

National Design Awards

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May 3, 2004

**SMITHSONIAN'S COOPER-HEWITT, NATIONAL DESIGN MUSEUM
ANNOUNCES FIFTH ANNUAL "NATIONAL DESIGN AWARDS"
TO BE HELD ON OCTOBER 19**

Paul Warwick Thompson, director of the Smithsonian's Cooper-Hewitt, National Design Museum announced that the fifth annual National Design Awards, honoring the most outstanding contributions in the design world today, will be held on October 19.

"The National Design Awards perfectly articulate the vision of our founders, the Hewitt sisters, who sought to raise manufacturing and design standards with examples of very best practice," Thompson said. He added, "The Awards affirm Cooper-Hewitt, National Design Museum's standing as the design authority of the United States, connecting industry, design and the general public."

The names of the panel of six distinguished jurors appointed by the museum who will select the finalists and winners this summer were also presented today. The six jury members, each a leader in his or her respective field, bring a diversity and expertise to this year's National Design Awards and the vast arena of design.

- **Álvaro Siza** is a distinguished architect whose work goes beyond the blueprint design of the structures he creates to involve the landscape design and urban context of his buildings and the interior detailing, including furniture and hardware design. His major projects include urban design interventions in Berlin, Lisbon, The Hague, Maastricht, and Macao, Museums in Spain and Amsterdam, religious structures and University buildings in his native Portugal, as well as numerous other projects representing virtually every project type. His participation in seminars and conferences worldwide reflects his ongoing dynamic presence in the fields of art, architecture, and design. He is currently working on a range of commissions reflecting every project type and scale. Siza will introduce his first comprehensive design collection of furniture, lighting, and accessories worldwide this year with New York-based Ohm Design. Awards of recognition received by Siza include the Pritzker Prize (1992) and the Leone d'Oro from the Venice Biennale (2002).



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SI-159-2004

- **Andy Proehl** is Director of the Sony Design Center in San Francisco, the product design group within Sony Electronics, Inc. The group is responsible for making Sony into one of the most widely recognized brand names and product lines in the world. The San Francisco Design Center focuses on emerging businesses and technologies for the US market. The office combines lifestyle research with interface and product design to identify and envision new business opportunities. Proehl has been issued over 10 patents for user interfaces and networked devices. Before joining Sony, Andy was an interactive exhibit designer at Edwin Schlossberg Incorporated.
- **Christopher Pullman** has been Vice President for Design for WGBH Public Broadcasting in Boston, since 1973. WGBH, public broadcasting in Boston supplies about 30% of the PBS prime time schedule. He and his staff are responsible for the visual personality of WGBH, as expressed through its on-air titles, credits and animation, promotional and sales support, classroom materials and interactive media and for the numerous trade books, publications and products the station produces in conjunction with its programming. Mr. Pullman has lectured widely to schools and professional organizations and has published articles on design for television, which have appeared in *CA*, *Design Quarterly*, *Critique* and various anthologies.
- **Deborah Nevins** is a nationally recognized landscape designer and landscape historian, based in New York City. She is the principal designer and president of Deborah Nevins & Associates, Inc. Deborah Nevins' landscape projects include residential estates throughout the United States and the Caribbean. The firm's projects vary widely in style, but are always sensitive to architectural context. Her work has been published in *House and Garden*, *H/G*, *House Beautiful*, *Town and Country*, *W* and other publications. She wrote the introduction to the reprint of *The English Flower Garden* by William Robinson.
- **Ralph Caplan**, a former editor-in chief of *ID* magazine, has written regular columns for *ID* and *PRINT* and hundreds of articles for a variety of publications, on subjects ranging from the behavior of chairs for *Psychology Today* to post-modern clothing for *The New York Times Magazine*. He lectures regularly on design to professional, university, museum, community and corporate audiences around the world. As a consultant, Caplan has collaborated on publications, exhibitions, and strategies with a wide variety of clients, including major corporations, professional and public service organizations and design firms. Ralph Caplan, is also the author of *By Design*, and a member of Emeritus Board, International Design Conference in Aspen.
- **Eliza Bolen** is the Vice President of licensing at Oscar de la Renta, Ltd., where she is responsible for the world-wide extension of the brand. Prior to joining the company, Eliza worked with several environmental agencies including the Natural Resources Defense Council, Environmental Defense Fund and the New York Department of Parks & Recreation. Eliza currently serves on the board of the Delta Society, and international non-profit organization, providing service and therapy animal programs for hospitals, nursing homes, rehabilitation centers and schools. She also serves on the Junior Committee of the Metropolitan Museum of Art.

