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COOPER HEWITT ANNOUNCES WINNER OF SECOND ANNUAL NATIONAL HIGH SCHOOL DESIGN COMPETITION

**FINALISTS PRESENTED DESIGNS TO ESTEEMED JURY INCLUDING SAM
KASS, MARTHA STEWART AND ALICE WATERS**

JUNE 14, 2017

After a nationwide call for entries, Cooper Hewitt, Smithsonian Design Museum announced Tova Kleiner, 15, of New York City as the winner of the National High School Design Competition: Good for All. Organized in collaboration with Target, the second annual competition invited students to submit design ideas that improve a community's access to healthy, fresh foods. Kleiner was selected from among the three finalists for her innovative product design and food-delivery system for seniors.

"The museum has long championed design's profound educational value and this competition is a life-changing opportunity for young people to engage in design's problem-solving power," said Caroline Baumann, director of Cooper Hewitt. "The finalists' designs were all exemplary and reflected the students' creative prowess, as well as their keen understanding of food scarcity and design's ability to affect change within a community."

Kleiner, a student of SAR High School in Riverdale, N.Y., was inspired by conversations with her grandmother, who has trouble carrying heavy produce. Her winning solution, titled "Doorstep Market," is composed of fresh foods packaged into daily containers based on customer specifications, organized by longevity and includes easy meal and food preparation ideas. In her concept, produce is sourced from local farmers and markets and delivered weekly by high school students, fostering connection within an urban or suburban community. The other finalists were Anne Jang, 18, of Irvine, Calif., who proposed an urban wayfinding system directing people to healthy food options, inspired by a community in Taipei, where her extended family lives; and Rostam Reifschneider, 17, of Rancho Santa Fe, Calif., who designed a fresh-food subscription meal service for day laborers, inspired by a group of workers in his San Diego community. [View all the finalists' projects.](#)

Kleiner's design will be featured at Cooper Hewitt during National Design Week Oct. 14–22, the museum's annual series of free education programs based on the vision and work of the National Design Award winners. It will also be displayed at the Target store in Fenway Park, the first CityTarget on the East Coast. As part of her award and prizes, Kleiner has been invited to attend the Teen Design Fair during National Design Week and to visit Target's headquarters in Minneapolis.

"We are proud of Target's sponsorship of the 'Good for All' design challenge, and are inspired by the projects that were submitted this year by teenagers—the next generation of designers—from 24 states," said Todd Waterbury, Target's chief creative officer and Cooper Hewitt trustee. "The clarity, empathy and passion demonstrated by the three



finalists during their presentations was impressive, and we can't wait to see what comes next for each of these talented students.”

An esteemed panel of judges from diverse creative fields convened at Cooper Hewitt June 4 to hear presentations by the three finalists. The jury included Caroline Baumann, director, Cooper Hewitt; Katherine Darnstadt, founder and principal architect of Latent Design; Siggí Hilmarsson, founder, siggi's; Sam Kass, former White House chef and senior policy advisor for nutrition, founder of Trove and partner in Acre Venture Partners; Jason Mayden, CEO of Super Heroic Inc., designer-in-residence at Accel Partners, lecturer and fellow at Stanford d.school and former senior global design director at Nike; Martha Stewart, founder of Martha Stewart Living Omnimedia; Todd Waterbury, chief creative officer, Target; and Alice Waters, owner of Chez Panisse Restaurant and founder of the Edible Schoolyard Project.

The National High School Design Competition: Good for All took its inspiration from the museum's 2016–17 exhibition of 60 community-driven designs addressing economic and social inequality, “By the People: Designing a Better America.” When developing their concept, students were encouraged to think like designers and consider how they can best reach communities on a broad scale, use resources efficiently and create elegant, streamlined solutions.

In advance of their presentations to the judges, the three finalists traveled to Boston to attend a Mentor Day May 13 with 2012 National Design Award-winner Timothy Prester, founder and CEO of Design that Matters, and Hildreth England, assistant director of Open Agriculture Initiative, MIT Media Lab, to learn more about the design process and food innovation as they refined their designs.

The competition is an extension of Cooper Hewitt's educational outreach initiatives targeting teens, including DesignPrep, which offers free in-depth design education programs to more than 1,200 New York City high school students each year, introducing them to college and career opportunities in design; and Design in the Classroom National, which introduces design thinking and learning to teachers who reach 1,000 high school students each year in six pilot cities, with plans underway to expand the program nationwide.

Organized by Cooper Hewitt, Smithsonian Design Museum in collaboration with Target.

ABOUT COOPER HEWITT, SMITHSONIAN DESIGN MUSEUM

Founded in 1897, Cooper Hewitt is the only museum in the United States devoted exclusively to historic and contemporary design. Housed in the renovated and restored Carnegie Mansion, Cooper Hewitt showcases one of the most diverse and comprehensive collections of design works in existence. The museum's restoration, modernization and expansion has won numerous awards and honors, including a Lucy G. Moses Preservation Award from the New York Landmarks Conservancy, a Gold Pencil Award for Best in Responsive Environments and LEED Silver certification. Cooper Hewitt offers a full range of interactive capabilities and immersive creative experiences, including the Cooper Hewitt Pen that allows visitors to “collect” and “save” objects from around the galleries, the opportunity to explore the collection digitally on ultra-high-definition touch-screen tables, and draw and project their own wallpaper designs in the Immersion Room.

COOPER HEWITT

Cooper Hewitt is located at 2 East 91st Street at Fifth Avenue in New York City. Hours are Sunday through Friday, 10 a.m. to 6 p.m., and Saturday, 10 a.m. to 9 p.m. The Arthur Ross Terrace and Garden and Tarallucci e Vino cafe open at 8 a.m., Monday through Friday, and are accessible without an admissions ticket through the East 90th Street entrance. The museum is closed on Thanksgiving Day and Christmas Day. Public transit routes include the Lexington Avenue 4, 5 and 6 subways (86th or 96th Street stations), the Second Avenue Q subway (96th Street station), and the Fifth and Madison Avenue buses. Adult admission, \$16 in advance via tickets.cooperhewitt.org, \$18 at door; seniors, \$10 in advance via tickets.cooperhewitt.org, \$12 at door; students, \$7 in advance via tickets.cooperhewitt.org, \$9 at door. Cooper Hewitt members and children younger than age 18 are admitted free. Pay What You Wish every Saturday, 6 to 9 p.m. The museum is fully accessible.

For further information, call (212) 849-8400, visit Cooper Hewitt's website at www.cooperhewitt.org and follow the museum on www.twitter.com/cooperhewitt, www.facebook.com/cooperhewitt and www.instagram.com/cooperhewitt.

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