

Antonio Gardoni

NOKIA Nseries N81

NOKIA Nseries N81/Event communication/China/2008

Creation of point of sale's material to launch in the Chinese market the new Nokia's Nseries N81 cellular phone.

The peculiar entertaining and game functions of the product are emphasize in the design of a counter display inspired to the assemblable toys with removable parts, applied to Nseries N81 trough the proposal of iconic elements linked to music and game's themes.

Two phones can be inserted in designated slots to allow a direct contact between the consumer and the product.