

专访 LG 电子生活创新设计中心： 设计，创造“美好心生活”

INTERVIEW WITH LIFE INNOVATION DESIGN CENTER OF
LG ELECTRONICS: INNOVATION FOR A BETTER LIFE

“LG是专注于‘生活方式’的品牌。我们追求的是以人为本、能够丰富人们生活的创新。”

“LG is a life brand that focuses on the lifestyles of our customers.
We pursue innovation that enriches customers’ lives and values people.”



LG电子生活创新设计中心设计师

The designers of the Life Innovation Design Center at LG Electronics

有人说，“韩国工业设计的历史就是LG电子设计的历史”。的确，在将“设计”视为灵魂的韩国制造业，LG电子是其中最具代表性的佼佼者，是韩国“设计驱动企业发展”国策最积极的响应者。LG电子前身“金星电子公司”于1958年创立时，是韩国首家聘请工业设计师的企业；其于1960年成立的韩国第一个企业内部“工业设计团队”设计了韩国第一台收音机、洗衣机、冰箱和电话，开辟了韩国电子产业的新纪元。此后，LG电子相继在电视、空调、冰箱、手机等电子产品行业中创造了无数个韩国第一、世界第一的纪录。与此同时，LG电子的工业设计团队也一步一步成长为今天的“生活创新设计中心”。

伴随LG电子设计历史的，是其辉煌的获奖历程——多年来LG的设计作品曾荣获无数国际设计大奖，其中包括363件iF设计奖（LG产品获iF设计奖的历史可追溯至1997年）。而就在今年的iF设计奖上，LG电子再次凭借LG Objet Collection悠然系列OLED电视摘取2022年iF最高奖——iF金奖桂冠，并同时斩获16个iF产品设计奖和3个iF用户界面奖。

在2022年iF设计奖的获奖作品中，LG电子共获得20个奖项，这份亮眼成绩单的背后，展现的不止是LG电子的设计实力，更是其不断创新的精神。众所周知，由于外形和技术上的限制，电视、空调、冰箱、洗衣机等传统家电产品在设计上的创新颇有难度，但LG电子“生活创新设计中心”秉持打造“美好心生活”（Life's Good）的品牌理念，通过对用户生活进行深入体察，不断寻找传统家电产品的创新突破口，打造出众多真正“以人为本”的创新产品，持续为用户创造更丰富、更美好的生活体验，同时打造着属于LG品牌的设计语言和设计形象。

那么，LG电子究竟是如何在几近饱和的传统家电市场中进行创新并脱颖而出的？LG电子“生活创新设计中心”又有着怎样的发展历程和现状？他们是如何进行设计管理的？LG电子又为设计的可持续性做出了哪些努力？带着这些问题，本期《包装&设计》特别专访了LG电子“生活创新设计中心”，同时甄选了LG电子多年来的优秀设计作品，与读者分享。

There is a saying: “The history of Korean industrial design is the history of LG Electronics design.” Indeed, in the Korean manufacturing industry, which regards design as the soul of the industrial development, LG Electronics is the most outstanding representative and the most active participant in the national policy of “design-driven enterprise development”. Goldstar Electronics, the predecessor of LG Electronics founded in 1958, was the first Korean company to hire an industrial designer. It also launched the first in-house “Industrial Design Team” in Korea in 1960 and designed the first radio, washing machine, refrigerator and telephone of the country, opening a new era in the electronics industry. Since then, LG Electronics has created countless Korean and worldwide No. 1 records in electronic product fields of TV, air conditioner, refrigerator, mobile phone, etc. At the same time, LG Electronics’ “Industrial Design Team” has grown into today’s “Life Innovation Design Center”.

Alongside with LG Electronics’ design history is its brilliant award-winning course – over the years, LG’s design works have won numerous international design awards, including 363 iF DESIGN AWARDS, which can be earliest traced back to 1997. At iF DESIGN AWARD 2022, LG Electronics won the highest award – iF DESIGN GOLD AWARD for its “LG OLED Objet Collection, Easel” once more. Besides, it also won 16 iF DESIGN AWARDS in discipline “Product Design” and another three in discipline “User interface”.

Among the winning works of iF DESIGN AWARDS in 2022, twenty of them are from LG Electronics. The brilliant results demonstrate not only its design strength, but also its spirit of continuous innovation. As is well known, due to the limitations of appearance and technology, traditional home appliances such as air conditioners, refrigerators, and washing machines have always been difficult to innovate in industrial design. However, adhering to its brand philosophy “Life’s Good”, Life Innovation Design Center at LG Electronics finds constantly innovative breakthroughs in traditional home appliances through deep observation and exploration of users’ lives. It has created many truly “people-oriented” innovative products which bring users diverse and enriched life experience, while creating the design language and identity of LG brand.

So how did LG Electronics manage to innovate and stand out in the nearly saturated market of traditional home appliances? How are the development history and current situation of its Life Innovation Design Center? How does the Life Innovation Design Center operate its design management? What efforts has LG Electronics made for sustainability in design? With these questions, *Package & Design* conducted an exclusive interview with Life Innovation Design Center of LG Electronics and selected some of its exceptional works over the years to share with our readers.

