

# Jonathan Ive

## Quotes

*Design, Philosophical, People, Thinking, Simplicity, Trying, Apples, Care, Goal,  
Ideas, Different, Numbers, Jobs, Important, Simple, Products, Reason,  
Challenges, Beautiful, Easy*

Simplification is one of the most difficult things to do.

~Jonathan Ive

It's actually a rare and precious thing to discover what it is you love to do, and I encourage you to remain unapologetically consumed by it. Be faithful to your gift and very confident in its value.

~Jonathan Ive

It's very easy to be different, but very difficult to be better.

~Jonathan Ive

There's no learning without trying lots of ideas and failing lots of times.

~Jonathan Ive

There is beauty when something works and it works intuitively.

~Jonathan Ive

People's interest is in the product, not in its authorship.

~Jonathan Ive

Simplicity is somehow essentially describing the purpose and place of an object and product.

~Jonathan Ive

I think subconsciously people are remarkably discerning. I think that they can sense care.

~Jonathan Ive

Apple stood for something and had a reason for being that wasn't just about making money.

~Jonathan Ive

When something exceeds your ability to understand how it works, it sort of becomes magical.

~Jonathan Ive

It's very easy to make something that is new. So we are trying to make things that are better.

~Jonathan Ive

The nature of having ideas and creativity is incredibly inspiring.

~Jonathan Ive

We're very genuinely designing the best products that we can for people.

~Jonathan Ive

Simplicity is not the absence of clutter.

~Jonathan Ive

If you're not trying to do something better, then you're not focused on the customer and you'll miss the possibility of making your business great.

~Jonathan Ive

You have to deeply understand the essence of a product in order to be able to get rid of the parts that are not essential.

~Jonathan Ive

We try to solve very complicated problems without letting people know how complicated the problem was.

~Jonathan Ive

True simplicity is, well, you just keep on going and going until you get to the point where you go... Yeah, well, of course.

~Jonathan Ive

The word design is everything and nothing. The design and the product

itself are inseparable.

~Jonathan Ive

A lot of what we are doing is getting design out of the way.

~Jonathan Ive

The design process is about designing and prototyping and making. When you separate those, I think the final result suffers.

~Jonathan Ive

When our tools are broken, we feel broken. And when somebody fixes one, we feel a tiny bit more whole.

~Jonathan Ive

Our goal is to try to bring a calm and simplicity to what are incredibly complex problems so that you're not aware really of the solution.

~Jonathan Ive

Designing and developing anything of consequence is incredibly challenging.

~Jonathan Ive

We don't do focus groups - that is the job of the designer. It's unfair to ask people who don't have a sense of the opportunities of tomorrow from the context of today to design.

~Jonathan Ive

If something is not good enough, stop doing it.

~Jonathan Ive

The best ideas start as conversations.

~Jonathan Ive

There are a thousand no's for every yes.

~Jonathan Ive

The memory of how we work will endure beyond the products of our work.

~Jonathan Ive

We make and sell a very, very large number of (hopefully) beautiful, well-made things. Our success is a victory for purity, integrity - for giving a damn.

~Jonathan Ive

That's an interesting thing about an object. One object speaks volumes about the company that produced it and its values and priorities.

~Jonathan Ive

The absence of clutter is just a clutter-free product. That's not simple.

~Jonathan Ive

Apple's Jony Ive describes his "fanatical" approach to design in new interview

~Jonathan Ive

I figured out some basic stuff: that form and colour defines your perception of the nature of an object, whether or not it is intended to.

~Jonathan Ive

We say no to a lot of things so we can invest an incredible amount of care on what we do.

~Jonathan Ive

Design is a word that's come to mean so much that it's also a word that has come to mean nothing.

~Jonathan Ive

Very often design is the most immediate way of defining what products become in people's minds.

~Jonathan Ive

A small change at the beginning of the design process defines an entirely different product at the end.

~Jonathan Ive

We shouldn't be afraid to fail - if we are not failing we are not pushing. 80% of the stuff in the studio is not going to work. If something is not good enough, stop doing it.

