

The Fox Theatre



“The Dyson Airblade™ hand dryers have enabled the Fox Theatre to reduce our carbon emissions by almost 80%.¹”

Molly Fortune, Director of Restoration

The Business

Opened in the 1920s for Atlanta’s Shriners, the Fox Theatre has survived demolition to become an iconic entertainment venue. The Fox hosts many types of events such as Broadway shows, trade shows, weddings, concerts and corporate meetings. The Fox has consistently ranked in the top three for gross ticket sales over the past decade in North America.



Dyson Airblade™ hand dryers are the fastest to dry hands hygienically with HEPA filtered air.

The Problem

The Fox Theatre continually seeks new and innovative technologies to not only enrich the guest experience, but also preserve the historic fabric of the Fox while conserving natural resources. As a part of the Atlanta Better Buildings Challenge, a Presidential initiative to make commercial buildings 20% more energy efficient by 2020, the Fox looked to find a better hand drying solution for its restrooms.

On top of decreasing its impact on the environment, the Fox also needed a fast hand drying solution. “Our restrooms receive high usage during limited amounts of time, because we usually have short intermissions with up to 4,500 people who may all need to use the restroom at the same time and get back to their seats before the show starts,” commented Adina Erwin, General Manager.

The Solution

The Fox Theatre partnered with Dyson to install the latest Airblade™ hand drying range—the Dyson Airblade V, Airblade dB and Airblade Tap to replace their current hand dryers, World Dryers, throughout the Fox.

Dyson Airblade™ hand dryers have a lower impact on the environment with almost 80% less CO₂ than other hand dryers, like World

Dryer, saving about 18 metric tons of carbon annually.¹ “This is huge for a building that has 750,000 patrons a year,” remarked Molly Fortune, Director of Restoration.

Traditional hand dryers can take as long as 43 seconds to work. Dyson’s digital motor V4 uses digital pulse technology, spinning 92,000 times a minute to dry hands in just 12-14 seconds.² With a fast dry time and no heating element, the Dyson Airblade™ hand dryers also have the lowest operating costs—costing up to 69% less to operate per year than other hand dryers.³

The Results

Its partnership with Dyson enables the Fox Theatre to continue to reduce its energy usage, and illustrates that integrating new technology into historic buildings can provide a great patron experience and support sustainable operations. “The Fox Theatre recommends Dyson products to other historic theatres and other buildings,” concluded Fortune.

¹Calculated using PE International GaBi software and method developed with Carbon Trust based on five years use and dry times measured using Dyson test method 769 based on NSF P335 with a measurement of 0.1g residual moisture.

²Dry time measured using Dyson test method 769 based on NSF P335 using a measurement of 0.1g residual moisture.

³For calculations, visit airblade.dyson.com/calcs.

To try the Dyson Airblade™ hand dryer or for more information call or visit:

1-888-DYSON-AB
www.dysonairblade.com



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