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'Winds' hairdryer by deepdesign. Photographer: Arturo delle Donne

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'WINDS' HAIRDRYER BY DEEPDESIGN

Hairdryers are rarely the focus of much excitement, let alone creativity, when it comes to design, which is strange really, considering what a vital piece of equipment it is in most women's (and a lot of men's) armoury. But this might be about to change, thanks to Italian designers [deepdesign](#) who have developed a very handsome prototype for a dryer called 'Winds'.

'Winds' is a standalone, auto-switching machine with a revolutionary double airflow and an unusual L-shaped body (to prevent fatigue from repeated use), designed to be the most efficient, ergonomic and aesthetically sound hairdryer in the product's short history. But don't get too excited just yet as the prototype has yet to reach commission, let alone production stages.

'We developed it without a real client, which was very unusual for us, but we invested immeasurable energy, time and money on it because we have real faith in the idea,' explains Rafaella Mangiarotti Matteo Bazzicalupo, the duo that make up deepdesign. 'Our idea for the design came from studying hair stylists using traditional hairdryers. We realised the hairdryer follows particular movements, which the traditional T-shaped design simply wasn't suited to, hence we developed a new object with a far more ergonomic shape, better suited to its function.'

So whilst our clunky driers still have some life in them yet, a better looking, better working model is not too far away...

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