

FOUNDATION JAMES
DYSON

DESIGN.
BUILD.
TEST.

MANIFESTO >

**THE JAMES DYSON
FOUNDATION IS DEDICATED
TO ENCOURAGING YOUNG
PEOPLE TO THINK DIFFERENTLY,
MAKE MISTAKES, INVENT
AND REALISE THEIR
ENGINEERING POTENTIAL.**

OUR MANIFESTO

www.jamesdysonfoundation.com

EVERYTHING WE USE HAS BEEN CRAFTED, AGONISED OVER AND PRODUCED BY DESIGN ENGINEERS.

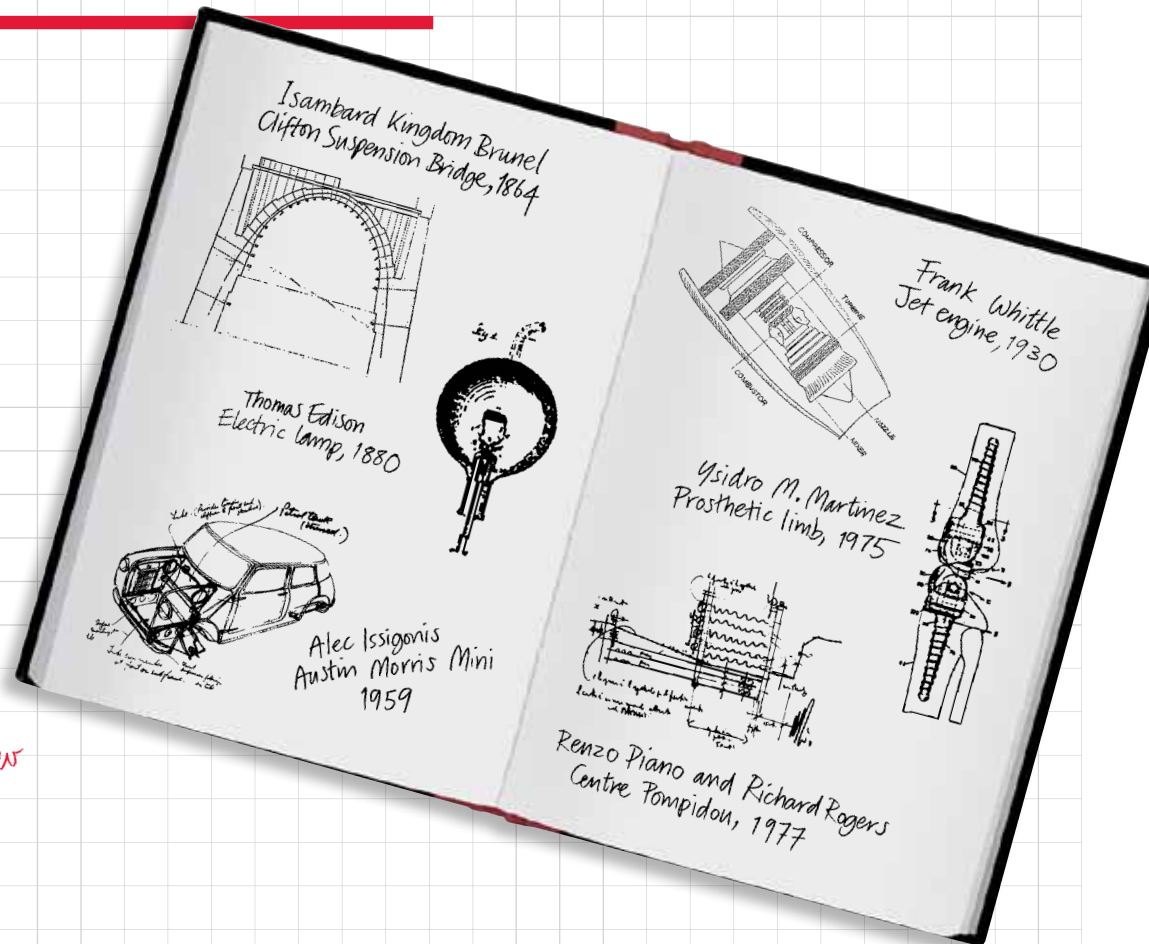
Design engineering is part of our DNA.

We're all inventors in our own way – summer holidays spent building tree houses; your solution to batteries falling out of the remote.

Some of us are more inventive than others. But fundamentally, everything we use has been crafted, agonised over and produced by our design engineering ancestors and contemporaries.

Design engineering is about progress – designing the future.

