as flexible as possible, making it shiftable to different postures, watching behaviors, and rooms, and durable for long periods.



A norm-breaking concept

With the concept, Samsung Nordic both wants to inspire an industry to think outside the box when it comes to future design, but also examine how tomorrow's ever-changing watching habits, needs, and technology could and should impact future sofa design. With SHIFT, Samsung Nordic hopes to bring to life a new way of looking at the sofa, and at the same time improve what currently does not work.

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3.2 DESIGN

Colors & material

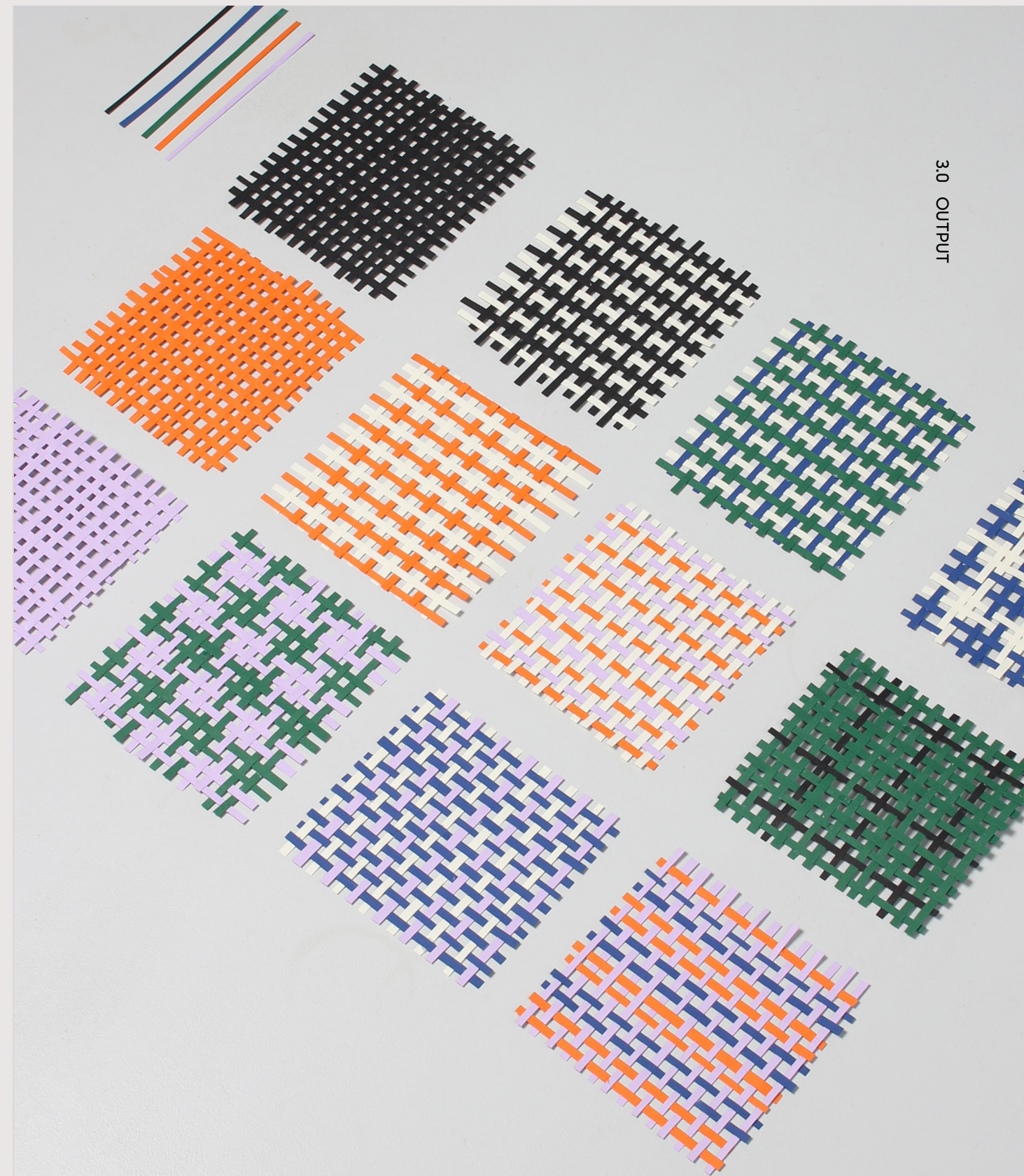
How could one make as flexible choices of colors and materials as possible? Dig into the details behind SHIFT's design.