► 问：《包装 & 设计》 ► 答：LG 电子生活创新设计中心

关于“LG OLED Objet Collection, Easel”电视 ——2022年iF设计奖金奖作品

“通过这款电视的设计，我们希望颠覆人们对电视的固有认知，想让人们知道，电视不仅仅是用来观看节目的设备，它还可以提供新的体验，让每天的生活变得更美好。”

问：首先恭喜LG的“LG OLED Objet Collection, Easel (65Art90)”电视荣获2022年iF金奖！——可否请您先谈谈这款产品的设计理念？这款电视与市面上众多电视产品相比最大的区别是什么？在设计上有何亮点和创新之处？

答：“LG OLED Objet Collection, Easel (65Art90)”电视不管放在何处，不管是打开还是关闭的状态，都能为用户带来全新的观感。通过这款电视的设计，我们希望颠覆人们对电视的固有认知，想让人们知道，电视不仅仅是用来观看节目的设备，它还可以提供新的体验，让每天的生活变得更美好。

设计时，我们综合考虑了电视与所处空间、与用户以及其它物品的关系。同时，我们还思考了如何为电视增添新的用途，让电视即使在不使用时仍有其它功能，并能为空间带来增益——OLED电视的框架看起来像一个现代感的相框，靠在墙上时给人一种特别的感觉，让人好奇它到底是一台电视还是一件家具。时尚的金属框架与织物面板相得益彰，为房间带来更温暖、舒适的感觉。此外，屏幕的比例设计使其能和谐、优雅地适应各种空间。

要看电视时，只需轻松向下滑动前面的天然羊毛织物罩；而无需观看时，天然羊毛织物罩安静、优雅地半遮电视屏幕，仿若一幅地平线画作，令人赏心悦目。

我们在设计产品时所做的每一项努力，都是为了给用户提供更多的选择。我们相信，好产品能给予用户自由，让用户可以根据自己的需求来创建自己喜欢的场景。“LG OLED Objet Collection, Easel (65Art90)”电视可以让用户拥有多种体验，譬如用户可以

选择不同颜色的织物罩面料；可以把电视屏幕放在适合自己的最佳观看角度；还可以选择“全屏”或“直线观看(Line View)”模式——在“直线观看模式”下，用户可以随时收听音乐或获取天气与时间信息。（编者注：OLED电视在Line View模式时，可以只露出一截屏幕，用来显示音乐、时钟、仪表盘等内容。）

问：我们知道，Objet Collection是LG于2020年推出的家电系列，旨在以全新理念引领家电个性化潮流。——能否请您介绍一下LG Objet Collection及其产品理念与设计特色？

答：LG Objet Collection免然系列是在2020年推出的，代表着全新的家电概念。这个概念源于我们在2018年推出的可与各式家具搭配的多款家用电器。我们把这些家电组合成Objet Collection（免然系列），同时增加了更多的产品，覆盖家庭的每个空间，包括厨房、客厅和洗衣房。

我们在设计时非常注重产品与空间的协调，以为家居设计带来更好的统一性。所以，即使LG Objet Collection免然系列产品与其它几种不同的家电放在一起，也不会给人异样的感觉。

对于该系列产品，我们还与全球色彩研究机构Pantone Color Institute（潘通色彩研究所）进行了合作，并采用了意大利家具制造商Arpa Industriale研发的特殊材料“Fenix”，以让用户有更多的颜色和材料可选择。此外，我们还在不断为该系列增添新的、能优化空间的家用电器，以增强该系列产品与空间的和谐性，让该系列产品能轻松融入各种家居环境。

关于LG生活创新设计中心与LG电子的设计管理

“LG生活创新设计中心严格管理着这四家LG电子公司的四个设计实验室，以保证LG电子具有一致的产品设计语言和设计理念，对外展示一致的LG企业形象。”

问：LG产品获iF设计奖的历史可追溯至1997年。——能否介绍一下LG设计部成立于哪一年？而如今的“LG生活创新设计中心”又是如何发展而来的？

答：有一句话是这么说的：“韩国工业设计的历史就是LG电子设计的历史。”

LG电子前身——“金星”（Goldstar）电子公司于1958年创立时，是韩国首家聘请工业设计师的企业。1960年，公司成立了韩国第一个企业内部“工业设计团队”。后来，这个团队设计了韩国第一台收音机、洗衣机、冰箱和电话，“工业设计团队”的规模和地位也在公司提升为一个完整的部门，同时拥有自己的实验室。

【编者注：LG名称来源于1995年以前使用的公司名称“Lucky Goldstar”的首字母缩写。在改名之前，其许多电器产品是以“Goldstar”（金星）的品牌进行销售的，而其它家用产品则使用的是“Lucky”（韩语：乐喜）】

