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Image

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**COOPER-HEWITT, NATIONAL DESIGN MUSEUM ANNOUNCES
WINNERS FOR FIFTH ANNUAL NATIONAL DESIGN AWARDS
AT OCT. 19 GALA**

**Awards given to Milton Glaser, Aveda Corporation, Rick Joy,
Polshek Partnership, @radical.media, William McDonough+Partners,
Yeohlee Teng, Yves Béhar, and Amanda M. Burden**

(NEW YORK — Oct. 20) The Smithsonian's Cooper-Hewitt, National Design Museum held its fifth annual National Design Awards last night, honoring nine individuals and companies for their contribution to the design world. The event, which benefits the museum and its public education programs, was held at 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 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 National Design Awards recognize extraordinary contributions to design in eight categories: **Lifetime Achievement, Corporate Achievement, Architecture Design, Communications Design, Environment Design, Fashion Design, Product Design** and the **Design Patron Award**.

LIFETIME ACHIEVEMENT AWARD WINNER, MILTON GLASER

Milton Glaser has been one of the most pivotal figures in contemporary graphic design and illustration. Glaser is a profoundly influential master of communication, as well as a charismatic mentor and humanistic force for social change. Glaser's career spans more than 50 years and includes logos, ads, posters, portraits and identities for newspapers, magazines, books, exhibitions, grocery stores and restaurants. His iconic works include the album cover for Bob Dylan's *Greatest Hits* and the world-famous "I Love NY" logo, which, after September 11th, was transformed into "I Love NY More Than Ever."

CORPORATE ACHIEVEMENT AWARD WINNER, AVEDA CORPORATION

The mission of **Aveda** Corporation, founded in 1978 and based in Minneapolis, is rooted deeply in two things: social responsibility and environmentally responsible design. Aveda strives to develop solutions to problems by insisting on strong design and aesthetic standards, expressed within shifting parameters of materials and design processes that leave a minimal "footprint" on the planet.

ARCHITECTURE DESIGN, RICK JOY AND POLSHEK PARTNERSHIP

For the first time in the history of the Awards, there were two winners in the Architecture Design category.

Rick Joy and **Polshek Partnership** were both honored.

The sublime nature of **Rick Joy's** work derives from a visceral understanding of place. He shows how efficient and environmentally sensitive architecture can emerge as a by-product of the timeless qualities that are associated with great architecture. In approaching a new project, the sensual experience of the specific sights, sounds and smells of the site are primary considerations, and he prioritizes the basics of proper solar orientation and site protection. Joy's residential projects include the Tubac House and Tucson Mountain House in Arizona. Currently he is working on the Amangiri Resort in southern Utah as well as six new residential commissions in the Southwest.

Located in New York City since the founding of the practice in 1963, **Polshek Partnership** is known for architectural excellence and a longstanding commitment to cultural, educational, governmental and scientific institutions. The seven partners believe that the most elegant architectural responses are both technically and socially relevant to their time and place. Among the most notable projects are the Rose Center for Earth and Space at the American Museum of Natural History in New York City, the just-opened entry plaza and pavilion at the Brooklyn Museum in New York, the Judy and Arthur Zankel Hall at Carnegie Hall in New York City, and the William J. Clinton Presidential Center in Little Rock, Ark., opening this November.

The additional finalists in this category were **Joseph E. Spear**, whose work on Major League baseball stadiums around the country has made an impressive impact on how people enjoy the national pastime; and, **Rafael Viñoly**, whose work has been driven by the belief that architecture's essential responsibility is to elevate the public realm.

COMMUNICATIONS DESIGN, @RADICAL.MEDIA

The Communications Design Award was presented to **@radical.media**. For over two decades, Jon Kamen has been at the forefront of the commercial production industry. As founder and chairman of @radical.media, a global media and entertainment company, Kamen has been an innovative leader in providing advertisers with communications vehicles that link their brand messages to consumers. Their recent projects include "Fog of War," an Errol Morris film about former Secretary of Defense Robert S. McNamara, and "Concert for George," a documentary that takes viewers behind the scenes of a tribute concert for George Harrison.

The awards also acknowledged two finalists: **MTV Music Television** for its ability to provide creative integrity and experimentation that reach well beyond the creative elite and connect with America's youth; and **Second Story** for continuing to set new standards for interactive designs.

ENVIRONMENT DESIGN, WILLIAM McDONOUGH+PARTNERS

William McDonough+Partners received the award for Environment Design. McDonough's work arises from the goal of creating buildings, spaces and places with completely positive intentions. He is the founding principal of William McDonough+Partners, based in Charlottesville, Va., a design firm practicing architecture that is ecologically, socially and economically sound in the U.S. and abroad. McDonough's projects range from designing the IBM Headquarters in Amsterdam to currently revitalizing the Ford Rouge Dearborn Truck Plant, with the intention of minimizing the ecological impact of a large manufacturing facility.

Recognized as finalists in this category were **Andropogon Associates, Ltd.**, which pursues an ecological perspective to problem-solving in environmental planning and landscape architecture; and, **Ned Kahn**, who explores natural phenomena through his projects, striking an emotional chord by reminding the viewer of nature's capacity to inspire apprehension, serenity, wonder and awe.