New ideas come from old frustrations. Design engineers are always thinking about how things can be made better



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Bursaries and Education Grants

Resources and Teachers

James Dyson Award

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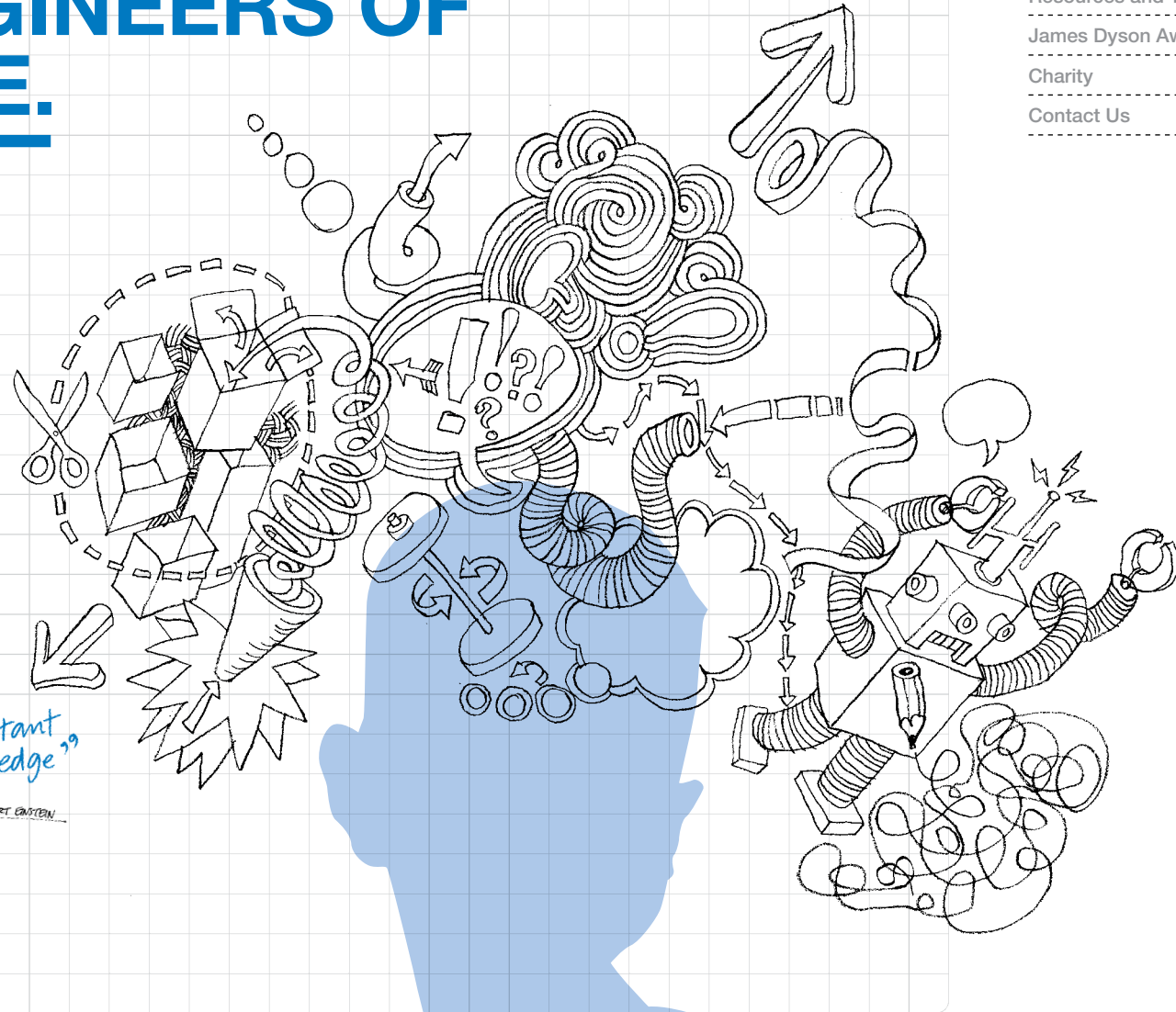
FOUNDATION JAMES DYSON

WE WANT TO INSPIRE AND NURTURE THE DESIGN ENGINEERS OF THE FUTURE.

We want young people to follow the most necessary of career paths, but more than that, to discover the satisfaction and creativity that's bundled up in the term "design engineering".

With a little encouragement, natural curiosity for how things work leads to creativity and problem solving. And eventually, the design engineers of tomorrow.

"Imagination is more important than knowledge"
-ALBERT EINSTEIN



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**FOUNDATION JAMES
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“ENGINEERING IS ONE OF THE MOST USEFUL AND EXCITING CAREERS.”

I don't think I'll ever stop questioning, dismantling things and looking for ways to improve technology

Here in Britain, we're not training up enough engineers to fill the jobs that we have today, let alone the jobs we'll need in fifty years time. And it's not a problem limited to the UK; Germany, Switzerland, and the US have all expressed concerns about the shortage of good engineering talent.

Engineering is one of the most useful and exciting careers. Engineers are the people who can create practical solutions to our 21st Century challenges of sustainability, housing and an ageing population. And we need more of them.

And this is why the James Dyson Foundation does what it does: bringing the exciting, risky, real world of engineering into the classroom. Encouraging the next generation of engineers, designers and inventors.

Will you join us?

