

HOME FURNISHINGS

LG Signature blends art, technology in IFA appearance

August 21, 2019



LG Signature at IFA. Image courtesy of LG Signature

By STAFF REPORTS

Electronics and appliance maker LG Signature is teaming up with architecture firm Studio Fuksas to demonstrate how its products bridge multiple design styles.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

At consumer electronics show IFA 2019 in Berlin, the partners will be staging an installation at LG's stand dubbed "Infinity," reflecting the endless possibilities. This is the latest design partnership for the premium label, as it aims to reach an affluent, style-conscious audience.

"To me, luxury is an unconstrained, minimalistic place where people can breathe freely, rest, eat and love," said Massimiliano Fuksas of Studio Fuksas, in a statement. "LG Signature embodies this, which is why I'm proud to be partnering with LG at IFA 2019.

"LG Signature is the interaction of art and technology in its purest form and has come to define luxury and premium in the home," he said.

Architecture meets technology

From Sept. 6 to 11, IFA will take place at the Messe Berlin Exhibition Grounds. The show expanded last year to include more than 1,800 exhibitors and saw visitors from more than 100 countries.

For its effort at the show, LG Signature is focusing on design.

Infinity centers around a Studio Fuksas-designed kaleidoscopic print that merges with hexagonal shapes to create the feeling of endlessness. The installation also showcases the entire range of LG Signature products, including OLED televisions, refrigerators and air purifiers.



LG Signature at IFA. Image courtesy of LG Signature

"We're excited to present this unique collaboration, which captures the essence of LG Signature through the language of one of architecture's most respected names," said Brian Na, vice president and head of LG Europe, in a statement. "Infinity highlights the uncompromising aesthetics and cutting-edge technology of our products in a way that I believe will resonate with IFA visitors."

This is among LG's partnerships aimed at creating a lifestyle around its offerings. LG Signature recently turned to fashion and design influencers in a new campaign to share how its premium products fit into well-curated lifestyles.

LG Signature products include state-of-the-art appliances and electronics presented in a stylish and minimalist package. The appliance brand is emphasizing its design by partnering with influencers based in Milan, one of the world's fashion and design capitals ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.