



## FOR IMMEDIATE RELEASE

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### **UNCONVENTIONAL COLLABORATION REVOLUTIONIZES THE ELECTRIC GUITAR**

***VISIONARY DESIGNER RAVI SAWHNEY AND ROCK AND ROLL LEGEND DAVE MASON RECEIVE HONORARY DOCTORATES FROM ACADEMY OF ART UNIVERSITY FOR THEIR INDIVIDUAL CONTRIBUTIONS TO DESIGN AND MUSIC AND, MOST OF ALL, REINVENTING THE ELECTRIC GUITAR***

Monday, November 29, 2004 (Thousand Oaks, CA) World-renowned industrial designer **Ravi Sawhney**, CEO of RKS Design and co-founder of RKS Guitars, and **Rock and Roll Hall of Fame inductee Dave Mason**, founding member of Traffic and co-founder of RKS Guitars, have been **privileged with honorary doctorates from Academy of Art University**, located in San Francisco, CA.

Mr. Sawhney and Mr. Mason are **the first two recipients in the Academy of Art's Doctors of Rock series**, given to honor those for their contributions to the art and design of music making.

The Doctors of Rock series celebrates **legendary artists, musicians, and instrument designers** who will be awarded an **Honorary Doctorate Degree in recognition of their contribution to the art and design industries**.

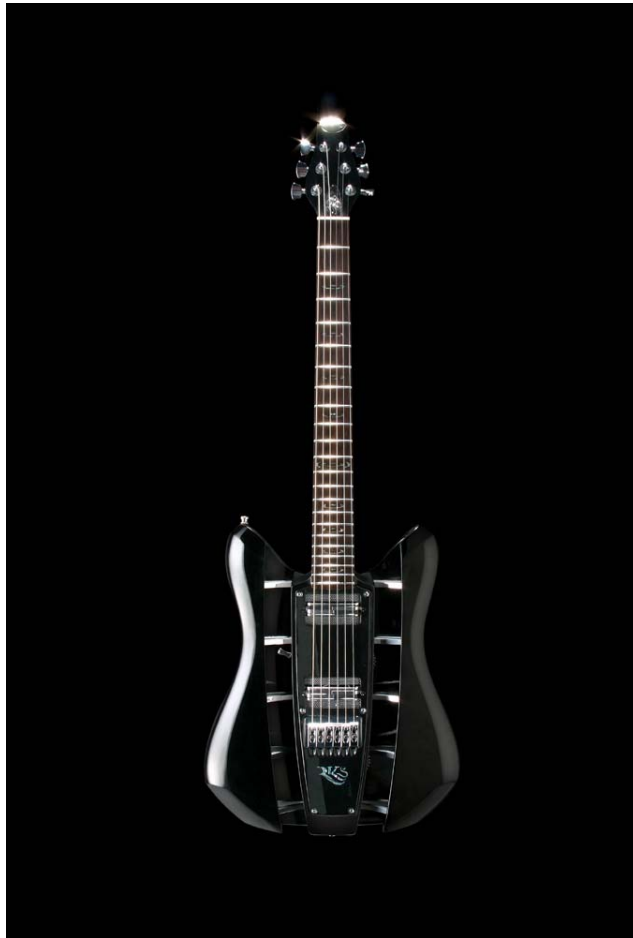
**Mr. Sawhney** was honored both for his work in the **development of the RKS Psycho-Aesthetics design methodology** as well as **the development of the new guitars from RKS Guitars**, which essentially **re-invented the electric guitar** and brought **the first new innovations to the instrument in over 50 years**. **Mr. Mason** was honored for both **his work with Mr. Sawhney on the new instruments from RKS Guitars** as well as his **legendary and influential body of work**, both with Traffic and as a solo musician.

Founded in 1980, **RKS Design** 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.

**Tom Matano**, the Director of Industrial Design at The Academy of Art University describes Mr. Sawhney's creations by saying, "his works **exhibit his keen sense of balance between function and aesthetics**," and, "I think that this guitar **will have a place in any design museum that honors great design**." He also referred to the guitars as "**timeless**" and stated that the guitars "**satisfied his personal criteria for good design**."

In addition to the ceremony on October 19, 2004 at which Mr. Sawhney and Mr. Mason received their honorary doctorates, the two will be **performing together** as part of the **Doctors of Rock performance series**, which will be **released at a later date on DVD**.

**To arrange interview with either Mr. Sawhney or Mr. Mason**, please contact Gary Kevorkian, Manager of Public Relations at RKS Design. For more information, visit **www.rksdesign.com, www.rksguitars.com, and www.academyart.edu**.



*The Revolutionary "Double Black" RKS Guitar*



*Rock and Roll Legend Dave Mason (L) and Design Legend Ravi Sawhney (R)*

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