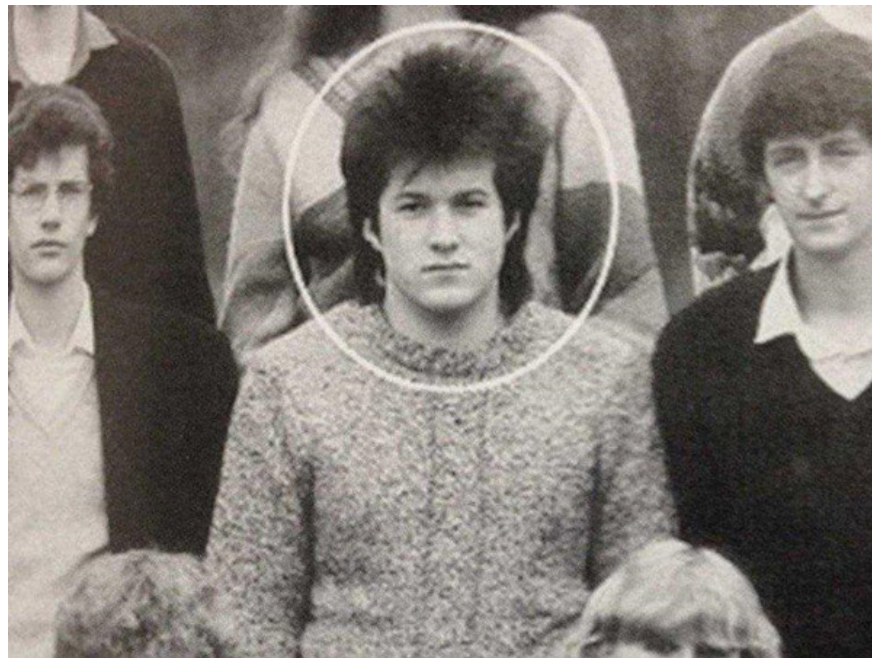


Jony Ive's exciting life, 'witch' creates the iPhone, MacBook appearance

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Jony Ive, Apple's design director, who was responsible for designing a series of products like the iPod, iPhone, iPad, MacBook and Apple Watch will officially leave the company after 27 years of working here. Here is the interesting information about Jony Ive, who is considered Apple's "witch".

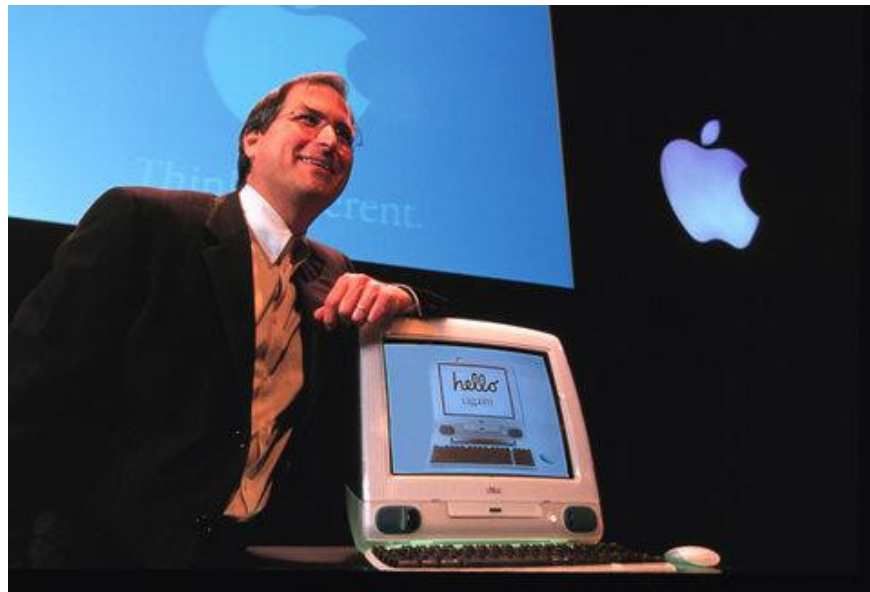
Jonathan Paul Ive was born on February 27, 1967 in Chingford, England, in a family with a silversmith, and his mother worked as a psychiatrist. He was diagnosed with dyslexia since he was in middle school. He graduated from design school at Northumbria University, formerly Newcastle Polytechnic.



In 1992, Ive joined Apple and worked as a member of the design team. His first task at Apple was the design study for Newton's personal digital assistant (PDA) second generation and MessagePad.



In 1997, he was promoted to senior vice president of industrial design. The first generation iMac computer launched in 1998 was the first product Ive and Jobs collaborated on. Then, iMac has achieved certain success, contributing to rebuilding Apple's position in the computer market. The late CEO Steve Jobs shared about Ive: *'He has greater executive power than anyone else except me.'*



After that, Job and Ive constantly brought a series of new products that had a great influence in the technology world like iPod, iPhone and iPad. With new Apple products like Apple Watch, Ive also participated in monitoring during the creation and design process.



Currently, Ive lives in San Francisco, in a 4-bedroom house where he spent \$ 17 million to buy it in 2012. The house is very special, it was designed by Willis Polk, who used to design The Palace of Fine Arts of San Francisco. Ive also owned a house in Hawaii.



In addition to design, cars are also one of Ive's passions. He owns the collection with many rare and expensive cars including Austin-Healey Sprite, Aston Martin DB9, Land Rover LR3, two white and black Bentley Brooklands.



In May 2012, Ive was knighted at Buckingham Palace by Princess Anne, the only daughter of Queen Elizabeth II for special dedication to England and the world. This is an affirmation of Ive's outstanding talent.



Ive also participated in many charity events. A Leica camera he designed set a record when auctioned. He also created a Jaeger-LeCoultre watch for sale in a charity auction related to AIDS.



In May 2015, Ive became design director at Apple.



From 2015-2017, Ive focused on the design of Apple's new headquarters, the Apple Park "spacecraft" worth up to \$ 5 billion, which has been edited by him in small details. This is considered one of the greatest works of the 21st century.



On June 27, interviewed by Financial Times, Ive shared the reason he left Apple. He left to establish his own design company, called LoveFrom. The company is expected to launch in 2020 and the first customer is Apple.



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