

2020 SUBMISSION GUIDELINES

Congratulations on your nomination for the 2020 National Design Awards! Now that you have completed the registration process, this document will provide you with the **2020 Instructions for Submission** and a copy of the **2020 National Design Awards Terms of Agreement**. For questions, please contact the National Design Awards office at designawards@si.edu or 212.849.8337 or visit www.cooperhewitt.org/nda/submissiontips for additional tips and helpful information. Visit www.cooperhewitt.org/nda2020 to submit your materials. We look forward to your submission!

ABOUT THE NATIONAL DESIGN AWARDS

Now in its 21st year, Cooper Hewitt, Smithsonian Design Museum's National Design Awards honors the timeless legacy of preeminent design leadership in America and recognizes the power of design to change the world.

CRITERIA

The defining criteria for the Awards are **innovation** and **impact**.

CALL TO DESIGNERS

Design throughout history has always responded to the challenges of its time, and today the expectation of conscious consumption by consumers needs to be preceded by a more conscious creation by designers. The National Design Awards wants to recognize the role of design in shaping a more sustainable future, and support this new era of design. In 2020, Cooper Hewitt has launched the Climate Action Award and urges all designers to take on a professional responsibility to advance a more sustainable future for all.

AWARD CATEGORIES

- **Design Visionary**, in recognition of an individual, company, or organization who has made a profound contribution to advancing the field.
- **Climate Action**, in recognition of a design project for its significant contributions to addressing the global climate crisis.
- **Emerging Designer**, in recognition of a designer who has demonstrated profound talent in the early stages of his or her career.
- **Architecture**, for the design of public, commercial, or residential interior and exterior spaces.
- **Communication Design**, for the design of information and messages.
- **Digital Design**, for the design of interactive digital products, environments, systems, experiences, and services.
- **Fashion Design**, for the design of apparel, accessory, jewelry, footwear, and textiles.
- **Landscape Architecture**, for the design of outdoor environments and urban planning.
- **Product Design**, for the design of goods, furniture, lighting, and materials.

SELECTION PROCESS

Nominations are solicited from designers, educators, journalists, cultural figures, corporate leaders, and design enthusiasts from across the country. Once nominations close, the museum contacts nominees with instructions for the registration and submission process. The jury, consisting of prominent design leaders, reviews all completed submissions and selects the award honorees. Cooper Hewitt, Smithsonian Design Museum and Smithsonian Institution Trustees and staff do not serve on the jury. The awards will be bestowed at a gala ceremony in October 2020.

ELIGIBILITY

Eligibility is restricted to citizens or current long-term residents of the United States over 18 years of age. Firms, corporations, or institutions must have their corporate headquarters in the United States. Individual nominees must have been practicing professionally for a minimum of 10 years; firms, corporations, or institutions must have been established for a minimum of 10 years. Design Visionary nominees must have been practicing professionally for a minimum of 25 years for individuals and a minimum of 10 years for companies or organizations. Emerging Designer nominees (individuals or firms) must be in the early stages of his or her career with up to 8 years of professional experience. There is no requirement for years of professional experience for the Climate Action Award, however, the project must be in progress or realized. Winners of a National Design Award in a Design Category will be eligible for the Design Visionary category 10 years after receiving their award. All previous National Design Award winners are eligible for the Climate Action Award. Cooper Hewitt employees and trustees and their families and household members are not eligible. Awards are given for a body of realized work, not for any specific project, that represents the core criteria of the Awards: innovation and impact.

DATES

- **Nomination Deadline:** Friday, December 20, 2019
- **Registration Deadline:** Friday, February 7, 2020
- **Submission Deadline:** Friday, February 28, 2020
- **Announcement of Winners:** by June 2020
- **National Design Week:** October 10–15, 2020
- **National Design Awards Gala:** Thursday, October 15, 2020



2020 INSTRUCTIONS FOR SUBMISSION

The submission process is entirely digital. Visit www.cooperhewitt.org/nda2020 to submit your materials. All required materials must be submitted by **Friday, February 28, 2020, 11:59 P.M. Eastern Time.**

SUBMISSION CHECKLIST: *(If you are submitting to multiple categories, a customized submission is required for each category.)*

- BIO/HISTORY:** A **current and concise biography of up to 100 words.** Firms, corporations, and institutions should provide a statement of history. Note any major clients and projects. You may also include a more detailed biography or résumé. Emerging designer nominees should also note any substantial and recent editorial coverage or awards. *(PDF)*
- STATEMENT:** A **statement of up to 150 words** should provide the jury with a brief introduction to your work. Suggested topics include the distinctive qualities of your work, its impact on the field, efforts around sustainability, your approach or process, and your mission and primary interests. *(PDF)*
- PORTFOLIO:** A **digital portfolio containing 10 projects (5–10 for Emerging Designer nominees), not to exceed 10 pages per project,** with images and a brief description that clearly reflects on the awards criteria for each project: innovation and impact. Describe how the project supports a sustainable future, as relevant. **Fashion** nominees may submit a compilation of ten collections/seasons (look books or collection books) along with a description for each collection. **Digital** nominees must also include links to videos or websites showing interactive element of projects. *(PDF)*
- IMAGES:** **10 digital images (5–10 for Emerging Designer nominees)** selected from your portfolio book, one image per project. Images **must** be submitted in TIF or JPG format with a minimum resolution of 6" x 9", 300 dpi. Please label image filenames with the nominee, image number (01–10), and project title (ex. Nominee01_projecttitle.tif). NB: If selected as an honoree, you will upload your digital submission materials to the Smithsonian's public, online National Design Awards Gallery, ndagallery.cooperhewitt.org (requires sign up with a vendor, Behance.net). *(TIF or JPG)*
- CAPTIONS:** **Image captions** that correspond with all images noted above. Captions should include image filename, project title, brief description, location, year or season completed, project partners (as applicable), and photo credit. *(PDF)*
- VIDEO:** A **video testimonial** that introduces yourself and your work, not to exceed 2 minutes. Videos need not be professionally produced, but should convey the strength of the nominee to the jury. (MOV, AVI, MP4)

