

National Design Awards

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**SMITHSONIAN'S COOPER-HEWITT, NATIONAL DESIGN MUSEUM
ANNOUNCES FOURTH ANNUAL "NATIONAL DESIGN AWARDS"
TO BE HELD ON OCTOBER 22, 2003**

**This Year's Awards, Expanded to Include New Fashion Category, to be Juried by
Distinguished Group Including Architect Rafael Viñoly, Nike Global Creative Director
John Hoke III and 7th on Sixth Executive Director Fern Mallis**

Paul Warwick Thompson, director of the Smithsonian's Cooper-Hewitt, National Design Museum announced that the fourth annual National Design Awards, honoring the most outstanding contributions in the design world today, will be held on October 22, 2003.

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. **Laura Bush** will serve as the Honorary Patron of the 2003 National Design Awards. **Richard Meier** and vice-chairs **Carolina Herrera, Murray Moss and Deedie Rose** will chair the gala dinner and ceremony.

To encompass a broader range of design this year, a new Fashion category has been added to the awards, celebrating outstanding achievement in clothing, accessory or footwear design. The 2003 Awards jury will bring together a unique group of individuals representing a range of design disciplines, including **architect Rafael Viñoly, Nike Global Creative Director John Hoke III, 7th on Sixth Executive Director Fern Mallis, BMW Group Chief Designer Christopher Bangle, interior designer DD Allen, 'regenerative' environmental designer**

Julie Bargmann, and New York University's Tisch School Interactive Telecommunications Program Chair Red Burns.

"Design is key to many of the quality-of-life- issues that are so important today, ranging from environmental sustainability to economic growth and vitality," Thompson said. "The National Design Awards and the design principles it brings to the forefront form a vital bridge between design, industry and the general public." He added, "With the introduction of the Fashion category, the National Design Awards truly represents and celebrates the full spectrum of American design talent and achievement."

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).

The Cooper-Hewitt's National Design Awards jury received more than 300 nominations this year. Nominations were solicited from a committee of more than 700 leading designers, educators, journalists, cultural figures and corporate leaders from every state in the nation. The panel of seven distinguished jurors, appointed by the museum, who will select the finalists and winners this summer are:

- **Rafael Viñoly**, founder and principal of Rafael Viñoly Architects PC, a New York-based firm that has offices in Lower Manhattan and London. He has over 40 years of practice in the United States, Latin America, East Asia and Europe, Viñoly's work has been driven by the belief that architecture's essential responsibility is to elevate the public realm. He was most recently selected to design the expansion of the John F. Kennedy Memorial Center for the Performing Arts and was a finalist in the competition for the redevelopment of the World Trade Center site. He has won numerous design excellence awards, including the coveted American Institute of Architects Medal of Honor award.
- **John Hoke III**, global creative director, footwear design, Nike. Hoke's team creates more than 200 styles of new footwear each year. He was also the designer and creative director for NIKETOWN in New York and London as well as the creative director of Nike's Brand Design Studio. Prior to joining Nike, Hoke worked as an architectural,

industrial, graphic and product designer at architect Michael Graves' office. This fall he will become a part-time faculty member at Art Center College of Design in Pasadena.

- **Fern Mallis**, executive director of 7th on Sixth and Vice President of International Management Group (IMG). Before joining IMG, Mallis was for 10 years the executive director of the Council of Fashion Designers of America. She is widely credited with the creation of 7th on Sixth, which produces Mercedes-Benz Fashion Week for American women's and men's fashion shows twice a year in New York and is celebrating its 10th anniversary this fall. Mallis received a Fashion Group International award at their annual "Night of Stars" for helping to change the face of fashion.
- **Christopher Bangle**, director of design, BMW Group since 1992. Bangle is responsible for overseeing the design of every aspect of the BMW Group that includes all BMW cars, sport utility vehicles, motorcycles, motor sports and the MINI and Rolls-Royce brands. Bangle also serves on the Board of Directors of DESIGNWORKS/USA in Newbury Park, Calif., a design firm subsidiary of BMW and was recently published in a by-lined article in *Harvard Business Review*.
- **DD Allen**, partner and principal designer with Michael Pierce in Pierce Allen, an architecture, interior design and decorating firm in New York City since 1986. Their broad project base includes residential, retail, gallery and restaurant design for such clients as Matt Damon; Kevin Kline and Phoebe Cates; Tommy Tune's Penthouse, Matthew Marks' Townhouse; Sullivan Street Bakery; Thomas H. Lee Capital.
- **Julie Bargmann**, principal of D.I.R.T. studio and associate professor at the University of Virginia School of Architecture, Bargmann is nationally recognized as an innovative designer in the building of regenerative places. She collaborates with scientists, ecologists, architects, artists, engineers, and historians to create new public spaces out of abandoned toxic Superfund sites. A Rome Prize Fellow in Landscape Architecture, in 2001 she also was the recipient of a 2001 National Design Award in Environment.
- **Red Burns**, chair, Interactive Telecommunications Program in the Tisch School of the Arts at New York University. She was named Tokyo Broadcasting System Professor of Communications in 1997. Burns is the recipient of numerous awards, including the Art Director Club's Hall of Fame, *Crain's* All-Stars Educator's Award and the Mayor of New York's Award for Excellence in Science and Technology. *Crain's* also cited her as one of the "Top 100 People Who Will Shape New York," and she was named one of *Newsweek's* "50 for the Future."

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 this summer. The five Design Achievement Award winners will be announced, and the Lifetime and Corporate Achievement award winners, honored, at the October 22 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.

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 2003 National Design Awards are made possible by the generous support of Coach. For information about the National Design Awards ceremony and benefit dinner, the public may call George Trescher Associates Inc. at (212) 685-1095. Design professionals seeking information about the awards program and selection process should contact project director Buff Kavelman at (212) 849-8337 or visit the National Design Awards Web site at ndm.si.edu.

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://ndm.si.edu>. Cooper-Hewitt, National Design Museum is fully accessible.

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