

Arena Corinthians



“We tested dozens of hand dryers during the stadium’s design process and they all lacked the qualities we needed: efficient performance, exclusive design and low energy consumption. All except the Dyson hand dryers.”

Lúcio Blanco, operations manager.



With concentrated Airblade™ technology, the Dyson Airblade V hand dryer protrudes just four inches from the wall. It is 60% smaller than the original Dyson Airblade™ hand dryer, but has the same drying performance.

The business

Home to Corinthians, one of the largest and most successful football clubs in Brazil, the Arena Corinthians sports stadium regularly welcomes over 47,000 sports fans – and hosted six matches during the 2014 FIFA World Cup.

The problem

Events at the stadium attract large visitor numbers, placing extremely high pressure on washroom facilities. So operations manager Lúcio Blanco needed fast drying performance, while architect Anibal Couthinho was searching for a design that reflected the venue’s premier status.

The solution

Dyson Airblade V hand dryers.

Fast dry time

Other hand dryers can take up to 43 seconds to dry hands, but Airblade™ technology dries hands hygienically in just 10 seconds. “The public need to leave the washroom fast, so we needed a hand dryer that was also fast. In this case, Dyson was essential,” explains Lúcio.

Striking design

At Dyson, form always follows function – and a new way to dry hands has resulted in a machine that looks just as unique. “Arena Corinthians offers exclusive spaces and services,” explains Anibal, “so we wanted to make a statement to show our clients, supporters and corporate members that they’re in a totally different environment and experiencing new technology.”

Low environmental impact

Unlike paper towels, which require constant restocking and disposal of consumables, Dyson Airblade V hand dryers use high velocity sheets of air to dry hands – generating up to 74% less CO₂ per dry.¹ “The use of paper towels didn’t fit with the sustainable vision of the stadium so were discounted straight away,” adds Lúcio.

Customer satisfaction

“We’ve received a huge amount of positive feedback from fans about the Dyson Airblade V hand dryer,” explains Lúcio. “In fact, the percentage of people who wash their hands has actually increased after their installation. I’ve even heard some people wash their hands just so they can use the hand dryer.”

¹For calculations visit dyson.com/calcs

dyson airblade V

The fastest to dry hands hygienically with HEPA filtered air.



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To try the Dyson Airblade™ hand dryer or for more information call or visit: www.dyson.com