

# **NATIONAL DESIGN AWARDS PROGRAM 2020**

**COOPER  
HEWITT**



Smithsonian Design Museum

PREPARED FOR IBM CORPORATION

# INTRODUCTION



*Nature—Cooper Hewitt Design Triennial, on view May 10, 2019 to January 20, 2020*

**At Cooper Hewitt, we educate, inspire, and empower people through design. Our vision is for everyone to discover the importance of design and its power to change the world.**

The National Design Awards is Cooper Hewitt's flagship education initiative, increasing awareness and understanding of how design improves everyday life. Now in its 21<sup>st</sup> year, the program recognizes innovation and impact across various fields of design and inspires a myriad of related events and partnerships, connecting people of all ages and backgrounds—from practicing designers to design enthusiasts, students, educators, and families—with the Award winners' vision and expertise.

# WHY IT MATTERS



GHESKIO Cholera Treatment Center, Port-au-Prince, Haiti  
by Mass Design Group, 2017 National Design Award winner, Architecture

## DESIGN SHAPES THE FUTURE

What kind of world do we want to live in? What do we value? How can we create a healthier, more equitable and regenerative society? Design is a powerful tool for the conscious creation of our imagined future. It is crucial now more than ever to recognize how design shapes our world today and the ways in which it can drive change for tomorrow. By celebrating meaningful design and connecting people around the world with the learning opportunities it provides, the National Design Awards inspire emerging designers everywhere to build a better future for all.





## IBM + COOPER HEWITT

As a company dedicated to helping people across the globe build the skills of the future, IBM's values are strikingly aligned with Cooper Hewitt and the National Design Awards education program. **We invite IBM to join us in bringing this important initiative to life.**

In taking on a fully virtual and accessible format for 2020, we are expanding the reach and impact of the National Design Awards more than ever before. Your support is a crucial part of our efforts to help life-long learners everywhere build *design literacy*, a necessary tool for developing solutions to the challenges people face and a lasting skill that opens new education and career pathways. Thank you for considering your support—we look forward to empowering the next generation of problem solvers and change makers with you.



# HOW IT WORKS


## RECOGNIZING INNOVATION & IMPACT

Launched in 2000 as an official project of the White House Millennium Council, the National Design Awards are bestowed annually in recognition of design innovation and impact. 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. Award recipients give back to the community by sharing their design expertise with the public through free educational programming.

Reflecting the ever-growing scope of design, the program now includes nine award categories. This is the inaugural year of the Climate Action Award, which recognizes the crucial role design plays in shaping a more sustainable future, and the second year of the Emerging Designer Award.

*ChonGae River Restoration Project by Milkyoung Kim Design,  
2018 National Design Award winner, Landscape Design*





**“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, Director's Award



# 2020 AWARD CATEGORIES

**DESIGN VISIONARY  
CLIMATE ACTION  
EMERGING DESIGNER  
ARCHITECTURE  
COMMUNICATION DESIGN  
DIGITAL DESIGN  
FASHION DESIGN  
LANDSCAPE ARCHITECTURE  
PRODUCT DESIGN**



# PAST JURORS

**JOHN HOKE**

Chief Design Officer, Nike

**NADJA SWAROVSKI**

Chairperson, Swarovski Foundation

**TIM GUNN**

Fashion Consultant and TV Personality

**RAFAEL DE CÁRDENAS**

Founder, Architecture at Large

**MARTHA STEWART**

Founder, Martha Stewart Living

**ROBERT WONG**

Chief Creative Officer, Google Creative Lab

**CHARLES ADLER**

Co-Founder, Kickstarter

**CHRISTOPHER BANGLE**

Former Chief of Design, BMW

**MICHAEL MAHARAM**

CEO, Maharam

**WALTER HOOD**

Founder and Principal, Hood Design Studio

**ANNA SUI**

Founder, Anna Sui Corp.

