

## Samsung Westfield

London, UK



The Samsung Experience Store in Westfield Stratford City offers a new playground to play, learn and find solutions. Measuring 480 m<sup>2</sup>, makes it Samsung's largest experience store that features a wider range of Samsung mobile, tablet and wearable products compared with a smaller formats.

Designed to give guests an immersive brand experience, customers can enjoy regular Galaxy Workshops and learn how to get the most out of their device. From learning how to create amazing video content to invaluable tips and tricks for capturing stunning shots, customers can discover the benefits of using a Galaxy device in group sessions and 1-2-1 tutorials.

The Design 360 lighting installation provides high quality, efficient retail light for optimal sales promotion and minimal operational costs.