

Red dot award to Samsung Monitor designed by Pininfarina



Black Secret, the new Samsung LCD Monitor designed by Pininfarina, has been awarded with the 2007 red dot award in the product design discipline.

“With its elegant lines and gently curved surfaces – says the motivation of the prize committee - the Samsung monitor is something of a trendsetter for the desk. The foldable double joint in the round base allows the monitor to be adjusted to any position, enabling the user to choose between portrait and landscape mode. With a viewing angle of 170 degrees, the monitor can be read comfortably even when the viewer is seated to one side. The high-gloss material of the monitor has no spray

coating, thus enhancing its ecological compatibility”.

“We are very proud of receiving an internationally recognized quality label of design such as the red dot – says Paolo Pininfarina, Deputy Chairman of Pininfarina Group and CEO of Pininfarina Extra. – When we studied a modern, elegant and dynamic line for this LCD monitor, we tried – as we always do - to express a formal and aesthetic sobriety transmitting balance and lightness”.

Every year in the red dot design award – initiated by Professor Dr. Peter Zec - they are searching for such innovative products that stand out from others due to their successful design.