

## Punkt. at Somerset House



### Somerset House

Strand Entrance

Strand London

WC2R 1LA

21<sup>ST</sup> – 27<sup>TH</sup> September

Mon-Wed & Sun 10am-6pm, Thu-Sat 10am-9pm

Free Event

As part of the London Design Festival's initiative Ten Designers in the West Wing, Punkt. presents the MP 01 Mobile Phone in a specially curated space at Somerset House. Through a series of illustrations the exhibition explores the role technology plays in modern lifestyles and how it can be used to help us adopt good habits for less distracted lives. The new MP 01 Mobile Phone designed by Jasper Morrison embodies Punkt.'s philosophy in creating consumer electronics that rebalance people's relationship with technology.

For further information or high res images please contact:

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# Punkt.

Laid out with selected designs by Jasper Morrison the space offers a refreshingly pared-down interior for visitors to relax and experience at leisure. Furnishings include seating from the Cappellini 'Orla' family, the Emeco Alfi chair, tables from the Fredericia 'Pon' series and lighting from the 'Glo-Ball' and 'Lux Master' lines by Flos.

Punkt. will be showcasing its fifth product, the new Punkt. MP 01 Mobile Phone, in a dedicated area of the exhibition. The MP 01 is an uncomplicated, streamlined device that performs the core mobile phone functions: calling and texting. With no status updates, notifications or multiple alerts, the MP 01 focuses on the things that matter. Like communicating.

It looks and feels great, makes the best calls ever, is easy to use, and has a whopping battery life. For those seeking a break from the 'always-on' lifestyle, the MP 01 is one of a kind.

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**Punkt.**