BESPOKE AI Laundry Combo™

SAMSUNG

Washing and Drying Perfected

Samsung introduced its first all-in-one AI washer-dryer — but no one wants to watch a spec sheet.

So instead of explaining the technology, we transformed it into a dance. Two faceless silhouettes move through a dreamlike space — one in blue, the other in orange — drawn together by a glowing AI orb until they merge into a single, seamless performance. Washing becomes drying. Two cycles become one.

No voiceover explaining features. No product reveal until the very end. Just fabric, light, movement, and rhythm.