

Press release

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World's first rollable OLED TV features at Milan Design Week

Foster + Partners has collaborated with LG to develop the new LG SIGNATURE OLED TV R, the world's first rollable TV. The practice has designed the TV's external geometry and finishes as well as playing an active part in creating specific internal mechanisms. The screen technology is set to redefine the idea of the television and the living spaces it occupies.

Mike Holland, Head of Industrial Design at Foster + Partners said: "The design is a creative response to the challenge of creating invisible technology that is unobtrusive with a quiet sculptural presence. It dematerialises the screen, which can be automatically rolled in and out of a discreet minimalist rectangular enclosure when needed, offering a sense of liberation to design interior spaces."

The television is omnipresent in most living spaces, and with screen sizes getting bigger it often dominates a room even when not being used. The new LG OLED rollable screen allows freedom from walls and offers a sense of liberation to design interior spaces. It features a sculptural minimalist rectangular volume crafted from aluminium, which contains the rolling mechanism and integrated speaker, fronted by matching tonal fabric. The ultra-thin screen rises from the top of this box, supported by a sprung steel backing and slender arms. The minimal detail and simplicity of design allows it to become part of a variety of interior spaces.

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The partnership is being unveiled at the Milan Design Week 2019 with a special installation designed by Foster + Partners called 'Redefining Space', an immersive visual and auditory journey that celebrates LG SIGNATURE OLED TV R's sculptural quality and unique ability to adapt to the rhythms of life and seamlessly integrate with any setting. The display represents both a home and a gallery, with the TV being part of daily life whether it is on or off.

The stand will be on display at Tortona Zone, Superstudio Più from April 9th to April 14th.

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