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.
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.
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 Fuksawa).
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.
Humans will produce more things collaboratively, in small teams, with peers.
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.
Think inclusively.

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