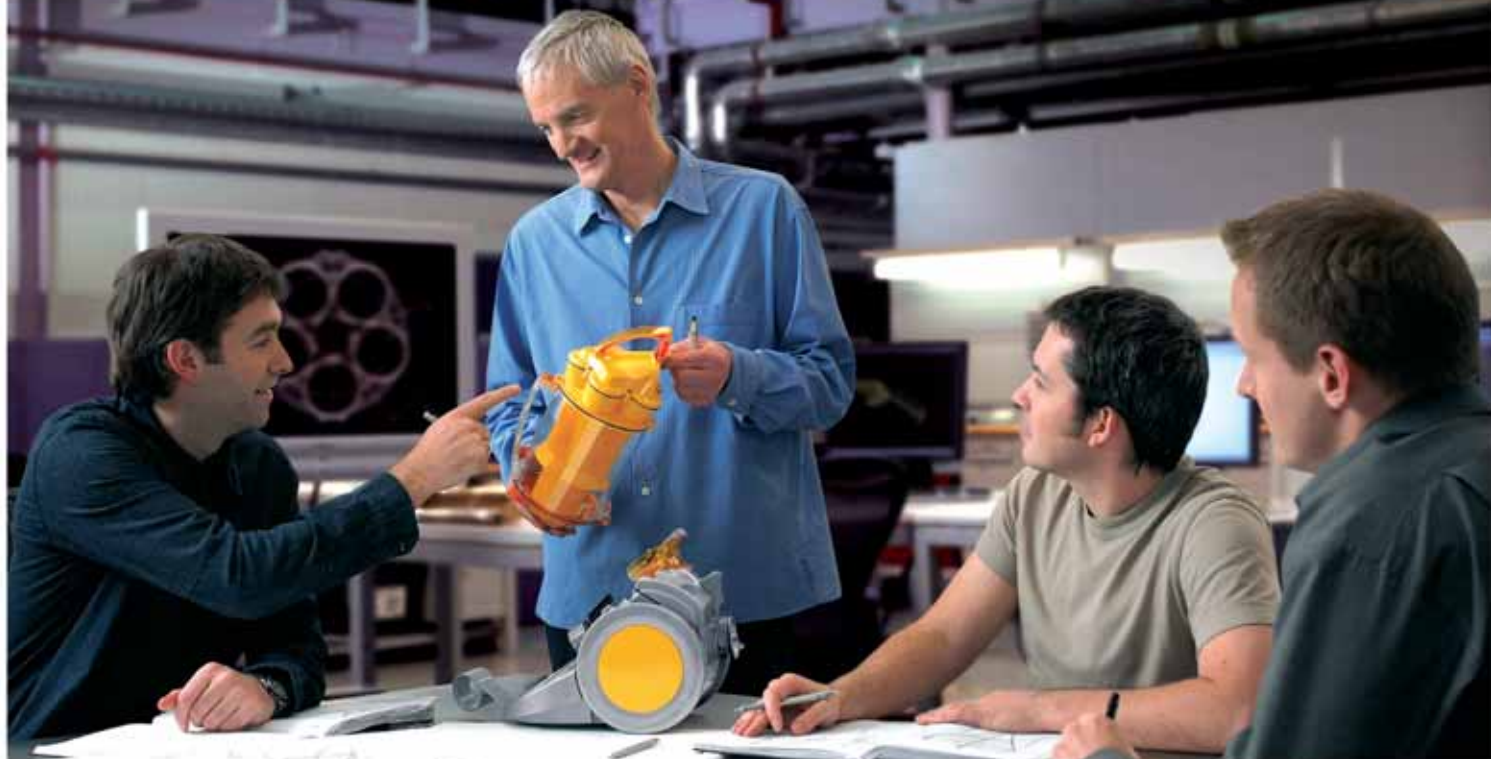


Do you see things how they are or how they could be?



eye for why

2006 US student design competition

Call for entries

At Dyson, good design is about looking at everyday things with new eyes and finding ways to make them work better.

Do you have an eye for design with a difference?

Eye for Why, Dyson's third annual U.S. student design competition, is an opportunity for students in any NASAD-accredited degree program or individual student members of IDSA to show us a new design solution that simply works better.

Submission deadline: December 18, 2006.

Prizes:

First place prize: \$5,000 plus \$2,000 to the winner's faculty advisor.

Second and third place prizes will also be awarded. See details on website.

For information on criteria and to submit your entry, visit the Eye for Why website at www.dyson.com/designaward

IDSA

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