

# STEP

INSIDE DESIGN

MORE THAN **EYE CANDY**

**EXCLUSIVE!**

**ENGINE TROUBLE** FOR **YAHOO'S** AD AGENCY

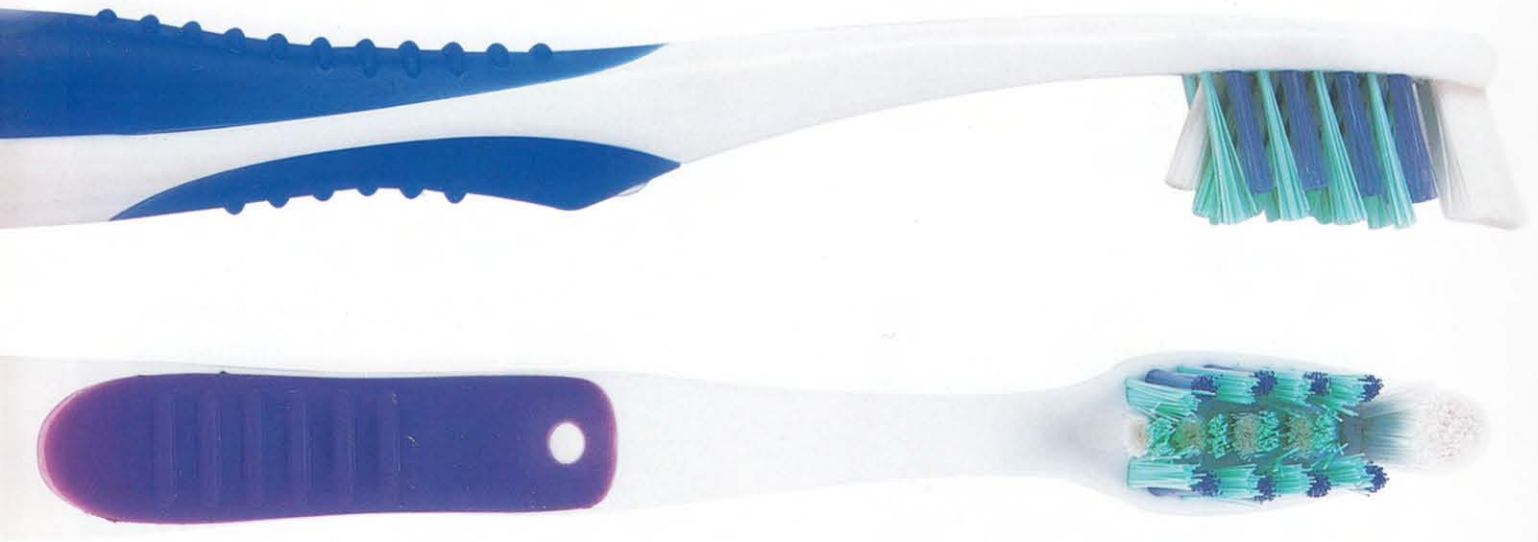
**LAURA GUIDO-CLARK** **GIVES PRODUCTS**  
**SHELF PRESENCE**

**GRAND CENTRAL**  
**150 YEARS** \*  
**OF STEINWAY PIANOS**

**SPACE COWBOY~**  
**DAVID CARSON**

DESIGN FROM THE INSIDE OUT





#### OF WASHING MACHINES AND CEILING WAX

As of this writing, Jeff McFarland is traveling in Asia exploring cultures he loved long before he worked for Korean-based electronics giant Samsung. But for the past three years, he headed Samsung's design team in San Francisco, helping the company give Apple Computer a run for its money in sheer design clout.

That's no accident, friends. In 1996, Samsung pledged itself heart, soul, and pocketbook to design as a manifesto for change. Millions of dollars later, Samsung has one of the most comprehensive design programs in the world and some of the most elegant, thoughtful products imaginable.

Guido-Clark has worked on more of those products than even she remembers easily, from usual suspects like cell phones and video cameras to household appliances like air conditioners and microwaves. Her entry point was as a color consultant, says McFarland, but she was so quick to understand Samsung's process that he soon enlisted her help as often, and as early, as he could.

"We would share with Laura the brand strategy and key words," he says, "and values we felt were most important to consumers. We might even have some visuals we'd selected for form. She'd come back with more exploration, maybe compositions with color and materials, and say, 'This is how I think this product would be visually interpreted.'"



(OPPOSITE PAGE) SINCE TOOTHBRUSHES LIVE IN AN ENVIRONMENT DEDICATED TO HYGIENE, COLORS THAT SIGNAL "FRESH AND CLEAN" ARE CRITICAL.  
(THIS PAGE) THAT CELL PHONES ARE THE ULTIMATE BALANCE OF "REASON AND FEELING" IS SAMSUNG'S YIN-AND-YANG DESIGN PHILOSOPHY. ALMOST ANY CELL PHONE  
WILL GET THE JOB DONE, BUT A BEAUTIFUL ONE SPEAKS VOLUMES ABOUT THE PERSON WHO USES IT.

