# Sir Jony Ive reflects on the impact of the iPhone and the responsibility of design



Sir Jony Ive, the British designer widely recognised for his pivotal role in creating the iPhone, has candidly shared his reflections on the device's profound impact on modern life and the unintended consequences that have arisen from its widespread use. Speaking on BBC Radio 4's Desert Island Discs on Sunday, the 57-year-old admitted that he grapples with feelings of responsibility regarding the iPhone's influence.

Ive, who joined Apple in 1992 and continued until 2019, articulated the dual nature of the iPhone's legacy. He stated, “I celebrate and am encouraged by the very positive contribution (of the iPhone), the empowerment, the liberty that is provided to so many people in so many ways,” while also acknowledging the “not so positive consequences” that he did not foresee. This sentiment weighs heavily on him and contributes to his decision-making in subsequent projects.

During the broadcast, he elaborated on the challenges that both he and his family face with over-reliance on smartphones. “You need a very particular resolve and discipline not to be drawn in and seduced,” he noted, emphasising the importance of using technology responsibly and carefully, a stance he admits is difficult to maintain.

Ive reflected on the transformative nature of the iPhone, stating that he had anticipated its significant impact even before its launch. He acknowledged the need for users to exercise restraint amidst the powerful connectivity that smartphones provide. “It's something that is both important and difficult,” he remarked, underscoring the complexities of modern life dictated by constant connectivity.

In discussing his close relationship with Apple's late co-founder Steve Jobs, Ive revealed that he often contemplates what Jobs would have done in various situations, despite the latter’s expressed desire for him not to do so. He described Jobs as possessing a remarkable understanding of his thoughts and emotions, which significantly shaped their collaborative efforts. Reflecting on Jobs’ reputation, Ive argued that the perception of him as harsh may overlook the clarity of vision that drove their innovative work.

Amidst his commentary on the iPhone, Ive also addressed his thoughts on artificial intelligence. He expressed a mixed sense of excitement and concern about the rapid development of AI technologies, emphasising the necessity for thoughtful reflection as advancements continue to unfold. “We need time to understand and react,” he cautioned.

Sir Jony Ive’s appearance on Desert Island Discs, where he shared a selection of music that holds personal significance, has amplified public interest in both his reflections on the iPhone and his future work. Among his choices were “Don’t You (Forget About Me)” by Simple Minds and music from the Disney Pixar film Wall-E.

As a notable figure in design, with a legacy that includes not only the iPhone but also the iMac and Apple Watch, Ive currently serves as the Chancellor of the Royal College of Art in London and has recently worked on a design for the coronation emblem of King Charles III. His ongoing influence in the tech and design arenas assures that his insights will continue to resonate within discussions about innovation and its broader societal implications.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://theaggie.org/2019/10/24/jony-ive-shaping-the-products-of-our-lives/> - This article highlights Jony Ive's role in designing the iPhone and its impact on modern culture, emphasizing his focus on user interface and design.
* <https://garyhustwit.substack.com/p/jony-ive-on-the-iphone-and-apples> - This interview with Jony Ive discusses his design philosophy and the iPhone's influence, reflecting on how design shapes user experiences.
* <https://www.marketplace.org/shows/marketplace-tech/the-design-legacy-of-apples-jony-ive-is-iconic-but-eco-problematic/> - This article explores Jony Ive's design legacy, including the environmental impact of Apple products like the iPhone, and how his designs influenced the tech industry.
* <https://www.bbc.co.uk/programmes/m0019r6x> - This BBC Radio 4 Desert Island Discs episode features Jony Ive discussing his reflections on the iPhone and its societal impact.
* <https://www.royalcollegeofart.ac.uk/about/chancellor/> - This page highlights Jony Ive's role as the Chancellor of the Royal College of Art, underscoring his ongoing influence in the design world.
* <https://www.apple.com/newsroom/2019/06/jony-ive-to-form-independent-design-company-with-marc-newson/> - This announcement details Jony Ive's departure from Apple and his plans to form a new design company, LoveFrom, reflecting his continued involvement in design.
* <https://www.dailymail.co.uk/news/article-14425033/British-iPhone-designer-admits-not-positive-consequences-device-weigh-him.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data