A Story of Innovation: The Cyclone Vacuum Cleaner Invented by James Dyson

How to cite:

For guidance on citations see FAQs.

© 2016 Robin Roy
Version: Version of Record
Link(s) to article on publisher's website:

Copyright and Moral Rights for the articles on this site are retained by the individual authors and/or other copyright owners. For more information on Open Research Online’s data policy on reuse of materials please consult the policies page.

oro.open.ac.uk
A Story of Innovation:  
The Cylone Vacuum Cleaner Invented by James Dyson  
Robin Roy

Robin is (Emeritus) Professor of Design and Environment at the Open University. He joined the University in 1971 and chaired and contributed to many courses on design, innovation and environment. His current interests are ecological design and sustainable development. He has written widely on these and related subjects.

While James Dyson was developing his on Ballbarrow invention (wheelbarrow with ball wheel), the resin powder used to coat the metal parts of the Ballbarrow kept clogging the filtration system. Dyson was advised to install an industrial cyclone (similar to that used to remove dust from the air in sawmills and other industrial plant) to separate the fine powder from the air. While installing the cyclone James got the idea for a domestic cleaner that used the cyclone principle to separate the dust from dirty air. Although it may be argued that the cyclone cleaner idea arose by chance, it is significant that Dyson is always on the lookout for such ideas and ‘chance favours the prepared mind’. Dyson’s cyclone cleaner involved a mental transfer of technology from one application to another - ‘We’re never original’ he observed, ‘there are always connections somewhere’.

Dyson established the basic technical feasibility of his idea by testing a simple cardboard model cyclone fitted to a conventional vacuum cleaner and then considered the commercial potential of his invention before attempting to develop it. Conceiving the basic idea behind the cyclone cleaner was only the beginning of a lengthy research, design and development process. Determining the precise shapes of the cyclones needed to efficiently separate coarse particles and fine dust entailed Dyson in making and testing many thousands of brass, aluminium and perspex models in his workshop. He argues that this empirical ‘cut and try’ approach was necessary because none of the theories about how cyclones worked could provide the answers he wanted. Nevertheless, other individuals might have attempted to model the cyclone mathematically before proceeding to empirical experimentation. The first prototypes, with two cyclones, one for particles and one for dust, placed side-byside was built in 1981. This innovative design was an upright cleaner that did not clog or lose power as it filled with dust, was easy to empty and had a built-in retractable hose to provide the functions of a cylinder vacuum cleaner. Its design involved Dyson’s combination of skills as inventor, engineer and industrial designer. Dyson showed his prototype cyclone cleaner to the two major UK manufacturers of vacuum cleaners. Although keen to see his invention, these manufacturers were not willing to license it for production. Dyson believes that this rejection was partly due to the ‘not invented here’ syndrome and partly because such a radically new product represented too great a risk and challenge to the established technology. Undeterred, Dyson conducted further design and development work and produced a completely new design with concentric cyclones plus other improved features (the ‘G-force vacuum cleaner’).
He deliberately designed the product to be coloured pink to emphasis its innova
tiveness and made the cylone enclosure transparent so that customers would be
able to observe the swirling dust particles. ‘From a market standpoint’, Dyson
argues, ‘if the product contains any new ideas then it is absolutely essential that
the product be visually different’. This design was successfully licensed in 1986 to a
Japanese manufacturer after an abortive contract involving a British, an Italian and
a US firm. The US firm subsequently copied the cyclone cleaner, which forced
Dyson to combine the ability to conceive and develop technical inventions with the
design skills to translate those inventions into attractive products. His particular
approach to invention and creative design depends on getting ideas and solving
problems when working with and observing physical objects, what Thring and
Laithwaite call ‘thinking with the hands’, rather than by drawing or theorising.
Dyson says he almost never solves problems by getting ‘brainwaves in the bath’ - a
classic psychological model of creativity - for him solutions come when ‘welding or
hammering something in the workshop’. Dyson also believes that at the initial
concept stage of an invention or new design it is best not to be too expert because
the innovator has to question established ideas. However, in order to develop an idea into something that works
and can be economically manufactured it is usually necessary to become highly expert technically. He observed:
‘The more you get involved and study something in depth, the more creative ideas arise. You can’t create
marketable innovations as a amateur.’ Fortunately, acquiring the necessary in-depth expertise is not very
difficult when focussed on a finite problem and specific area of knowledge.

For Dyson, innovation is a matter of having good ideas based on experience and careful observation of the real
world followed by hard work involving practical skills and technical expertise to convert that idea into a market-
able product.

References
The article is an edited extract from
line at http://oro.open.ac.uk/28441/1/CaseStudiesOfCreativity2.pdf