



**COOPER
HEWITT**



Smithsonian Design Museum

**NATIONAL
DESIGN
AWARDS**

**20
YRS**

**DESIGN CAN CHANGE THE WORLD.
MEET THE PEOPLE MAKING IT HAPPEN.**



“ From the moment that you’re born until the moment that you die, you’re experiencing the world through design.

So if the quality of that design is poor, the quality of your life is poor. ”

— Bruce Mau, founder, Massive Change Network
2016 National Design Award winner, Design Mind



COOPER HEWITT

 Smithsonian Design Museum

We educate, inspire, and empower people through design.

Housed in New York City's historic Carnegie Mansion, Cooper Hewitt develops dynamic exhibitions, education programs, events, and resources so that everyone can discover the importance of design and its power to change the world.

Cooper Hewitt is part of the Smithsonian Institution, the world's largest museum, education, and research complex.

NATIONAL DESIGN AWARDS

“THE DESIGN WORLD’S
EQUIVALENT OF THE OSCARS.”

—*Fast Company*



NATIONAL DESIGN AWARDS

Launched at the White House in 2000 and presented each year at Cooper Hewitt, the National Design Awards (NDA) recognize talent across 12 categories, celebrating design as a vital humanistic tool with the power to change the world. A diverse jury of design leaders and educators review hundreds of submissions from across the country resulting from nominations by the general public.

NDA is the only annual award program of its kind, bringing national recognition to the ways in which design enriches every day life. Free, educational programming offered in conjunction aims to educate the public about design, promote design innovation, and inspire future designers.



PAST HONOREES

NDA honorees have made a broad and powerful impact on society. Core selection criteria are excellence, innovation, and enhancement of the quality of life.

Past honorees include:

FRANK GEHRY

2000 Lifetime Achievement

TARGET

2003 Corporate Achievement

YVES BÉHAR

2004 Product Design

GOOGLE, INC.

2008 Corporate Achievement

HOOD DESIGN

2009 Landscape Architecture

STUDIO GANG ARCHITECTS

2013 Architecture Design

JACK LENOR LARSEN

2015 Director's Award

AMMUNITION

2016 Product Design

OPENING CEREMONY

2016 Fashion Design

JENNIFER MORLA

2017 Communication Design

DEBORAH BERKE PARTNERS

2017 Interior Design

NERI OXMAN

2018 Interaction Design



PAST JURORS

The NDA jury is a diverse group of designers and educators from across the nation. Jurors review every submission to determine the work that best embodies the Awards' mission.

Past jurors include:

TIM GUNN

Fashion Consultant and Television Personality

DAVID M. KELLEY

Founder, IDEO

JOHN HOKE III

VP, Design, Nike

DAVID ROCKWELL

Founder, Rockwell Group

MARTHA STEWART

Founder, Martha Stewart Living Omnimedia

ROBERT WONG

VP, Creative Lab, Google, Inc.

CHARLES ADLER

Co-Founder, Kickstarter

CHRISTOPHER BANGLE

Chief of Design, BMW

JEANNE GANG

Founder and Principal, Studio Gang Architects





CELEBRATING 20 YEARS

OCTOBER 17, 2019

This year marks the 20th anniversary of the National Design Awards. The gala and awards ceremony will be attended by influential members of the design community, as well as journalists, executives, and Cooper Hewitt's dedicated patrons. The gala is the museum's largest fundraising event, enabling us to continue educating, inspiring, and empowering people through design, today and into the future.



EMERGING DESIGNER AWARD

In honor of the 20-year milestone, we have introduced a new Emerging Designer Award that recognizes the achievements of an extraordinary young talent and provides a springboard for a new career on the rise. The inaugural recipient of this award is Open Style Lab, a nonprofit dedicated to creating functional wearable solutions for people of all abilities without compromising on style.

