

# NationalDesignAwards

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## **SMITHSONIAN'S COOPER-HEWITT, NATIONAL DESIGN MUSEUM CELEBRATES THE 2003 NATIONAL DESIGN AWARDS AT OCTOBER 22 GALA**

**Awards given to I.M. Pei, Massimo and Lella Vignelli,  
Target, U.S. General Services Administration, Tom Ford  
Tod Williams/Billie Tsien, Robert Greenberg,  
Michael Van Valkenburgh, Herman Miller and Gordon Segal**

The Smithsonian's Cooper-Hewitt, National Design Museum presented its National Design Awards to 10 individuals and companies tonight, October 22, at the museum's fourth annual National Design Awards gala. The event, which benefits the museum and its public education programs, was held at the Cooper-Hewitt's landmark headquarters on Fifth Avenue in Manhattan.

Originally launched at the White House in 2000 as an official project of the White House Millennium Council, the annual National Design 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. The awards recognize extraordinary contributions to design in eight categories: **Lifetime Achievement, Corporate Achievement, Architecture Design, Communications Design, Environment Design, Product Design** and the **Design Patron Award**. This year a new **Fashion** category was added to the awards, celebrating outstanding achievement in clothing, accessory or footwear design.

### **LIFETIME ACHIEVEMENT, I.M. Pei**

Architect **I.M. Pei** is one of two recipients of the 2003 National Design Awards for **Lifetime Achievement**. His long and distinguished career as one of the 20th century's most important architects began after he moved to the United States from his native China to study architecture at the age of 17. Since then he has



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completed a vast range of iconic designs for many important clients around the world, including philanthropic families, universities, hotels, banks and major cultural institutions. At 86, Pei still travels the world to oversee each project, currently in the Middle East, Asia and Europe. He incorporates the latest technologies into his clean, timeless geometric forms. Despite his international acclaim, Pei remains a true artist, not bound by narrow stylistic constraints, but inspired by the unique physical and cultural context of each individual building. He is widely admired for his knowledge of contemporary art, his civic spirit, and his generosity to fellow architects – whether they are peers or young students. Among Pei’s best known works are the East Wing of the National Gallery of Art, Washington, D.C.; John F. Kennedy Library, Boston; The Morton H. Meyerson Symphony Center, Dallas; Bank of China Tower, Hong Kong; Grand Louvre, Paris; Miho Museum, Kyoto; and Schauhhaus, German Historical Museum, Berlin.

### **LIFETIME ACHIEVEMENT, MASSIMO & LELLA VIGNELLI**

**Lella and Massimo Vignelli** are also this year’s recipients of the 2003 National Design Award for **Lifetime Achievement**. Born and trained in Italy, they started their own office in Milan in 1961, and co-founded Vignelli Associates in New York 10 years later. Their diverse design contributions have brought them international recognition and numerous honors. Pursuing a multidisciplinary practice on the highest level, their work includes graphic identity programs, publications and print materials of all kinds, household and office furnishings, housewares, interior and exhibition design. The resulting cross pollination between two- and three-dimensional work allows the Vignellis to meet clients’ needs and exercise better control of a given design program. Working with great focus and dedication, they bring together many complex considerations into visually powerful, intellectually elegant and classic designs. Always leaders on the frontline of the design profession, the Vignellis are mentors and humanitarians at the same time. Notable projects include New York’s and Washington’s subway signage and maps; the interior of St. Peter’s Church at Citicorp Center; Venini lamps; Heller dinnerware; furniture systems for Poltrona Frau and identity programs for Knoll International, Bloomingdales, Saks Fifth Avenue and American Airlines.

### **CORPORATE ACHIEVEMENT, TARGET**

The 2003 National Design Award for **Corporate Achievement** was bestowed on the **Target Corporation**, for its emphasis on good design and aesthetics, which is central to its success. As a “curator” of good design, the company commissions product lines by some of the most talented designers today – including Michael Graves, Philippe Starck, Isaac Mizrahi and Stephen Sprouse – to expand the store’s product offering at modest prices. From its headquarters in Minneapolis, Target has democratized design and made a major impact on the education of the American public about its daily benefits. A brilliant retailer, the company’s design savvy extends to its store design, advertising, branding and graphic image as well, all of which embody the Target “Fast, Fun and Friendly” ethic. Over 96 percent of American consumers recognize the red bull’s eye as the Target logo.