Shiftable material for full flexibility

SHIFT is made of webbing to secure full flexibility in the material. Webbing is also great for creating a soft seating experience out of a more resource-friendly material than foam. As SHIFT is designed for a scenario 10-15 years from now, and future material supply is unknown, we need to be conscious about what and how much material we use – today and tomorrow. By choosing webbing as the main material, future material options are kept open and fluid, as webbing itself could be created out of various materials.

Flexible color combinations

How do you color something with flexibility at its core? SHIFT's color palette is inspired by futuristic and trendy colors. But to also secure full flexibility and make the watching platform concept adaptable to any given personal preference – the choice of color combinations are multiple.





3.3 FUNCTIONALITY

Configurations & suspensions

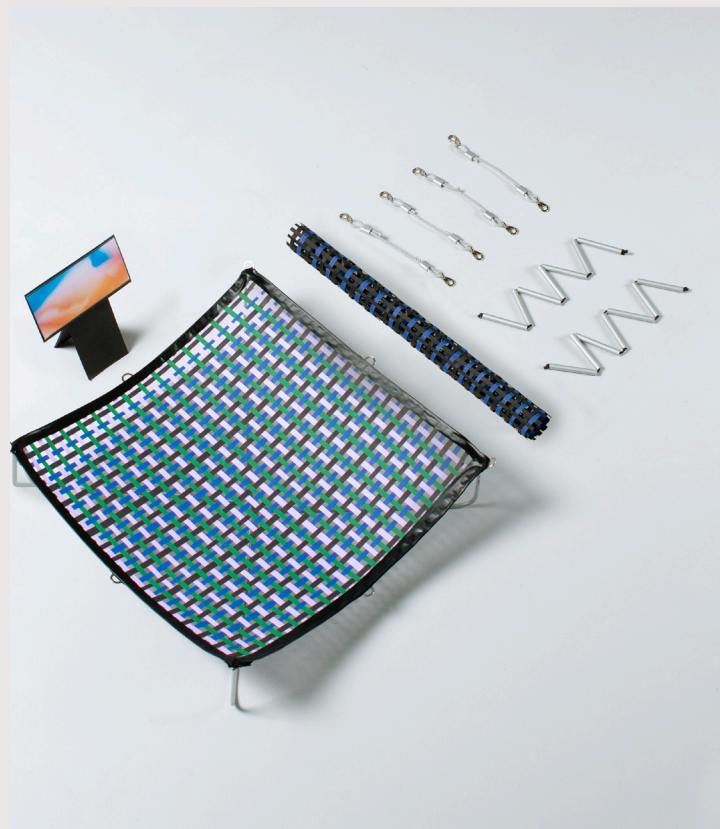
How would a watching platform concept be designed to fit with any watching posture, behavior, or room? Discover the functional details of SHIFT.

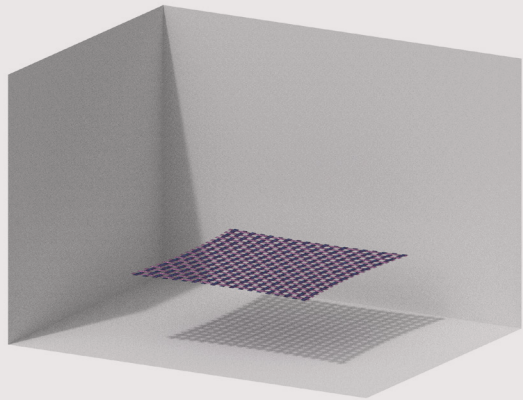
Flexible configurations

Thanks to its flexible material, SHIFT easily forms itself after the body and user instead of the other way around. SHIFT can be configured in an upright sitting position for social occasions or expanded for larger social gatherings and sporting events. It can also be configured in more relaxed body positions for watching series or playing video games. Last but not least, it can be easily rolled up, moved, or simply stored - for moments when you need space for something completely different.

