

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 blue jacket 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 "Design has a social function and its true purpose is to improve people's lives." is overlaid on the right side of the image in a blue font.

**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.

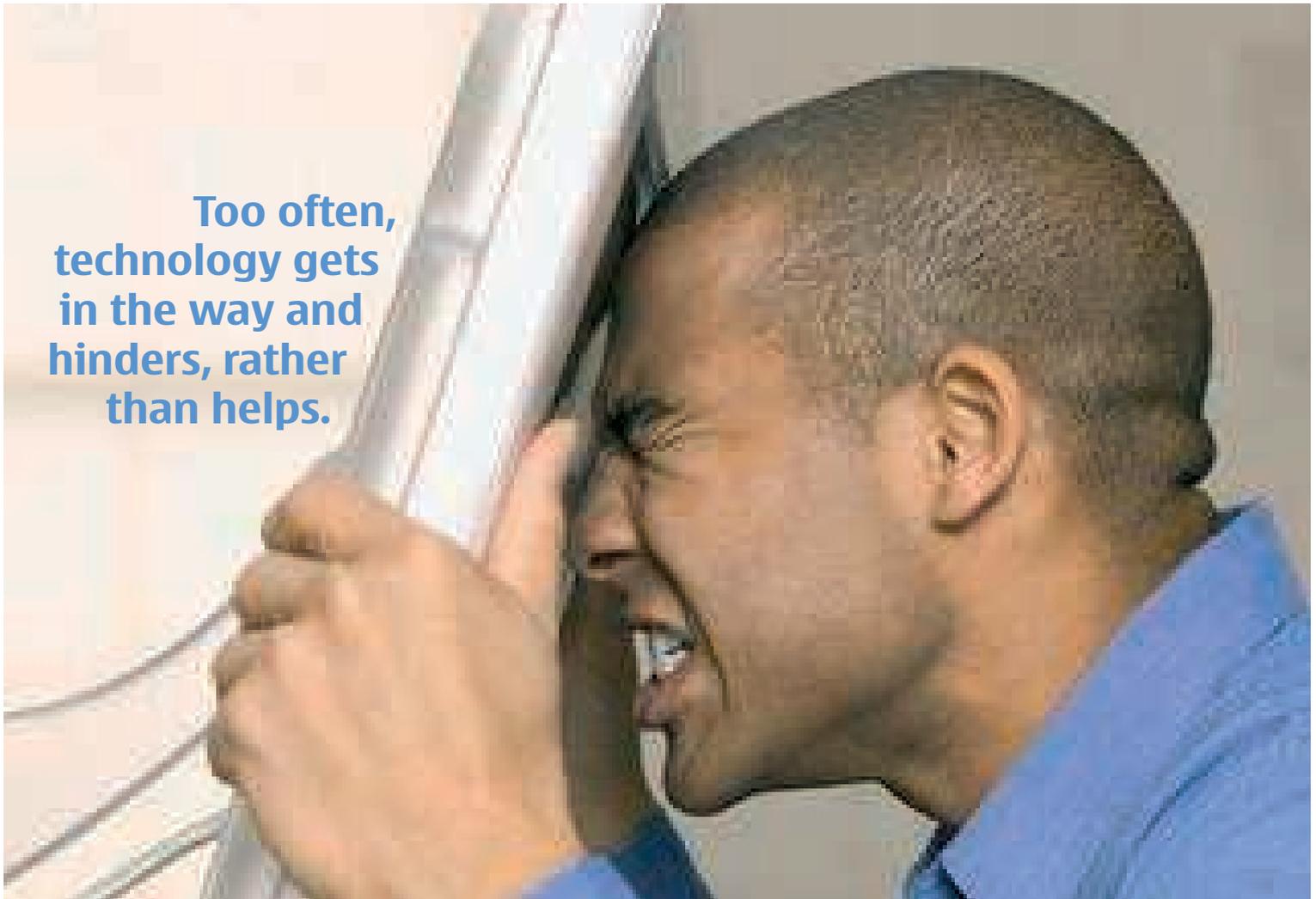




**“Design
dissolves
in behaviour”**

(Naoto Fukusawa).

