

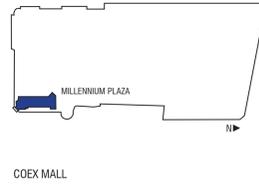
samsung kiosk

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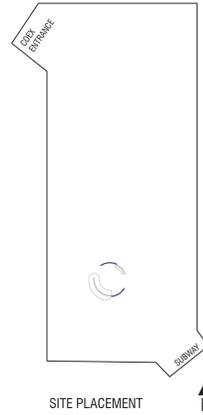
The kiosk will be located in Seoul, Korea, the nation's capital and also the most heavily populated city in the country. In the heart of the Gangnam Business District lives the COEX Mall, a bustling part of everyday life in Seoul where professionals, families, and tourists collide for business, shopping, food, and entertainment.



SOUTH KOREA



COEX MALL



SITE PLACEMENT

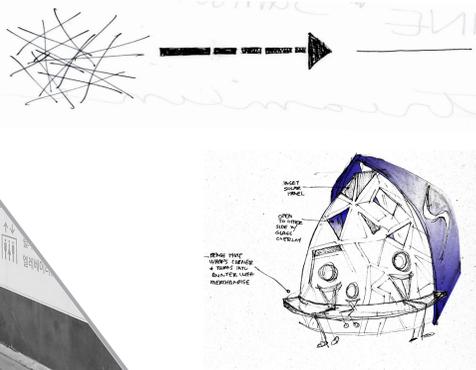
Samsung GALAXY S5

Samsung Electronics is a multinational conglomerate company whose philosophy is that "in everything we do, we strive to help people live better lives." Through innovative, reliable products and services, talented people, a responsible approach to business and global citizenship, and collaboration with their partners and customers, Samsung is taking the world to imaginative new heights.

concept development

With modern-day urban life being highly crowded and chaotic, Samsung Galaxy strives to keep users connected with the vast surrounding community and create simplicity in daily life. This shopping experience seeks to effectively communicate Samsung's prime focus: streamlining your life.

The kiosk design serves as the emblem of simplification in our chaotic world. This is evident through the harsh, multi-layer, chaotic exterior and clean, white, smooth interior.



key features

Interactive Phone Display

This feature allows for customers to interact with the new Samsung Edge smartphone on a larger than life display, giving users a new, entertaining way to experience Samsung technology.

Triple Advertisement Screen

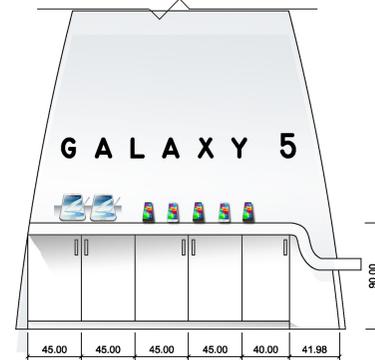
Each screen displays advertisements for Samsung and Samsung products and may be updated at any time to display any relevant information to the store. The three screens, stacked atop one another in a triangular form, allows for observers of all heights to view easily.

Flexible Solar Panels

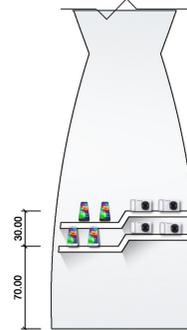
Always looking for new ways to innovate and help the environment this kiosk runs purely on solar power and the flexible panels were easily incorporated to the arch design.

LED Color Changing Lights

The use of LED lights on the exterior of the kiosk will attract many customers as it sparks interest and provides a beacon for the location of the kiosk at night. The lights are haphazardly laced around the exterior of the white band, reinforcing the design concept.

