

# FRAME

107

NOV / DEC  
2015

€19.95 EU  
€14.95 Italy  
CHF 30 Switzerland  
\$19.95 USA  
\$29.50 Canada  
£14 UK  
\$28.99 Australia  
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# GET (UN)SMART

Jasper Morrison aims to rebalance our attitude towards technology with MP 01, a phone for Punkt that *can't* do everything.

WORDS Tracey Ingram

# 7

years is the duration of Punkt founder Petter Neby's collaboration with Jasper Morrison, who became the company's artistic director in 2008

# 2

mobile phones are owned by most people throughout Continental Europe. The MP 01 will be an auxiliary phone for many, allowing them to tune out yet remain contactable

# 5

functions are possible with the MP 01: calls, SMS, calendar, alarm clock and Bluetooth

# 150

is the number of times the average person checks his or her smartphone per day

# 4

years is the length of time that MP 01 was in development

# 10

birdsong-inspired ringtones were custom-designed for the phone by Norwegian sound artist Kjetil Røst Nilsen