Flexible suspensions

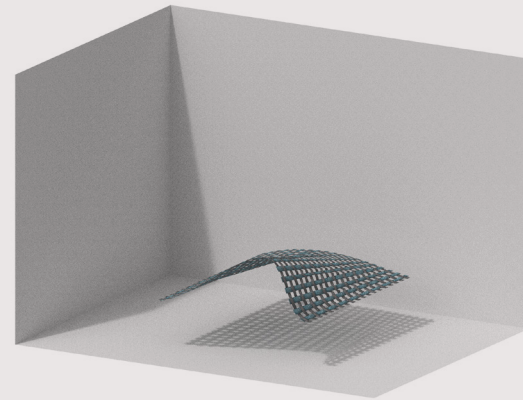
The concept is also configurable in many ways. The webbing itself can be attached directly to the wall or similar structures via ropes and belts of various kinds, but can also be hung up with the help of hooks and fasteners in various designs - all depending on the desired configuration and the room in which it is to be installed.





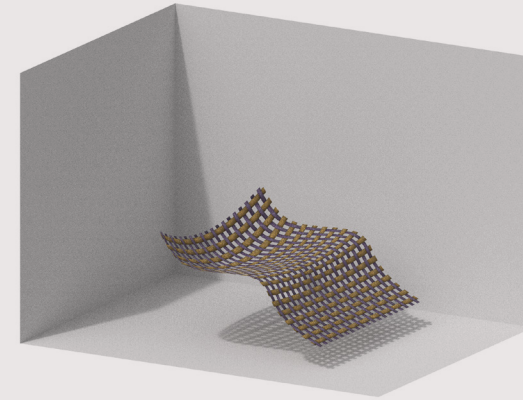
01. FLAT

Scenario: Sport game, movie night.
Posture: Upright crossed legs, layers, sit up.



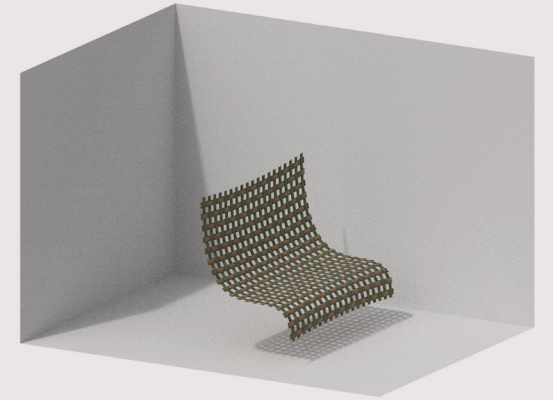
02. DUAL

Scenario: Surfing, browsing, call
Posture: Half way up, slouch.



