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ronan + erwan bouroullec debut the samsung serif TV 2.0

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french designers ronan and erwan (<https://www.designboom.com/tag/ronan-and-erwan-bouroullec/>) (<https://www.designboom.com/tag/ronan-and-erwan-bouroullec/>) **bouroullec** (<https://www.designboom.com/tag/ronan-and-erwan-bouroullec/>) present the second generation of the serif TV (<https://www.designboom.com/technology/bouroullec-samsung-serif-television-09-17-2015/>), originally designed for samsung (<https://www.designboom.com/tag/samsung/>) four years ago. unveiled at the 2019 edition of CES (<https://www.designboom.com/tag/ces-2019/>), the new release focuses on making the serif TV more accessible whilst exploring wider screens.

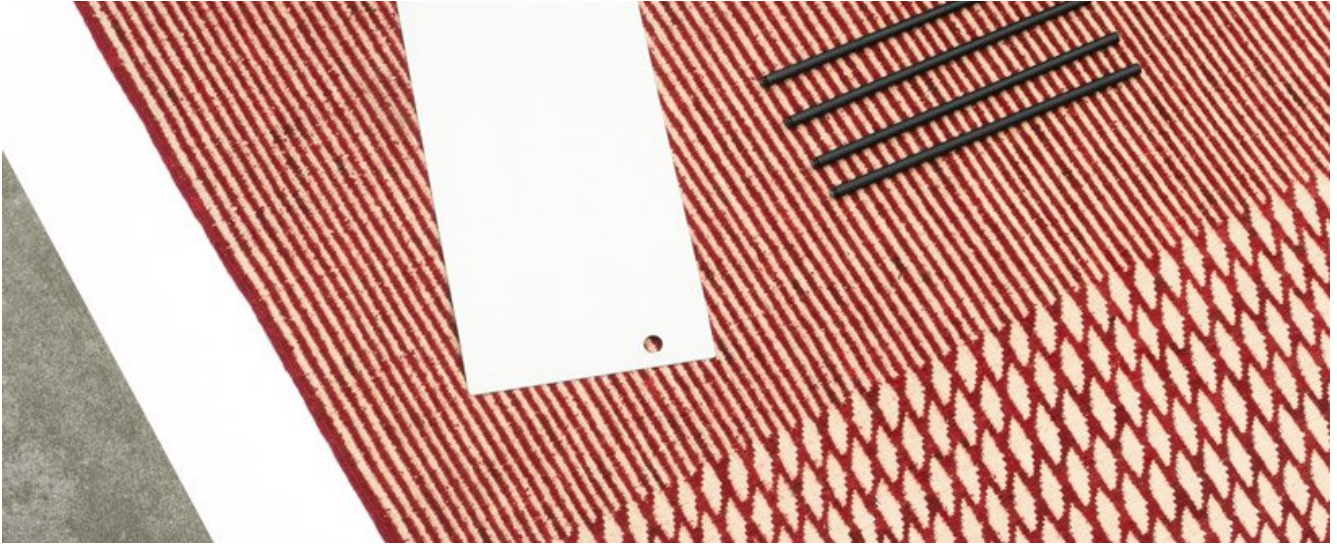




images courtesy of ronan and erwan bouroullec

staying true to the original, ronan and erwan bouroullec (<http://www.bouroullec.com/>)'s design draws inspiration from the shape of a capital 'I' of serif typeface. the 2018 version however includes a few evolutions, including samsung's highest quality display – the QLED, a feature the brand hopes will expand the 2018 model's appeal to more conventional electronics retailers. previous versions used LCD technology equipped with an LED backlight, sold pretty much exclusively by furniture retailers.

