

# The Nokia Design Manifesto

# Welcome to the first Nokia Design manifesto.

I'm keen to stimulate and even provoke discussion about all aspects of Design here at Nokia so I hope you enjoy reading this distillation of some key ideas and aspirations.

Many of these ideas reflect the reality of an enormous and profound change going on within Nokia Design. We aim to deliver massively increased shareholder value – with the shareholders in question being the Business Groups and the company as a whole. It's my personal conviction that Design is at the very centre of Nokia's transformation as a thriving global business leader.

Many things have happened within Design – and the pace of change is not likely to slacken. In recent months, we have moved into a new phase of maturity by establishing a distinctive Design culture alongside working synergies that enable us to collaborate more holistically to innovate and create. We are laying down new foundations that can help the Nokia Design community evolve into the world-leading creative force that I am confident we are now in the process of becoming.

Please join me on this exciting journey.

**Best regards,**

**Alastair Curtis**  
**Head of Nokia Design**

**Products will arrive  
incomplete.**

Think of a white canvas  
on which people  
paint their own  
personal experience.





It's about **unintended consequences** and **unplanned usages**.



Nothing is ever final:  
everything is open-ended.



**People want  
to get more involved  
in designing the stuff  
they're going to use.**

A close-up photograph of two elephants in a river. The elephant on the left is holding a stick in its trunk, and the elephant on the right is also holding a stick. They appear to be playing with the sticks. The water is a light brown color, and the background is a hazy, overcast sky.

**Let's allow for the possibility of play.**

**Openness is key via an open platform approach, involving more alliances between companies and individuals.**





**The task for a large company is no longer to lead the people but to become fast and nimble.**



It's hard to predict exactly how  
**humans will**  **respond.**

A construction worker wearing a white hard hat and a safety harness is working on a concrete structure. The worker is positioned on the left side of the frame, looking down at their work. The background is a bright, cloudy sky. The text is overlaid on the right side of the image.

