

"The **inspiration** for the Nokia 8810 was to create a phone unlike any other. For years I have dreamed, sketched and even modelled small aspirational metal phone concepts.

Finally the dream has been realised with the Nokia 8810."



Frank Nuovo,
CHIEF DESIGNER FOR
NOKIA MOBILE PHONES.

function

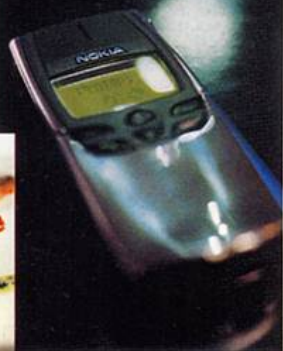
NOKIA 8810



ring of SUCCESS

The most memorable events are usually those where something that we take for granted suddenly **surprises** us. Nokia's launch certainly set the right (dial) tone.

Glittering affair - a star is born.



When Nokia sent out invitations to the launch of its new 8810 mobile phone, there must have been a few yawns around town. After all, everyone except your grandmother has a mobile phone these days and new phones are being launched at a frightening rate. But the organza-sheathed invitation designed by Akira Isogawa did hint that maybe this event, held at Wayne Cooper's Brave Studio in Sydney, might be a cut above the rest.

The star of the night was supposed to be the smallest, chicest, shiniest, most covetable mobile phone in the world, and normally it would have been the centre of attention, but it had to share the limelight with the nine-course banquet designed by master chef Tetsuya Wakuda. Sure, it took nearly four hours to eat but cold soup of avocado with sevruga caviar, terrine of duck with asparagus and oriental mushrooms and confit of Tasmanian trout isn't really the kind of meal you scoff down while watching *Meirose Place*. As for dessert, let's just say that the "Floating Island" was as close to spiritual enlightenment as sugar can get.

The phone's designer, Frank Nuovo, who was in Sydney from Los Angeles for the launch, spoke for a few minutes about his design influences, which happen to be cars and fashion. Not hard to see the results with this little number, which had some of Sydney's most fashionable hands all over it all night. It may have been love at first sight but the glint in everyone's eyes suggested it might well be lust. And apart from "This is delicious", "I want one" was the phrase on everyone's lips.

Despite its petite dimensions, the 8810 weighs just enough to feel expensive but not so much your pocket sags when it's hiding in there. The chrome finish is perfect for when you need to reapply your lipstick, not to mention checking out that cute stranger at the table behind you.

It may have had to share the stage for a night but, once away from Tetsuya's food, it's safe to say the 8810 will never again be taken for granted.



Cold soup of avocado with caviar.

By Gavin Darling