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**FOUNDATION JAMES
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WE ENCOURAGE YOUNG PEOPLE AROUND THE WORLD TO REALISE THEIR ENGINEERING POTENTIAL.

In schools and universities around the world we challenge young people to design problem solving products and create the first prototypes of their ideas. The outcome? Compost bins that combat climate change, inventive DIY tools and energy efficient ventilation systems for schools.



1. Pupils at Malmesbury school using the engineering box.
2. Students at Uehara Junior High School in Tokyo, Japan.
3. 'Disassemble, recreate'. James Dyson Foundation workshop at Centre Pompidou, Paris.
4. The James Dyson Foundation working with design students at Limkokwing University, Malaysia.

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YOU'LL ONLY KNOW IF YOUR DESIGN WILL WORK WHEN YOU START TO PROTOTYPE IT

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WE'RE WORKING TO SUPPORT FUTURE EDISONS AND BRUNELS.

Turning an idea into reality can be an expensive business. Each year we award several undergraduate and postgraduate bursaries to support budding inventors turn prototypes into products.

Our bursary programme is growing. We support enthusiastic engineering students in Malaysia and Singapore, as well as students at Northwestern University in America.

As well as funding, students need the right space to be creative. In 2009 we donated £5 million to the Royal College of Art to fund the 'Dyson Building'. It provides work space for young designers – lecture halls, studios and incubator units – to set up design businesses, experiment and develop ideas.

1. Anna Kordeczka, from the Glasgow School of Art, UK, winner of a JDF bursary.
2. Philip Garsed, a JDF sponsored postgraduate student from the University of Cambridge, UK.
3. Anthony Jakubiak, a bursary winner from Northwestern University, Illinois, USA.



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WHEN WE CAN'T BE THERE IN PERSON, OUR MESSAGE GOES BEFORE US.

OUR FREE RESOURCES

We believe Design and Technology lessons should inspire pupils. The engineering box is a product disassembly and analysis kit with a series of accompanying resources, all available to loan free of charge from www.jamesdysonfoundation.com

And we support Design and Technology teachers, through sponsorship of the Design and Technology Association's Teacher of the Year awards. We also fund the Innovation Group, which brings together leading Design and Technology teachers to create exciting resources, disseminate best practice and shape the future of the subject.

1. Rhys Evans from Ysgol Dinas Bran school in North East Wales, who won the 2012 JDF Teacher of the Year Award.

2. The engineering box containing a vacuum cleaner and tools. It can be disassembled and analysed.



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JAMES DYSON AWARD

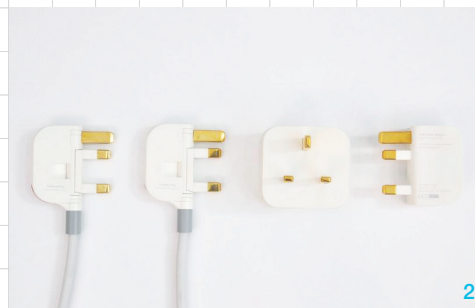
Whatever the design, as long as it solves a problem, it's got a chance of winning the James Dyson Award.

The award recognises and rewards young designers from 18 countries, who are able to think differently, celebrating their success on a global platform. And there's a strong incentive – a £10,000 prize to the winning designer, and the same amount to their university's design or engineering department.

www.jamesdysonaward.com



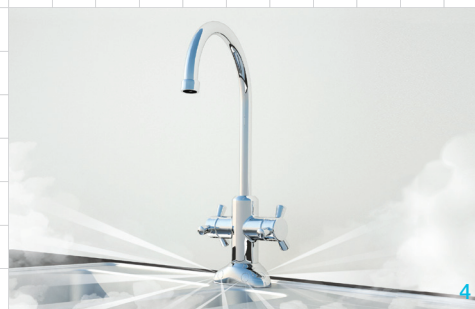
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- 1. Blind Spot, Singapore.
- 2. Folding plug, UK.
- 3. Pure: UV sterilization water bottle, UK.
- 4. Automist, UK.
- 5. Longreach, Australia.
- 6. Airdrop, Australia.

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THE BRIEF:
Design something that solves a problem

FOUNDATION JAMES DYSON

FUNDING MEDICAL & SCIENTIFIC RESEARCH.

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FUNDING MEDICAL RESEARCH

We donated £1½ million to the Royal United Hospital Bath, to fund the Dyson Centre for Neonatal Care. The centre provides outstanding care for premature and ill babies, and conducts research into the future of neonatal provision.



FUNDRAISING

More than 200 Dyson machines are raffled each year to raise thousands for medical research and design engineering education projects.”

DYSON ENDEAVOURS

Jumping out of planes, competitive sunflower cultivation and mass moustache growing – some of the fundraising ideas initiated by Dyson people. All match funded by The James Dyson Foundation.



1. The Dyson Centre for Neonatal Care.
2. Apply at www.jamesdysonfoundation.com for a donation machine.
3. Dyson people taking part in Movember event.

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