

FOR IMMEDIATE RELEASE

## SMITHSONIAN'S COOPER-HEWITT, NATIONAL DESIGN MUSEUM ANNOUNCES THIRD ANNUAL "NATIONAL DESIGN AWARDS" TO BE HELD IN NOVEMBER 2002

Mrs. Laura Bush to Serve as Honorary Patron of Prestigious Awards  
Celebrating Excellence, Innovation and Achievement in Design

Recognizing the most outstanding contributions in the design world today, the third annual **National Design Awards** will be bestowed this year in mid-November, it was announced by Paul Thompson, director of the Smithsonian's Cooper-Hewitt, National Design Museum.

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. Furthering the White House's commitment to this important initiative, Mrs. Laura Bush has agreed to be this year's Honorary Patron of the National Design Awards.

Thompson said, "Design is key to quality-of-life issues ranging from environmental sustainability to job and wealth creation. The USA, like other Western hemisphere economies, can no longer compete on price; design is the ultimate 'added value' that differentiates our products from competitors; products, buildings and services that look great, function superbly, and remain desirable through many years of use, are the best engines for sustained economic well-being. These awards encourage and honor individuals and corporations who achieve these goals."

The National Design Awards will recognize winners in six 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.



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Cooper-Hewitt, National Design Museum

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# National Design Awards

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.

Four **Design Achievement Awards** will be given to individuals or firms for exceptional and exemplary work in four areas: **Architecture** (commercial, public or residential architectural design); **Communications** (graphic design, multimedia design); **Environment** (landscape architecture, interior design); and **Product** (consumer goods, technology, home and office furnishings).

The Cooper-Hewitt's National Design Awards jury has received more than 300 nominations this year. Nominations were made by a committee of more than 600 leading designers, educators, journalists, cultural figures and corporate leaders from every state in the nation. Winners will be selected this summer by a panel of seven distinguished jurors appointed by the museum:

**Reed Krakoff**, president and executive creative director for Coach. Krakoff's chief role as head of all product designs is to shape Coach's image throughout all areas of brand positioning. Prior to Coach, Krakoff held the position of senior vice president of marketing, design and communications at Tommy Hilfiger USA. He was awarded the coveted American Fashion Award for 2001 Accessories Designer of the Year.

**Frank Nuovo**, creative director and designer of Vertu, a subsidiary of Nokia, and founding head of the Nokia design team. Nuovo is the driving force behind the styling and global design innovations of Nokia and the Vertu product launch, where he applies his design expertise to everything from the company's conceptualization to the final presentation of the product. His work has been featured at the Museum of Modern Art and the Neus Museum Nurnberg Sammlung Design.

**Robyn Waters**, vice president of trend merchandising for Target, where she is responsible for the overall company trend direction for all 1,055 Target stores in 47 states. She and her "trend team" scout the world to keep informed of what is new and innovative in the world of design. They collaborate with product development and design teams as well as with merchants to translate those trends into unique products that appeal to Target consumers.



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**Sheila Levrant de Bretteville**, professor and director of studies in the Graphic Design Department at Yale University's School of Art. De Bretteville is a pioneer in a form of public art that uses typography and environmental design to reflect the communities in which her work takes place. Her work is in the collections of the Museum of Modern Art in New York, the Victoria and Albert Museum in London and numerous collections across the country.

**Rob Forbes**, founder and chief design officer, Design Within Reach, a catalog, Internet and studio retailer of both classic and new modern design furniture, lighting and accessories. Formerly director of marketing at Williams-Sonoma and director of business development at Smith & Hawken, Forbes is also an accomplished artist who has exhibited nationally and is the recipient of a National Endowment for the Arts Fellowship.

**Richard Gluckman**, principal, Gluckman Mayner Architects, designers of a wide range of institutional, commercial and residential projects throughout the United States, Europe and Asia, including the Dia Center for the Arts, New York; The Andy Warhol Museum, Pittsburgh; and the Whitney Museum of American Art, New York. Current museum projects include The Picasso Museum in Malaga, Spain; an exhibition space for the Mori Art Center in Tokyo; and The Austin Museum of Art in Texas.

**Walter Hood**, associate professor and chair of Landscape Architecture and Environmental Planning, University of California, Berkeley. Trained both as an architect and a landscape architect, Hood has worked in a variety of settings including community design, urban design, planning and research, and is the recipient of awards from the American Society of Landscape Architects and the Rome Prize in Landscape Architecture.

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 four awards. The remaining four Design Achievement Award winners will be announced, and the Lifetime and Corporate Achievement award winners honored, at the November 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 bestowed by the director and the museum's trustees to recognize outstanding support and patronage within the design world. The proceeds from that evening will benefit the museum and its public programs.



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For more information about the National Design Awards ceremony and benefit dinner, the public may call George Trescher Associates Inc. at (212) 685-1095. Inquiries from design professionals about the awards procedures and public programs can be directed to project director Buff Kavelman at (212) 849-8337 or the National Design Awards Web site at <http://www.si.edu/ndm>.

