# A FANTASTIC FAILURE

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# Welcome to a nostalgic journey to the dawn of the smartphone era

A Fantastic Failure takes you back to the early 2000s, when Nokia phones were the peak of mobile technology.

The exhibition tells the story of the N-Gage gaming phone, which was one of Nokia's biggest attempts to revolutionize the way people were using phones. The N-Gage crashed and burned. It met total rejection and became an international object of ridicule.

Although the N-Gage failed spectacularly, its failure planted the seeds of future success. Nokia's investments into its gaming phone helped to create hit games like *Angry Birds* and *Clash of Clans* not too long after the N-Gage had been buried.



MORE INFORMATION Watch a video introduction of the exhibition youtu.be/DZIONDep-uw





# HIGHLIGHTS



**The prelude to smartphones** Nokia's vision for the 'phone of the future.'



**Development** What were the designers thinking?



**Brand** Discussion regarding the controversial marketing of Nokia and other console manufacturers of the time.



**Reception** Visitors can take a selfie in the style of the Sidetalking meme inspired by the N-Gage.



**Games and game developers** Four games playable on the original N-Gage consoles.



**Users** Memories of the forgotten game console.



**Legacy** From failure to success.

MORE INFORMATION Take a 360° tour of the exhibition <u>my.matterport.com/</u> <u>show/?m=guN32YvMtzu</u>





FANTASTINE

ionna 2003 Nokia oli maailman suurin puhelinvalmistaja. Voimainsa tunnossa ollut yhtiö julkaisi N-Gage-puhelimen laajentaakseen liiketoimiaan 40 miljardin dollarin arvoiseen en. N-Gage ei valloittanut pelaajien sydämiä, vaan sai heiltä täystyrmäyksen. Siitä tuli kansainvälinen aihe ja yksi Nokian suurimmista epäonnistumisista.

Fantastinen floppi -näyttely kertoo tarinan epäonnistumita, jossa kylvettiin seuraavan onnistumisen siemenet.

malaisten pelien myöhemmälle menestykselle. Näytdomaassen pellen myöneminane mericasy vasinasi vari ehsisä ääneen pääsevät N-Gagen käyttäjät, pelintekijät ja

eepisodi oli aikanaan ensimmäinen varoitus Nokian lista, jotka johtivat suomalaista yhteiskuuntaa jann esseen kännykkäjätin romahdukseen. Nokia-vipeys es Suomessa Nokia-angestiksi. Menneitä mokia ei kui-an kanata hävetä tai peitellä, sillä virheistä oteitui-tei dania pomistusiautana suudella mensaakaan osituitui \*\*\*\*\*\*

#### A FANTASTIC FAILUR

2003. Nokia was the world's largest manufacturer of telephones. At the height of its power, the company released the N-Gage in order to expand into the game industry. which was worth \$40 billion at the time. The which was worth \$40 billion at the time. The N-Gage was not warmly received by gamers, instead, it met total rejection. It became an international ablest of billion international object of ridicule and one of Nokia's largest failures.

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## THEMES

- The history of technology
- Failure and success in innovation
- Games and gaming culture

### INFO

- Available for loan from 2025 onwards
- Loan period 12-24 weeks
- Exhibition area approx. 100-200 m<sup>2</sup>
- Transportation: 1 truck
- Modular and scalable

A Fantastic Failure asks whether missteps are a necessary part of any new development. We should not be ashamed of past mistakes, as lessons learned from them can be a stepping stone for new success and new innovations.

### Producer

Finnish Museum of Games

### Contact

pelimuseo@tampere.fi +358 40 801 6880

www.vapriikki.fi

