

THE IMPACT OF COLOUR

a material led design
approach

Grace Boicel - Nokia Design

Colour and material
characteristics create
personality





Nokia Internal Use Only



2012 Feedback

...the Lumia 920 is stunningly gorgeous...

Business Insider

... another beautifully crafted smartphone from the Nokia design team, with tiny details like micro-drilled holes in the base for the pair of loudspeakers reminding you that this is a company that knows how to make desirable hardware...

Engadget

Nokia's high-end Lumia lineup may feature one of the most unique hardware designs we've seen on a smartphone in recent years. Even Apple's lawyers singled out a Lumia phone as the perfect example of a unique smartphone that does not copy Apple's protected designs.

BGR

I love the colorful, rounded look. I love the fact that it looks so distinct and different from the rest of the smartphone pack. I love that I can get one that's yellow.

Erik Kaine, Forbes

A short note to say that you have converted me! My iPhone is in the bin. The Lumia 920 has a very real chance in my opinion. I love it in many

Design approach

Less but better



Our approach to product making

Obsessive process of exploration, prototyping, refinement & focus.

Products are characterized by pure and refined simplicity with human and advanced expression.

Distinctive aesthetic defined by deep understanding of materials, technology, finding new & better ways of product assembly.

Material led design

Understanding the qualities of a material and the manufacturing process to deliver the intended product experience.

Design language is informed by the technology & drives the technology.



CAN WE CHANGE
PEOPLE' S PERCEPTION
OF PLASTICS?

MAKING PLASTIC
PREMIUM



Material development



Finish development



Forming development

The science of colour





Developing CMYK colour story

Coating development



Design for manufacture



Extreme product making



Design competence development



Nokia Lumia 920





Nokia Lumia 620

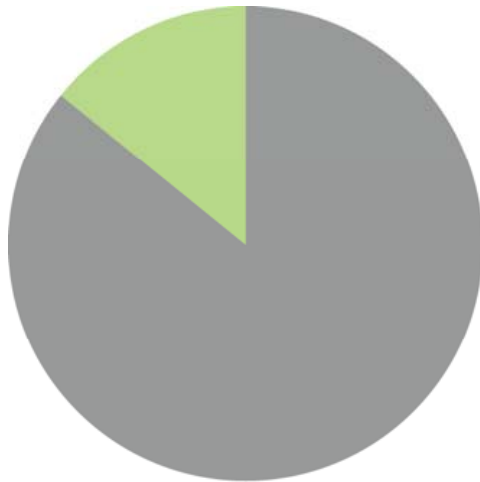




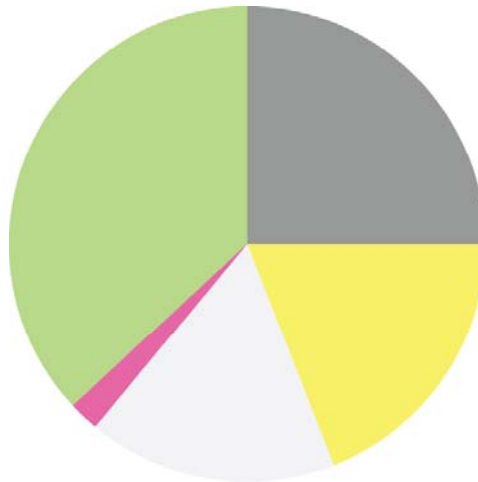
Nokia Internal Use Only

Selling colour

In traditionally Black coloured device dominated markets, like Russia, we have seen an overwhelming demand for colours, and a shrinking demand for black.

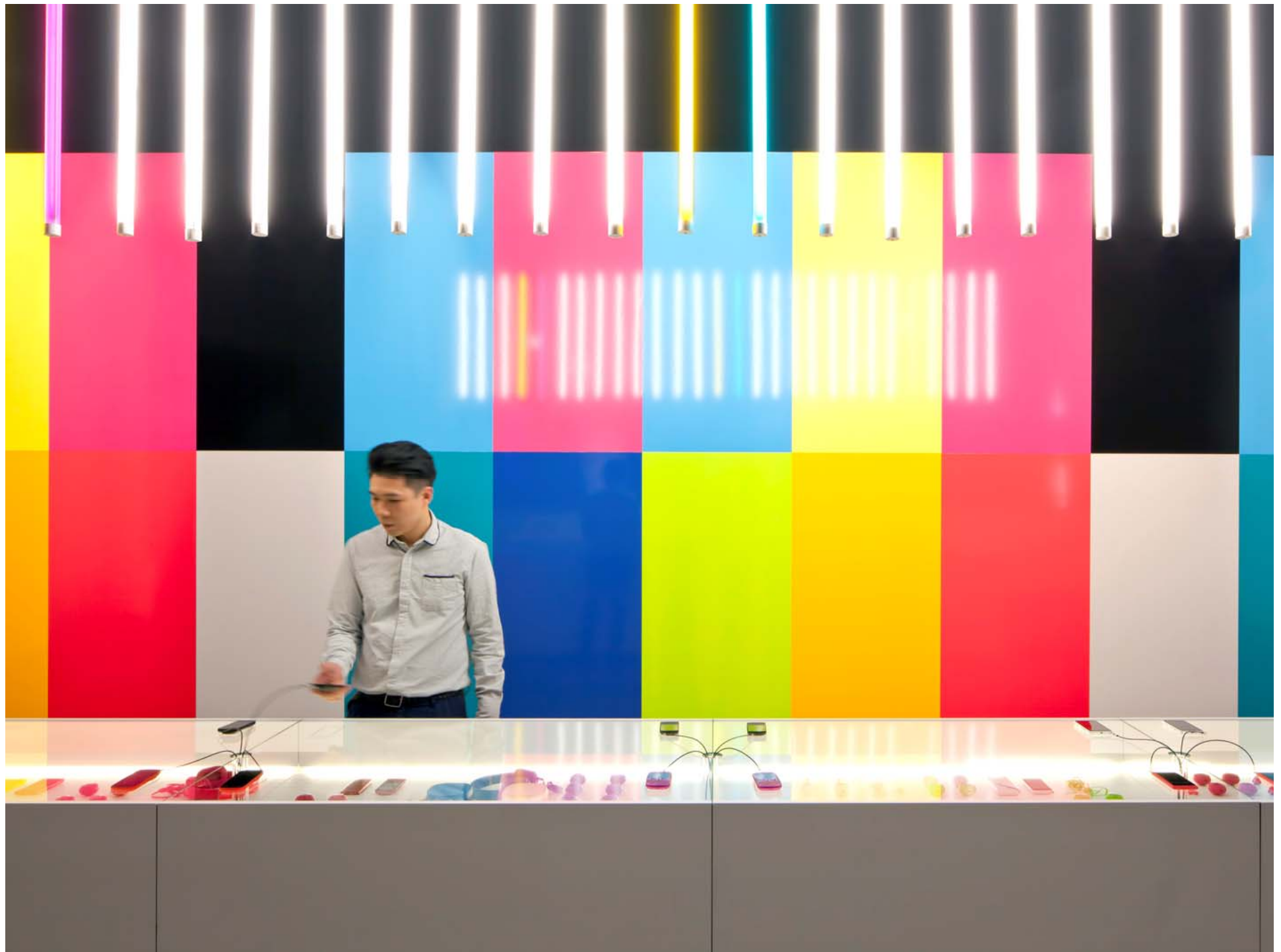


Past Products
2011



Lumia 620
2013





THE BEST PRODUCT
DESIGN ON THE
PLANET