

# Disegno.

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**THE EARTH  
HAS PLOTTED  
WITH  
CALCULATION**

**AND GRINS  
WITH HUBRIS  
ANTICIPATING  
YOUR  
DISAPPEARANCE**

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Jasper Morrison's MP 01 mobile phone, designed for Punkt.  
PHOTO Nick Rochowski



## OBSERVATION 1

# Jasper Morrison's Dumbphone

Consider Nokia's classic phones. The 3210, simple and refined, and the compact 8210; they performed a few tasks while lasting days on a single charge.

Punkt's MP 01, designed by Jasper Morrison, isn't meant to be nostalgic, but it evokes such phones with its physical keypad, little, mostly monochromatic screen, and no email, internet, camera or apps beyond a calendar and reminders.

MP 01's stripping away of features is designed to address the pressures of modern, always-on life. "It would be a disaster if people thought Punkt was nostalgic," says Punkt chief executive Petter Neby. "We think technology is great, but the smartphone is centric to everything for convenience's sake, rather than sanity's sake."

For those who can afford it at £229 – and bear not accessing email away from the desk – there

is much to appreciate in MP 01's fine detailing, the result of the hand of Morrison, as well as four years of development. The sturdy casing's texture and moulding are tactile delights, the weight and balance just so. A faceted humpback tilts the Braun calculator-like face when it lies on a table and it fits comfortably in the pocket.

Yet, despite the pleasures of the MP 01, I found myself missing my iPhone's grander capabilities, although some smartphone owners may find it a practical alternative to switching off their notifications. Regardless, this peculiarly beautiful dumbphone holds great allure, not just because of its reminder of quieter times. ●

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