

NATIONAL DESIGN AWARDS 2021

**COOPER
HEWITT**

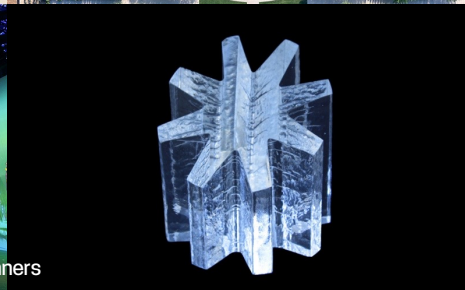
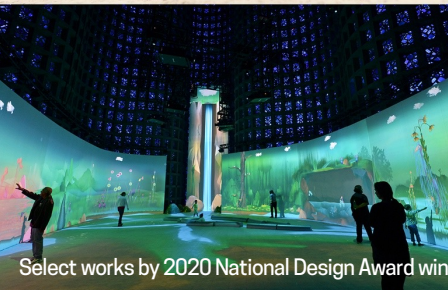
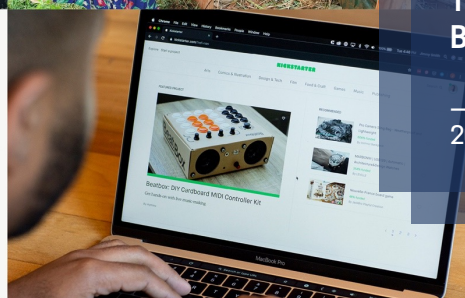


Smithsonian Design Museum



“COOPER HEWITT IS NOT ONLY A TEMPLE TO INTELLIGENT AND DAZZLING DESIGN, BUT ALSO TEACHING HOW DESIGN CAN HELP BUILD A MORE JUST WORLD.”

—Darren Walker, president, Ford Foundation,
2018 National Design Award winner



INTRODUCTION

Cooper Hewitt is the design museum of the Smithsonian Institution—the world’s largest museum, education, and research complex. The National Design Awards program is Cooper Hewitt’s flagship education initiative.

Launched in 2000 as an official project of the White House Millennium Council, the awards are bestowed annually to recognize the most innovative and impactful design minds of our time.

In October, Cooper Hewitt celebrates National Design Month, inviting the public to participate in free educational programs that highlight the winners and their work.

By celebrating today’s leading designers and connecting people around the world with their vision, the National Design Awards inspire the designer in every one of us to build a better future for all.



Mark Chambers, Director of Sustainability for New York City, 2019 National Design Award winner



National Design Month connects participants of all ages with award-winning designers



Award winners, Cooper Hewitt educators, and volunteers lead National Design Month events

CELEBRATE AND INSPIRE WITH COOPER HEWITT

The 2021 National Design Awards program will once again take place virtually, reaching audiences across the globe. Your sponsorship will elevate the powerful, vital work taking place in design, and empower the next generation of designers and changemakers.

Benefits of sponsorship include alignment with the world's foremost designers and thought leaders, opportunities to activate company employees, brand exposure, and engagement with the design community—from design enthusiasts and practitioners to students and educators.

Thank you for considering your support. We look forward to advancing our shared mission with you.

ABOUT THE AWARDS

RECOGNIZING DESIGN AT THE FOREFRONT

Nominations are made by the general public, and winners are selected by a diverse jury of design leaders and educators who review submissions from across the country. In 2021, nine awards will be given in the following categories:

Climate Action
Emerging Designer
Architecture and Interior Design
Communication Design
Digital Design
Fashion Design
Landscape Architecture
Product Design
Design Visionary

Winners join the ranks of preeminent designers whose careers have left an indelible mark on our world. For many, this is an early recognition of the broad and powerful impact that their work continues to have today and into the future.

