

Dyson

James Dyson (born 1947) studied furniture design and then interior design at the Royal College of Art, but it was engineering and making products which caught his imagination. In 1978, whilst renovating a cottage, he bought a 'top of the range' vacuum cleaner but found that it lost suction very quickly, due to the dust clogging the bag.

Inspired to create something better, Dyson turned to cyclone (high speed, rotating airflow) technology. Between 1979 and 1984 he produced 5127 prototype designs before the first bagless vacuum cleaner, the *G Force Dual Cyclone*, went on sale in Japan in 1986. It won the International Design Fair prize in 1991.

Dyson started his own research & development and manufacturing company in June 1993. The company carried out market research into the use of clear bins and found that most people they spoke to did not want to see the dirt in their vacuum cleaner. However, Dyson chose to persist with the clear bin (made of the same polycarbonate as riot shields), knowing it is good to see that the device is working. This concept has proved very successful and has been used by other vacuum cleaner manufacturers.

In 2002, Dyson moved their manufacturing department to Malaysia, a more competitive manufacturing market, and left the research and development side of the company in Wiltshire. In the same year the James Dyson Foundation was established to promote charitable giving, especially to charities working in the fields of science, engineering, medicine and education. The Foundation also encourages new industrial designers with the James Dyson Award for students and recent graduates.

With a focus on being innovative and efficient, Dyson now manufactures a range of household appliances, developing new and improved technologies for its products, eg. intelligent heat control hairdryers and bladeless fans.