**DAVID KELLEY**

Founder, IDEO

(See full list)



Richardson Apartments, a dignified residence for chronically homeless adults by Andrea Cochran Landscape Architecture, 2014 National Design Award winner, Landscape Design





# PAST WINNERS

**OPEN STYLE LAB**

Emerging Designer Award, 2019

**DEREK LAM**

Fashion Design Award, 2019

**NERI OXMAN**

Interaction Design Award, 2018

**MASS DESIGN GROUP**

Architecture Award, 2017

**CRAIG L. WILKINS**

Design Mind Award, 2017

**MOSHE SAFDIE**

Lifetime Achievement Award, 2016

**STUDIO O+A**

Interior Design Award, 2016

**ANDREA COCHRAN**

Landscape Architecture Award, 2014

**REBECA MÉNDEZ**

Communication Design Award, 2012

**DESIGN MATTERS & DEBBIE MILLMAN**

People's Design Award, 2011

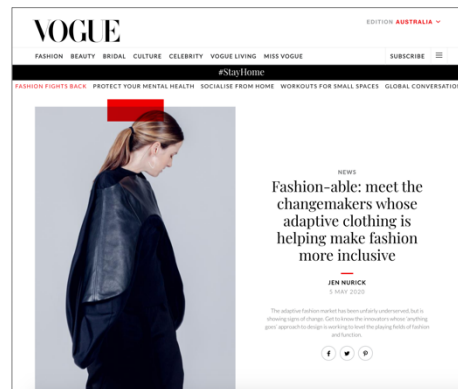
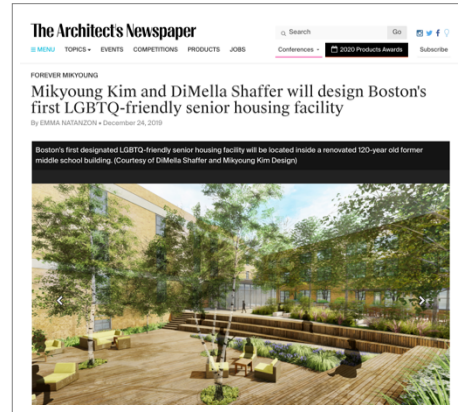
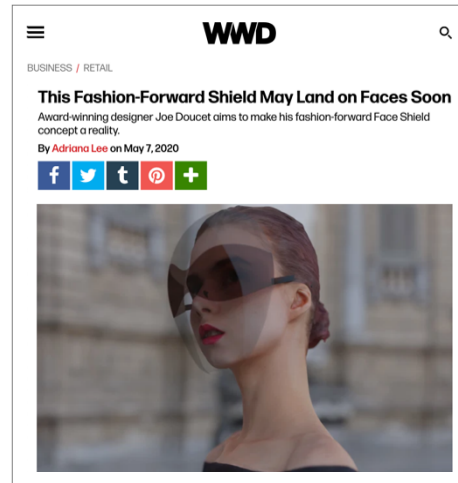
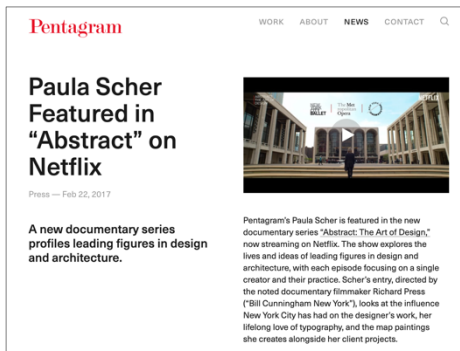
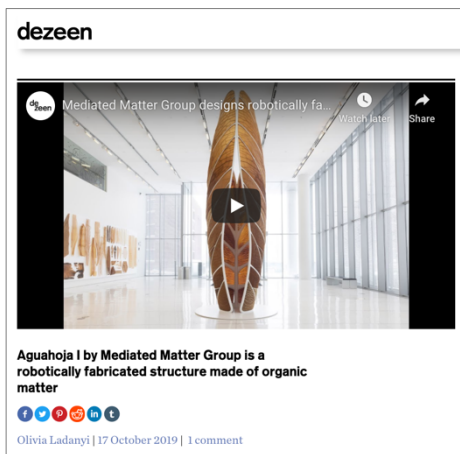
**JONATHAN IVE**

Product Design Award, 2007

**PATAGONIA**

Corporate Achievement Award, 2005

(See full list)



# DESIGN AT THE FOREFRONT

National Design Award winners push the boundaries of design and its capacity for improving our everyday lives. For many, the award is an early recognition of the broad and powerful impact that their work continues to have today and into the future.