The **U.S. General Services Administration’s Design Excellence Program** was awarded a **Special Commendation in the Corporate Achievement** category for the high quality of its public commissions. In 1961, Daniel Patrick Moynihan wrote “Guiding Principles for Federal Architecture” as one page of a much larger report to President John F. Kennedy on federal office space. Although the principles influenced the creation of the General Services Administration, the organization has flourished in the last 10 years with GSA leadership and the support of clients such as members of the Federal Judiciary and the private sector design community. It has become the steward of many of our nation's most valued architectural treasures, and the builder for the federal civilian government. The program has continued this tradition within a massive government agency, commissioning some of America's leading architects, such as Richard Meier, Henry N. Cobb, Steven Davis and Thom Mayne to design public buildings of lasting quality across the country.

### **FASHION DESIGN, Tom Ford**

**Tom Ford** is the first recipient of the National Design Award for **Fashion Design**. Ford is a rare combination of a gifted designer and an astute businessman. He believes that “good design should have the power to communicate long after the original moment has passed.” Ford’s timeless designs beautify the body as they celebrate sensuality. They have attracted worldwide attention through his role as creative director of The Gucci Group and designer for both Yves Saint Laurent Rive Gauche and Gucci. Ford now divides his time between the United States (he is a Texas native), London, Paris and Milan. His breadth of interests and global view are evident in his approach to running a luxury fashion house, where he ensures that everything – from the clothing, to the store environment, to the ad campaign and the fragrance lines – creates an experience of beauty and enhancement of life.

Finalists in this category were **Christina Kim/Dosa** whose fluid designs have an ethereal beauty and both an ethical and social significance; and **Narciso Rodriguez**, a Cuban American who compares his finely crafted approach to the design of a garment with the way a modernist architect designs a building.

### **ARCHITECTURE DESIGN, Tod Williams/Billie Tsien**

The 2003 winners in the category of **Architecture Design** are **Tod Williams** and **Billie Tsien** who have worked together since 1977 and have deliberately stayed small, focusing on a few projects at a time and choosing to work slowly in a world characterized by speed. Their architectural designs are based on a profound sense of optimism and the conviction “that it is possible to make places on earth that can give a sense of grace to life.” True craftsmen, Tsien and Williams design with exquisite attention to detail in surprising ways, creating welcoming environments for their residential, institutional and cultural clients. Some of their best-known buildings include The American Folk Art Museum, The Scripps Institute for Childhood and Neglected Diseases, the Cranbrook School’s Natatorium and the Phoenix Art Museum.

Finalists in this category were **ARO, Architecture Research Office**, principals **Stephen Cassell** and **Adam Yarinsky**, who use a research-based methodology that rose from their insistence on developing, testing and implementing architecture based on all the complexities of its underlying physical, economic and social ideas; and

**Frederic Schwartz**, an activist and a humanist whose career has been dedicated to some of America's most visible public projects.

#### **COMMUNICATIONS DESIGN, Robert M. Greenberg/ R/GA**

In the category of **Communications Design, Robert Greenberg/ R/GA** received the 2003 National Design Award. A giant in his industry, Greenberg keeps in tune with the constant evolution of the communications field and consistently maintains the highest standards of excellence and innovation. In 1977 when he co-founded his company, R/GA, with his brother, it was the first firm to bring print, television commercials and feature films under one roof. R/GA has created visual effects for 4,000 television commercials as well as visual effects for Masterpiece Theatre, NOVA and over 400 feature films such as "Zelig," "Predator," "Braveheart" and "Seven." Most recently, Greenberg has led the transition of his 200-person company into its new focus on interactive and digital design space for Fortune 500 companies, universities and cultural institutions.

The two finalists in this category were **Cynthia Breazeal**, whose approach to design integrates art, science and invention; and **Joseph Holtzman**, founder, editor-in-chief and art director of *nest*, a quarterly magazine of interiors in 1997.

#### **ENVIRONMENT DESIGN, Michael Van Valkenburgh**

**Van Valkenburgh** received the 2003 award in **Environmental Design**. He devotes himself to the practice of landscape architecture with great integrity and passion. A professor and mentor in Harvard's Graduate School of Design for over 20 years, he has simultaneously carried out a prolific and diverse practice. Van Valkenburgh has designed and built more than 300 gardens; parks; and corporate, civic and institutional landscapes across the country and abroad. While much of his early work was created for residential clients, public commissions have been his focus over the past 10 years. Recent and current commissions include Pittsburgh's Allegheny Riverfront Park, a master plan for Brooklyn Bridge Park, Teardrop Park in Battery Park City, and the redesign of Pennsylvania Avenue at The White House.

