

## Samsung and fuseproject Announce Long-Term Design Partnership and Inaugural Television

The S9W Curved TV, on display at CES 2015, is the first design announced from the television innovation partnership



For Immediate Release:  
*Las Vegas, NV – January 6, 2015 – From Yves Béhar:*

For many years, fuseproject and Samsung have been talking about new ways we can experience television. For us, the inspiration came from technologies that make objects increasingly more autonomous, allowing for more intuitive experiences and a sensational form.

The state-of the art curved screen is pure sculpture, continuous and thin. We have admired paintings displayed on walls for centuries, but an image on a curve instantly becomes a sculpture. Our design gives an answer to a simple question: what is the best way to display this sculpture? We truly looked at this television not as a consumer electronics product, but as a piece of fine craftsmanship. This was the inspiration for the S9W.

The S9W is a first-of-its-kind TV; at 82", the large and thin curved arc rests upon a gallery-like cube, reminding us of a classical sculpture on a plinth. The bulk of the technology has been removed from the screen, and stored in the cube, enabling the screen to be as slim and interactive as possible. When powered on, the cube top lifts to reveal an inner sound system and display lighting. The screen also automatically



pivots towards the viewer, maximizing the immersive viewing experience. The S9W is meant to be displayed, and begins the idea of combining autonomous displays with technological art.

In design, we constantly look for touches of the unexpected; moments, details, materials, that add an element of surprise. The cube itself has the ability to be made of many unexpected materials, including the stainless steel we are launching with – both clean and modern, with black gradient at the top to make the frame look as though it floats over and fades into the plinth it sits on. Additionally, when the television is powered on, the top of the cube elevates, revealing the beautiful inner lighting and emitting an iconic sound.



The curve of the frame is designed to be as immersive as possible. The proportions are 21X9, similar to a movie theater (and the ratio at which films are starting to be produced). At eighty-two inches, the TV is large enough to become a statement piece and submerge its viewers, while not overtaking the full space it's in. The proportions between the television itself and the cube have also been perfected to achieve a visual and structural balance.

To keep the curvature as slim as possible, we removed all of the unnecessary components and placed them in the cube; the curve then becomes what it is, a beautiful arc, like a bow on tension floating in mid-air. This minimizes cables and cords, eliminating visual distractions from the beauty of the screen.

The S9W Curved TV marks the beginning of a long-term partnership with Samsung to shift our paradigm of the television from something that needs to be hidden to a piece of art that demands formal presentation, and televisions that create the most beautiful, magical, autonomous and immersive experiences possible.



For hi-resolution images, [click here](#).

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## Press Contacts:

### U.S.

Sarah Natkins

[Sarah.Natkins@camronpr.com](mailto:Sarah.Natkins@camronpr.com)

### International

Chloé Boucouvalas

[Chloe.Boucouvalas@camronpr.com](mailto:Chloe.Boucouvalas@camronpr.com)

### All other inquiries

Daniel Sherman

[Daniel@fuseproject.com](mailto:Daniel@fuseproject.com)