

Samsung Goes Retro(ish) With Serif TV

Written by Marco Attard
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Samsung brings back the idea of a "TV set" with the Serif TV-- a stylised font-inspired collaboration with French designers Ronan and Erwan Bouroullec aimed at the high-end interior design market.



The "serif" part of the name refers to the shape of the TV. It has a thick chassis with ledges popping out from the top and the bottom of the screen, essentially making the "serifs" of the capital letter "I" when the set is seen in profile.

Such a design allows users to stand the the floor, even if one can also use the included retro-style legs for such tasks. Adding further retro style is a fabric panel covering the connectors and ports on the back.

"Its presence is like an object, you can turn around and manipulate it," the designers say. "It can stand anywhere-- even on the floor using the legs."

The Serif TV even has a designer twist on the Samsung Smart TV interface called "curtain mode", a fabric-like filter over whatever the TV is showing offering a simple menu with Bluetooth speaker functionality, apps, photo gallery and clock mode.

Samsung says the Serif TV will be available in France, Denmark, the UK and Sweden from November 2015 in 37-, 29- and 22-inch sizes. Colour options come in white, dark blue and red.

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