1983年，公司将分散在各业务部门的设计团队合并后成立了

“金星设计中心”，这是公司向设立独立设计中心迈出的第一步。2002年，设计中心扩大了规模，形成了现在的组织结构，升级为“LG电子企业设计中心”。2021年，我们将中心的英文名称改为Life Innovation Design Center（生活创新设计中心），以明确中心“通过设计让人们的生活更美好”的宗旨。

问：“LG生活创新设计中心”都设有哪些部门、分别负责LG哪些产品的设计开发工作？

答：“LG生活创新设计中心”由多个设计实验室组成，每个实验室分别针对LG电子四家子公司的不同业务领域进行设计。这四个设计实验室分别是：家电与空气解决方案设计实验室、家庭娱乐设计实验室、商业解决方案设计实验室和汽车零部件解决方案设计实验室。

另有一个设计实验室不隶属于任何业务部门，它扮演着设计中心总部的角色，主要致力于LG电子全企业范围的用户体验



LG OLED Objet Collection, Easel电视（2022）——2022年iF设计奖金奖作品

LG OLED Objet Collection, Easel电视专为不喜欢大型屏幕占据整个空间、并因此感到不舒服的用户而生。LG电子与丹麦奢华纺织面料品牌Kvadrat合作开发的优质天然羊毛织物罩板，结合富有现代感的重金属框架和完美的屏幕比例，让家居环境摇身一变成为艺术画廊。当它不作为电视屏幕使用时，可用以播放音乐或显示信息——用户通过移动织物外壳调整屏幕比例，并设置“日期与时钟”、“音频播放”等不同模式，即可享受不同功能，提高生活质量。2022年iF设计奖国际评委表示：LG奋起迎接挑战，设计出大屏却依旧引人注目的OLED电视。电视采用滑盖设计，可在不使用时隐藏屏幕。出众的设计比例、融合度和品质使屏幕极具艺术气息，犹如一幅展览于高档艺术画廊的画作。设计师运用恰到好处的比例修饰了产品的大小，更让iF评委们留下了深刻的印象。



和用户研究,以确保我们的设计语言和设计理念在每件产品上保持一致。

“LG生活创新设计中心”严格管理着这四家LG电子公司的四个设计实验室,以保证LG电子具有一致的产品设计语言和设计理念,对外展示一致的LG企业形象。

问:“LG生活创新设计中心”是否也会与外部设计公司合作? 如果有的话,一般会选择怎样的外部设计公司/设计师合作?

LG的设计哲学与创作方法

“LG是专注于‘生活方式’的品牌。我们追求的是以人为本、能够丰富人们生活的创新,而不是为了创新而创新。所以, LG电子的设计理念是‘可体验的创新’。”

问:可否谈谈贯穿LG所有产品的核心设计理念或设计哲学?
答: LG是专注于“生活方式”的品牌。我们追求的是以人为本、能够丰富人们生活的创新,而不是为了创新而创新。所以, LG电子的设计理念是“*Innovation Experienced*”,意为“可体验的创新”,也就是我们的创新必须是让用户可以在日常生活中体验和享受的;同时也表明LG在创新方面拥有丰富的经验和专业知识。(编者注:英文单词Experienced同时有“体验”与“富有经验”两层含义。)

我们相信:“可体验的创新”可以开启一种充满“渴望”的生活,而这种生活将为我们带来源源不断的“灵感”。因此,我们会在继承LG丰富传统的同时,不断挑战自己的极限,致力于设计出能提升人们渴望的产品和体验,让人们过上梦想的生活。

为了给消费者最好的体验,我们不仅会增加产品在日常生活中的用途,还会让产品具有情感吸引力和持久的魅力;同时,我们也会尽力创造能匹配人们生活方式的设计,并以“叙事设计”的方式增加产品之间的关联性,带给用户更丰富的体验,而不仅仅是基于实用性——我们的目标是设计一个产品系列,让用户把它们带回家就能拥有更丰富的生活方式。

问: LG非常重视市场调研,可否谈谈LG的市场消费者需求和用户体验调查是如何进行的?

LG设计的社会责任

“我们相信可持续设计也可以提供一种生活方式,为居家环境增添风格和尊严,而不是强迫人们接受可持续发展带来的不适。”

问:可否谈谈“LG生活创新设计中心”在绿色、可持续设计方面的举措?

