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Dyson Cool

The Dyson Cool is a cooling fan that uses the air multiplier technology. The Dyson Cool has no blade or grille and was first introduced in 2009. Its slick design and quiet mode have earned it the most modern and advanced fan. It was designed by James Dyson along with a handful of other meticulously designed appliances. James Dyson is a British industrial designer who developed the air multiplier technology used in the Dyson Cool fans. Unlike Dyson Cool fans, conventional fans have spinning blades and grille; which sets it apart from the competition. From the design aspect to the technical abilities, Dyson Cool is the modern fan for the modern man.



Most fans equipped with blades are usually very loud and often dangerous. Without the grille to protect from the spinning blades, a simple home appliance can become quite deadly. The Dyson Cool is the response to complaints and reservations consumers have had for previous conventional fans. James Dyson has revolutionized the way we approach, use appliances by introducing the air multiplier technology and bladeless fan.

James Dyson applied quite perfectly the design principles of Bauhaus. The main functionality of a fan is to diffuse cooling air from the repeated motion of spinning blades. The shapes of fans may have changed over the years but the concept remained the same. Until James Dyson came along and brought a new modern twist to the way we expect fans to look and function. The unconventional shape of the Dyson Cool fan made a really great impact, the lack of spinning blades is not the only thing that brought modernism into fan design. Why was it such a big deal? From toddler to adult, at some point in our life we have thought about what would happen if we were to put our hands through a fan turned on. Some of us have even succumbed to the temptation and almost give in. The revolutionary aspect of the Dyson Cool isn't its fabulous design but it is an answer to a real old question. Now we can put our hands through a working fan. One of the first things people do when they interact with a Dyson Cool fan is to put their hands through it. Even armed with the knowledge that absolutely nothing will happen if one were to put their hands through a Dyson Cool. The temptation is hard to resist because it's something many of us have been pandering for almost all of our lives until we face a Dyson fan.

Unlike many fans on the markets, the Dyson Cool is carrying a much higher price tag. Making it not your typical consumer fan. Because Dyson Cool prices are much higher, we tend

to think of people who own one as financially comfortable. Setting many Dyson products on the luxurious side of the spectrum. Another reason why Dyson Cool fans are considered luxurious items is because it's often found among expensive items and very clean interiors. A behavior that was thought by the Law of Similarity in the Gestalt principles. By seeing Dyson Cool fans with high prices items and decor, we deemed them high priced accessories as well. Therefore founding preconceived ideas about the price ranges and the social echelon of people who own Dyson appliances.

Design practices can greatly influence the most basic of our daily routines. Simplifying our every life. A lot of problems have been solved by introducing new practices in the design field and others. In the near future, the structure of the Dyson Cool could become the norm for Fans production and design. And soon after will be introduced a much more efficient design to fans and many appliances.

Work Cited

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