



## Extraordinary normality

Creating a company in an economic climate such as the present can be tough – unless you have a concept in which you firmly believe. This was exactly the case with Punkt – a new Swiss manufacturer of consumer electronics.

Punkt's unique selling point is that they envisage smart technological solutions that are simple and straightforward to use. Their first product, a DECT phone – which was presented for the first time to the press at London Design Week last September, and hit the stores after the official introduction at Maison&Objet in Paris in January 2011 – was definitely an excellent start to living up to the company's promises.

In the design arena, when you say "clean" and "simple", yet you also want to achieve outstanding quality, only a few names spring to mind and Jasper Morrison's is one of them. And when it comes to the art of producing extraordinary normality, the fifty-one-year-old Brit is a world master. For this very reason, Punkt approached him to produce a DECT phone for home-office and residential use – the Punkt DP01.

Morrison says he thought about the old telephone, lying face down on its cradle and asked himself, "Wouldn't it be better off the other way around, so you could see the screen and dial the number without picking it up?" Hence, in regard to looks, the Punkt DP01 visibly taps into the past, albeit with no retro nostalgia.

The phone certainly has a presence – it is large and sturdy, has big buttons and a small screen, and has a solid base that is an integral part of its body. It is as far away from all miniaturised gadgets of today as a phone could possibly get. Yet its functionality is pretty outstanding.

For instance, it can be placed in either a horizontal or vertical position, wall mounted. The handset is designed so that it easily and immediately clicks onto the cradle. It is also specifically designed to be stable on a flat surface, which is a plus for hands-free communication.

Impressively, a very compact answering machine is incorporated into the phone, created by the engineering wizards of the company. This allows the user to easily check for new messages using the visual interface by date, which enables the user to directly select the messages they are interested in, without having to listen to the whole recorded time sequence.

With its iconic look, high-quality materials, clever design and technology, the Punkt DP01 stands out in the world of DECT phones as a master-led lesson in how to interpret – in a very contemporary way – the old, yet always valid, modernist motto of 'less is more'.

