



By Norwegian
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Issue 33

Inside the Barbican
Half a century of
London's much-
loved Brutalist icon

Beauty on a stick
The fine art of
pintxo bar snacks in
San Sebastián

Meet the Presidents
The people who
founded their own
micronations tell all



3

Explosions
(lots of them)

4

Evil arcade
game robots

5

Angry robot
eagles

6

Some very fast
'80s supercars

2

Dinosaurs
(in the Viking Age)

7

And a lot of other things
that possibly don't make
much sense: time travel,
Viking babes, kung fu villains
- and a theme tune by
David Hasselhoff

1

A young director/star with
a big idea but no backing

A new recipe for success

How *Kung Fury*, an '80s spoof shot against a green screen in Umeå, somehow became the Swedish hit of the decade

Customer Magazine of the Year → PPA Awards 2015

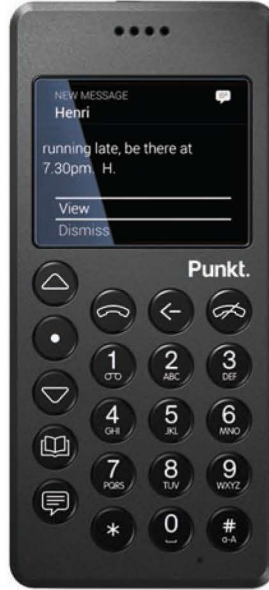


THE BIG IDEA

Will this guy help you unplug?

As smartphones get smarter, the Norwegian founder of Punkt has invented a phone that does... calls and texts. Revolutionary? Maybe »





What's the big idea? MP01 – an intentionally low-tech mobile phone that offers only the most basic functions: call, text and reminders. "Everything we do at Punkt is about taming technology," says founder Petter Neby. "I have nothing against

→ **Where did the inspiration for MP01 come from?** The idea, Neby says, came to him when he launched the DP01. "So many young people asked why we didn't make a very simple mobile phone," he says. "The younger generations who have grown up with smartphones have this idea that things can be different."

second device. When I finish work, I would switch off my smartphone, like I switch off my computer, and use MP01 for social calls and messages." The idea, he says, is to connect with people face-to-face in real life, without the distraction of social media, games and other apps.

→ **Who's using it?** No one just yet. The phone launches this month at the London Design Festival. Neby says the phone will appeal to people who are overwhelmed by or tired of advanced technologies, people wanting a second mobile device for personal use, and those who want a longer battery life. "It's for all walks of life and any generation," he says. "In Scandinavia and America, the norm is to have just one device. In continental Europe, however, there is already a culture of having several different devices."

→ **Just how long is the battery life?** MP01 lasts for four weeks on standby and has 290 minutes' talk time. In comparison, the iPhone 6 offers just 10 days of standby, but does boast 14 hours' talk time.

→ **How much does it cost?** The phone will retail for £229 (NOK2,916).

→ **What's next for Punkt?** "We're a slow company," says Neby. "We don't want to make new products every year, we want to make substantial and meaningful products – that's been the idea from the beginning." punkt.ch



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Previous page and top left / Punkt founder Petter Neby
This page / The MP01 is a simple phone for calls, texts, and reminders

"Everything we do at Punkt is about taming technology"

technology – it's great, we need it, and we should use it – but the way we use it today can be overwhelming."

→ **Who's behind it?** Petter Neby, the Norwegian founder of Swiss consumer electronics brand Punkt, and renowned British designer Jasper Morrison. Punkt was established by entrepreneur Neby in 2008 when he wanted a simple, functional and well-designed alarm clock. The brand's debut product, the DP01 cordless phone, launched in 2011, shortly followed by the alarm clock, ACO1. MP01 is the brand's fifth offering. "Punkt is about using technology to help us adopt good habits for less distracted lives."

→ **Why would I want a low-tech phone?** According to a recent study in the US, the average user checks their phone 150 times daily, and total daily media consumption has increased from eight hours in 2010 to over 11 hours. "This means we're consuming media for more hours every day than we spend sleeping," says Neby. "There is a lot being written about the sociological issues of always being switched on, and digital detoxes are becoming increasingly popular."

→ **What if I don't want to give up my smartphone?** "You don't have to," says Neby. "I could never imagine that MP01 would replace my smartphone. It's a