Clockwise from top left:

MASS Design Group, 2017 Architecture Award winner  
*Architect Magazine*, March 2020

Jou Doucet, 2017 Product Design Award winner  
*WWD*, May 2020

Mikyoung Kim Design, 2018 Landscape Design Award winner  
*The Architect's Newspaper*, December 2019

Open Style Lab, 2019 Emerging Designer Award winner  
*Vogue*, May 2020

Paula Scher, 2013 Communication Design Award winner  
*Abstract* series on Netflix, 2017

Neri Oxman, 2018 Interaction Design Award winner  
*Dezeen*, October 2019



A photograph of two young children, a girl and a boy, sitting on a blue playground structure made of large, interlocking plastic blocks. The girl, on the left, is wearing a brown t-shirt and white shorts, and is holding a blue block. The boy, on the right, is wearing a green and blue striped long-sleeved shirt and khaki pants. They are both smiling and looking towards the camera. In the background, there are trees and a building, suggesting an outdoor playground setting.

**“Cooper Hewitt provides a foundational understanding of how design can be used to solve problems and communicate critical ideas.”**

—Michael Ellsworth, co-founder and principal, Civilization,  
2018 National Design Award winner for Communication Design



A photograph of a man and a young girl working together on a craft project. The man, wearing glasses and a name tag that reads "TOBIAS FRERE-JONES" and "COMMUNICATION DESIGN", is pointing at a piece of paper on the table. The girl, wearing a grey hoodie, is holding a pencil and looking down at the paper. They are sitting at a table covered with a pink cloth. On the table, there are various craft supplies, including a hexagonal frame, a piece of paper with a blue design, and some colorful materials. In the background, other people are visible, suggesting a workshop or event setting.

## NATIONAL DESIGN MONTH EDUCATE AND INSPIRE DESIGN MINDS NATIONWIDE

National Design Awards education programming will be extended through the entire month of October for the first time. Throughout National Design Month, Cooper Hewitt will host free virtual programs led or inspired by the award winners, inviting design enthusiasts of all ages and backgrounds to learn from the most preeminent design thought leaders of today. Featuring talks, tours, workshops, home activities, career fairs, and more, the programs allow participants to experience the design process, understand the ways that design shapes our world, and explore how each of us can apply design thinking to our everyday lives. Spanish translations and accessibility services will be offered where possible.

Tobias Frere-Jones, 2019 National Design Award winner, Communication Design, leads a workshop introducing participants to principles of communication design





Design Day



Design Salons



Teacher Day

## NATIONAL DESIGN MONTH 2020 SCHEDULE OF EVENTS

**AWARDS CEREMONY & GALA** | This year's winners will be announced at a virtual gala, open for all to enjoy from home. (Thursday, October 1)

**DESIGN DAY** | A full day of special programming for all ages including an interactive reading session, workshop, and a curator presentation of works by National Design Award winners in the collection. (Saturday, October 3)

**DESIGN OFFLINE** | Analog activities will inspire participants to flex their creative muscles away from the screen. A printed activity book will be shared in communities around the country. (Mondays throughout October)

**DESIGN FAIRS** | High school students, college students, early career designers, and educators are invited to explore career paths and education opportunities in design. (Tuesdays throughout October)

**DESIGN AT SCHOOL** | Cooper Hewitt brings the National Design Awards to schools across the country. Students will learn about the design process and build connections to objects explored virtually. (Wednesdays throughout October)

**DESIGN SALONS** | Dynamic conversations with award winners on topics such as climate action, social impact, storytelling, and fashion and identity. (Thursdays throughout October)

