Bouroullec brothers enlarge Serif TV for Samsung

The extended Serif product line was unveiled this week at the Consumer Electronics Show (CES) in Las Vegas by French designers and furniture makers OïO Studio. The last year we have been working on a second generation for the Serif TV, originally announced as the winner of the Dezeen Awards 2015.

The Serif TV has been designed by the Bouroullec brothers, who are long-time collaborators of Samsung. Samsung Serif TV

The Serif TV was designed with 2015's Best of Show accolade in mind, so it now comes in three larger options.

This year, the Bouroullec brothers have worked on the Serif TV 2.0, an updated iteration of the TV that the designers previously created. The name comes from the projecting elements on the back of the Serif TV, which gives it its distinctive I-shaped profile. This year, the Serif TV 2.0 has been designed with a wider screen.

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