~Jonathan Ive

Different and new is relatively easy. Doing something that's genuinely better is very hard.

~Jonathan Ive

To design something really new and innovative you have to reject reason.

~Jonathan Ive

The best design explicitly acknowledges that you cannot disconnect the form from the material - the material informs the form.

~Jonathan Ive

There's an applied style of being minimal and simple, and then there's real simplicity. This looks simple, because it really is.

~Jonathan Ive

Goal we've always had for design at Apple is to create solutions that are inevitable.

~Jonathan Ive

Really great design is hard. Good is the enemy of great. Competent

design is not too much of a stretch. But if you are trying to do something new, you have challenges on so many axes.

~Jonathan Ive

A beautiful product that doesn't work very well is ugly.

~Jonathan Ive

We don't do focus groups - that is the job of the designer.

~Jonathan Ive

The quest for simplicity has to pervade every part of the process. It really is fundamental.

~Jonathan Ive

Its difficult to do something radically new, unless you are at the heart of a company.

~Jonathan Ive

There are 9 rejected ideas for every idea that works.

~Jonathan Ive

I am keenly aware that I benefit from a wonderful tradition in the UK of designing and making.

~Jonathan Ive

The defining qualities are about use: ease and simplicity. Caring beyond the functional imperative, we also acknowledge that products have a significance way beyond traditional views of function.

~Jonathan Ive

It feels like each time we are beginning at the beginning, in a really exciting way.

~Jonathan Ive

Making the solution seem so completely inevitable and obvious, so uncontrived and natural - it's so hard!

~Jonathan Ive

Titles or organizational structures, that's not the lens through which we see our peers.

~Jonathan Ive

It became an exercise to reduce and reduce, but it makes it easier to build an easier for people to work with.

~Jonathan Ive

If something is going to be better, it is new, and if it's new you are confronting problems and challenges you don't have references for.

~Jonathan Ive

That's just tragic, that you can spend four years of your life studying the design of three dimensional objects and not make one.

~Jonathan Ive

Perhaps I'd like to design cars, but I don't think I'd be much good at it.

~Jonathan Ive

The computer industry is creatively bankrupt.

~Jonathan Ive

If you are truly innovating, you don't have a prototype you can refer to.

~Jonathan Ive

One thing most people don't know is that Steve Jobs is an exceptional designer.

~Jonathan Ive

I'm always focussed on the actual work, and I think that's a much more



succinct way to describe what you care about than any speech I could ever make.

~Jonathan Ive

Simplicity is really hard.

~Jonathan Ive

We shouldn't be afraid to fail- if we are not failing we are not pushing.

~Jonathan Ive

As consumers we are incredibly discerning, we sense where there has been great care in the design, and when there is cynicism and greed.

~Jonathan Ive

Objects and their manufacture are inseparable, you understand a product if you understand how it's made.

~Jonathan Ive

It's one of the curses of designing that when you look at anything, you're constantly thinking, Why? Why - why was it designed like that, and not like this?

~Jonathan Ive

The goal of Apple is not to make money but to make really nice products, really great products.

~Jonathan Ive

There's no other product that changes function like the computer.

~Jonathan Ive

My father was a very good craftsman. He made furniture, he made silverware and he had an incredible gift in terms of how you can make something yourself.

~Jonathan Ive

Apple's goal isn't to make money. Our goal is to design and develop and bring to market good products.

~Jonathan Ive

I left London in 1992, but I'm there 3-4 times a year, and love visiting.

~Jonathan Ive

But one of the things that really irritates me in products is when I'm aware of designers wagging their tails in my face.

~Jonathan Ive

What we don't include is as important as what we do include.

~Jonathan Ive

As a kid, I remember taking apart whatever I could get my hands on.

~Jonathan Ive

I discovered at an early age that all I've ever wanted to do is design.

~Jonathan Ive

The most important thing is that you actually care, that you do something to the very best of your ability

~Jonathan Ive

To do something innovative means that you reject reason.

~Jonathan Ive

Really great design is hard. Good is the enemy of great.

~Jonathan Ive

What we make testifies who we are. People can sense care and can sense carelessness.

~Jonathan Ive

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