**DESIGN AT HOME** | Audiences are invited to think like a designer through self-paced activities around the work of National Design Award winners. (Fridays throughout October)





## NDA CITIES ENGAGE AND EMPOWER COMMUNITIES THROUGH DESIGN

Cooper Hewitt partners with K-12 schools, universities, and local organizations to amplify the impact of National Design Awards programming and build design literacy in underserved communities across the country. Several locations are identified each year based on need, relevance to that year's cohort of award winners, and existing partnerships. Through hands-on workshops with students, educators, and professionals, the programs connect communities with the nation's leading design minds, promote design as a critical tool for driving social change, and provide a framework for implementing design thinking in their day-to-day practices. Upcoming "NDA Cities" locations include Detroit (taking place virtually September 2020), Los Angeles (TBC February 2021), and San Francisco (TBC February 2021).





Classroom workshop with students at Madison Park Technical Vocational High School in Boston, MA



Classroom workshop with students at Charles H. Wright Academy of Arts and Science in Detroit, MI



Workshop and studio tour in San Francisco, CA with Studio O+A, 2016 National Design Award winner, Interior Design

## NDA CITIES

# RECENT PROGRAM PARTNERS

- Amazon, Detroit, MI
- Autodesk, San Francisco, CA
- Charles H. Wright Academy of Arts and Science, Detroit, MI
- Design Core Detroit, Detroit, MI
- Dick & Sandy Dauch Campus NFL/Yet Boys & Girls Club, Detroit, MI
- Don Fisher Clubhouse Boys & Girls Club, San Francisco, CA
- Dramatic Results, Los Angeles, CA
- EPAM Continuum, Boston, MA
- Godfrey Dadich Partners, San Francisco, CA
- Harvard-Smithsonian Center for Astrophysics, Cambridge, MA
- Holden at Trix Academy Boys & Girls Club, Detroit, MI
- Hudson k-8, Long Beach, CA
- Include Conference, Detroit, MI
- Lawrence Technological University, Detroit, MI
- Lindbergh Middle School, Long Beach, CA
- Ludington Magnet Middle/Honors School, Detroit, MI
- Madison Park Technical Vocational High School, Boston, MA
- Minuteman Vocational Technical High School, Lexington, MA
- Mission Clubhouse Boys and Girls Club, San Francisco, CA
- Orchard Gardens K-8 Pilot School, Boston, MA
- PLACE @ Prescott Elementary School, Oakland, CA
- Steven T. Mason Academy, Detroit, MI
- Studio O+A, San Francisco, CA
- TechBoston Academy, Dorchester, MA
- The Belt Alley, Detroit, MI
- The Innovation and Design Building, Boston, MA
- Walnut High School, Walnut, CA
- Washington Middle School, Long Beach, CA



## AWARDS CEREMONY & GALA **CELEBRATE AND SUPPORT EXCELLENCE IN DESIGN**

Cooper Hewitt is proud to present the winners of the 2020 National Design Awards at a virtual gala celebration on October 1 at 7:30 PM ET. Held entirely virtually this year for the first time in its history, the annual gala brings together design professionals and enthusiasts everywhere to honor the winners, celebrate the power of design, and kick off National Design Month. Open for all to enjoy from home, the virtual event will have broader reach than ever before.

The gala is the Cooper Hewitt's largest fundraising event, providing critical support for the museum's mission. Upper level donors will receive special gift boxes and recognition during the event, as well as invitations to join an exclusive virtual toast immediately following the awards show with this year's winners, jurors, past alumni, and other VIP guests.







## AWARDS CEREMONY & GALA VIRTUAL EVENT HUB

The virtual gala will be a festive show featuring the live announcement of this year's award winners, short films highlighting their broad impact, video messages from prominent design influencers, as well as content from our sponsors. Produced by Ideas United, a creative agency with expertise in the nonprofit space and proven experience in online events, the gala will have a strong visual storytelling component to draw and engage audiences. Closed captioning option will be available.