2019 HONOREES & JURORS

HONOREES

SUSAN KARE

Lifetime Achievement

PATRICIA MOORE

Design Mind

MIT D-LAB

Corporate & Institutional
Achievement

THOMAS PHIFER

Architecture Design

TOBIAS FRERE-JONES

Communication Design

DEREK LAM

Fashion Design

IVAN POUPYREV

Interaction Design

IWAMOTOSCOTT ARCHITECTURE

Interior Design

SCAPE LANDSCAPE ARCHITECTURE

Landscape Architecture

TINKER HATFIELD

Product Design

OPEN STYLE LAB

Emerging Designer

JURORS

BRAD CLOEPFIL

Principal, Allied Works
Architecture

WHITNEY DELGADO

VP, Design and Strategic
Partnerships, Shinola

DAVID HOCKER

President & Founding
Partner, Hocker Design
Group

JOICHI ITO

Director, MIT Media Lab

MARLENE LIRIANO

Managing Director &
Principal, IA Interior
Architects

GIORGIA LUPI

Partner, Pentagram

MARY PING

Founder, Slow and
Steady Wins the Race

SCOTT STOWELL

Founder, Open

Past award recipients will join us to amplify the 20th anniversary celebration and shape the future of the Awards.



ALUMNI CO-CHAIRS

VERDA ALEXANDER
PAOLA ANTONELLI
JAKE BARTON
REBECCA BREUER
DAVID E. BRIGHT/KNOLL
ANDREA COCHRAN
MARIA CORNEJO
MARIANNE CUSATO
STEVEN DUENES
MICHAEL ELLSWORTH
BEN FRY
CHRISTINE GASPAR
COREY GUTCH
STEVEN HELLER
JON KAMEN
STUART KARTEN
CHIP KIDD
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SUSAN SELLERS
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SCOTT STOWELL
LISA STRAUSFELD
SUSAN SZENASY
LUCILLE TENAZAS
JAMES WINES
RICHARD SAUL WURMAN
ADAM YARINSKY

REVEL, by Ivan Poupyrev (2019 National Design Award winner, Interaction Design), overlays a layer of virtual tactile textures on everyday objects and environments

A large, diverse crowd of people is gathered at an event. In the foreground, a man in a blue pinstripe suit and glasses is taking a selfie with a smartphone. He is smiling and has his hand raised. Behind him, a young girl in a pink jacket and white shirt is also smiling and making a peace sign. The crowd in the background is dense and diverse, with many people looking towards the camera or the man taking the selfie. The setting appears to be an indoor event space with warm lighting.

NATIONAL DESIGN WEEK

OCTOBER 12-19, 2019

The awards ceremony is accompanied by National Design Week, the museum's largest education initiative. More than 3,000 design enthusiasts of all ages and design skills engage in free events and programs based on the vision and work of National Design Award honorees, including hands-on workshops led by award winners, intimate roundtable discussions, in-gallery experiences, school and career fairs, and more. In celebration of the 20th anniversary of the Awards, Cooper Hewitt will offer free admission to all museum visitors throughout the week, courtesy of Target Corporation.



NDA CITIES

Fall 2019 – Spring 2020

Cooper Hewitt travels to various cities each year, connecting local communities with National Design Award winners. NDA CITIES serves underrepresented communities across the country by integrating design into school curricula, introducing diverse design careers and thought leaders, and building a network to continue their engagement in design. The program traveled to Boston, Detroit, and San Francisco in 2018, connecting students, educators, and design enthusiasts with National Design Award winners and museum resources through hands-on workshops, professional development opportunities, and dynamic panel discussions.

Ford Foundation's Darren Walker to Receive 2018 Director's Award

NEW YORK CITY — Caroline Baumann, director of Cooper Hewitt, Smithsonian Design Museum, has announced the selection of Darren Walker, president of the Ford Foundation, as the Director's Award recipient of the 2018 National Design Awards. Unlike the other National Design Awards, which are selected by an interdisciplinary jury of design leaders and educators, the Director's Award is chosen by Baumann in recognition of outstanding support and patronage within the design community. The 2018 award recipients will be honored at a gala dinner and ceremony Thursday, October 18, in the Arthur Ross Terrace and Garden at Cooper Hewitt.

As president of the Ford Foundation, Walker oversees an international social justice philanthropy with a \$13 billion endowment and \$600 million in