National Design Awards nominations were solicited from a committee of more than 800 leading designers, educators, journalists, cultural figures and corporate leaders from every state in the nation. The National Design Awards will recognize winners in seven categories:

- The **Lifetime Achievement Award** will recognize the work of a distinguished individual who has made a profound and long-term contribution to the contemporary practice of design.

- The **Corporate Achievement Award** will be bestowed on a corporation, organization or institution that uses design as a strategic tool of its mission and exhibits ingenuity and insight in helping to advance the relationship between design and quality of life in the United States.
- Five **Design Achievement Awards** will be given to individuals or firms for exceptional and exemplary work in five areas:
 - **Architecture** (commercial, public or residential architectural design)
 - **Communications** (graphic design, multimedia design)
 - **Environment** (landscape architecture, interior design)
 - **Product** (consumer goods, technology, home and office furnishings)
 - **Fashion** (clothing, accessory or footwear design).

This summer, Cooper-Hewitt will announce the first winners, those of Lifetime Achievement and Corporate Achievement Awards, as well as the three finalists for each of the other five awards of Architecture, Communications, Environment, Product and Fashion. The five Design Achievement Award winners will be announced, and the Lifetime and Corporate Achievement award winners honored, at the October 19 gala, which will be held at Cooper-Hewitt's landmark headquarters on Fifth Avenue in Manhattan. Also that evening, the Design Patron Award will be awarded by the Director and the museum's trustees in recognition of outstanding support and patronage within the design world. The proceeds from the gala will benefit the museum and its public programs.

First launched at the White House in 2000 as an official project of the White House Millennium Council, the annual awards program celebrates design in various disciplines as a vital humanistic tool in shaping the world, and seeks to increase national awareness of design by educating the public and promoting excellence, innovation and lasting achievement. **Richard Meier** and vice-chairs Reed Krakoff, Murray Moss and Deedie Rose will chair the gala dinner and ceremony.

The National Design Awards is one of the few programs of its kind structured to continue to benefit the nation long after the awards ceremony and gala. An education program will be announced this summer in conjunction with the awards by Cooper-Hewitt, National Design Museum's award-winning Education Department and includes educational materials, as well as a series of public programs, lectures, roundtables and workshops based on the vision and work of the National Design Award winners. The 2004 National Design Awards are made possible by the generous support of Coach. For more information about the dinner, the awards program and selection process, please contact Director Buff Kavelman at (212) 849-8337 or visit the National Design Awards Web site at www.nationaldesignawards.org.

About Cooper-Hewitt, National Design Museum

The Smithsonian's Cooper-Hewitt, National Design Museum is the only museum in the United States devoted exclusively to historical and contemporary design. Design shapes our objects, environments and

communications, making them more desirable, functional and accessible. The museum celebrates the nature of design and explores its impact on the quality of our lives.

Cooper-Hewitt is located at 2 East 91st Street and Fifth Avenue in New York City. Hours: Tuesday through Thursday, 10 a.m. to 5 p.m.; Friday, 10 a.m. to 9 p.m.; Saturday, 10 a.m. to 6 p.m.; and Sunday, noon to 6 p.m. The museum is closed on Mondays, Thanksgiving Day, Christmas Day, and New Year's Day. Public transit routes include the Lexington Avenue 4, 5 and 6 subways (86th or 96th Street Stations) and the Fifth and Madison Avenue buses. General admission, \$10; senior citizens and students over age 12, \$7. Cooper-Hewitt members and children under age 12 are admitted free. For further information, please call 212.849.8400 or visit <http://www.cooperhewitt.org>. The museum is fully accessible.

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