PAST WINNERS

Ben Fry
Chip Kidd
Continuum
Darren Walker
Debbie Millman
Derek Lam
Design for America
Diller Scofidio + Renfro
Frank Gehry
Hartmut Esslinger
HOOD Design
I.M. Pei
Jonathan Ive
Kickstarter
MASS Design Group
Michael Bierut
Michael Sorkin
Milton Glaser
MIT D-Lab
Moshe Safdie
Neri Oxman
The New York Times
Graphics Department
Opening Ceremony
Patagonia
Paula Scher
Richard Saul Wurman
Stefan Sagmeister
TELFAR
threeASFOUR
Tinker Hatfield
Tom Ford
TOMS Shoes
U.S. Green Building Council
Yves Béhar

PAST JURORS

Anna Sui
Billie Tsien
Brad Cloepfil
Chris Bangle
David Kelley
Isabel and Ruben Toledo
James Wines
Jeanne Gang
John C. Jay
John Hoke III
Martha Stewart
Michael Maharam
Nadja Swarovski
Ralph Rucci
Robert Wong
Tim Gunn
Uri Minkoff
Waris Ahluwalia

**“[NATIONAL DESIGN AWARD
WINNERS] ARE DESIGNING
A BRIGHTER, KINDER, AND
MORE CONNECTED WORLD
FOR ALL OF US.”**

—Arem Duplessis, Group Creative
Director, Apple Inc., 2020 Jury Chair

See full list of past winners and jurors

AWARD HIGHLIGHT

CLIMATE ACTION

Climate Action is a new award category launched in 2020, given in recognition of a design project for its significant contributions to addressing the global climate crisis.

The introduction of the Climate Action award reflects Cooper Hewitt's commitment to increasing awareness and understanding of the crucial role design plays in shaping a healthier, more equitable and regenerative future for all of us—and amplifying the voices of design visionaries who are leading the way.

Your support of the National Design Awards program will elevate the urgency and importance of designing for people and the planet, and inspire creative solutions to the challenges we face today.

WINNER ANNOUNCEMENT

CELEBRATE WITH US

The 2021 winners will be revealed in August via press release, video announcement, and a robust marketing campaign. Historically, winners were honored in October at an annual gala supporting Cooper Hewitt's year-round exhibitions and education programs; this year, we will celebrate the winners and kick off National Design Month via a series of short documentary films illuminating who they are, their body of work, and why they won the award.

The films will be available for public viewing on a custom landing page, which will serve as a hub for all National Design Month activities. They will also be shareable as standalone content on social media channels, offering additional opportunities to create awareness about Cooper Hewitt's mission, drive program sign-ups and donations, and create visibility for our sponsors.

Supporters and sponsors will be invited to a private virtual event with past and present award winners and select guests, offering a shared moment to celebrate the 2021 winners and connect with design thought-leaders from around the world.



ABRIMA ERWIAH

CO-FOUNDER, STUDIO ONE EIGHTY NINE



ROSARIO DAWSON

CO-FOUNDER, STUDIO ONE EIGHTY NINE



Still from documentary film for Studio One Eighty Nine, 2020 National Design Award winner, Emerging Designer

EDUCATION PROGRAMS

INSPIRE WITH US

Throughout National Design Month, Cooper Hewitt will host free virtual education programs that make the work and vision of the award winners accessible to the general public. Talks, tours, workshops, and more will allow participants—aspiring designers, practitioners, and enthusiasts—to engage in authentic conversations with award winners, get a behind-the-scenes look at their design process, and receive real-world advice on how to pursue education and career opportunities in design.

Cooper Hewitt will also distribute free design resources for students and educators through community partners. Resources include printed activity books and virtual tools for K-12 students, as well as an online guide for high school students, college students, and recent graduates to explore design as a career choice. A professional development workshop will invite educators to learn and exchange ideas for design-based teaching in classrooms.

Your sponsorship will provide crucial support to amplify the reach and sustain the impact of these programs beyond the month of October.