Among the recent public programs associated with the National Design Awards this year are:

**Peter Eisenman: Theory into Practice**

The winner of the 2001 Architecture Design Award discussed his most recent work and its relationship to his theoretical explorations.

**J Mays: Design Road Trip**

Ford Motor Company's vice president of design took the driver's seat to describe the landmarks, pit stops, and destinations of his design journey.

**Diller + Scofidio: Embodiment Performance**

Finalists for the 2001 Environmental Design Award will discuss their most recent work exploring new technological approaches to environmental design.

**Studio Visit to Maharam**

A private tour of this fourth generation family-owned textile company, finalists for the 2001 Product Design Award.

**Award-Winning Works on Paper**

A behind-the-scenes viewing of conceptual sketches and final design drawings by National Design Award winners and finalists from the museum's collection, featuring works by Ed Fella, Tinker Hatfield for Nike, Steven Holl, John Maeda, Samuel Mockbee, Stefan Sagmeister, Lorraine Wild, Robert Wilson and others.



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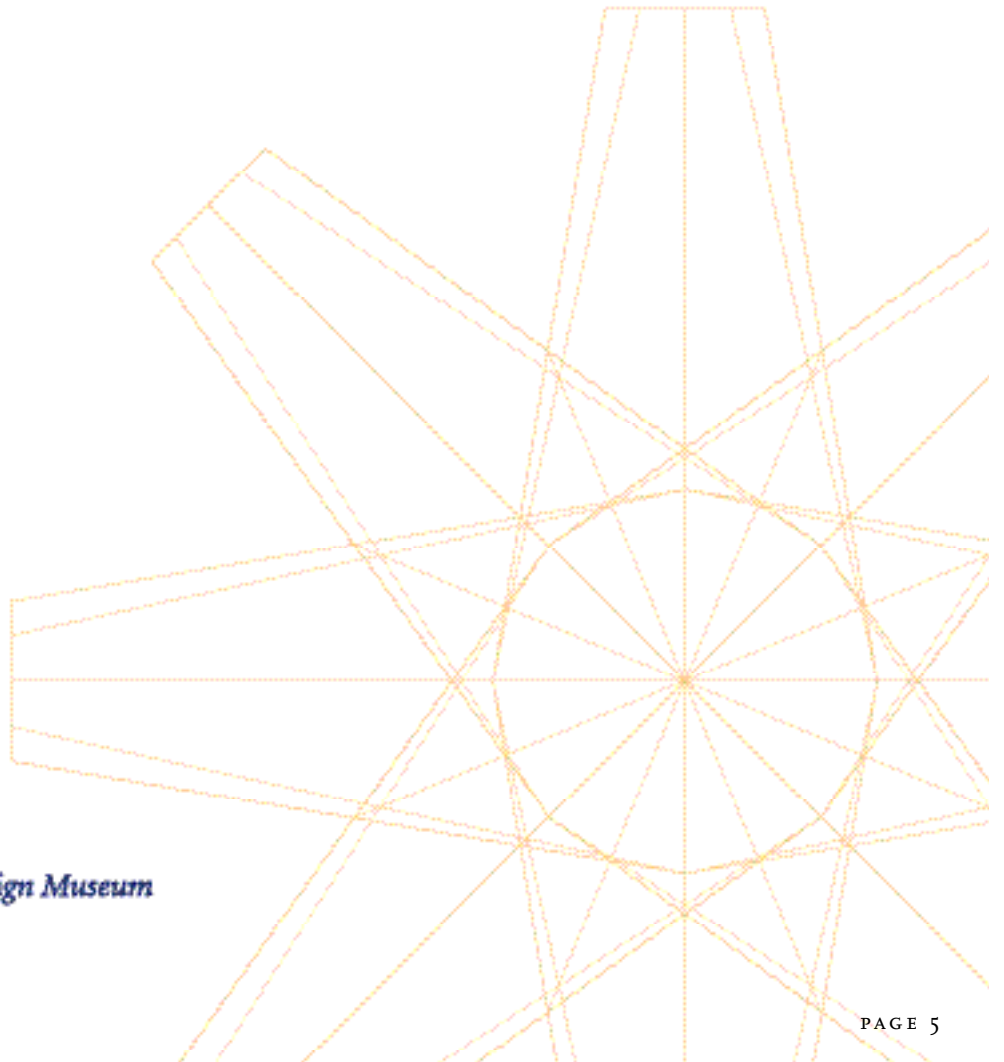
## ABOUT COOPER-HEWITT, NATIONAL DESIGN MUSEUM

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, 10 a.m. to 9 p.m.; Wednesday through Saturday, 10 a.m. to 5 p.m., Sunday, noon to 5 p.m. The museum is closed Mondays and federal holidays. 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, \$8; senior citizens and students age 12 and over \$5. National Design Museum members and children under 12 are admitted free. Free admission Tuesday, 5 p.m. to 9 p.m. For further information, please call (212) 849-8400 or (212) 849-8386 (TTY), or see <http://www.si.edu/ndm>. Cooper-Hewitt, National Design Museum is fully accessible.



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