FASHION DESIGN, YEOHLEE TENG

Fashion designer **Yeohlee Teng** was honored with the Fashion Design Award. Teng's strong and consistent approach to clothing design incorporates season-less efficiency, striking geometry and concise functionalism.

Based in New York City, Teng designs for the “urban nomad,” a postmodern consumer who demands adaptable and low-maintenance clothing that appears deceptively simple but makes a powerful impression.

The other finalists in this category were **Marc Jacobs**, known for designs that portray a subversive interpretation of the classics while illustrating his appreciation of art, music, movies and history; and, **Narciso Rodriguez**, who relates strongly to creation of form from structure and material and prefers a primarily black and white palette to emphasize his forms.

PRODUCT DESIGN, YVES BEHAR

This year’s Product Design Award was given to **Yves Béhar**, who founded his San Francisco firm, fuseproject, with the idea of designing objects based on conceptual narratives inspired by the user’s experience. Béhar measures the success of his work by determining how well the object expresses the initial idea. Béhar and his fuseproject design team have produced an impressive and diverse body of work, including consumer electronics, footwear, graphics, packaging and environments. Most notably, he has designed a new line of Birkenstock shoes called Footprints, which builds upon the traditional model of the shoe by incorporating his own interest in new recyclable technologies. His latest project is Jawbone from Aliph. This new earpiece for mobile phones offers optimal clarity and features Yves’s streamlined design concept. Béhar’s work can be found in the permanent design collections of the San Francisco Museum of Modern Art, the Munich Museum of Applied Arts and Cooper-Hewitt, National Design Museum.

Finalists for this award included Ray Anderson’s **Interface, Inc.**, the company that introduced modular office floor covering to the commercial market, offering functionality and aesthetic and acoustical benefits; and **Burt Rutan**, famous for his California-based aircraft design, tooling, fabrication and static-testing company, Scaled Composites. The firm’s latest flying prototypes are the White Knight and SpaceShipOne, which recently traveled to the edge of space (60 miles/100 km).

DESIGN PATRON, AMANDA M. BURDEN

Cooper-Hewitt Director Paul Thompson recognized **Amanda M. Burden** with this year’s Design Patron Award for her devotion to planning New York City communities and her ability to channel growth by fostering ideas, nurturing creativity and quickly producing solutions to the enhance residential, commercial and cultural landscape. An urban planner and civic activist, Burden is Chair of the New York City Planning Commission and Director of the Department of City Planning. In her current position, Burden encourages growth in business districts through quality design and is a champion for New York City Mayor Michael Bloomberg’s edict that

good design is good economic development. Burden's focus is city-wide and includes major projects such as the rebuilding of lower Manhattan. From 1983 to 1990, she was responsible for the planning and design of Battery Park City and oversaw the design of all open spaces, including the Esplanade and the 30 acres of parkland. Hudson Yards, the vast underutilized area bounded roughly by West 42nd Street and West 30th Street, Eighth Avenue to the Hudson River, is another crucial area for which Burden has developed a comprehensive master plan to produce commercial space, convention sports and cultural facilities, 12,000 new units of housing and a network of public open space and parkland.

About the 2004 National Design Awards

The above winners and finalists were solicited from nominations submitted by a committee of more than 800 leading designers, educators, journalists, cultural figures and corporate leaders from every state. Winners were selected by a panel of six distinguished jurors appointed by the Museum:

- **Eliza Bolen**, vice president of licensing, Oscar de la Renta, Ltd.
- **Ralph Caplan**, editor, writer and design consultant
- **Deborah Nevins**, landscape designer and historian
- **Andy Proehl**, Sony Design Center
- **Christopher Pullman**, WGBH Public Broadcasting in Boston
- **Álvaro Siza**, architect

The National Design Awards program is one of the few of its kind structured to continue to benefit the nation long after the awards ceremony and gala. Cooper-Hewitt's Education department will offer educational materials as well as a series of public programs, lectures, roundtables and workshops based on the vision and work of the National Design Awards winners and finalists. One of the featured programs is a lecture with Ray Anderson, Founder, Chairman and CEO of 2004 Product Design finalist Interface, Inc., on the subject of creating sustainable enterprises.

The chairman of the Oct. 19 gala was **Richard Meier**, and the vice chairmen were **Beth Rudin DeWoody**, **Reed Krakoff**, **Murray Moss** and **Deedie Rose**. **Laura Bush** served as the Honorary Patron of the 2004 National Design Awards. Museum director Paul Warwick Thompson presided over the evening's events, which will benefit the Museum and its public education programs.

The National Design Awards are made possible by the generous sponsorship of Coach.



Additional support has been provided by *TIME Style & Design*, Saint-Gobain Advanced Ceramics and Electrolux. For more information about the Awards, education programs and selection process, please visit the National Design Awards Web site at www.nationaldesignawards.org.

About the Museum

Cooper-Hewitt, National Design Museum is housed in the Andrew Carnegie Mansion at the corner of Fifth Avenue and 91st Street in New York City. Public transit routes include the Lexington Avenue 4, 5 and 6 subways (86th or 96th Street Stations) and Fifth and Madison Avenue buses. The Museum is open 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. 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 www.cooperhewitt.org. The Museum is fully accessible.

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