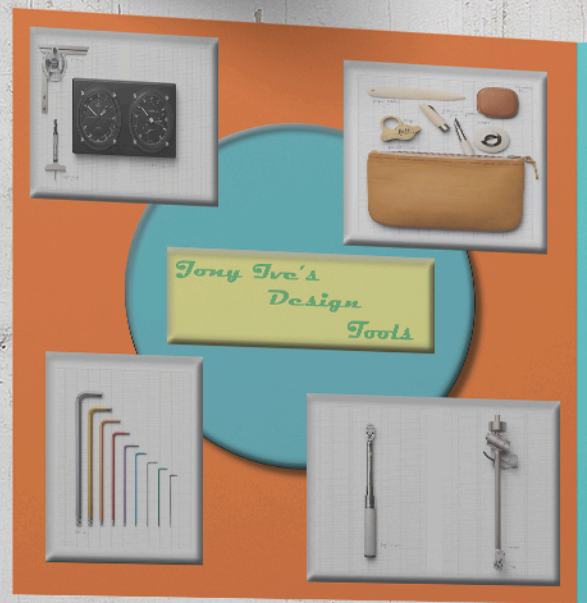
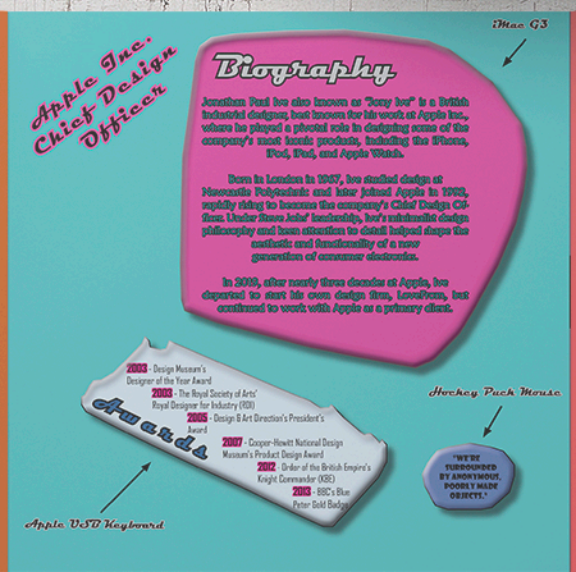
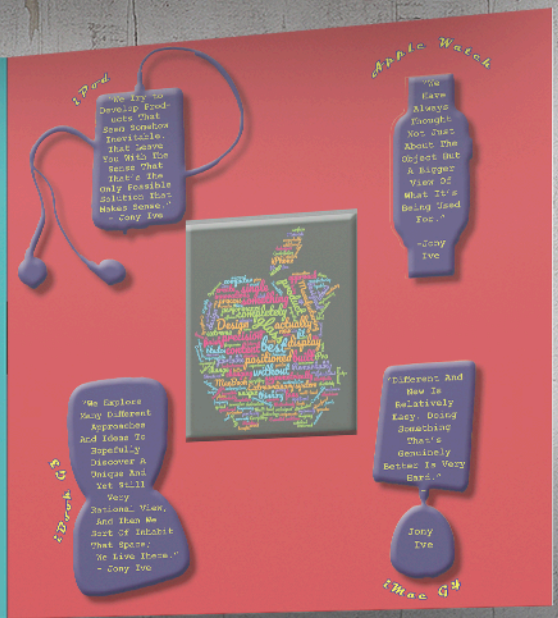
TERRA CARTA
Jony Ive

iMac
iMac
iMac
iMac
1998 2000 2002 2004 2006 2008 2010
1999 2001 2003 2005 2007 2009 2011
Timeline
2012 2014 2016 2018 2020 2022
2013 2015 2017 2019 2021 2023

TERRA CARTA
Jony Ive


Jony Ive's Design Tools


Apple Inc. Chief Design Officer
iMac G3
Biography
Jonathan Paul Ive also known as "Jony Ive" is a British industrial designer, best known for his work at Apple Inc., where he played a pivotal role in designing some of the company's most iconic products, including the iPhone, iPod, iPad, and Apple Watch.
Born in London in 1967, Ive studied design at Newcastle Polytechnic and later joined Apple in 1992, rapidly rising to become the company's Chief Design Officer. Under Steve Jobs' leadership, Ive's minimalist design philosophy and keen attention to detail helped shape the aesthetic and functionality of a new generation of consumer electronics.
In 2019, after nearly three decades at Apple, Ive departed to start his own design firm, LoveFrom, but continued to work with Apple as a primary client.
Awards
2003 - Design Museum's Designer of the Year Award
2003 - The Royal Society of Arts' Royal Designer for Industry (RDI)
2005 - Design & Art Direction's President's Award
2007 - Cooper-Hewitt National Design Museum's Product Design Award
2012 - Order of the British Empire's Knight Commander (KBE)
2013 - BBC's Blue Peter Gold Badge
Hockey Puck Mouse
"WE'RE SURROUNDED BY ANONYMOUS, POORLY MADE OBJECTS."
Apple USD Keyboard


iPod
"We Try To Develop Products That Seem Somehow Inevitable. That Leaves You With The Sense That That's The Only Possible Solution That Makes Sense."
- Jony Ive
Apple Watch
"We Have Always Thought Not Just About The Object But A Bigger View Of What It's Being Used For."
- Jony Ive
iMac G3
"We Explore Many Different Approaches And Ideas To Hopefully Discover A Unique And Yet Still Very Rational View, And Then We Sort Of Inhabit That Space. We Live There."
- Jony Ive
"Different And New Is Relatively Easy. Doing Something That's Genuinely Better Is Very Hard."
Jony Ive
iMac G4