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2009 CATALYST CASE STUDY SELECTIONS ANNOUNCED!

September 23, 2009 – The Industrial Designers Society of America and strategy, innovation, and design consultancy RKS are proud to announce the 2009 Catalyst case study selections – showcasing design’s power to effect positive change.

On the one year anniversary of its unveiling, the new Catalyst case study program announces the 2009 Catalyst case study selections – OXO Good Grips, how one man’s quest to create more comfortable kitchen tools for his wife led to a kitchen revolution, Whirlpool Strategy, the bold ambition to infuse an entire corporation with innovation, Black & Decker Dustbuster, the 30 year legacy of the “little vac” that took Black & Decker from the workshop into the home, and Apple iTunes-iPod-iPhone, a study in design integration that forever changed the music industry. “These insightful examples of design’s power to drive results and effect positive change will serve to capture design’s legacy and inspire design’s future,” said Ravi Sawhney, Executive Director of Catalyst and founder and CEO of RKS.

The original Design & Business Catalyst Award, innovated by Sawhney in 2002, went beyond traditional design competitions by recognizing excellence in market and financial performance. The new Catalyst goes even further by looking at design’s positive impact not only on the bottom line, but also on our lives, and on the world itself.

Sponsored by IDSA and fueled by RKS, Catalyst first assembled a panel of the world’s top business and design leaders and academic professionals. To ensure the program’s ability to seek out design’s “greatest hits,” submissions and nominations were accepted without an entry fee and from anyone, regardless of whether or not they were involved in the design’s development. “This nomination process empowered us to seek out and tell design stories that need to be told... “legacy” stories of designs that have had a profound impact on the way we live our lives,” explained Sawhney.

– More –



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RKS is proud to be working with the IDSA to help direct and run the Catalyst. Catalyst case studies will be available in pdf and MP3 format at idsacatalyst.org.

The call for 2010 Catalyst submissions is open, with the first deadline set for November 1, 2009.

Images are available for download at Catalyst at www.rksdesign.com/press/catalyst.



Lead designer Carroll Gantz
with the original Dustbuster.

About Catalyst:

Sponsored by IDSA and fueled by RKS, the goal of the Catalyst case study program is to capture design's legacies and inspire design's future. By bringing depth, clarity, and transparency to the industrial design process, these case studies reveal the profound importance of the profession. This concrete body of evidence will instill into the collective consciousness design's power to effect positive change. Submissions are accepted on a year-round basis. Learn more at www.idsacatalyst.org.

About IDSA:

The Industrial Designers Society of America (IDSA) is the voice of the industrial design profession, advancing the quality and positive impact of design through education, information, community and advocacy. IDSA's mission is threefold: lead the profession by expanding our horizons, connectivity and influence, and our service to members; inspire design quality and responsibility through professional development and education; and elevate the business of design and improve our industry's value. IDSA has over 3,300 members and 28 chapters. Learn more at www.idsa.org.

About RKS:

RKS is an Industrial Design consultancy offering a full range of strategy, innovation, and design services. Consistently ranked in Business Week's Top 10 Industrial Design firms, RKS has a 28-year legacy of transforming client inspirations and aspirations into powerful business results. The Southern California-based firm is widely known for Psycho-Aesthetics®, their philosophy of emotionally connecting consumers to brands through design. Its clients include JBL Professional, LG, HP, KOR Water, Vestalife, Zyliss USA, Sprint, Panavision, Intel, Hamilton Medical, Medtronic, Discus Dental, and many more. RKS has won more than 80 product design awards globally, and has been issued more than 150 patents. Find out more at: www.rksdesign.com.