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### INTRODUCING: THE NEW CATALYST

Southern California, September 24, 2008 – The Industrial Designers Society of America and strategic design consultancy RKS are proud to unveil the new Catalyst – a case study program showcasing design’s power to effect positive change.

Today, the power of design is being used more and more to not only produce business results, but to effect positive change in the world itself. From intelligent and ergonomic designs that let baby boomers [live independently](#) longer, to “[keep the change](#)” programs that encourage savings, and [sustainable design](#) to benefit the environment, design is having a more profound effect on our lives every day.

As [Steve Jobs](#) wisely points out, “Innovation distinguishes between a leader and a follower.” To thrive today, businesses must take a leadership position.

Originating in 2002, the Design & Business Catalyst Award went beyond traditional design competitions by recognizing excellence in market and financial performance. Innovated by Ravi Sawhney, founder and CEO of RKS, the competition marked winning design's business success from 2002 through 2007 and was co-sponsored by BusinessWeek magazine.

The new Catalyst looks at design’s positive impact not only on the bottom line, but also on our lives, and on the world itself. Case studies will be selected from submissions made by design teams and individuals and through nomination by a panel of esteemed business, design, and academic professionals. “This nomination process will allow us to seek out and tell design stories that need to be told... not just current design stories, but also “legacy” stories of designs that have had a profound impact on the way we live our lives,” explained Sawhney. Sawhney, long a champion of the power of design, is once again leading the charge as innovator and Executive Director of the new Catalyst.

“There are about 50,000 industrial designers in the [United States](#)... and nearly four million business professionals who can benefit from hearing our stories,” said Sawhney. “The Catalyst case studies are our best stories... our greatest hits.”

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The goal of the new Catalyst is made clear in its Mission Statement: “Design is vital to all aspects of our lives. 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.”

Once the reviewing committee has selected the Catalysts, each case study will be researched, written, and prepared by a professional writer and a professional graphics artist. “The new format of the Catalyst will allow us to publish the highest quality case studies that illustrate how great design has created significant and remarkable benefits for business and for the world,” said Frank Tyneski, Executive Director of the IDSA.

The new Catalyst was introduced by Sawhney at the opening of Polar Opposites, IDSA’s national conference for 2008. While making the announcement of the new program, Sawhney unveiled the new Catalyst logo designed by RKS for the IDSA. RKS is proud to be working with the IDSA to help direct and run the Catalyst. The call for Catalyst submissions is anticipated for first quarter 2009.

Images are available for download [here](#).



# CATALYST



Frank Tyneski  
Executive Director, IDSA



Ravi Sawhney, CEO & Founder RKS,  
announcing new Catalyst at the  
IDSA 2008 National Conference

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**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 specializes in market segments that include medical/dental, consumer electronics, sporting goods, housewares, consumer products, and industrial goods. Its clients include LG, HP, Zyliss USA, Sprint, Panavision, Intel, Hamilton Medical, Medtronic, Discus Dental, JBL Professional, and many more. RKS has won more than 50 product design awards globally, and has been issued more than 150 patents. Find out more at: [www.rksdesign.com](http://www.rksdesign.com).

**ABOUT INDUSTRIAL DESIGN AND IDSA:** Industrial designers determine the form, use features and interaction qualities of manufactured products, packaging, and digital media systems. They study people at work, at home and in motion to create satisfying experiences with products from the kitchen and the office to the hospital and the warehouse, shaping these to fit their customers and to make effective use of industrial processes. In this way, industrial designers have a quiet but profound presence in almost everything people encounter during the day.

IDSA is the voice of industrial design, committed to advancing the profession through education, information, community and advocacy. Find out more at [www.idsa.org](http://www.idsa.org).

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