**Design has a social function  
and its true purpose is to  
improve people's lives.**

**Magic often resides in simple things.**

Become a

**fan of the mundane**

and do the

**ordinary exceptionally well.**



**For a human being the product is not an end in itself but the gateway to a plethora of experiences.**

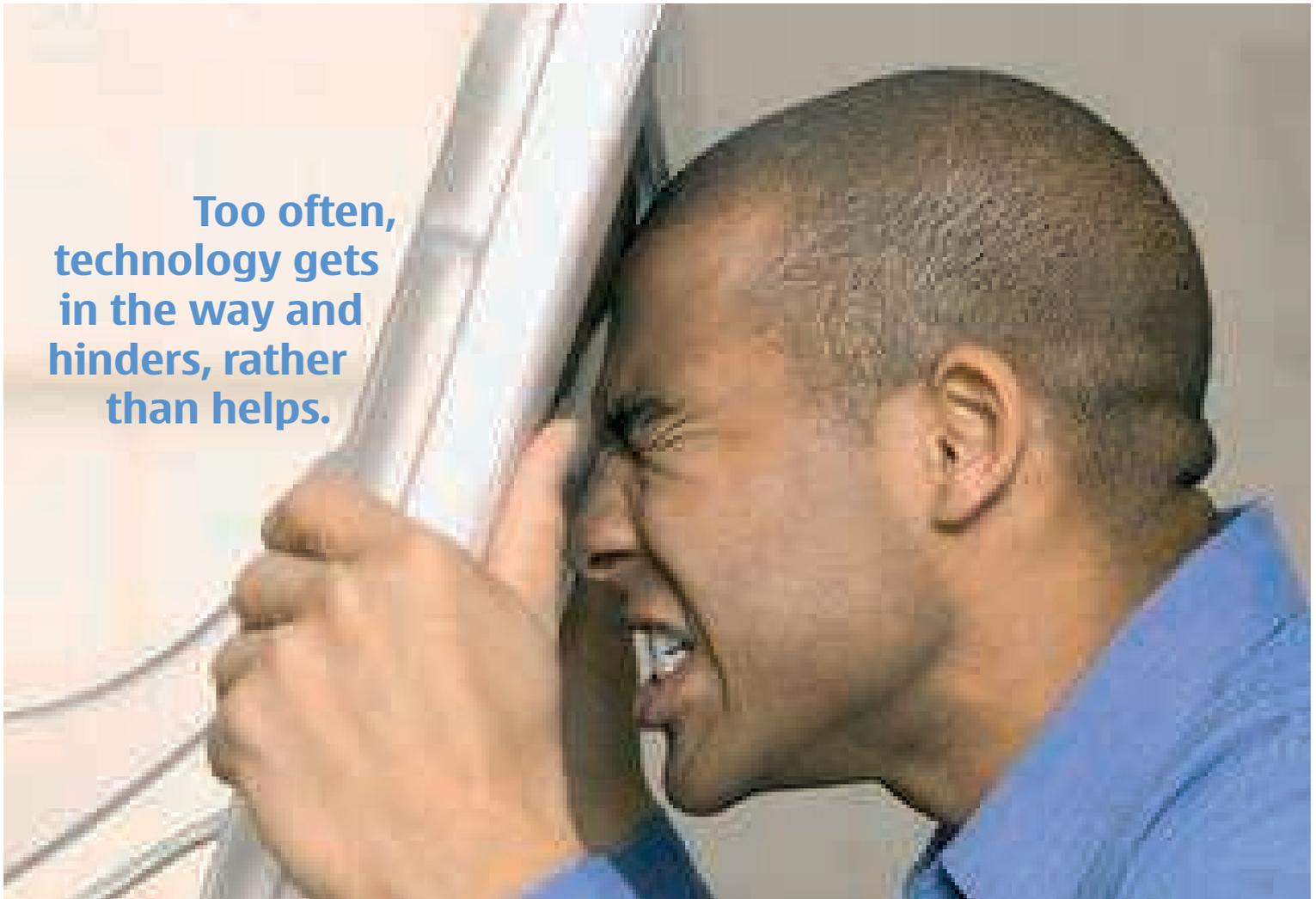




**“Design  
dissolves  
in behaviour”**

(Naoto Fukusawa).

