



SAMSUNG

HOME OFFICE

STYLE GUIDE



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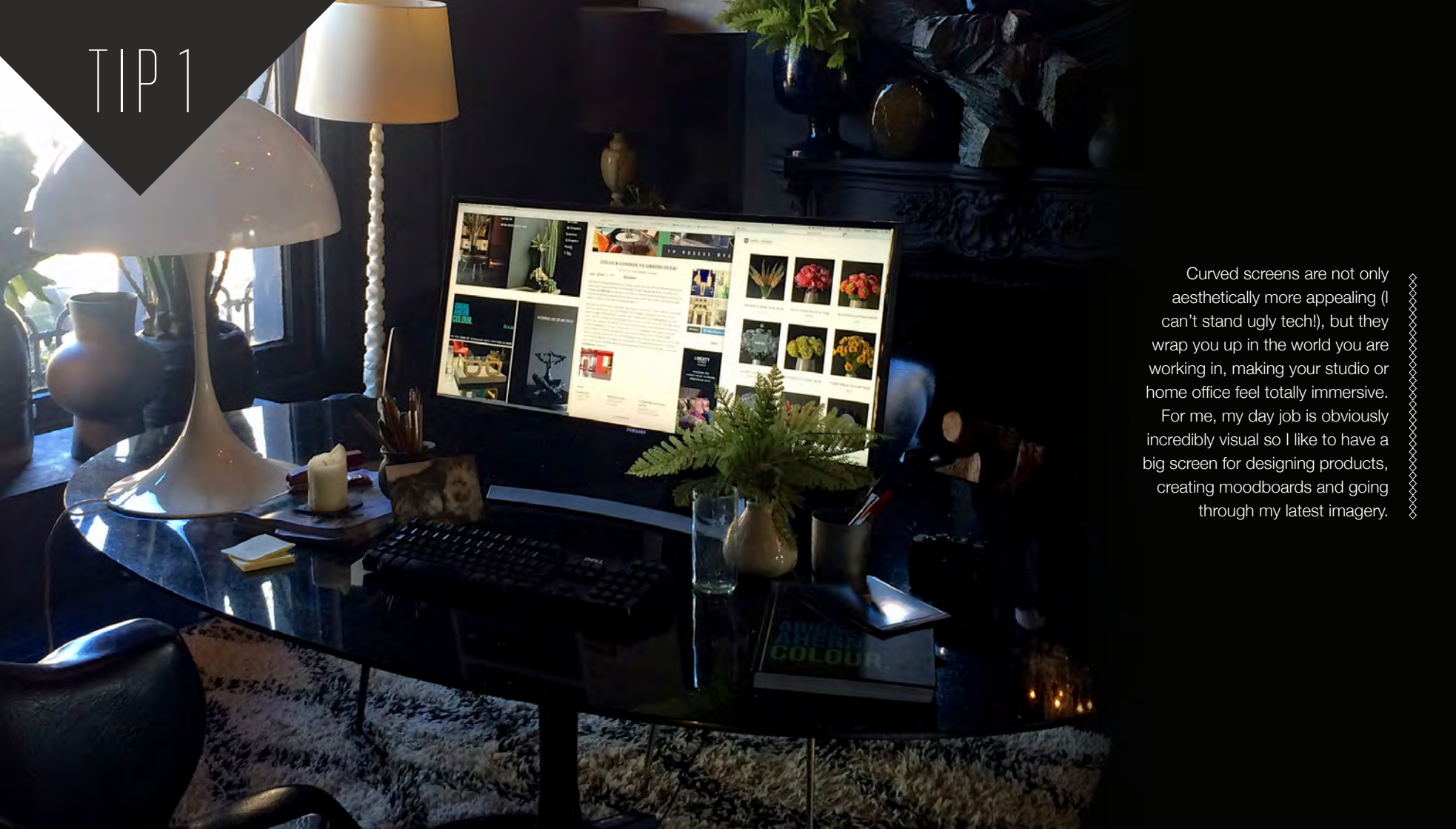
To help people make the most of working from home, Samsung has collaborated with renowned interior designer, style expert and author; Abigail Ahern, to create the Samsung home office style guide. This unique series of tips, advice and inspiration has been designed to help workers transform their home offices into stylish, productive and zen-like work stations.