答: 作为以顾客为中心的企业, LG电子认为自己最大的顾客是地球。正因为我们把地球看作顾客,所以“LG生活创新设计中心”正在认真考虑可以为地球创造哪些新价值。

如今,可持续性之于设计不再是一种选择,而是一种必需。此外,我们相信可持续设计也可以提供一种生活方式,为居家环境增添风格和尊严,而不是强迫人们接受可持续发展带来的不适。

对于可持续设计,我们认为在产品生命的整个过程中——从产品制造到其生命周期结束时的处理——都要予以重视。

LG电子一直致力于通过设计提供恒久的价值,让产品经久耐用、不会过时。因此,我们设计的产品通常让用户可以更换零部件

答:“LG生活创新设计中心”会与世界知名设计师和设计工作室合作,以发掘新的设计方案。与有才华设计师的合作可以为我们带来新鲜的观点和视角,促进我们内部设计师更进步。例如, LG SIGNATURE玺印系列洗衣机就是我们与全球知名的丹麦设计大师Torsten Valeur合作设计的。

此外,我们还尽可能地学习和吸纳建筑、室内设计、趋势等相关领域专业人士的设计专长与专业知识,并积极地与外部专家展开合作,以使我们的产品满足不断变化的消费者需求。

答: 如今,消费者的偏好和品味正越来越多样化,同时他们喜欢在社交媒体平台上展示自己购买的产品,以彰显自己的个性。因此, LG电子一直在尝试以不同方式来了解用户对产品的“体验”。近来,我们主要采取以下四种方式来做调研:

首先,我们会定期进行线上调查,不仅了解用户的购买和使用行为,还进一步了解他们的日常行为和心理。根据这些数据,我们可以选择重点目标消费者。

其次,我们相信情感或感官体验也是用户体验的重要因素,因此我们不仅会调研了解客户对产品的满意度,还会了解他们在决定购买产品时的情绪。我们的调查问卷会让顾客选择自己的情绪;我们甚至还使用了数字民族志(Digital Ethnography),让用户拍摄记录他们的生活,以了解他们无意识的情感或感官需求。

第三,我们也会预测未来技术会给用户带来怎样的体验。在这方面,我们有时会进行有趣的游戏化问卷调查,不仅是为了增加反馈的数量,也是鼓励受访者与他人分享问卷调查,以获得最佳调查结果。

最后,我们还会招募不同年龄组的用户,组成咨询小组,来建立和加强用户的信任。

以上就是我们如何更好识别用户需求、并打造与用户需求完美匹配的产品的的方法。

和定期升级,以延长产品的生命周期,同时保持设备与最新技术同步。

在生产过程中,我们也正在思考切实可行的措施,以尽量减少不必要的装饰和有害工序,同时在内部和外部材料中增加可再生材料的比例。此外,我们会尽可能使用数字化的方式印刷包装盒和手册,同时更多地使用环保包装材料。

ESG设计不是一夜之间就能完成的。因此我们认为,在各个领域明确一致的方向和保持统一的实践至关重要。LG电子将一如既往地履行社会承诺,致力于打造可持续发展的未来。(编者注: ESG是英文Environmental、Social和Governance的缩写,是一种关注企业环境、社会、治理绩效而非财务绩效的投资理念和企 业评价标准。)



LG OLED Objet Collection, Posé智能电视 (2022)

LG OLED Objet Collection, Posé智能电视形似书架,精心设计的后盖与背篮可收纳电缆、路由器等配套设备,使整体外观干净、舒适,不仅具有观影功能,而且能够自然地融入生活空间,放在房间任何位置(譬如墙壁旁边、角落、过道等)都很美观。



LG Objet Collection家电系列 (2020)

LG Objet Collection家电系列包含Insta View™ DoorinDoor™智能冰箱、可转换(泡菜)冰箱、微波炉、洗碗机、净水器、衣物护理机、吸尘器、智控洗干衣机和Puri Care Aerotower空气净化器等多款产品,具备优异性能和便捷操作性的同时,有多种颜色和材质可供选择。品牌标志等装饰元素的最小化处理让产品所处空间更简洁、和谐。



LG Styler Objet Collection蒸汽衣物护理机（2020）

LG Styler Objet Collection蒸汽衣物护理机是世界首创的衣物护理设备，通过移动悬挂系统和高温True Steam™实现衣物的除尘、消毒和抗皱，减少洗涤和干洗次数，保持衣物焕新。该设备可最多可同时容纳6件衣物，适用各种类型衣架。整体风格奢华，有多种颜色可供选择，尤其适合年轻一代。该产品荣获了2022年iF设计奖。

►Q: *Package & Design* ►A: Life Innovation Design Center at LG Electronics

About LG OLED Objet Collection, Easel TV
– iF DESIGN GOLD AWARD-Winning Work 2022

“We challenged ourselves to design a device that could challenge people’s perceptions of what a TV should be. We wanted them to know that a TV can be much more than a device we simply use to watch shows, that they can provide new experiences that make life better every day.”

Q: First of all, congratulations on “LG OLED Objet Collection, Easel” TV’s winning the iF DESIGN GOLD AWARD 2022 ! – Could you please first talk about the design concept of this product? What are the biggest differences between this TV and other TV products on the market? What are the highlights and innovations in the design?