IMPORTANT NOTES

- **Your submission must note the innovation and impact of each project,** as well as how the project supports a sustainable future, when relevant.
- **Your submission should best represent the body of work** that you or your firm, corporation, or institution have developed throughout your career, in relation to the category in which you are submitting. The jury may move your submission to a different category, if appropriate.
- Jurors are charged with considering the innovation and impact of each nominees' work, while also considering the following questions:
 - To what extent has society benefited from the explorations and achievements of the nominee?
 - Has the nominee considered the effects of climate change and to what extent has the nominee exhibited professional responsibility toward securing a more sustainable future for all?
 - Has the nominee demonstrated excellence in his or her process and path for achieving success?
 - Has the nominee broadened the conventions of his or her discipline?
 - Has the nominee expressed extraordinary originality and authenticity in his or her work with identifying and solving problems—both formally and practically?
 - Does the nominee's work challenge the imagination?
 - Have levels of skill, craftsmanship, and insight remained consistently high throughout the nominee's career to date?
 - If chosen as a winner, what message would this convey to the public and future nominees about the Awards? About the museum's role as a platform for design?
- **Do not send physical materials, original artwork, or product samples.** Additional supplemental materials, including, but not limited to, letters of support and books, will not be accepted.
- You will receive an automated confirmation email once you submit your materials.
- Visit www.cooperhewitt.org/nda/submissiontips for sample portfolios, videos, and additional tips.

DEADLINE FOR RECEIPT OF SUBMISSION MATERIALS: FRIDAY, FEBRUARY 28, 2020, 11:59 P.M. EASTERN TIME

Submit materials at: www.cooperhewitt.org/nda2020

Questions? Contact the National Design Awards at designawards@si.edu or 212.849.8337 or visit www.cooperhewitt.org/nda/submissiontips.



2020 NATIONAL DESIGN AWARDS TERMS OF AGREEMENT

By registering for the 2020 National Design Awards, I agree to be bound by the following terms and conditions:

I hereby agree that if I am selected as an honoree of the 2020 National Design Awards:

- At no charge to the Smithsonian, I shall fully participate as an honoree in the 2020 National Design Awards Gala and related programs during National Design Week in New York City and during NDA CITIES in locations around the country (to be announced).
- Upon request, I will provide the Smithsonian Institution (“Smithsonian”) with additional images or materials for use at the 2020 National Design Awards Gala and any accompanying public materials, exhibitions, or related programs.
- The Smithsonian and those authorized by the Smithsonian have my irrevocable, perpetual, non-exclusive permission to use and modify the materials I submit to the 2020 National Design Awards (the “Materials”), in whole or in part, in any manner or media (whether now known or later developed) for purposes of the 2020 National Design Awards, promotion of the National Design Awards to the public, and for all standard museum, educational, scholarly, research, or archival uses.
- The Smithsonian also has my perpetual and irrevocable permission to use without charge my name, likeness, and image in connection with the 2020 National Design Awards, promotion of the National Design Awards, and for all standard museum, educational, scholarly, research, or archival uses.
- The Smithsonian will not return my Materials but instead may keep my Materials as part of the archives of the Cooper Hewitt National Design Awards collection.
- I will cooperate with the Smithsonian’s reasonable instructions for uploading digital images from my submission to the public-facing online National Design Awards Gallery (which is now hosted by a third party vendor, Behance).

Regardless of whether I am selected as an honoree, I agree to the following terms and conditions:

Representation and Warranty: I represent and warrant that I own all rights to the Materials I submit or that I have obtained all permissions necessary from the respective owners to give the Smithsonian the rights described above. Upon request, I promptly shall provide documentation of such permissions to the Smithsonian; failure to promptly provide such documentation may result in my disqualification.

Confidentiality: Information about my nomination, my submission of the Materials, and any information the Smithsonian discloses to me about the 2020 National Design Awards nominations, registrations, nominee submissions, judging, and related processes, is proprietary to the Smithsonian. I shall not disclose such information to any third party without prior written permission from the Smithsonian.

Publicity Release: The Smithsonian and those authorized by the Smithsonian may film or otherwise record me, my participation, performance, statements, and any of my Materials that appear at the 2020 National Design Awards Gala and related programs. The Smithsonian may use such film or recording in any manner or medium (whether now known or later developed) without charge to me. I disclaim any interest or rights I may have in connection with my appearance, participation, or statements at the 2020 National Design Awards Gala and related programs, as filmed or recorded or edited by the Smithsonian or those authorized by the Smithsonian. The Smithsonian is under no obligation to film or record me or my Materials or to use such film or record if made.

Liability Release: I release the Smithsonian from any liability or responsibility for any loss or damage to my Materials.

Indemnity: I indemnify and hold harmless the Smithsonian and its regents, trustees, officers, employees, agents, and 2020 National Design Awards jury from and against all claims, demands, suits, judgments, and expenses, including reasonable out-of-pocket attorneys’ fees, arising out of my failure to comply with this agreement or breach of the representation and warranty.

Miscellaneous: The Smithsonian and the 2020 National Design Awards jury have no obligation to select me or my submission as an honoree. The Smithsonian has no obligation to use my Materials, name, likeness, image, or participation in any manner. The Smithsonian may cancel or make adjustments to the 2020 National Design Awards at its discretion. Smithsonian decisions are final and binding.

I have read and agreed to the foregoing terms and conditions.