Commenting on the collaboration, designer Abigail Ahern said:

I know I'm certainly at my most productive when working from home. Not only am I freed from a commute or too many office distractions, but most importantly, I love the environment and the studio itself. Working in a space that I find inspiring, intriguing and beautiful makes me more productive, no question about it. I'm happier, I work longer, harder and I don't count the hours.

For the past five years, I've worked full-time from my home studio, and in that time the business has grown beyond all recognition. I can't imagine going back to an office and that's why I've taken several measures to make my home office space work for me. Whether updating your monitor or adding some motivational artwork to your wall, there's lots of simple ways you can transform your workspace.

TIP 1



Curved screens are not only aesthetically more appealing (I can't stand ugly tech!), but they wrap you up in the world you are working in, making your studio or home office feel totally immersive. For me, my day job is obviously incredibly visual so I like to have a big screen for designing products, creating moodboards and going through my latest imagery.

TIP 2

Every room needs a scent to complete it. Fragrances can really influence our mood, so I opt for invigorating essential oils in my work space. Rosemary is credited with improving memory and promoting clear thinking while peppermint is like a double shot of espresso – enlivening and motivating.



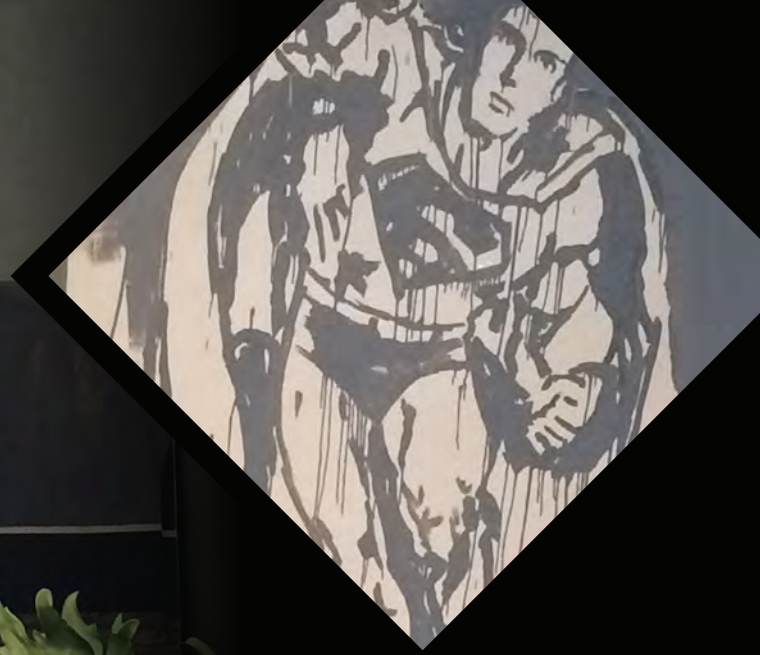


TIP 3

Comfortable seating and having different 'zones' are really important elements for a home office. No one likes to be sat at the desk all day, so have a separate nook where you can take calls, read through paperwork, or just take five minutes for yourself.



TIP 4



Pop up some motivational artwork on your walls. Being self-employed or working from home can sometimes make it hard to keep on track. I've got Superman facing me at my desk, so whenever the going gets tough I feel inspired to get back to it.

TIP 5

If you're working from home there's no need to create a sterile, corporate environment. Decorate your office space like the rest of your home with paintings, flowers, rugs and cosy armchairs. My office has to be as cool and inviting as my living room in order to make me feel happy, be inspired and be the most productive I can be.



TIP 6

Personalise your space and paint the walls in a colour that you really love. I've plumped for inky, dark hues which feel incredibly sophisticated and calming. Equally, you could go bright and cheery, whatever inspires you.



TIP 7

Make sure you get the lighting right. Always have a desk lamp or two to brighten up your workspace. I love to have oodles of lamps, so there are usually three dotted around my desk.



TIP 8



Keep your office space tidy: shut away clutter, and try to keep cables and wires to a minimum. In my studio, I added custom built-in cupboards to store away the printer, scanner and files. The cupboards are finished in a beautiful faux ponyskin material, it looks great and makes it much tidier.

TIP 9



Add plants or flowers. Even a single bloom will instantly perk you up and add a bit of soul to your space.

Textures are super important in all areas of the home, particularly in often neglected home offices. I'm talking rugs, fluffy cushions, and tactile materials that make you want to settle in for the day. It's the anti-office effect!

TIP 10



For more information or imagery, please contact
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