REACH & IMPACT

VIRTUAL NATIONAL DESIGN MONTH 2020

**“COOPER HEWITT TAUGHT US SO
MUCH ABOUT HOW DESIGN WORKS
AND THE IMPACT IT HAS ON ALL
ASPECTS OF EVERYDAY LIFE.”**

— Priya Agarwal and Anika Agnihotri,
winners of the 2020 National High School
Design Competition

5,000+ PARTICIPANTS
in virtual programming

38 COUNTRIES
represented

69% OF STUDENTS AGES 1-17
and 62% of students ages 18-24 attending
Cooper Hewitt programs identify as BIPOC

25,000 ACTIVITY BOOKS
distributed through community
partners across 12 states

20,000+ UNIQUE USERS
on National Design Month website

3 MM IMPRESSIONS
from marketing and advertising

SPONSORSHIP BENEFITS

PARTNER WITH US

We invite you to join us to celebrate visionary design and inspire the next generation of designers. Contact Veronica Bainbridge, Chief Advancement Officer at BainbridgeV@si.edu or 212.849.8362 for more information about the sponsorship options below, or to discuss a custom package for alignment with a specific award category or education program series.

LEAD SUPPORTER \$100,000

RECOGNITION

- Sponsor recognition, with logo, in related communication
- Verbal recognition at select public programs

PROMOTION

- Opportunity to issue a press release about the sponsorship
- Opportunity to promote sponsorship in corporate image advertising
- Opportunity for a sponsor representative to give remarks about the sponsorship at the Oct. 7 private event

ENGAGEMENT

- Opportunity to arrange a private curator tour, presentation, or design workshop for sponsor team and guests (sponsor responsible for related costs)
- Invitation for ten (10) guests to attend the Oct. 7 private event
- Twenty-five (25) museum guest passes (FMV \$450)
- 10% discount at SHOP Cooper Hewitt for company employees, for one year

MAJOR SUPPORTER \$50,000

RECOGNITION

- Sponsor recognition in related communication
- Verbal recognition at select public programs

PROMOTION

- Opportunity to promote sponsorship in corporate image advertising

ENGAGEMENT

- Opportunity to arrange a private curator tour, presentation, or design workshop for sponsor team and guests (sponsor responsible for related costs)
- Invitation for ten (10) guests to attend the Oct. 7 private event
- Twenty-five (25) museum guest passes (FMV \$450)
- 10% discount at SHOP Cooper Hewitt for company employees, for one year

SUPPORTER \$25,000

RECOGNITION

- Sponsor recognition in related communication

PROMOTION

- Opportunity to promote sponsorship in corporate image advertising

ENGAGEMENT

- Invitation for six (6) guests to attend the Oct. 7 private event
- Ten (10) museum guest passes (FMV \$180)
- 10% discount at SHOP Cooper Hewitt for company employees, for one year

PATRON \$10,000

RECOGNITION

- Sponsor recognition on program webpage

ENGAGEMENT

- Invitation for four (4) guests to attend the Oct. 7 private event
- 10% discount at SHOP Cooper Hewitt for company employees, for one year

2021 SCHEDULE

AUGUST

Winner announcement video & microsite launch
Winner announcement press release
Marketing launch (email, social, digital advertising, etc.)