A: “LG OLED Objet Collection, Easel (65Art90)” TV gives you the whole new scene itself, where the TV is placed both when it’s turned on and off. We challenged ourselves to design a device that could challenge people’s perceptions of what a TV should be. We wanted them to know that a TV can be much more than a device we simply use to watch shows, that they can provide new experiences that make life better every day. We considered the space where the TV is placed, the customer and their relationship with objects. We started with the aim of bringing new uses to a TV, so that, even when the TV wasn’t being used, it could still be useful or add something to the room. The TV’s frame resembles a modern picture frame, and when leaning against the wall it gives the impression of something special. It peaks people’s curiosity and makes them question if it’s a TV or a piece of furniture. Its sleek metal frame is

complemented by a fabric panel that brings a warmer, cozier feel to the room. Also, the proportion of the screen is designed to fit in any space and locates there elegantly with harmony with the space. In terms of usability, the quiet and smooth movement of the front fabric cover is fantastic, creating a view like a horizon by not completely covering the screen to give LG’s unique Line View UX experience. Every effort we make when designing a product is geared towards providing more options to users. We believe the product should give them freedom to create their own scene, according to their needs and situation. Users can have diverse experiences with “LG OLED Objet Collection, Easel (65Art90)”. We let users choose a fabric with various colorways without changing the product itself, and they can even position their TV screen at the perfect viewing angle for them. They can also choose to watch something in Full Screen or Line View mode. With Line View mode, users can listen to music or get weather and time information whenever they want.

Q: We know that the Objet Collection is a home appliance



LG PuriCare™ 360° Air Purifier空气净化器（2021）

LG PuriCare™ 360° Air Purifier空气净化器拥有全角度格栅式外观，直观地展现了其快速净化空气的强大性能。人工智能系统可向用户传达微尘、气味、气体浓度等信息，而位于顶部的循环式助推器则可将清洁空气直接送到污染区域，以减少清洁时间。该产品荣获了2021年iF设计奖。



LG PuriCare™ AeroTower空气净化器（2021）

LG PuriCare™ AeroTower空气净化器具备空气净化、风扇和暖气多种功能，为用户提供全方位的优质空气，还能通过独特的“康达效应断路器”设置不同模式下的最佳风向，四季皆可使用。该产品荣获了2022年iF设计奖。

series launched by LG in 2020, aiming to lead the personalized trend of home appliance with a new concept. – Could you please introduce the LG Objet Collection as well as its product concept and design features?

A: The LG Objet Collection was proposed in 2020 as a new home appliance concept. The concept was originally based on a product we launched in 2018 as a series of home appliances that combined with different furniture. We renewed LG Objet to complete the series as a collection, adding more products to cover every space in the home, including the kitchen, living and laundry room.

We focused on harmonizing products with spaces to bring

greater unity to home designs, without giving a sense of difference even when LG Objet Collection appliances are placed with several other different home appliances. We collaborated with Pantone Color Institute, a global color research institute, and applied the special material, “Fenix”, which was developed by Italian furniture maker Arpa Industriale, so that customers had more colors and materials to choose from. Moreover, by consistently adding new space-optimized home appliances we have been able to enhance the collection’s synergy, providing more differentiated values when it comes to home appliances that effortlessly blend into any home décor.

About LG Life Innovation Design Center and Design Management at LG Electronics

“The LG Life Innovation Design Center tightly governs its four design labs across the four LGE companies. In this way, LG can deliver designs that share a consistent design language and philosophy to preserve the company’s design identity.”

Q: The history of LG products’ winning the iF Design Awards can be traced back to 1997. – In which year did LG Electronics establish its in-house design department? How did today’s “LG Life Innovation Design Center” develop step by step?

A: There is a saying: “The history of Korean industrial design is the history of LG Electronics design.” When founded as an electronics company in 1958, Goldstar – LG Electronics’ former name – was the first in Korea to hire an industrial designer. In 1960, the company launched the first in-house design organization in Korea called “Industrial Design Team”. After that, Korea’s first radio, washing machine, refrigerator, and telephone were designed, and the scale and status of the Industrial design team were elevated to a whole division and laboratory. In 1983, the Goldstar Design Center was established after combining design organizations scattered across its business units. This was the company’s first step towards the formation of an independent design organization.

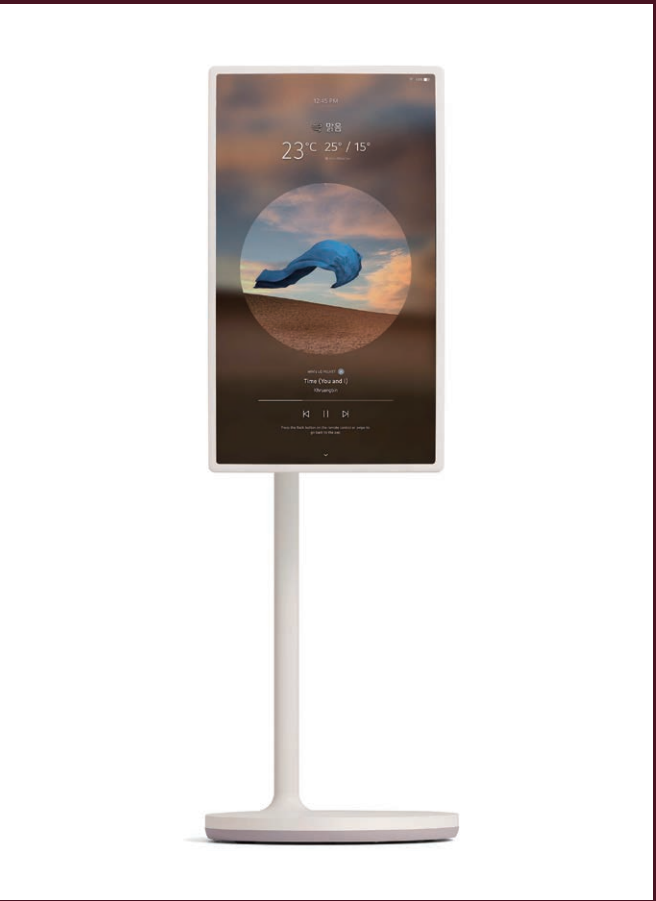
In 2002, it was promoted to the LG Electronics Corporate Design Center, expanding its size and forming what is now its organizational structure. In 2021, we changed its English name to Life Innovation Design Center to promote the value of design when it comes to making customers’ lives better.