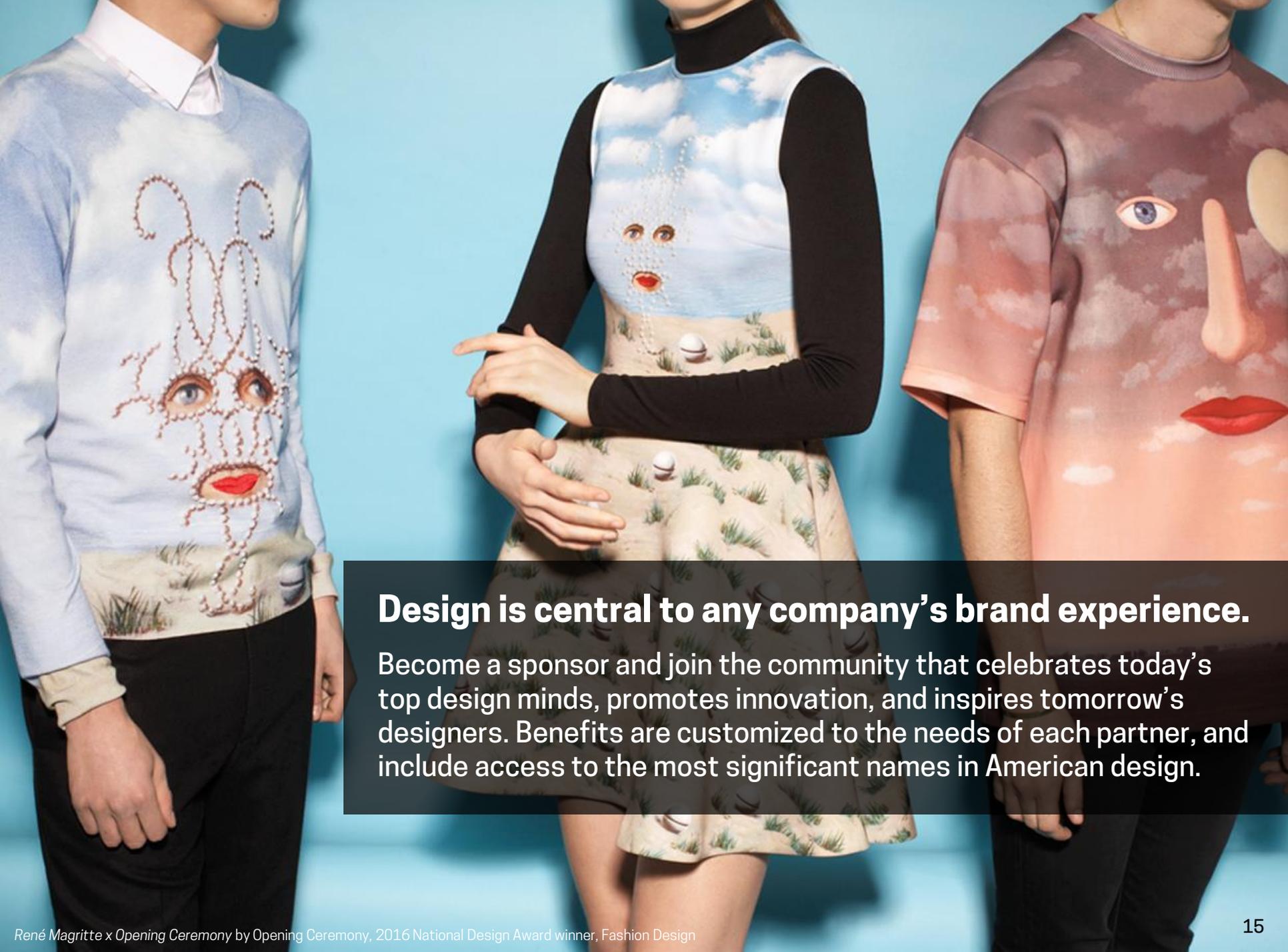
Future of Work. He also serves on the boards of Carnegie Hall, Friends of the High Line and the Committee to Protect Journalists, and he is a member of the Council on Foreign Relations and the American Academy of Arts and Letters.

PRESS BUZZ

Press and marketing for the National Design Awards make **tens of millions** of impressions each year. Notable publications include the New York Times, Fast Company, Curbed, Bloomberg Businessweek, WWD, People Magazine, and more.

Cooper Hewitt's digital audience includes:

- Website: **1.6 million unique visitors/year**
- Instagram: **201,000 followers**
- Twitter: **90,000 followers**
- Facebook: **53,000 followers**
- YouTube: **18,000 subscribers**



Design is central to any company's brand experience.

Become a sponsor and join the community that celebrates today's top design minds, promotes innovation, and inspires tomorrow's designers. Benefits are customized to the needs of each partner, and include access to the most significant names in American design.

