

The Curve Changes Everything

Written by Bob Snyder
26. 05. 2014



Fast Company magazine shares this news: "A new campaign for Samsung's Ultra HD curved TV stitches together moments from iconic films into one giant reaction shot."

Created by the ad agency 72andSunny, "The Curve Changes Everything" campaign uses outtakes from **Back to the Future**, **Jaws**, **Zoolander**, **Gravity**, **Field of Dreams** and other films.

The agency worked with director Rian Johnson (**Looper** and **Breaking Bad**) and Oscar-winning cinematographer Claudio Miranda (**The Life of Pi**) to create the spot.

Samsung itself says curvy screens "allows for a more uniform distance from the eye to the entire surface of the screen, so it perceptually widens the field of view, enveloping you into the content you love."

Fast Company quotes Bryan Rowles, partner and executive creative director, 72andSunny: "Culturally, we are in the midst of an epic time for content. TV shows are amazing, movies are

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amazing, old movies being broadcast in 4K is amazing, online content is amazing. Which led us to the idea behind the spot: Iconic characters from film and TV discovering the curved TV at the same time we do."

In addition to television spots, the campaign will bring out billboards sporting the shape of a curved TV that protrudes out from the standard billboard. These will be featured in New York and Los Angeles, beginning in June.

Go [Fast Company and the Video for Samsung Ultra HD Curved TV](#)