03. CHILL

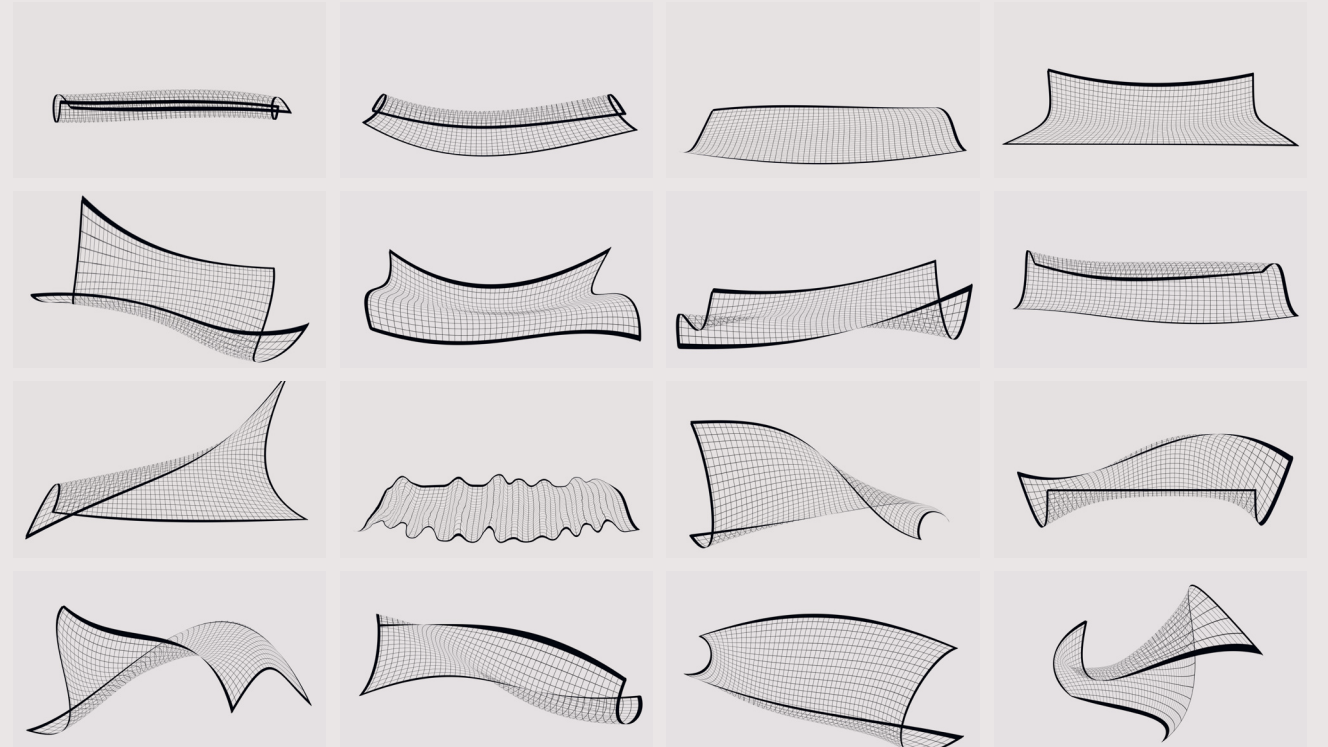
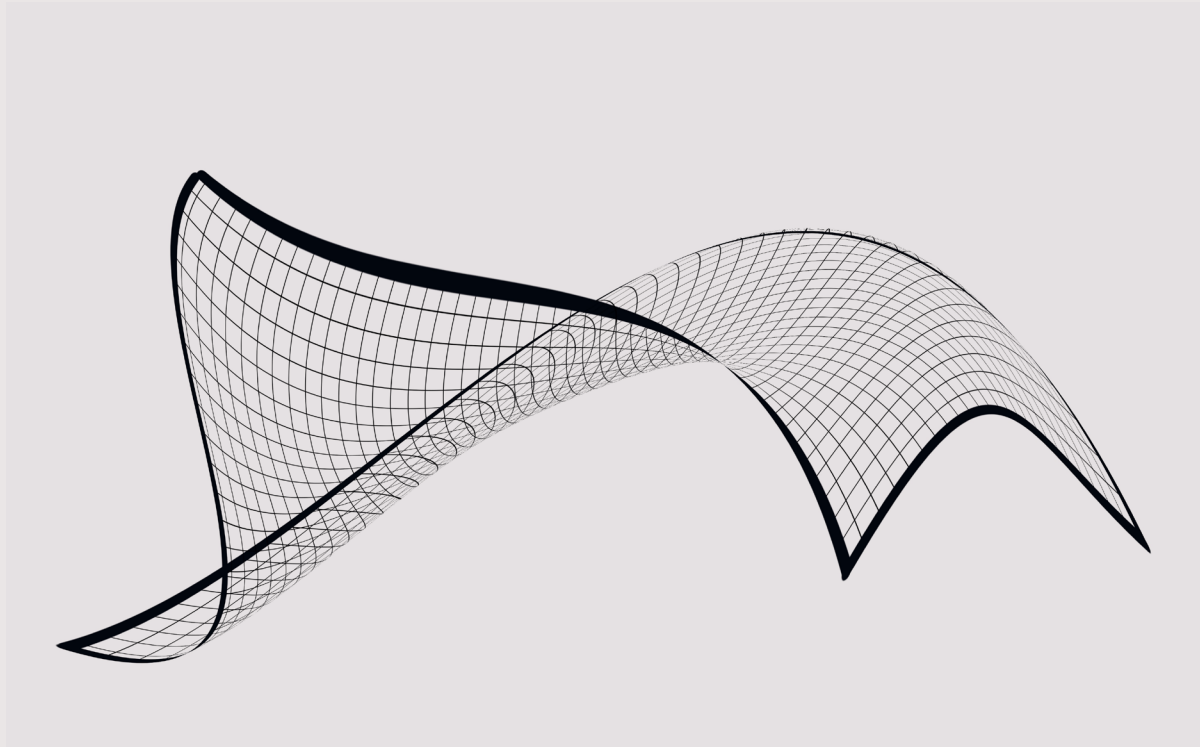
Scenario: Stream and chill, binge watching
Posture: Slouch, Snuggle, Layers