The gala will be streamed via a specialized web platform with interactive features—such as a live chat functionality—creating a shared, communal experience for viewers around the world. The platform will also serve as a virtual hub engaging audiences before, during, and after the event through features such as a library of content about past winners, a schedule of National Design Month events, exclusive networking rooms, sponsor recognition, and opportunities to donate. Through multiple layers of interaction, the platform connects audiences everywhere with the award winners, Cooper Hewitt's mission, and the power of design.





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

—Fast Company



# REACH & IMPACT

**Over 4,000 participants**  
in 2019 National Design Award activities

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**300+ young adults**  
engaged in Design Career Fair

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**1,700 family members**  
explored design activities

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**720 design enthusiasts**  
attended winners' talks

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**3 traveling programs**  
in Detroit, Los Angeles, San Francisco

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**8 Title I partner schools**  
across the country

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**26,000+ learners directly impacted**  
by Cooper Hewitt education programs each year





Draft gala invitation

## MARKETING

Reflecting the broadened scope of the virtual format and our efforts to amplify reach to audiences across the country, the National Design Awards gala and National Design Month education programs will be promoted through a variety of paid, owned, and earned media strategies. This includes social media, advertising, email campaigns, press releases, etc., as well as joint messaging opportunities with partner organizations, past award winners, and sponsors.

The social media campaign, launching in sync with the gala invitation drop date of September 1, and the advertising campaign, launching September 17, will build awareness and generate excitement for October. Paid tactics include native and programmatic ads as well as YouTube pre-roll. All communication will drive traffic to the digital hub, where users can view the schedule of events, pre-register, explore teaser content, and donate.



# PRESS BUZZ

Press for Cooper Hewitt exhibitions and programs make millions of impressions each year. Recent press includes:

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

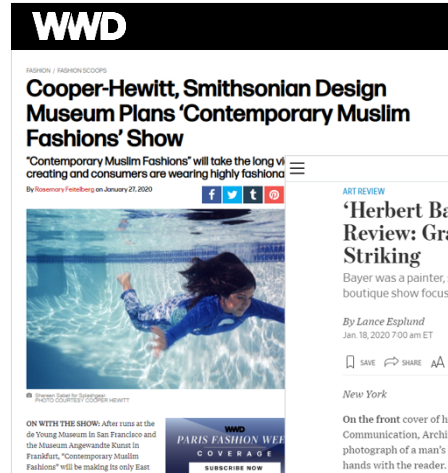
Time Out New York

Vogue

The Wall Street Journal

W Magazine

WWD



# ABOUT US



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

From our home base in New York City to around the world, we champion the importance of design for our shared future by educating, empowering, and inspiring people through projects that underscore design's power to solve problems and improve lives. Cooper Hewitt's collection is one of the most diverse and comprehensive in existence—more than 215,000 designs spanning 30 centuries—and inspires a broad range of exhibitions, education programs, digital content, and events for audiences everywhere.

Cooper Hewitt is located at the historic Carnegie Mansion on Museum Mile in NYC



# DESIGN FOR ALL

The social, economic, health, and environmental crises of our time underscore the ability—and the need—for design to offer solutions and opportunities. Furthermore, the vast inequities brought to the fore by these challenges have heightened the urgency to make design inclusive and accessible for all.

The National Design Awards—and all Cooper Hewitt programs—enable learners to experience, understand, and apply the power of design to build a better future. As the nation's design museum, we are continuing our commitment to serving all audiences and evolving our practice to achieve greater reach, greater relevance, and greater impact—especially for those with inequitable access to design education.

We are increasing virtual education programming and expanding our offering of online and offline design resources for distance learning. We are approaching our programs thoughtfully and intentionally, featuring purposeful content with diverse designers and seeking partnerships that impact underserved communities. We are providing Spanish language translations and accessibility services where possible.

Design education has never been more important. Together, we can make design education accessible to all, to empower communities everywhere to build a better tomorrow.



# THANK YOU

**TO DISCUSS SUPPORT AND RECOGNITION OPPORTUNITIES  
PLEASE CONTACT:**

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