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

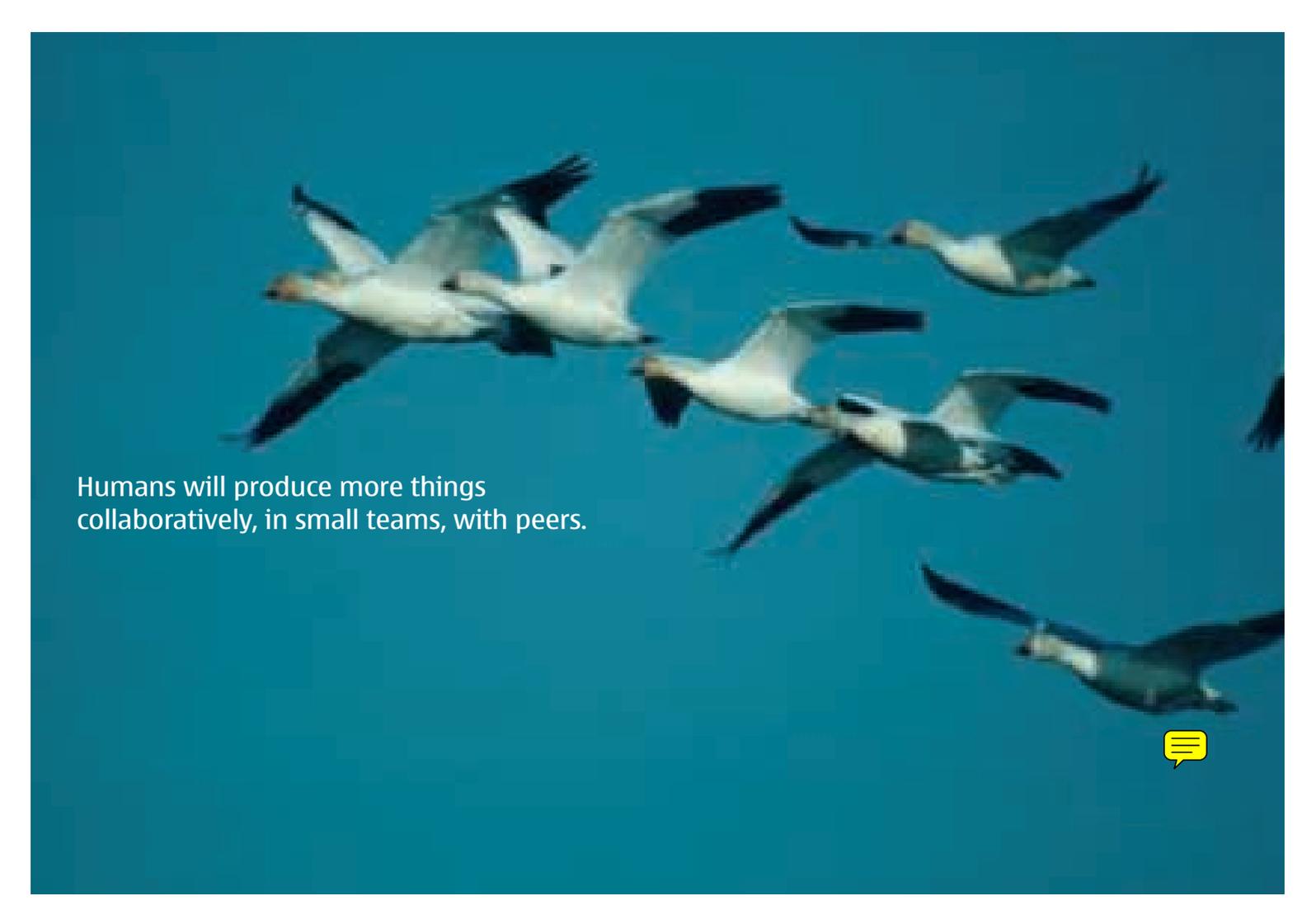




What appears challenging to you will seem mundane to your children.



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, bright blue sky. The geese are arranged in a loose V-formation, with their wings spread wide. The lighting is bright, suggesting a sunny day. The geese have white bodies and dark wings and necks.

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 text is overlaid on the lower right portion of the image.

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 colors used for the continents and oceans are vibrant and varied, including shades of green, blue, yellow, orange, and purple. The globes are arranged in a cluster, with some in the foreground and others in the background, creating a sense of depth. The background is a soft, out-of-focus light color.

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