

CAN YOU DESCRIBE HIS STYLE OF DESIGN?

HOW HAS HE INFLUENCED THE DESIGN WORLD?

HIS PRODUCTS FOUND IN THE MARKET PLACE ARE UNIQUE AND BRIGHTLY COLOURED.

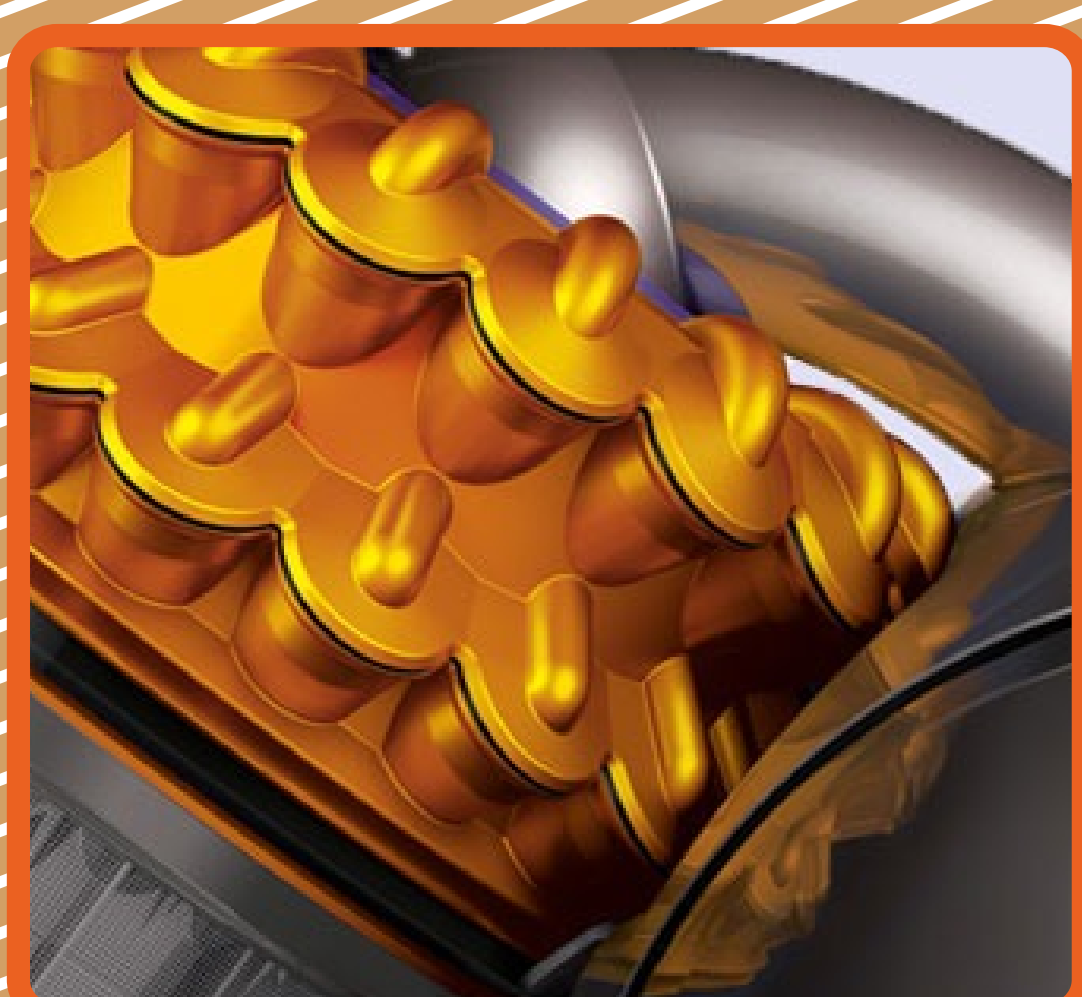
HE BELIEVES THAT 'FORM' IN THE DESIGN OF PRODUCTS IS AS IMPORTANT AS 'FUNCTION'.



NOT AFRAID TO DEVELOP AN EXISTING IDEA AND LOOK AT IT FROM A DIFFERENT ANGLE.

HE MADE OVER 5000 PROTOTYPES WHEN DEVELOPING HIS FIRST VACUUM CLEANER.

JAMES DYSON - INDUSTRIAL DESIGNER



JAMES

DYSON