

NATIONAL DESIGN AWARDS PROGRAM 2020

**COOPER
HEWITT**



Smithsonian Design Museum

PREPARED FOR LOWERCARBON CAPITAL

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 21st 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.

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.

In response to the global climate crisis, Cooper Hewitt introduced a new Climate Action category for 2020. The Climate Action Award will recognize an outstanding design project for advancing our work in addressing climate change, and its inaugural recipient will be announced at the virtual awards show on October 1.

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

LOWERCARBON CAPITAL + COOPER HEWITT


Lowercarbon Capital's commitment to addressing the global climate emergency is strikingly aligned with the values of Cooper Hewitt and the National Design Awards. We invite Lowercarbon Capital to be the inaugural sponsor of the Climate Action Award and to partner with us in elevating the power of design to reduce carbon emissions, remove carbon from the atmosphere, and make our lifestyle more sustainable.

In transitioning to a fully virtual format for 2020, we are expanding the reach and impact of the National Design Awards more than ever before. Sponsorship offers opportunities for high visibility and a platform for relevant, meaningful engagement with the design community. Your support is a crucial part of our efforts to inspire ideas, collaboration, and dialogue that address the most significant and consequential challenges of our time.

Thank you for considering your support—we look forward to working with you to advance climate action through design.



Bamboo Theater by Xu Tiantian and DnA Design, featured in Nature—Cooper Hewitt Design Triennial (May 10, 2019 to January 20, 2020)



“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

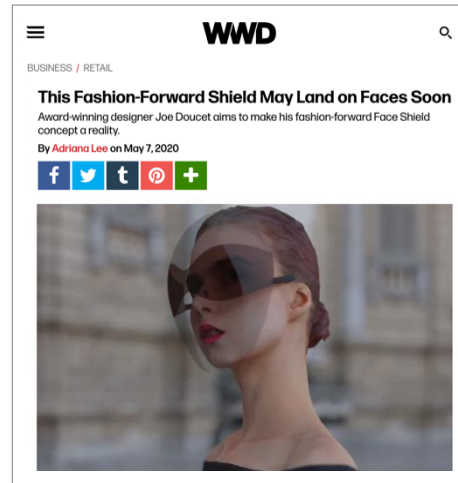
JONATHAN IVE

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

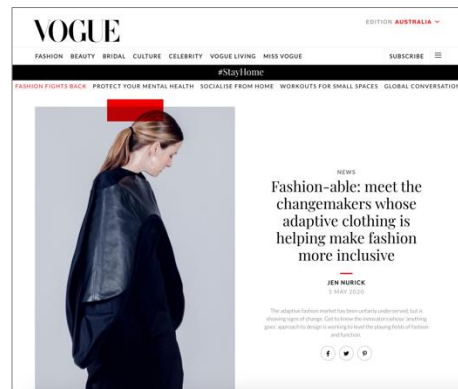
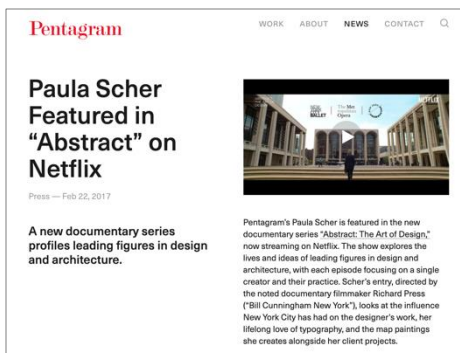
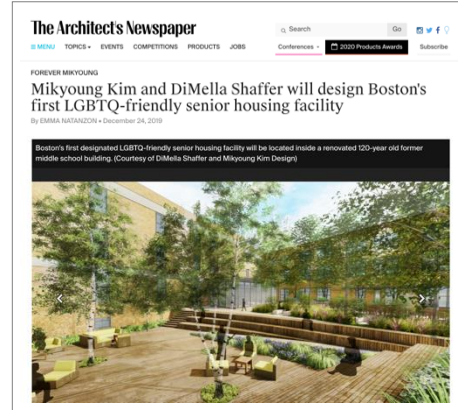
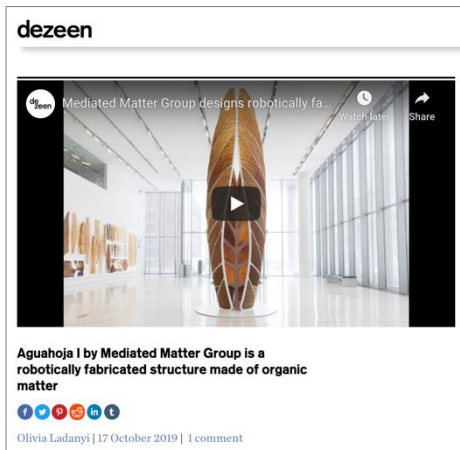
Jou Doucet, 2017 Product Design Award winner
WWD, May 2020

Mikyong 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





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

—Fast Company



AWARDS SHOW & 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 hosted by designer Bobby Berk 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 SHOW & 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 on cooperhewitt.org/virtualgala, 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.

