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**RKS DESIGN HOSTS A SPECIAL PERFORMANCE BY ROCK AND ROLL HALL OF FAME
DAVE MASON & HIS BAND AT A 10/29 EVENT FOR IDSA'S NATIONAL CONFERENCE**

**MASON AND RKS CEO RAVI SAWHNEY CO-FOUNDED THE GROUNDBREAKING LINE
OF RKS GUITARS, WHICH WILL BE SHOWCASED IN CONCERT**

Pasadena, CA, October 27, 2004: The crowd will be "*Feelin' Alright*" this 'Friday night live' as premiere industrial design firm **RKS Design** hosts a special 9PM/October 29 performance by **Rock and Roll Hall of Famer Dave Mason** on the beautiful rooftop of the **Pasadena Museum of California Art**. Doors open at 8PM for the event, which is open for registered attendees of the **Industrial Designers Society of America's (IDSA) National Conference**, taking place **Oct. 27-30** in Pasadena.

Mason and **RKS Design CEO Ravi Sawhney** recently co-founded **RKS Guitars**, whose inaugural product line debuted in early **2004**. Handmade in the U.S.A., **RKS** guitars and basses introduce the concept of the "open architecture instrument," and are crafted with both the professional musician and music enthusiast in mind. They are the first-ever hybrid open-ended, hollow body electric guitars and basses, and represent the first true revolution in electric guitar designs in half a century.

Last week, **Sawhney** and **Mason** were the first recipients of the acclaimed San Francisco-based **Academy of Art University's "Doctors of Rock" Honorary Doctorates**, a series conceived to salute legendary artists, musicians and designers for their contributions to the art & design industries, and to highlight the interconnection of music and the visual arts. The awards recognized both the pair's synergy vis a vis **RKS Guitars**, and their remarkable independent achievements.

A multi-award-winning industrial designer, **RKS' Sawhney** commented, "On the heels of that great honor, we're thrilled to be hosting a party for our **IDSA** associates. It's a wonderful opportunity to celebrate both **Dave's** phenomenal music and the incredible design and performance of our new guitars, of which we're so proud. I believe they represent a pinnacle in **RKS'** legacy of innovative designs."

Founded in 1980, **RKS** creates unique industrial designs through "the fusion of science, design and experience." **Sawhney** calls this alchemy **Psycho-Aesthetics**, the underlying foundation of the firm's core philosophy—the physical expression of a product's intention through its design. In 2003 alone, **RKS** was honored with five prestigious **Industrial Design Excellence Awards (IDEA)** from **IDSA** and **BusinessWeek** magazine.

Stellar **singer-songwriter** and **guitar legend Dave Mason's** extraordinary career began after **Steve Winwood** disbanded the **Spencer Davis Group** and joined **Mason, Jim Capaldi** and **Chris Wood** in forming the pioneering band **Traffic** in **1967**. **Mason** went on to solo stardom in **1970** with his landmark gold debut album **Alone Together**, which delivered the signature hit "*Only You Know And I Know*." Other solo highlights include the gold LPs **Dave Mason** and **Mariposa De Oro**, and the platinum **Let It Flow**. **Mason** is currently at work on a forthcoming solo album.

RKS' IDSA event featuring **Mason** kicks off at 8PM; the evening will also feature a no-host bar and a doorprize drawing; attendance will be limited to **PMCA** capacity. The museum is located at 490 East Union Street in Pasadena (1 block north of Colorado, 1 block east of Los Robles). For more information, call **805-370-1200** or log on to **www.rksdesign.com**

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