

# **NATIONAL DESIGN AWARDS 2021**

**COOPER  
HEWITT**

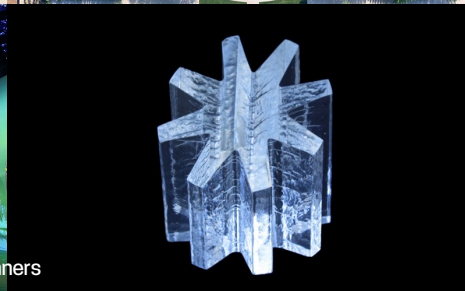
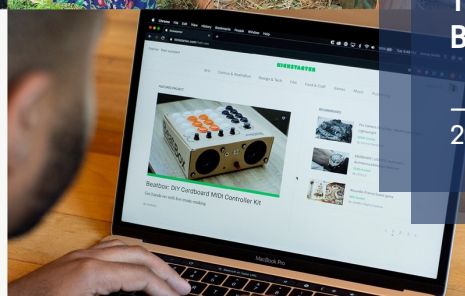


Smithsonian Design Museum



“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*

## 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](mailto: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

### SEPTEMBER

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

### OCTOBER

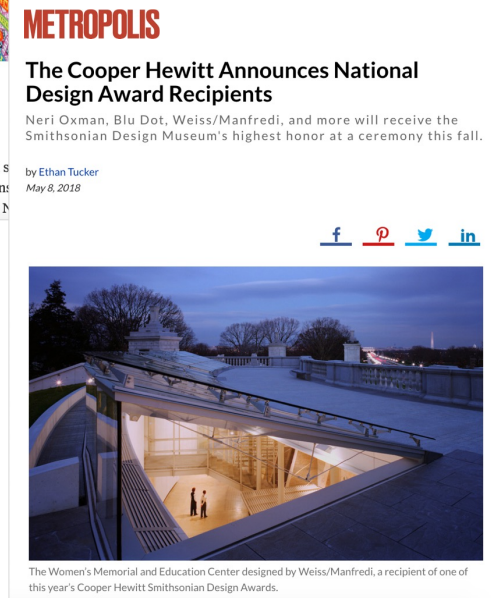
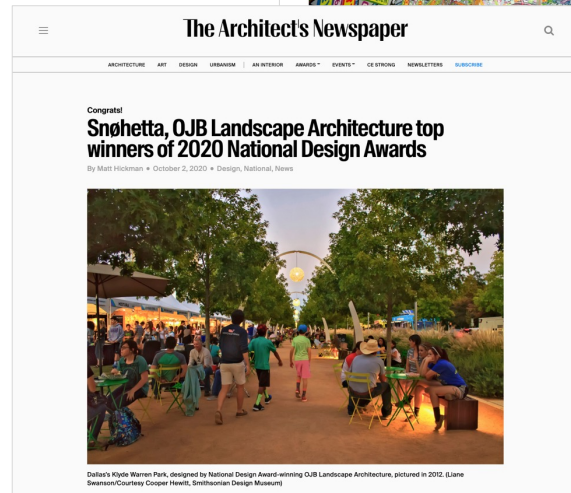
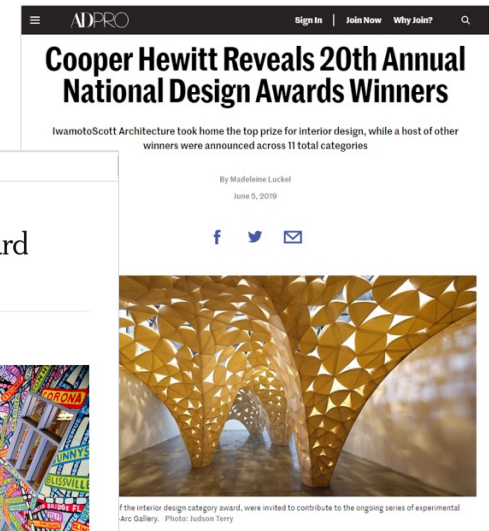
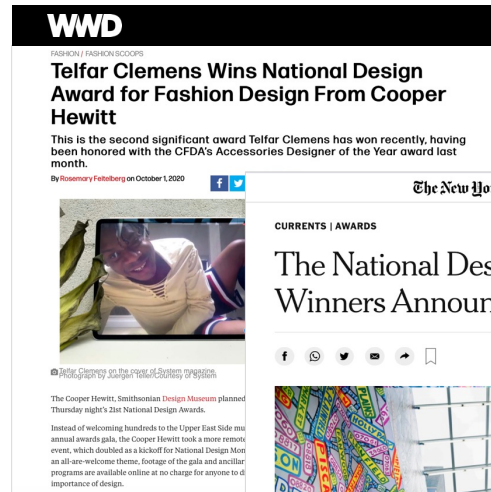
Oct. 5 Film release / Virtual event for winners and sponsors  
Oct. 6 Drop In On Design At Home  
Oct. 7 Uniting for Design  
Oct. 9 Virtual Morning at the Museum  
Oct. 12 Design Career Fair  
Oct. 14 Designer Spotlight  
Oct. 15 Virtual Visual Description Tour  
Oct. 19 Teaching with Design  
Oct. 20 Uniting for Design  
Oct. 26 Design Career Fair  
Oct. 27 Uniting for Design  
Oct. 28 Designer Spotlight  
Oct. 29 Virtual Visual Description Tour  
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**

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