

ICON

148

CITIES

October 2015

L.A. SUNSHINE!

How Downtown Los Angeles came to shine so bright in the world of design

A CHAIR AFFAIR

Why the French capital's true four-legged best friend isn't the poodle

PIECE OF MIND

Opinion: Douglas Coupland on his mother's least favourite public art



INTERNATIONAL DESIGN,
ARCHITECTURE & CULTURE

UK	£5.00
EUR	€9.99
USA	\$15.99



EXCLUSIVE
Ilse Crawford's
utterly awesome
Hong Kong
lounge



MOREAU KUSUNOKI

**DESIGNING
GUGGENHEIM
FOR HELSINKI**

PLUS YVES BÉHAR ON THE NEW GOLDEN ERA OF DESIGN
TAKING IT LYING DOWN: THE DEATH OF THE SKYSCRAPER?
AND, AND ... LONDON DESIGN SEASON WHAT TO SEE

Punkt. phone

words: David Michon

The Jasper Morrison-designed MP01 can make calls, send texts and has an alarm. And that's it. Could this be the start of something?



Above The stripped-back functionality is reflected in a clean, simple design

Swiss company Punkt. uses as its mantra "Technology. Tamed." Though today, it's not unusual for anything and everything to attempt the very opposite of that: clean design, sure, but function in tech is measured as if products should be trying to replicate the complexity of the human brain.

Punkt.'s latest product, the MP01 mobile phone (to be launched during the London Design Festival), does what its full Jasper Morrison-designed range accomplishes as well: strips common tech and electrical products back to the essentials, in look and (importantly in the case of this latest addition) in use too. MP01 does calls and texts and has an alarm.

A natural progression for Punkt. – having tackled the decked phone, the alarm clock, the

extension socket and the charging dock – MP01 is also an important departure. The mobile phone has come to truly alter our behaviour, and can easily slide from "useful" to distracting, intrusive and anti-social.

Icon wants to see more of what technology could look like, and do for us, when tamed – if, for example, you could get away with using mobile phones as when they were first popularised, "for emergencies only" by a babysitter (or publishing director). Liberation.

P.S. Others are trying it too: the Light Phone, which only makes or receives calls (with a call-forwarding option), is aiming to hit the streets in 2016. It will be 4mm thick, and will have a battery that lasts an astonishing 20 days.