

Samsung Techwin

Pronta photo camera

Samsung Techwin requested a new design to help revitalize their traditional camera line-up. The new design was aimed to attract interest from 20-30 year-old, mobile and fashion-conscious consumers in Europe, Asia and the Middle East. The heavy tech-inspired aesthetic of most 35mm cameras was replaced with an elegant non-rectilinear form, which would be appreciated across cultures and clearly differentiated from competitors. The outcome was a camera that fashionable young consumers would find visually appealing, is easy to use and fit comfortably in the hand, purse or pocket.