LEAD SPONSOR

\$500,000

EXCLUSIVITY

- Category exclusivity across National Design Awards gala, National Design Week, and NDA CITIES activations

RECOGNITION

- Lead logo recognition in all National Design Awards, National Design Week, and NDA CITIES-related print and electronic collateral, including website, invitation, emails, signage, program, and gala screens (next upcoming deadline is August 16, 2019 for inclusion in the electronic invitation)
- Prominent logo light projection near gala red carpet entrance
- Prominent logo placement on the step and repeat at the gala and at NDA CITIES events
- Logo recognition on gala livestream
- Text recognition in National Design Week press release (deadline for inclusion is August 16, 2019)
- Verbal recognition at the gala and National Design Week events
- Acknowledgment in Cooper Hewitt's online annual report and Smithsonian's printed and online annual report

EMPLOYEE BENEFITS

- Two prominently placed tables of 12 at the gala
- Opportunity to host an NDA Winner at one employee event (pending availabilities; additional costs may apply)
- Opportunity to add a VIP champagne toast for up to 24 guests immediately prior to the gala at no additional charge
- 15 reserved VIP seats at the Winners' Salon during National Design Week
- Invitation for one company representative to attend the Business of Design Breakfast during National Design Week
- Invitation for one company representative to attend the Teen Design Fair during National Design Week
- Invitation for one company representative to attend each NDA CITIES VIP dinner (cities to be determined)
- Invitations for 20 guests to attend each NDA CITIES reception (cities to be determined)
- Opportunity to sponsor select NDA CITIES (additional sponsorship commitment apply)
- Two curator-led exhibition tour or behind-the-scenes collection event for up to 25 guests
- Two reserved VIP seats at all Cooper Hewitt public programs for one year
- Free museum admission for company employees and one guests, for one year
- Personalized Executive Membership cards for five company representatives, granting unlimited free admission, 20% discount at SHOP, invitations to events, and reciprocal benefits at select museums across the country
- 10% discount at SHOP Cooper Hewitt and café for company employees, for one year
- 150 guest passes for free museum admission

PROMOTION

- Opportunity to provide giveaways for gala gift bags and NDA CITIES gift bags
- Opportunity to promote Cooper Hewitt affiliation in corporate image advertising (pending Cooper Hewitt approval)

MAJOR SPONSOR

\$250,000

RECOGNITION

- Logo recognition in all National Design Awards, National Design Week, and NDA CITIES-related print and electronic collateral, including website, invitation, emails, signage, program, and gala screens (next upcoming deadline is August 16, 2019 for inclusion in the electronic invitation)
- Logo placement on the step and repeat at the gala and at NDA CITIES events
- Text recognition in National Design Week press release (deadline for inclusion is August 16, 2019)
- Verbal recognition at the gala and National Design Week events
- Acknowledgment in Cooper Hewitt's online annual report and Smithsonian's printed and online annual report

EMPLOYEE BENEFITS

- One prominently placed table of 12 at the gala
- 10 reserved VIP seats at the Winners' Salon during National Design Week
- Invitation for one company representative to attend the Business of Design Breakfast during National Design Week
- Invitation for one company representative to attend the Teen Design Fair during National Design Week
- Invitation for one company representative to attend each NDA CITIES VIP dinner (cities to be determined)
- Invitations for 10 guests to attend each NDA CITIES reception (cities to be determined)
- Opportunity to sponsor select NDA CITIES (additional sponsorship commitment apply)
- Two curator-led exhibition tour or behind-the-scenes collection event for up to 25 guests
- Free museum admission for company employees and one guests, for one year
- Personalized Executive Membership cards for two company representatives, granting unlimited free admission, 20% discount at SHOP, invitations to events, and reciprocal benefits at select museums across the country
- 10% discount at SHOP Cooper Hewitt and café for company employees, for one year
- 100 guest passes for free museum admission

PROMOTION

- Opportunity to provide giveaways for gala gift bags and NDA CITIES gift bags
- Opportunity to promote Cooper Hewitt affiliation in corporate image advertising (pending Cooper Hewitt approval)

SPONSOR

\$100,000

RECOGNITION

- Logo recognition in all National Design Awards-related print and electronic collateral, including website, invitation, emails, signage, program, and gala screens (next upcoming deadline is August 16, 2019 for inclusion in the electronic invitation)
- Verbal recognition at the gala and National Design Week events
- Acknowledgment in Cooper Hewitt's online annual report and Smithsonian's printed and online annual report