The two finalists in this category were **Laurie Olin**, a leader in American landscape architecture today whose approach is classic and timeless, while at the same time achieving artful ingenuity; and the **Rocky Mountain Institute**, a 21-year practice that incorporates innovative green design processes that promote the efficient and restorative use of resources and new business models.

#### **PRODUCT DESIGN, Herman Miller, Inc.**

This year's **Product Design** award was given to **Herman Miller** who has been a design leader for over 70 years, advancing both the science and the art of furniture design. Based in Zeeland, Mich., the company pioneered modern American residential furniture in the 1930s and 1940s through its unique relationships with Gilbert Rohde, George Nelson, and Charles and Ray Eames. Thirty years later, Herman Miller transformed the way office workers experience their environments by championing open plan systems, facility management and ergonomics. Today,

the company continues the tradition of commissioning distinguished independent designers including Bill Stumpf, Don Chadwick, Tom Newhouse, Ayse Birsel (Product Design finalist, 2002), Jeff Weber, Studio 7.5, William McDonough and many others. Throughout, Herman Miller has focused on accessible, problem-solving furniture design with high style insisting on design excellence, innovation and integrity in all of its products.

The finalists in this category were **Antenna Design**, co-founded by industrial designers Sigi Moeslinger and Masamichi Udagawa, “to make the experience of technologically enhanced objects and environments more meaningful and exciting”; and **Suzanne Tick**, whose body of work is prolific and versatile, as it consistently challenges the accepted norms of textile design and achieves a high level of beauty and durability.

### **DESIGN PATRON, Gordon Segal of Crate and Barrel**

The **Design Patron Award**, chosen by museum Director Paul Warwick Thompson and the museum’s trustees to recognize outstanding support and patronage within the design community, was this year bestowed upon **Gordon Segal of Crate and Barrel**. Segal has grown Crate and Barrel to a national home furnishings retail chain, carrying an eclectic but carefully edited collection of furniture and housewares. Insisting on the highest design standards, Segal established a talented architectural department within his company, and their designs have won several awards from the American Institute of Architects and the Chicago Athenaeum. He and Crate and Barrel have supported numerous charitable and design-related causes, such as a design award at the Israel Museum in Jerusalem; and the Carole and Gordon Segal Design Library at Illinois Institute of Technology. Segal also serves on the boards of the Art Institute of Chicago and Northwestern University.

### **ABOUT THE 2003 NATIONAL DESIGN AWARDS**

The above winners and finalists were among more than 300 nominations received earlier this year, nominated by a committee of more than 700 leading designers, educators, journalists, cultural figures and corporate leaders from every state.

Winners were selected by a panel of seven jurors appointed by the museum:

- **Rafael Viñoly**, founder and principal of Rafael Viñoly Architects PC, a New York-based firm that has offices in Lower Manhattan and London
- **John Hoke III**, global creative director, footwear design, Nike and designer and creative director for NIKETOWN in New York and London
- **Fern Mallis**, executive director of 7<sup>th</sup> on Sixth, which produces Mercedes-Benz Fashion Week and vice president of International Management Group, parent company of 7<sup>th</sup> on Sixth
- **Christopher Bangle**, director of design, BMW Group
- **DD Allen**, partner and principal designer with Michael Pierce in Pierce Allen, an architecture, interior design and decorating firm in New York City

- **Julie Bargmann**, principal of D.I.R.T. studio and associate professor of the University of Virginia School of Architecture
- **Red Burns**, chair, Interactive Telecommunications Program in the Tisch School of the Arts at New York University

The National Design Awards is one of the few programs of its kind and is structured to continue to benefit the nation long after the awards ceremony and gala. On-going education programs are developed 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 chairman of the gala was **Richard Meier** and the vice-chairs were **Carolina Herrera, Reed Krakoff, Murray Moss and Deedie Rose. Mrs. Laura Bush** serves as the Honorary Patron. The 2003 National Design Awards is made possible by the generous support of **Coach**.

Inquires from design professionals about the awards programs and selection process can be directed to National Design Awards Director Buff Kavelman at (212) 849-8337, [kavelbu@ch.si.edu](mailto:kavelbu@ch.si.edu) or visit the Web site at <http://www.si.edu/ndm>.

### **ABOUT THE 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 91<sup>st</sup> 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., 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 (86<sup>th</sup> or 96<sup>th</sup> Street Stations) and the Fifth and Madison Avenue buses. General admission, \$10; senior citizens and students age 12 and over, \$7. National Design Museum members and children under 12 are admitted free. 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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Online image gallery available at <http://ndm.si.edu/PRESS/IMAGEGALLERY/NDA/imageguide.html>