



DESIGN LITERACY FOR ALL

NDA CITIES 2018-2019 IMPACT REPORT

**COOPER
HEWITT**



Smithsonian Design Museum



PIONEERING DESIGN LITERACY

Design is not a luxury, but a critical competency for solving real-world problems.

Cooper Hewitt creates opportunities for people of all ages and backgrounds to understand not only *how* to design solutions, but also *why* design matters. We call this design literacy.

By working with students, educators, and designers across the country, Cooper Hewitt is enabling communities nationwide to discover the importance of design and its power to change the world.



DESIGN LITERACY ACROSS THE NATION



Posters designed by elementary school students in a classroom workshop in San Francisco

HOW DOES NDA CITIES IMPACT LOCAL COMMUNITIES? Each year we serve over a thousand participants with varying levels of competency in design. Classroom workshops have unearthed critical topics in the students' day-to-day lives, ranging from gun control to hunger—design literacy provides communities with a framework for addressing such dire challenges by providing the tools for impacting change. By activating conversations on design literacy between NDA winners and local schools, universities, and organizations, NDA Cities enables communities to continue to foster design literacy in the future.



**2018-2019
IMPACT**



BOSTON

Nov. 15–17, 2018

200 people participated in programs led by 2018 award winners Anne Whiston Spirn (Design Mind Award), Mikyoung Kim Design (Landscape Architecture Award), The Mediated Matter Group (Interaction Design Award), and Cooper Hewitt educators. Programming included panel discussions, interactive classroom activities, professional development workshops for educators to integrate design into their curriculum, and design workshops for participants of all ages.



Panel discussion in San Francisco

WEST COAST

Feb. 4-7, 2019

Nearly 500 people participated in programs led by 2018 award winners Gail Anderson (Lifetime Achievement Award), Design for America (Corporate and Institutional Achievement Award), Civilization (Communication Design Award), and Cooper Hewitt educators in Los Angeles and San Francisco. Programming included panel discussions, interactive classroom activities, professional development workshops for educators to integrate design into their curriculum, and a “Change by Design Summit” where organizations learned strategies to use design as a tool for change.



Classroom visit in Detroit

DETROIT

Apr. 10-13, 2019

Nearly 500 people participated in our first Detroit outreach, where Cooper Hewitt educators introduced museum resources for college students, held professional development workshops for educators to integrate design into their curriculum, engaged K-12 students in design thinking through interactive activities, and led design workshops where participants of all ages prototyped their own solutions to everyday problems. National Design Award winners David Malda (2011 Landscape Architecture Award), Chris Reed (2012 Landscape Architecture Award), Richard Roark (2008 Landscape Architecture Award), and Craig Wilkins (2017 Design Mind Award) participated in a lively panel discussion on how design has shaped Detroit.

THANK YOU

The NDA Cities program enables Cooper Hewitt to fulfill its mission to inspire, educate, and empower people through design. Its success this year could not have been achieved without the incredible support of dedicated members of the Cooper Hewitt community.

Questions? Please contact:

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