A man with glasses and a name tag that reads "TOBIAS FRERE-JONES COMMUNICATION DESIGN" is sitting at a table with a young girl. They are both looking down at a piece of paper on the table. The man is pointing at the paper with his finger. The girl is holding a pencil. On the table, there are several other items, including a hexagonal object with a dark center and a white border, and some papers with blue and white designs. In the background, there are other people and tables, 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 including 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)

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

“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

REACH & IMPACT

Over 4,000 participants
in 2019 National Design Award activities

300+ young adults
engaged in Design Career Fair

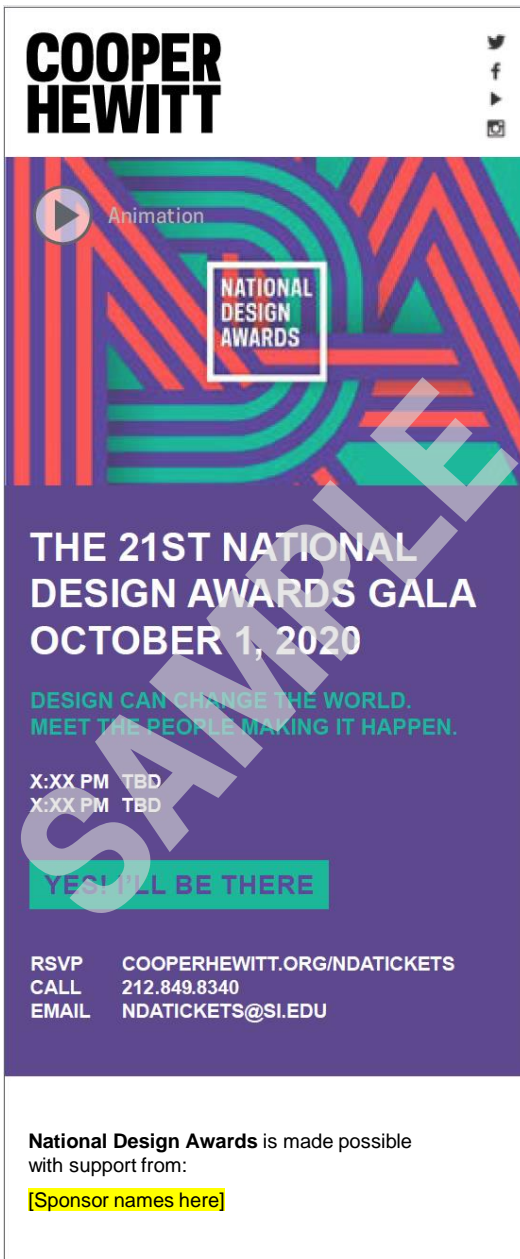
1,700 family members
explored design activities

720 design enthusiasts
attended winners' talks

3 traveling programs
in Detroit, Los Angeles, San Francisco

8 Title I partner schools
across the country

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



Draft gala invitation

MARKETING

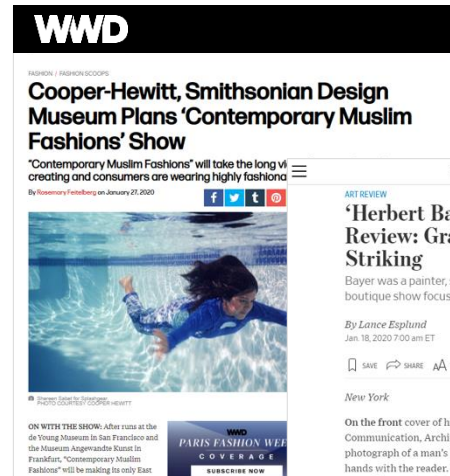
Reflecting the broadened scope of the virtual format and our efforts to amplify reach to audiences across the country, the National Design Awards gala and National Design Month education programs will be promoted through a variety of paid, owned, and earned media strategies. This includes social media, 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	Dezeen
Architectural Digest	Elle Decor
Artforum	Fast Company
Artnet	Hyperallergic
ARTnews	Metropolis
CNN	The New Yorker
Conde Nast Traveler	The New York Times
Core77	PIN-UP Magazine
Curbed	Smithsonian Magazine
The Cut	Time Out New York
Daily Front Row	Vogue
Designboom	The Wall Street Journal
Design Milk	W Magazine
Dexigner	WWD



SPONSOR BENEFITS

MAJOR SPONSOR

NATIONAL DESIGN AWARDS BENEFITS

- Sponsorship of the Climate Action award, including crediting wherever award is mentioned by Cooper Hewitt and first right of refusal for sponsorship next year
- Logo recognition in all National Design Awards communication and promotional materials such as the digital invitation (if confirmed before Sept. 1), virtual event platform, and e-newsletters
- Logo and verbal recognition at the Climate Action Design Salon on Oct. 8
- Text recognition in press materials (if confirmed before Sept. 1)
- Sponsor statement in press kits, subject to Smithsonian approval (if confirmed before Sept. 1)
- Text recognition in 2 social media posts, subject to Smithsonian approval
- Verbal recognition in remarks by gala MC
- Gala-in-a-box for up to 10 people in NYC **number of deliveries will affect the fair market value of the gift*

GENERAL BENEFITS

- 30 museum guest passes
- One curator-led exhibition tour or behind-the-scenes collection tour for up to 25 guests
- 10% discount at SHOP Cooper Hewitt for company employees, for one year
- Opportunity to promote sponsorship in corporate image advertising (subject to Smithsonian approval)
- Recognition in Cooper Hewitt's online annual report and Smithsonian's printed and online annual report

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

THANK YOU

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

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