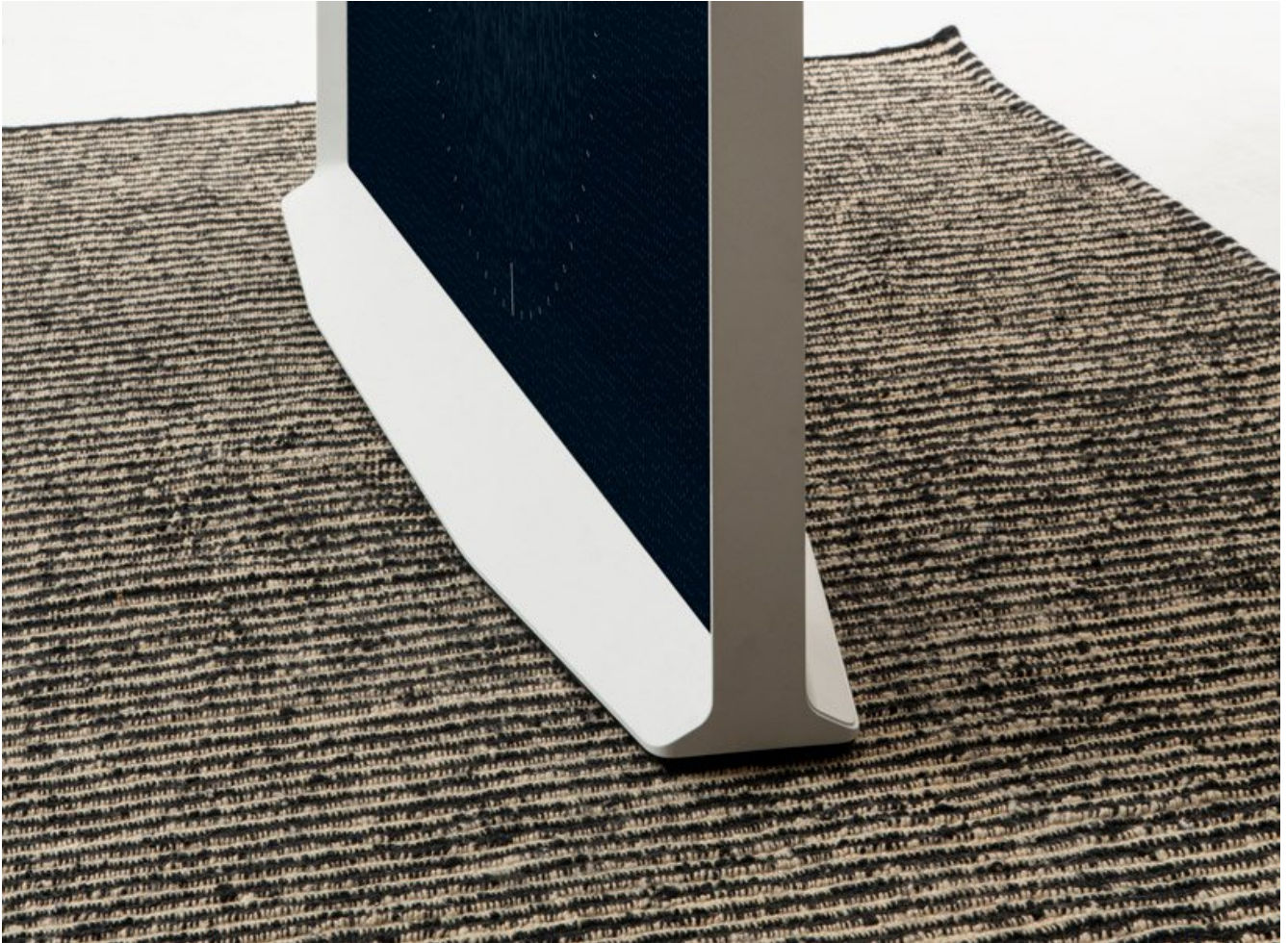




as well as improved QLED picture quality, the new frame TVs carry samsung's latest smart TV engine – complete with voice control via samsung's bixby platform. the serif TV 2.0 also features samsung's new ambient feature (<https://www.designboom.com/technology/samsung-ambient-mode-qled-tv-03-12-2018/>), giving it the ability to blend seamlessly with the interior. the collection is available in 43, 49 and 55 inches, with all sets including legs. the original color scheme is white and dark blue, but samsung plans to release more colors with pricing yet to be confirmed.













kieron marchese | designboom

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