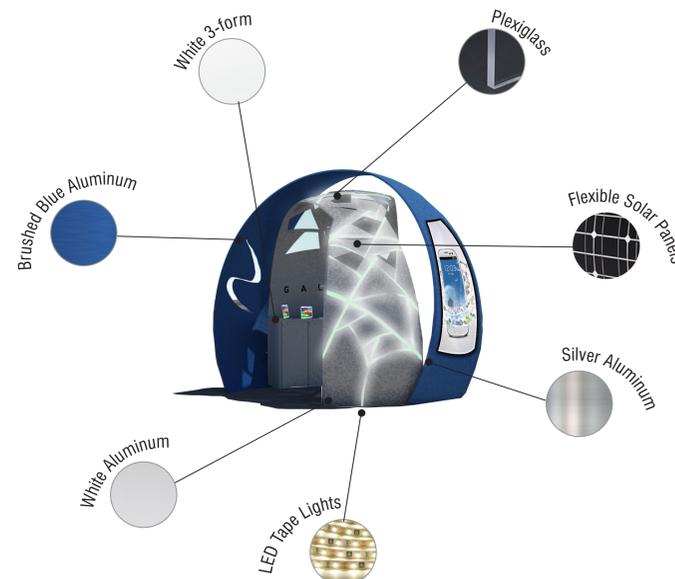


South Interior Elevation

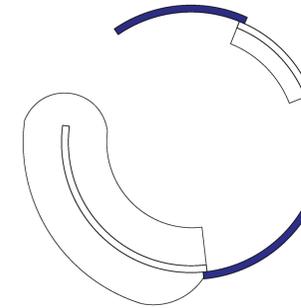


North Interior Elevation

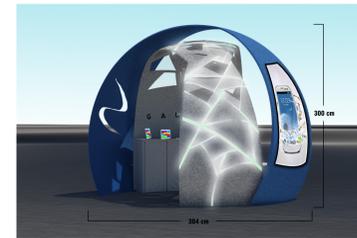
material selections



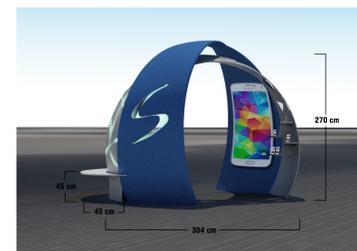
Floor Plan



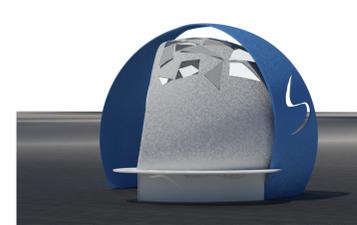
North Side Elevation



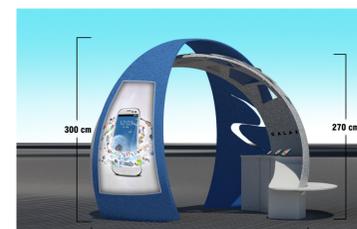
East Side Elevation



South Side Elevation



West Side Elevation



deconstruction

STEP 1

Remove custom bench and counter top/storage unit.



STEP 2

Collapse shell (lower portion of each band slides up into itself) to achieve maximum height limit for storage.



STEP 3

Rotate the blue band in line with the lower white band. This creates a compact piece to place in storage.



Pieces that remain to store:



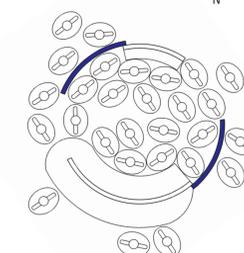
Custom countertop with storage below



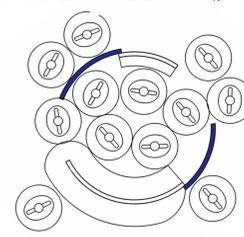
Custom bench for exterior seating on kiosk

anthropometrics

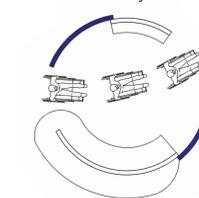
"Touch Zone" Circulation



"No Touch Zone" Circulation



Wheelchair Accessibility



Eye Height & Viewing Angles

This elevation shows the northwest exterior wall where several screens are positioned to display advertisements. All anthropometric dimensions are considered and catered to because this screen has three different levels to view advertisements - making viewing angles easy for users of all heights and genders to view images easily.

