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For immediate release:

IDEA on the Cover of *BusinessWeek*

Dulles, VA (June 24, 2005)—For the first time in the 25-year history of the Industrial Design Excellence Awards (IDEA) competition, the IDEA article was selected to run as *BusinessWeek*'s cover story. The magazine chose RKS Design's "Pop" Series Guitar, a Silver award winner, for the coveted position in the July 4 issue.

"This is the best IDEA ever that *BusinessWeek* has been associated with," said Editorial Page Editor Bruce Nussbaum. "The winners are smart, the jury did a fantastic job, the winners from around the world are superb. There's a lot to be learned from this issue. And by the way, it's gorgeous!"

IDSA has emerged as *BusinessWeek*'s premier partner in covering the ultra-hot issue of design and its ever-broadening influence on business. The mutually beneficial relationship began in 1990, when Nussbaum approached IDSA about sponsoring the IDEA awards. After 15 years of an evolving relationship, the two organizations are preparing to embark on another exciting venture to be announced next month. Says Nussbaum, "We love to partner with IDSA."

This year, the article is presented online at www.businessweek.com with more images and additional information on past and present winners. "The online report has an interactive dimension that adds huge value to the reporting. The way information is presented is a big service to our readers. Just clicking through to see the history on past winners gives you an amazing perspective," said Nussbaum.

The RKS guitar was chosen to grace this week's cover not only for its beauty, but for its environmental impact. "It's a risky business tinkering with an icon like the guitar—no bit player in the holy trinity of sex, drugs and rock and roll—but RKS did just that," remarked Susan Yelavich, faculty, Parsons School of Design, New York. "They managed to preserve the sanctity of the form and introduce a radical open architecture that earns props for its strong environmental conscience. Weighing in at a mere 2 lbs. (instead of 8 or 10), the potential savings could amount to 40 million lbs. of tone wood."

"Putting the world's premier design competition on the cover of *BusinessWeek* illustrates the growing public recognition that design is a critical part of the product innovation process with a strong impact on profit," said IDSA President Ron Kemnitzer. "It's what we designers have known for a long time—design isn't just about style, it's about translating the opportunities and constraints of technology, demographics, economics and culture to provide enriching experiences, whether in the operating room, the kitchen or the office."

The IDEA issue of *BusinessWeek* hits the stands June 27.

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See the winners online at the IDSA Web site @ <http://www.idsa.org/idea/idea2005/>