Q: What departments are set up in “LG Life Innovation Design Center”, and what kinds of LGE products are these departments responsible for?

A: LG Electronics consists of four companies, therefore LG Life Innovation Design Center consists of several design labs with each one working on designs for a particular different business unit – The business unit research labs are Home Appliance & Air Solution Design Lab, Home Entertainment Design Lab, Business Solutions Design Lab, and Vehicle Component Solutions Design Lab. And one design lab doesn’t belong to any business unit as it operates as the HQ in the design center, conducting company-wide UX and user research to ensure our design language and philosophy stay consistent across every product. The LG Life Innovation Design Center tightly governs its four design labs across the four LGE companies. In this way, LG can deliver designs that share a consistent design language and philosophy to preserve the company’s design identity.

Q: Does LG Life Innovation Design Center also work with external design agencies? If so, what kind of external design agencies/designers do you usually work with?

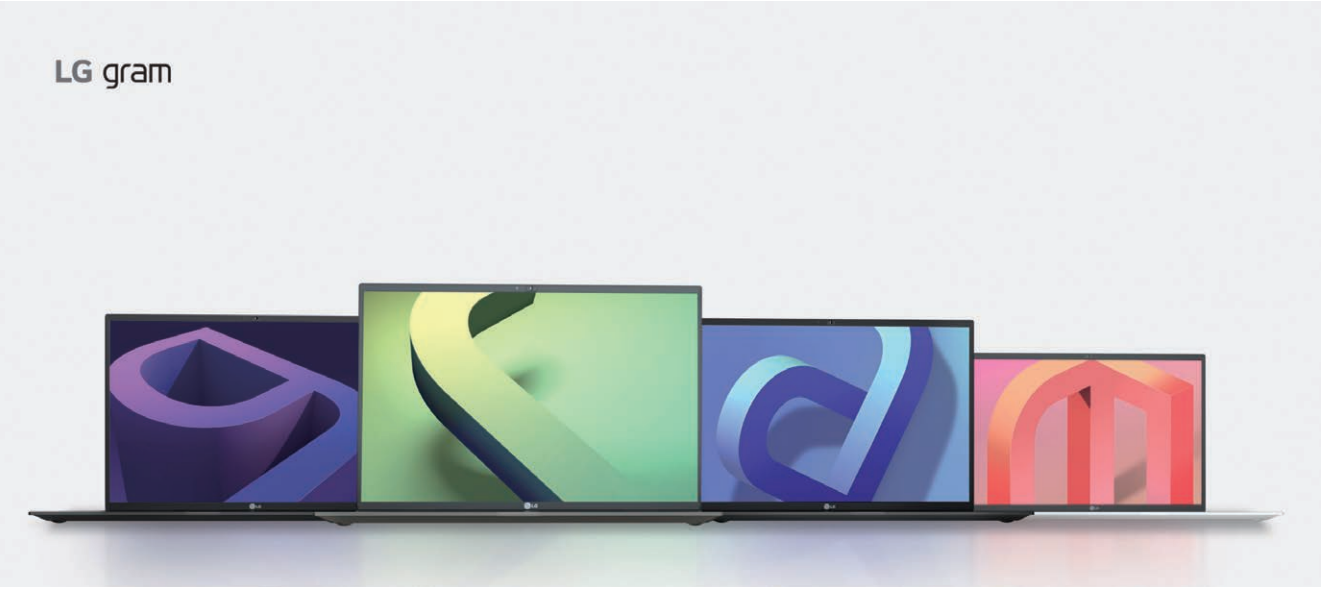
A: LG Life Innovation Design Center is working to discover new designs through collaborations with globally-renowned designers and design studios. Such collaborations with talented designers bring with them a fresh stimulus that evokes original and new perspectives for our in-house designers. For example, the LG SIGNATURE washing machine was designed in collaboration with Torsten Valeur, a world-renowned Danish designer. In addition, we try to accommodate the design expertise of



