

**Embargo until March 20, 09:00 AM (CET)/ 4:00 AM (EDT)**

**LG AND TOKUJIN YOSHIOKA CELEBRATE  
INNOVATION FOR A BETTER LIFE AT MILANO DESIGN WEEK**

*LG and Renowned Japanese Designer Create Immersive “S.F\_Senses of the Future”  
OLED Exhibit Focusing on the Beauty of Nature in Design, Art and Architecture*

**MILAN, Italy, March 20, 2017** — To commemorate its 70<sup>th</sup> anniversary, LG Corp. today announced plans to unveil a large-scale light art installation during 2017 Milano Design Week, the world’s largest design exhibition. Titled *S.F\_Senses of the Future* and hosted at Superstudio Piu, the display will mark LG’s debut at Milano Design Week and is intended to highlight the brand’s longstanding passion for design and innovation.

On the cusp of its 70<sup>th</sup> anniversary, LG is charting a new course by embracing design that focuses on the user experience. As part of this initiative, LG is partnering with world-renowned designer Tokujin Yoshioka, known for his use of groundbreaking experimental techniques to reflect the beauty of nature and the complexity of the human senses. LG’s design philosophy is rooted in the belief that the pursuit of innovative technology and design must be centered on the human experience. Only then is it possible to realize a vision for the future filled with excitement and imagination. Through the *S.F\_Senses of the Future* exhibition, LG and Yoshioka hope to communicate their respective optimism for humanity’s future and impart a lasting impression with an immersive experience utilizing lights and everyday objects.

“When we were children, we freely imagined the future and we sensed our destinies in our dreams. *S.F\_Senses of the Future* is an expression of science fiction, technology, space and life highlighting the state of LG’s technology,” explained Yoshioka. “The installation is a poetic phenomenon that can only be described as a tapestry of light – a truly futuristic dimension which confounds and transcends the human senses.”

“We are very excited for this opportunity to collaborate with Tokujin Yoshioka and to take part in the largest celebration of design in the world,” added Noh Chang-ho, head

of corporate design for LG Electronics. “The marriage between cutting-edge technologies from LG and Tokujin Yoshioka’s design perfectly expresses LG’s human-centered design philosophy and our commitment to delivering on our promise of innovation for a better life. We hope that many visitors have the pleasure of experiencing the immersiveness of *S.F\_Senses of the Future.*”

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#### **About LG Corporation**

LG is a global leader and technology innovator, which was founded in 1947. For the past 70 years, LG has steadily grown to become a pioneer in developing innovative products and services that include consumer electronics, chemicals, communications, automotive components, and energy solutions. From developing Korea’s first radio and TV, LG is now the global leader in OLED TVs, electric car batteries, and ABS plastics, among other profitable industries. Currently, LG employs over 220,000 people around the world and brings in annual revenue of USD 130 billion. Despite its rapid evolution, LG constantly strives to uphold its mantra of Innovation for a Better Life.

#### *Media Contacts:*

LG Electronics, Inc.  
Ken Hong  
+82 2 3777 3626 (Seoul)  
ken.hong@lge.com  
www.LGnewsroom.com

H+K Strategies  
Anna Bellini  
+39 023 191 4286 (Milan)  
anna.bellini@hkstrategies.com  
[www.hkstrategies.com](http://www.hkstrategies.com)

LG Electronics USA  
Chris De Maria  
201 408 9111  
[christopher.demaria@lge.com](mailto:christopher.demaria@lge.com)