EMPLOYEE BENEFITS

- One table of 12 at the gala
- Five reserved VIP seats at the Winners' Salon during National Design Week
- Invitation for one company representative to attend the Business of Design Breakfast during National Design Week
- Invitation for one company representative to attend the Teen Design Fair during National Design Week
- Invitation for one company representative to attend each NDA CITIES VIP dinner (cities to be determined)
- Invitations for six guests to attend each NDA CITIES reception (cities to be determined)
- Opportunity to sponsor select NDA CITIES (additional sponsorship commitment apply)
- One curator-led exhibition tour or behind-the-scenes collection event for up to 25 guests
- Free museum admission for company employees and one guests, for one year
- Personalized Executive Membership cards for two company representatives, granting unlimited free admission, 20% discount at SHOP, invitations to events, and reciprocal benefits at select museums across the country
- 10% discount at SHOP Cooper Hewitt and café for company employees, for one year
- 50 guest passes for free museum admission

PROMOTION

- Opportunity to provide giveaways for gala gift bags
- Opportunity to promote Cooper Hewitt affiliation in corporate image advertising (pending Cooper Hewitt approvals)

SUPPORTER

\$75,000

RECOGNITION

- Text recognition in all National Design Awards-related print and electronic collateral, including website, invitation, emails, signage, and program (next upcoming deadline is August 16, 2019 for inclusion in the electronic invitation)
- Logo recognition on gala screens
- Verbal recognition at the gala
- Acknowledgment in Cooper Hewitt's online annual report and Smithsonian's printed and online annual report

EMPLOYEE BENEFITS

- One table of 12 at the gala
- Two reserved VIP seats at the Winners' Salon during National Design Week
- Invitation for one company representative to attend the Business of Design Breakfast during National Design Week
- Invitation for one company representative to attend the Teen Design Fair during National Design Week
- Invitation for one company representative to attend each NDA CITIES VIP dinner (cities to be determined)
- Invitations for six guests to attend each NDA CITIES reception (cities to be determined)
- Opportunity to sponsor select NDA CITIES (additional sponsorship commitment apply)
- One curator-led exhibition tour or behind-the-scenes collection event for up to 25 guests
- Free museum admission for company employees and one guests, for one year
- 10% discount at SHOP Cooper Hewitt and café for company employees, for one year
- 25 guest passes for free museum admission

PROMOTION

- Opportunity to provide giveaways for gala gift bags
- Opportunity to promote Cooper Hewitt affiliation in corporate image advertising (pending Cooper Hewitt approvals)

SUPPORTER

\$50,000

RECOGNITION

- Text recognition in all National Design Awards-related print and electronic collateral, including website, invitation, emails, signage, and program (next upcoming deadline is August 16, 2019 for inclusion in the electronic invitation)
- Logo recognition on gala screens
- Verbal recognition at the gala
- Acknowledgment in Cooper Hewitt's online annual report and Smithsonian's printed and online annual report

EMPLOYEE BENEFITS

- One table of 12 at the gala
- Two reserved VIP seats at the Winners' Salon during National Design Week
- One curator-led exhibition tour or behind-the-scenes collection event for up to 25 guests
- 10% discount at SHOP Cooper Hewitt and café for company employees, for one year
- 25 guest passes for free museum admission

PROMOTION

- Opportunity to provide giveaways for gala gift bags
- Opportunity to promote Cooper Hewitt affiliation in corporate image advertising (pending Cooper Hewitt approvals)

SUPPORTER

\$25,000

RECOGNITION

- Text recognition in all National Design Awards-related print and electronic collateral, including website, invitation, emails, signage, and program (next upcoming deadline is August 16, 2019 for inclusion in the electronic invitation)
- Logo recognition on gala screens
- Verbal recognition at the gala
- Acknowledgment in Cooper Hewitt's online annual report and Smithsonian's printed and online annual report

EMPLOYEE BENEFITS

- Half a table (6 seats) at the gala
- Two reserved VIP seats at the Winners' Salon during National Design Week
- 10% discount at SHOP Cooper Hewitt and café for company employees, for one year
- 10 guest passes for free museum admission

PROMOTION

- Opportunity to provide giveaways for gala gift bags
- Opportunity to promote Cooper Hewitt affiliation in corporate image advertising (pending Cooper Hewitt approvals)

THANK YOU

To discuss sponsorship
opportunities, please contact:

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