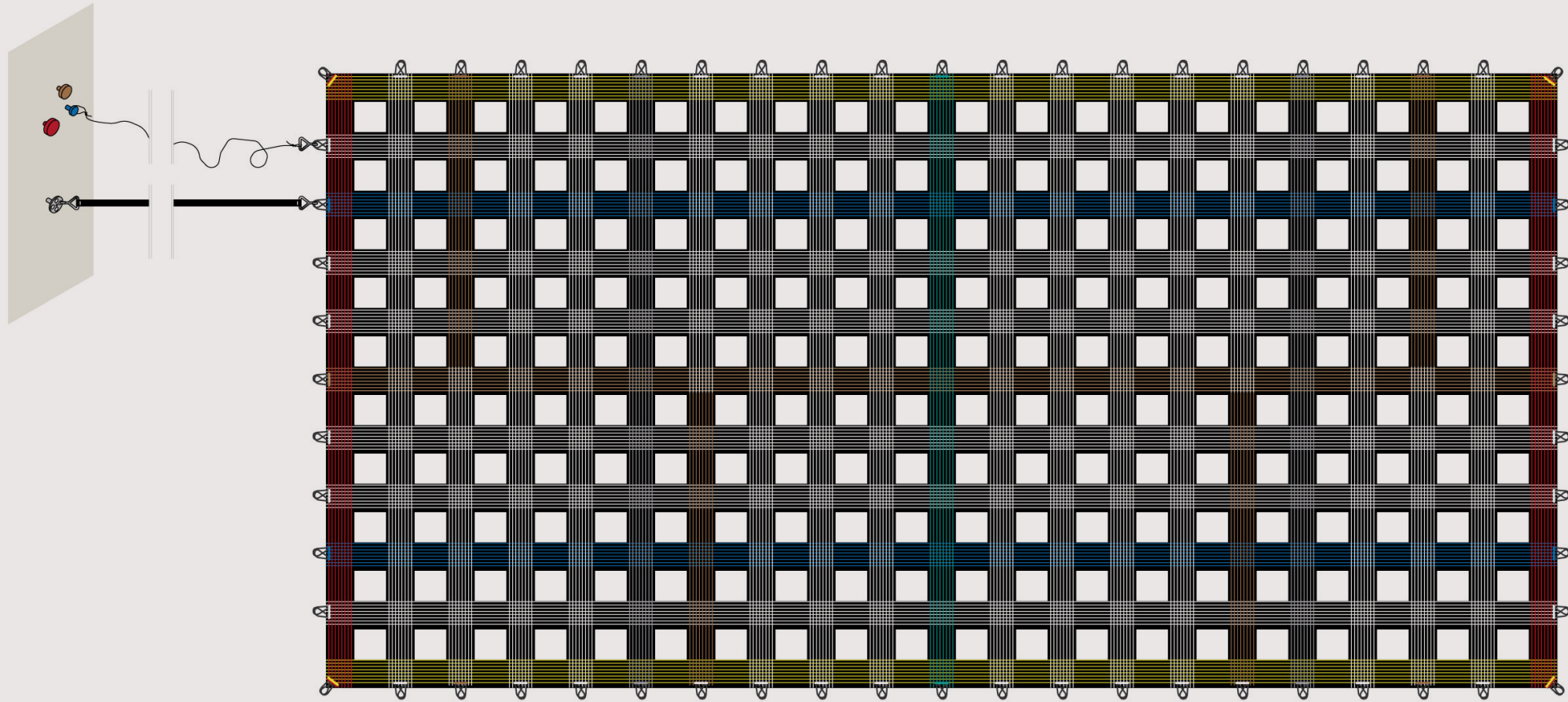
04. UP

Scenario: Work meeting, studying, playing game
Posture: Upright forward

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4. CREATIVE PROCESS

