

A man with dark hair, wearing a dark shirt, is shown in profile from the chest up, talking on a mobile phone. He is looking off to the right. The background is a vast desert landscape at sunset or sunrise, with a bright sun low on the horizon creating a lens flare. In the distance, a line of wind turbines is visible against the sky. The overall mood is serene and contemplative.

FREE YOUR MIND!


ON THE ROAD WITH FRANK NUOVO

His prestigious mobile phones are gracing the bags of Gwyneth Paltrow, Teri Hatcher or soccer hero David Beckham. Frank Nuovo, Chiefdesigner for Vertu, has Italian roots but a passion for California. Probably it is no coincidence that the brand's name does sound like one of Nuovo's favorite words: Virtue. For GG Frank Nuovo took a road trip around a few of his preferred spots of the sunshine state and opens up about his very own personal virtues when it comes to creating and designing.

Text Frank Nuovo Photos Mark Seelen Creative Support Michael Sainato

CARE! Care about what you do! From the shadows of giant wind power-generating machines in Palm Springs to the mountains and beaches of Malibu, touring through Southern California finds much just waiting to inspire. Creative people look to produce amazing new solutions that promise improvement of life and, where possible, to ease life's challenges. Important solutions can create dramatic physical results, ultimately artistic experiences in themselves. Ideally the solutions earn their place through positive contribution and take full advantage of what nature has to offer. It is not always possible to solve one problem without creating another but it is always a worthy effort. My goal is to design products that last; that are made well, using high quality materials. Sustainability is always an important motivation. It helps to create products that people care about and will use longer. 'If you care about it you will take care of it'.

A creative machine that loves the desert – California born Frank Nuovo is always inspired by nature but he never travels without his handmade design – the constellation phone.

A man in a dark jacket and light-colored pants stands in a large, modern architectural space. The space is characterized by large, white, cylindrical columns and curved walls made of light-colored panels. The ceiling is also curved and features a grid of recessed lighting. The man is holding a white cup and looking towards the camera.

FREE! Free your mind! What can be more inspiring than a tour through a natural gallery of light, form, texture and color created over a billion or so years. Artists, designers, musicians, writers, scientists and scholars look for surroundings and a lifestyle that helps free the mind and the imagination. The most successful and useful blue-sky thinking is accomplished with a solid foothold on earth. Innovation and creativity with meaning and purpose takes time and patience – or it will quickly wither away and disappear. A designer must uncover and appreciate how a beautiful rock formation is freely and naturally created as well as discover the true motivations and creative processes that lead to an architectural wonder like Richard Meier's Getty Center.

Time for Tea? Frank Nuovo stops by one of his favourite landmarks of the sunshine state – the Getty Center in Brentwood – the famous museum built by architect Richard Meier.



SOAK! Soak in the diversity! Designers always search for that right 'place' between relaxed, flowing form and the strength, discipline and order found in a hard straight line. One is simply appreciated more when accompanied by the other. Compelling design solutions also require similar consideration of functionality. Order and structure make electronic tools easy to use and that is most appreciated along with the right amount of unstructured, flowing interaction. All together it makes a product experience enjoyable, fresh and interesting. Southern California is an amazing place for Designers. There is so much stimulus to soak in. From the range of environments to the diversity on inhabitants. It is a haven for the incredible artisans that serve many industries. Much is fueled by a diverse base of creatives that have or are drawn toward the alluring area of entertainment production.

Speeding up and letting go. California means home to me, says Frank Nuovo who prefers to be based in the melting pot of Los Angeles, where he lives with his family in Bel Air.



DREAM!

Dreaming is important! Dreams are important. Living and achieving your dreams, I have been very fortunate, and getting to that luxurious place or moment in life is most appreciated when you have worked hard to get there. Permanently at poolside is not the goal since good work is part of a good and long life. I am fortunate to travel to fabulous exotic places all over the world for my work, but I love coming back home to Southern California – it's a great place to relax – just before going back to 'Start' all over again. I most always feel there is something more that can be done to perfect a design or a project. Without discipline it can become a creative trap. Reality requires that you take measure of your dreams and bring them in harmony with the efforts multi-disciplinary experts around you. Turning dreams into reality is the fulfilling process of creation. Ultimately success is realized only when the experience is delivered to a thrilled customer who, in full circle, enjoys the poetic story of the dream that started it all.

A mild afternoon in Westwood. Outside the hotel „W“ Frank Nuovo is relaxing by the pool! „I really love“, Frank Nuovo explains „to calm down before I go on and start a new project.“