



Dyson Demo

by WilkinsonEyre

Following WilkinsonEyre's design of Dyson's Malmesbury Campus, we have also worked with Sir James Dyson in the creation of a new concept store on London's Oxford Street, which is one of a growing number of Dyson Demo spaces planned for other major cities around the world.

It offers a unique gallery-like experience where products are displayed on plinths like artworks, while technical information is communicated on video walls. The 200m² space offers an experience that goes beyond product display, and celebrates the design, engineering and innovation of Dyson products. Customers are able to access a wide variety of information, from the initial conceptual ideas to details of the innovative technology.

The two shop floors are linked by a special glass stair at the back of the space, in backlit white glass which glows in the black space. This leads visitors to the upper floor mezzanine and explains the importance of design through sketches printed onto the surrounding walls.

The entrance is a double height space with the upper floor set back and a mezzanine incorporating a glazed balustrade balanced on a sharp chamfered soffit to allow visual connections to Oxford Street and Selfridges.

Details

Location: London, UK

Client: Dyson

Architect: WilkinsonEyre

Structural Engineer: Atelier One

Services Engineer: Ian Williams Partnership

Net internal area: 2,945m²

Value: £24m

Date: Completed July 2016