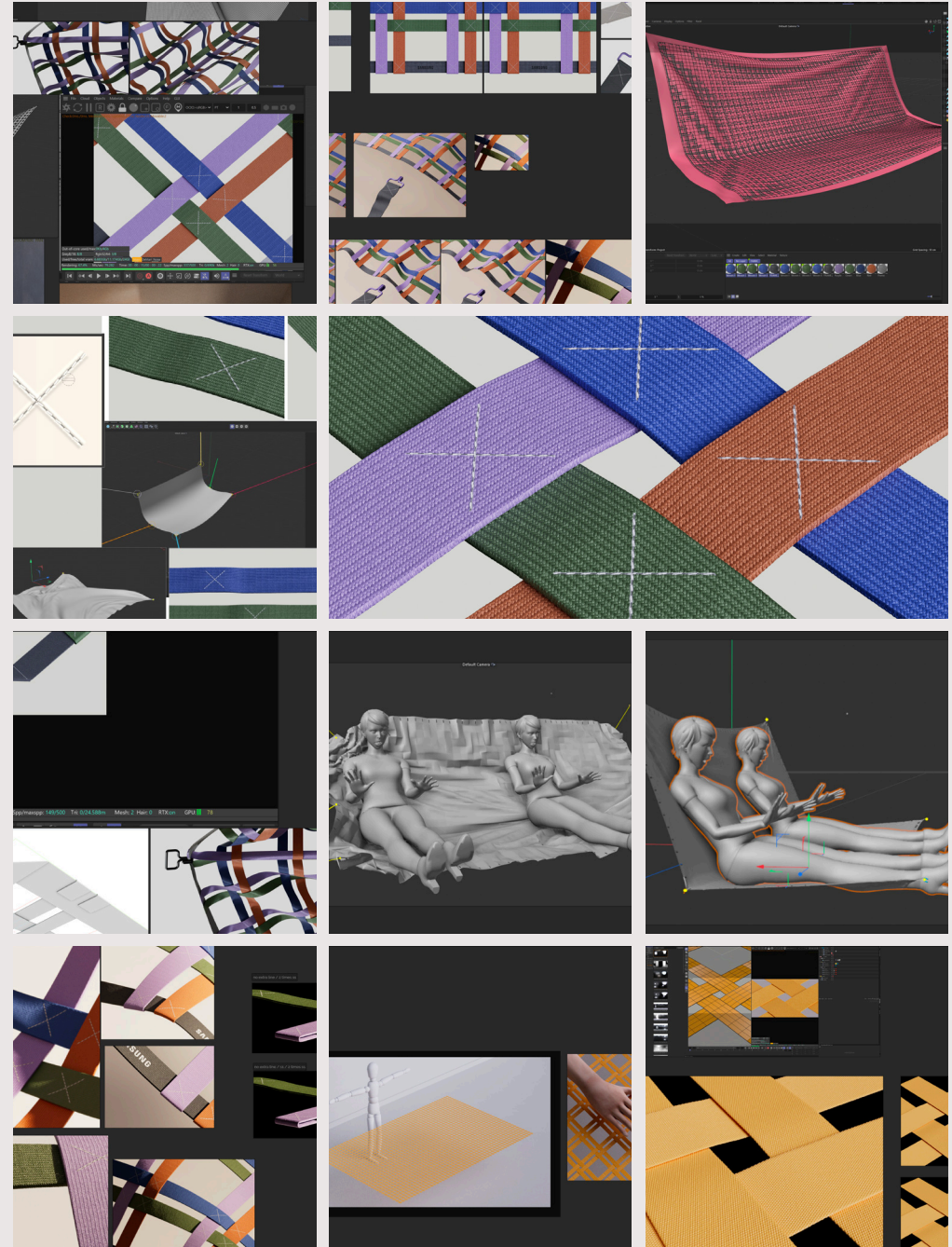


4.1 CGI

Creating the vision

To convey the concept's core idea in a visually striking way, the first step of the design process was to create CGI animations of the watching platform concept.