**Too often,  
technology gets  
in the way and  
hinders, rather  
than helps.**

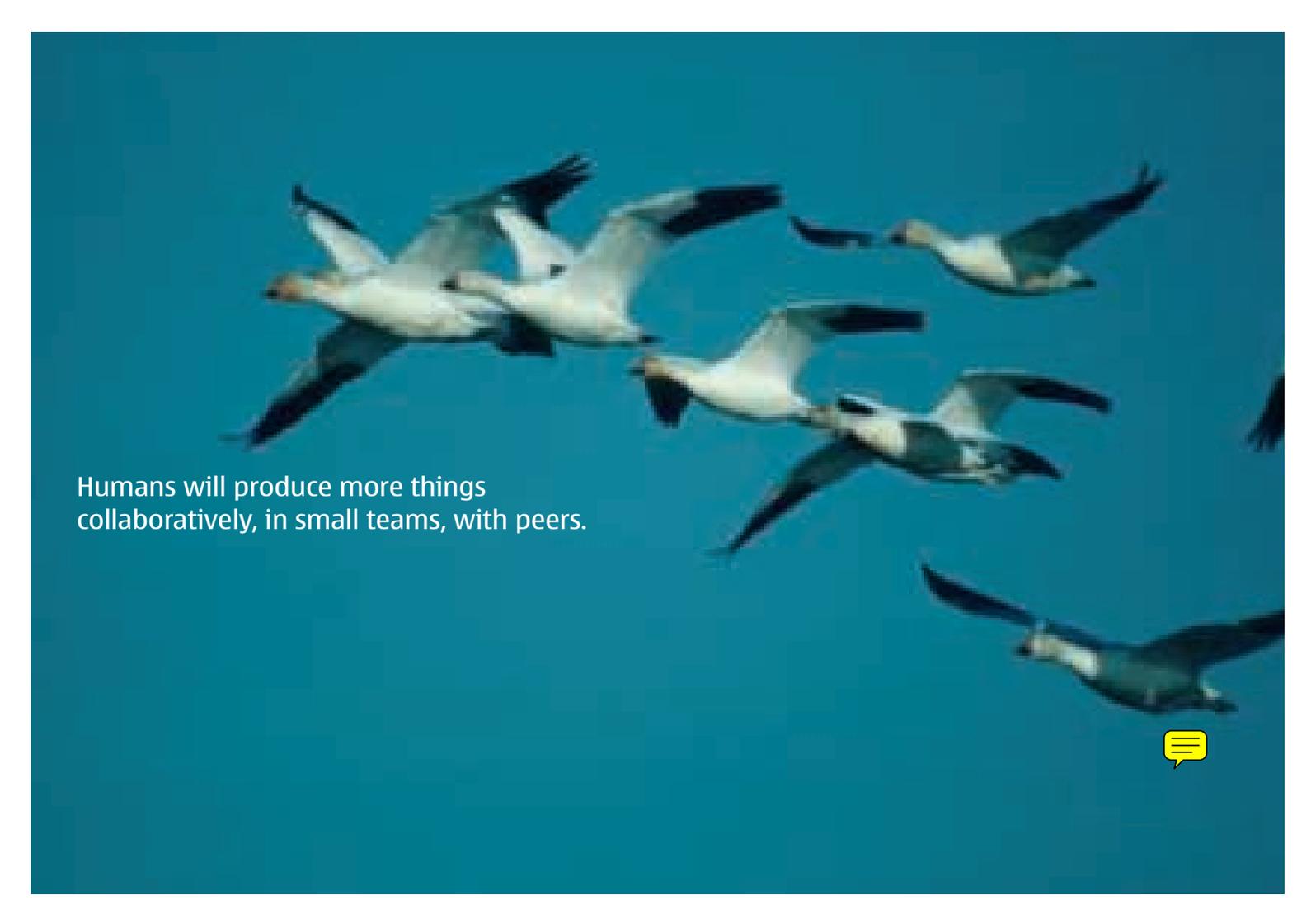




**What appears challenging to you will seem mundane to your children.**

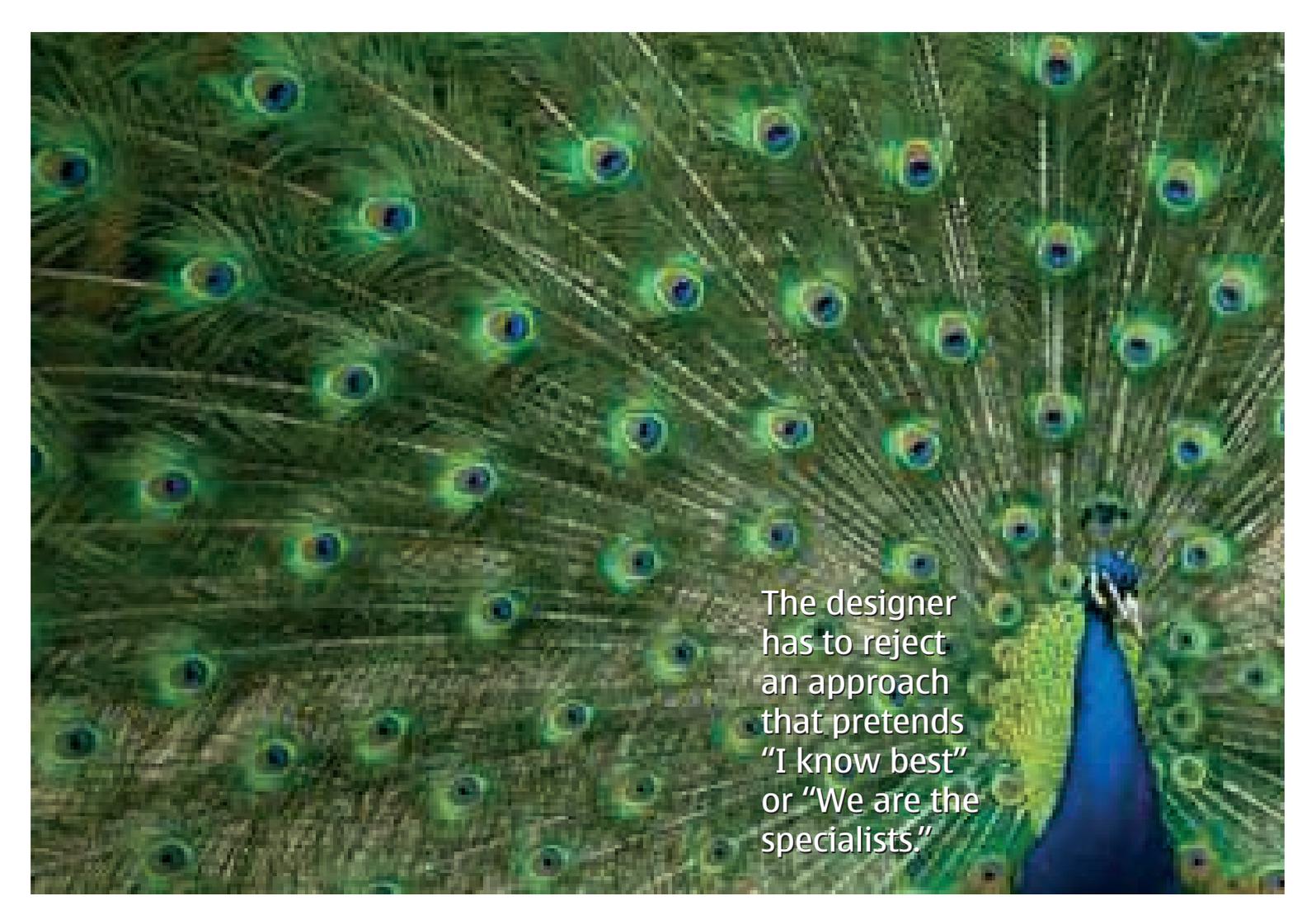


Written into  
Nokia's DNA  
is the quest  
for ease of use –  
making difficult  
things simple.

A flock of geese is shown in flight against a clear, vibrant blue sky. The geese are arranged in a loose V-formation, with their wings spread wide, capturing the essence of collaborative movement. The lighting is bright, highlighting the white feathers and dark wingtips of the birds.

Humans will produce more things  
collaboratively, in small teams, with peers.



A close-up photograph of a peacock's tail feathers, which are fanned out to reveal a pattern of numerous 'eyes'. Each eye is a circular pattern of iridescent colors, primarily green and blue, with a dark center. The feathers are densely packed and create a rich, textured background. In the lower right corner, the peacock's body and neck are visible, showing a vibrant blue color.

The designer  
has to reject  
an approach  
that pretends  
"I know best"  
or "We are the  
specialists."

**It is time to focus on the intuitive  
at the expense of the rational.**



**Craft ethical  
products that  
allow people  
to stay true to  
themselves.**



A close-up photograph of two hands, one slightly above the other, cupped together in a gesture of offering or support. The skin is a warm, brownish tone. The background is a soft, out-of-focus light blue and white. The text is overlaid on the center of the hands.

**Think inclusively.**

**A poor person  
has the right to be  
every bit as demanding  
as a wealthy one.**

A collection of several hand-painted globes, each showing a different map of the world. The globes are arranged in a cluster, with some in the foreground and others in the background. The colors used for the maps are vibrant and varied, including shades of blue, green, yellow, orange, and red. The background is a soft, out-of-focus image of a city street with buildings and a street lamp.

**The opportunity is to design not just things, but to design the way the world communicates.**

**Our capacity to change the world is phenomenal.**

## The following people took part in the conversations that led to the development of this manifesto:

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# Thank you to everyone who helped.

**NOKIA**