



## FRANK NUOVO LUXURY IS A VERTU

In 1998 Nokia's Frank Nuovo took the mobile phone market to groundbreaking new levels with the launch of Vertu, the world's first luxury communications company. Using the concept of quality, craftsmanship and unrivaled service, Nuovo created the world's most covetable - not to mention one of the world's most expensive - handsets ever.

A meticulously crafted, seamless body created from the finest materials - titanium, platinum, gold and stainless steel - frames an impervious sapphire display; this is no ordinary apparatus. Precious metals and diamonds even feature in the most collectible models. For example, for the Signature Cobra, a collaboration with the celebrated French jewelry house Boucheron and at the time cited as the world's most expensive mobile, featured no less than 439 rubies, emeralds and even a pear-cut and round diamond. "We are the only telecommunications company that can claim that we have brought technology, luxury and craft together, from scratch," says Nuovo. "Virtually every luxury brand has sat down with us and suggested a collaboration, but work such as Boucheron's Signature Cobra have to be carefully done, because Vertu is not Boucheron and vice versa. We have done something there which is unique.

**FORMER VICE PRESIDENT AND CHIEF DESIGNER OF NOKIA AND FOUNDER AND PRINCIPLE DESIGNER OF LUXURY MOBILE PHONE BRAND VERTU, FRANK NUOVO TALKS TELECOMMUNICATIONS AND BEYOND.**

This year Vertu celebrates the 10th anniversary of the Constellation with the Constellation Monogram collection, a series of special edition handsets finished in fine grain leather in a choice of five colours, all featuring the company's trademark 'V' logo.

Besides the quality construction and high end appeal behind each model, what also differentiates Vertu from mere gimmickery or pure ostentation is Nuovo's vision and aim to set new standards in service. As he suggests, why waste time surfing the net on your mobile, when the company's concierge (a complimentary service for all Vertu customers) can surf for you? Bucking the trend toward gadgetry, or as he calls it, "the Swiss Army knife of mobile phones" as he refers to the techno-heavy models on the market, Vertu remains sparing with functions and simple in use, although this is not to say that the phones lack impressive technical capabilities, but Nuovo prefers quality over quantity. For example, the Ascent TI boasts a 4GB memory, a three megapixel high-performance camera with a sapphire lens, and quad band reception for worldwide coverage. "Vertu is

about simplicity, about providing just what is elegantly appropriate for our customer, not every bell and whistle you can imagine. It's a statement that says, 'I know that I can have all of that, but I don't want it.'"

Though Nuovo's métier is clearly telephone technology, the West Coast-based designer's current projects set exciting new challenges. "I am working on the interior of the Rocketplane experience. This is a space tourism project where you take off like a jet and a group of passengers enjoy the thrill of a one-hour tour of low earth orbital height. In addition, I am designing for a new lighting technology being developed in Europe," he announces excitedly. "But, with all of this, I remain fully dedicated to Vertu as a core of my work involving technology, craft and luxury."

Taking design and luxury to daring new levels while raising the bar in mobile technology, Frank Nuovo is indubitably paving the way for a new generation of communication. x

Frank Nuovo, Vertu's Constellation Monogram.  
[www.vertu.com](http://www.vertu.com)