LG StanbyME可移动无线触控电视（2021）
LG StanbyME可移动无线触控电视专为近距离在线观看电视节目而设计，电池供电的方式以及底轮设计使用户可将其轻松移动，选择在床上、沙发、厨房等任意家居位置观看，观看时可像智能手机一样触控屏幕，或与移动设备连接使用，并选择横屏、竖屏模式，进行旋转、倾斜与高度调节，达到最舒适的观影体验。该产品荣获了2021年iF设计奖。



LG DualUp Monitor Ergo显示器
LG DualUp Monitor Ergo显示器大小为一般显示器的两倍，并以16:18纵横比减少了两台显示器所需空间，节省了办公桌空间，外观极简；通过独特的Ergo支架轻松调节位置，符合人体工学，提高用户工作效率与舒适度。该产品荣获了2022年iF设计奖。



LG gram笔记本电脑

LG gram是一款超大屏幕、超轻笔记本电脑，以可循环镁材为主要材料，有14、16、17英寸三种大小可供选择，用户可轻松单手握持。三面窄边使屏幕具有极佳沉浸感，宽触摸板和上下冷却系统确保笔记本的高效工作性能。前后表面采用平直边缘设计，并最小化分界线、间隙等不必要元素。整体外观轻质、坚实，极简而不失奢华之感。

professionals working in related fields such as architecture, interior design, and trends. We are also actively working with external experts to match our products to changing customer needs.

LG’s Design Philosophy and Creative Approach

“LG is a life brand that focuses on the lifestyles of our customers. We pursue innovation that enriches customers’ lives and values people, not innovation for the sake of innovation. Therefore, LG’s design philosophy is ‘Innovation Experienced’.”

Q: Could you talk about the core design concept or design philosophy that runs through all LG products?

A: LG is a life brand that focuses on the lifestyles of our customers. We pursue innovation that enriches customers’ lives and values people, not innovation for the sake of innovation. Therefore, LG’s design philosophy – “Innovation Experienced” – refers to innovation our customers can experience and enjoy in their daily lives. At the same time, it also refers to LG’s rich experience and expertise in innovation. We believe “Innovation Experienced” can open a life of aspiration, which in turn will provide continuous inspiration in people’s lives. Therefore, we continue to push ourselves to the limit and build on our rich heritage, designing products and experiences to heighten people’s aspirations, and empower people to live the life they dream of. To deliver the best experience to consumers, we design products that are not only practical and useful in everyday life, but also products with emotional appeal and timeless tactility. The experiences we provide are tightly interconnected to create a design experience with an engaging narrative. LG seeks to create designs that people can select to match their lifestyles, not just products with strong utility. We aim to design collections that inspire and complete the lifestyles of our customers in the context of their homes.

Q: LG attaches great importance to market research. Could you talk about how LG’s market researches on consumer demand and user experience are conducted?

A: Customers’ preferences and tastes are diversifying, and the use of social media platforms to show off their uniqueness is now commonplace. They want to clarify their identity with what they buy and satisfy their personal and social desires. LG Electronics is developing various methodologies to understand the customer “experience” that has further evolved to “desire”. Recently, methodologies in four major directions have been developed and applied. First, we regularly conduct online surveys to understand not only their purchase and usage behavior, but also their behavior and psychology. Based on this data, key target customers can also be selected. Second, we believe that emotional and/or sensory experiences are enhancing the quality of customer experiences. That is why we conduct research to understand not only customer satisfaction, but also their emotions when deciding which product to buy. Our questionnaires let customers select their emotions, and we also use Digital Ethnography, which involves customers filming their lives, to understand their unconscious emotional or sensory needs. Third, in order to predict how the customer experience will



LG CineBeam 4K UHD Laser UST Projector (HU715Q) 激光投影仪

LG CineBeam 4K UHD Laser UST Projector (HU715Q) 激光投影仪专为真正的电影爱好者打造，拥有支持4K高清屏幕的多种高端技术，可投影上至120英寸（对角线测量）大小的图像，前置的40w扬声器为用户提供更高水平的沉浸感。与丹麦奢华纺织面料品牌Kvadrat合作打造的羊毛织物表面具有高耐污性与持久性，有多种颜色可供选择。产品整体外观如同一件精致家具，易于融入多种环境。该产品荣获了2022年iF设计奖。





LG SIGNATURE KITCHEN SUITE Built-in Package嵌入式厨电系列 (2016)

LG SIGNATURE KITCHEN SUITE Built-in Package嵌入式高端厨电系列包含冰箱、微波炉、壁式烤箱、洗碗机和灶台5款产品，平整、简洁的不锈钢面板使其既易于融入厨房空间，又独具品质感。优雅的金属触摸控制屏搭配坚固耐用的把手与旋钮，方便用户使用。该产品可通过智能设备实现互联与操控，同时保证出色的用户体验。

look in the future based on future technologies, we sometimes conduct an interesting gamified questionnaire not only to increase the number of responses, but also to encourage respondents to share the questionnaire with others for the best possible research results.