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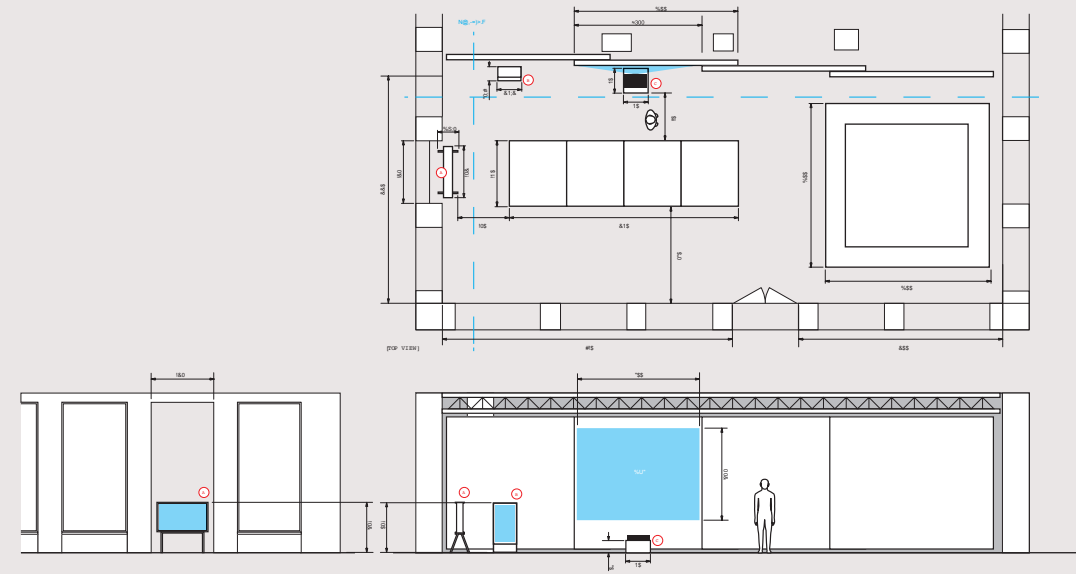
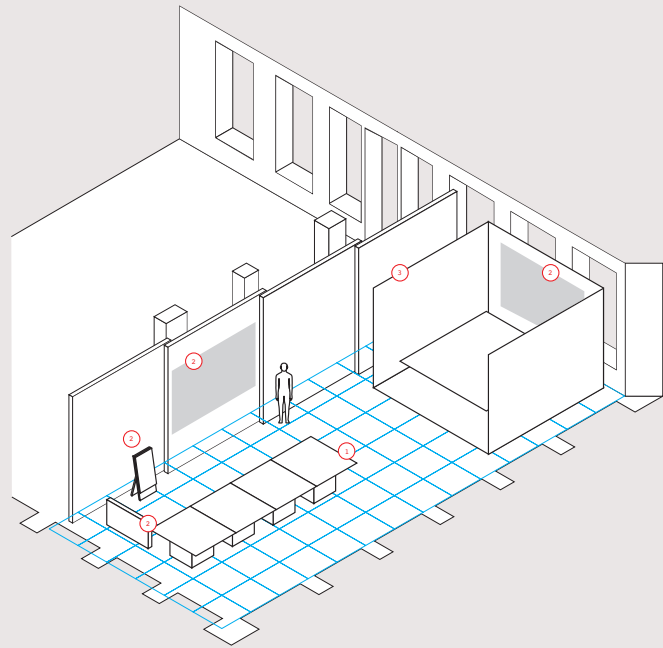


4.2 SCALE MODELS

Testing the hypothesis

To activate the concept, test the hypothesis and explore multiple executions of SHIFT, various scale models out of the watching platform concept were created. Scale modeling methods showcase different hypothetical scenarios and models are 1:4 scale and have detail and fixture variations in 5-10 materials.

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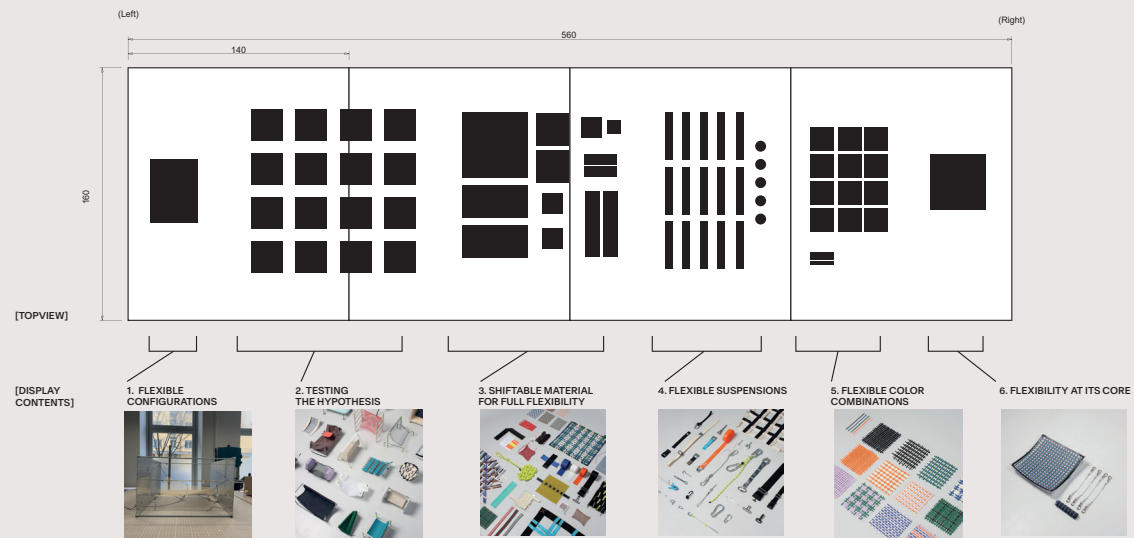