SEPTEMBER

National Design Month press release
Marketing ongoing

OCTOBER

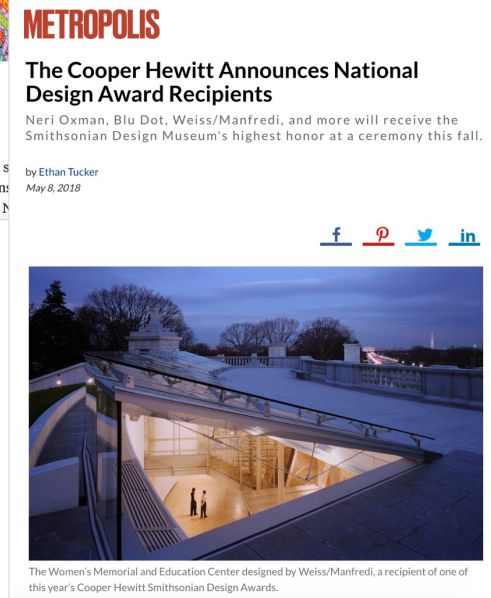
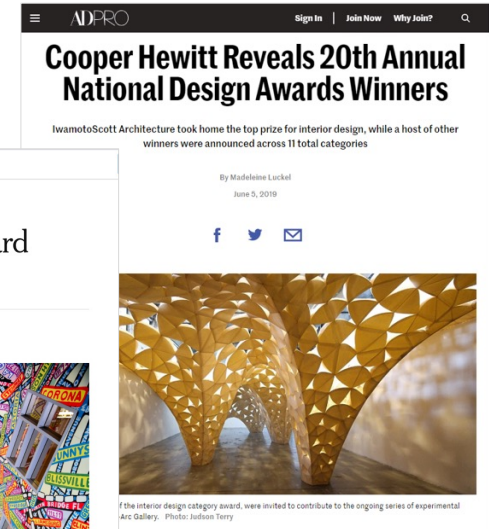
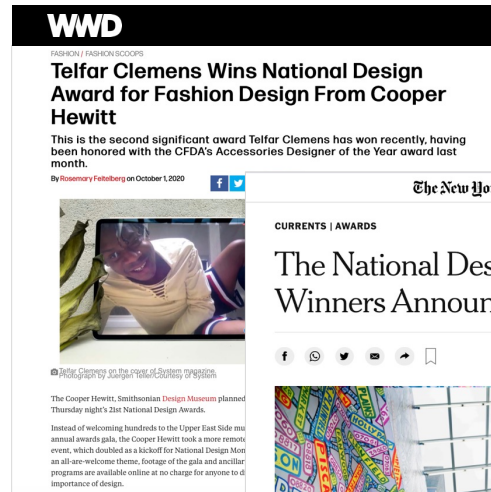
Oct. 5 Film release
Oct. 6 Real Talk: A Designer's Journey
Oct. 7 Private event for award winners and sponsors
Oct. 11 Design at Home: National Design Awards Edition
Oct. 14 Behind the Designer Tour
Oct. 19 Teaching with Design
Oct. 27 Real Talk: I want to be a designer!
Oct. 28 Behind the Designer Tour
TBD Uniting for Design series (collaboration with TBD community partner)
TBD Visual Description Tour with a Design Guide
Ongoing Design at Home Activity Book
Ongoing Learning Lab (online resource for K-12 Students)



Rebeca Méndez, 2012 National Design Award Winner, Communication, gives a tour

RECENT PRESS

The Architect's Newspaper
 Architectural Digest
 Artforum
 Artnet
 ARTnews
 CNN
 Conde Nast Traveler
 Core77
 Curbed
 The Cut
 Daily Front Row
 Designboom
 Design Milk
 Dexigner
 Dezeen
 Elle Decor
 Fast Company
 Hyperallergic
 Metropolis
 The New Yorker
 The New York Times
 PIN-UP Magazine
 Smithsonian Magazine
 Time Out New York
 Vogue
 Wallpaper*
 The Wall Street Journal
 W Magazine
 WWD





ABOUT COOPER HEWITT

As the Smithsonian Design Museum, Cooper Hewitt's purpose is to educate, inspire, and empower people through design. Located in the historic Carnegie Mansion on New York City's Museum Mile, it stewards one of the most diverse and comprehensive design collections in existence—more than 215,000 objects spanning 30 centuries, from ancient Egyptian ceramics and textiles to 3D-printed objects and digital code.

Through a broad range of exhibitions, research, education programs, events, online tools, and more, the museum connects audiences with scholarship inspired by its collection and with innovative contemporary designs from around the world, championing the importance of design for our shared future and its capacity to improve lives. A pioneer of interactive museum experiences, Cooper Hewitt engages audiences within and beyond the museum walls—enabling greater access, personalization, experimentation, and connection for everyone.

THANK YOU

CONTACT

Veronica Bainbridge, Chief Advancement Officer
BainbridgeV@si.edu | 212.849.8362