Lastly, we are working hard to build and reinforce customer trust by forming an advisory group of recruited customers of various age groups. This is how we can better identify their needs and shape the customer experience to match them perfectly.

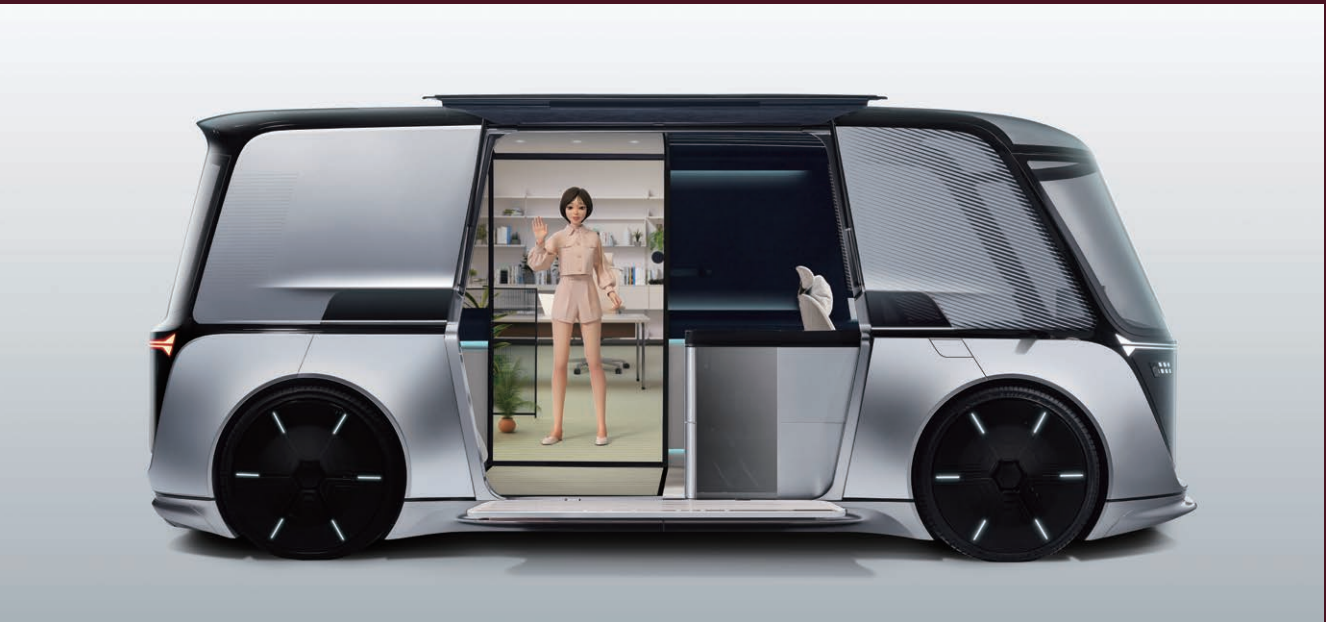
LG Design's Social Responsibility

“We believe that sustainable designs can also provide a lifestyle that adds style and dignity to the home, rather than forcing people to accept discomfort caused by sustainability.”

Q: Could you talk about the green and sustainable design initiatives of the “LG Life Innovation Design Center”?

A: Sustainability in design is no longer an option, it is a necessity. Moreover, we believe that sustainable designs can also provide a lifestyle that adds style and dignity to the home, rather than forcing people to accept discomfort caused by sustainability. For Sustainable Design, we believe that it is important to implement practices across all processes, from the manufacturing of a product to its disposal at the end of its life cycle. LG Electronics always strives to provide timeless value with designs that stay in our lives for a long time without feeling old-fashioned. Sustainable designs give users access to replacement

parts and regular upgrades to extend the product life cycle while keeping the appliance up to date with the latest technologies. In the production process, we are considering practical measures to minimize unnecessary decorations and harmful processes and increase the percentage of recycled materials for interior and exterior materials. Furthermore, we aim to digitalize the printing of boxes and manuals as much as possible while also increasing the use of eco-friendly packaging materials. ESG design doesn't happen overnight. That is why we believe that clarifying a consistent direction and implementing practice across various fields is crucial. LG will continue its journey to a more sustainable future with a commitment.



LG Vison OmniPOD移动概念舱 (2022)

LG Vison OmniPOD移动概念舱的设计灵感源自地中海豪华游艇，外观造型和内部空间均融入优雅浪漫的元素，色彩与材质仿若豪华游艇。概念舱由三个区域(休闲区、娱乐区和工作区)组成，具有14项组件与8项服务功能：“元环境显示器”连接天花板、墙壁、地板以及8个模块化车载家电；ReahKeem虚拟控制器不仅可根据情况改变舱内布局，将室内空间轻松转换为家庭办公室、个人健身工作室或休息室等多种空间，还可以把用户连接至元宇宙；此外，舱内还配备有卫生设施。