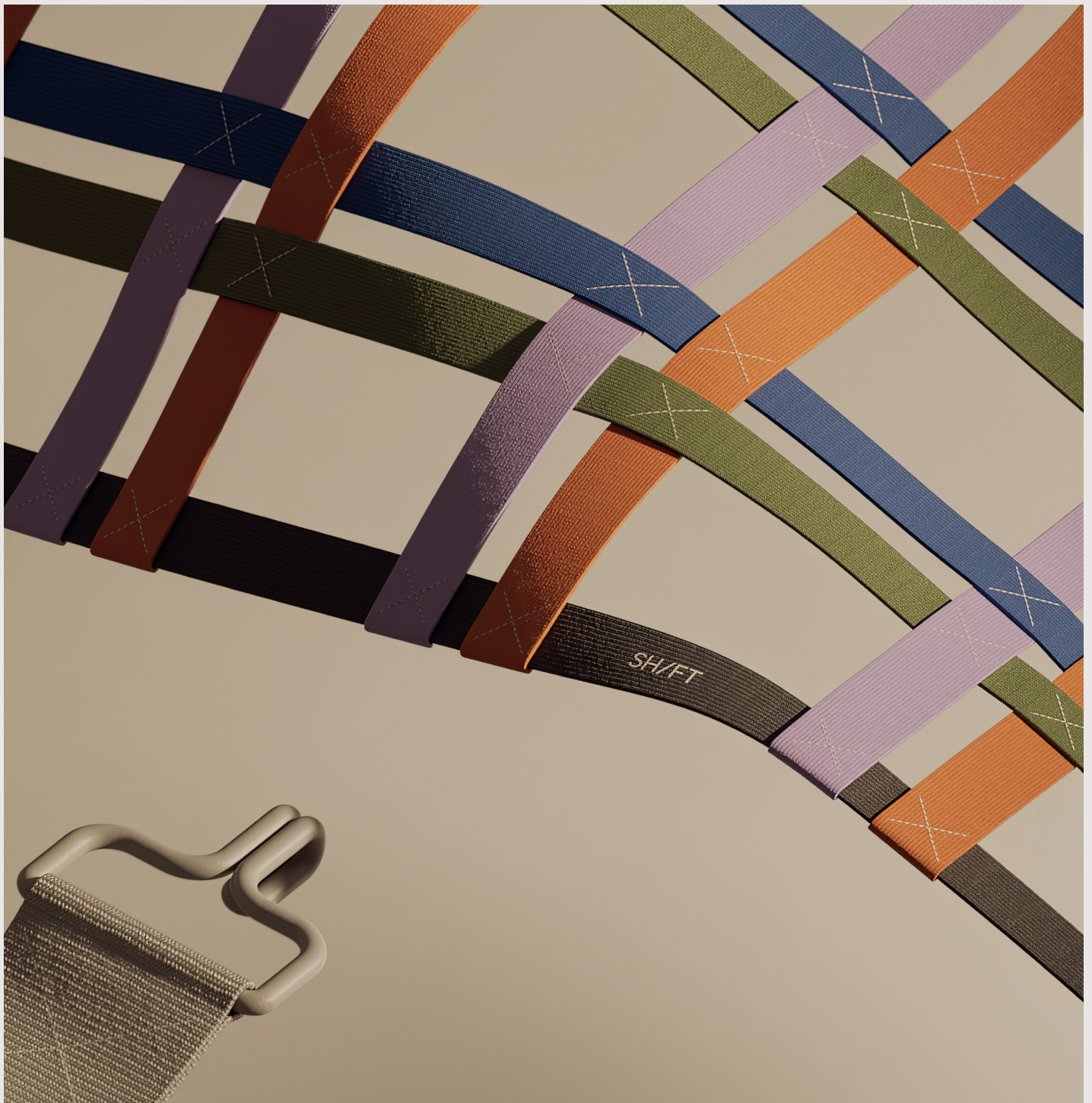
4.3 INSTALLATION

Inviting to an experience

To not only visualize and test the concept, but also to invite the masses to try it out, understand the concept, and get inspired, the last part of the design process is to build an installation of the watching platform concept – to be displayed and experienced.

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