

COOPER HEWITT



Smithsonian Design Museum

2020 YEAR IN REVIEW



2020 was an unprecedented year. But creativity and design continued to thrive in the world.

Here are some of the projects that inspired us this year. They will be featured in the upcoming exhibition *Design and Epidemics: Innovation in the Face of Crisis*.



01



02



03



04

01. Danielle Elsener created an open-source design for zero-waste scrubs, eliminating textile waste and addressing the shortage of this crucial Personal Protective Equipment in the United Kingdom.

02. CRA-Carlo Ratti Associati developed CURA (Connected Units for Respiratory Ailments), a working prototype for intensive care units utilizing shipping containers.

03. Perkins&Will Architects, in collaboration with NYC Relief, prototyped mobile COVID-19 testing units that repurposed underutilized school buses to extend rapid testing into New York communities.

04. Italian engineering firm Isinnova designed a 3D-printed valve to retrofit commercially available snorkel masks for use in emergency assisted ventilation in hospitals around the world.

Now more than ever, we need to use the power of design to build a better future.



In 2020, Cooper Hewitt explored the importance of inclusivity in design and storytelling.



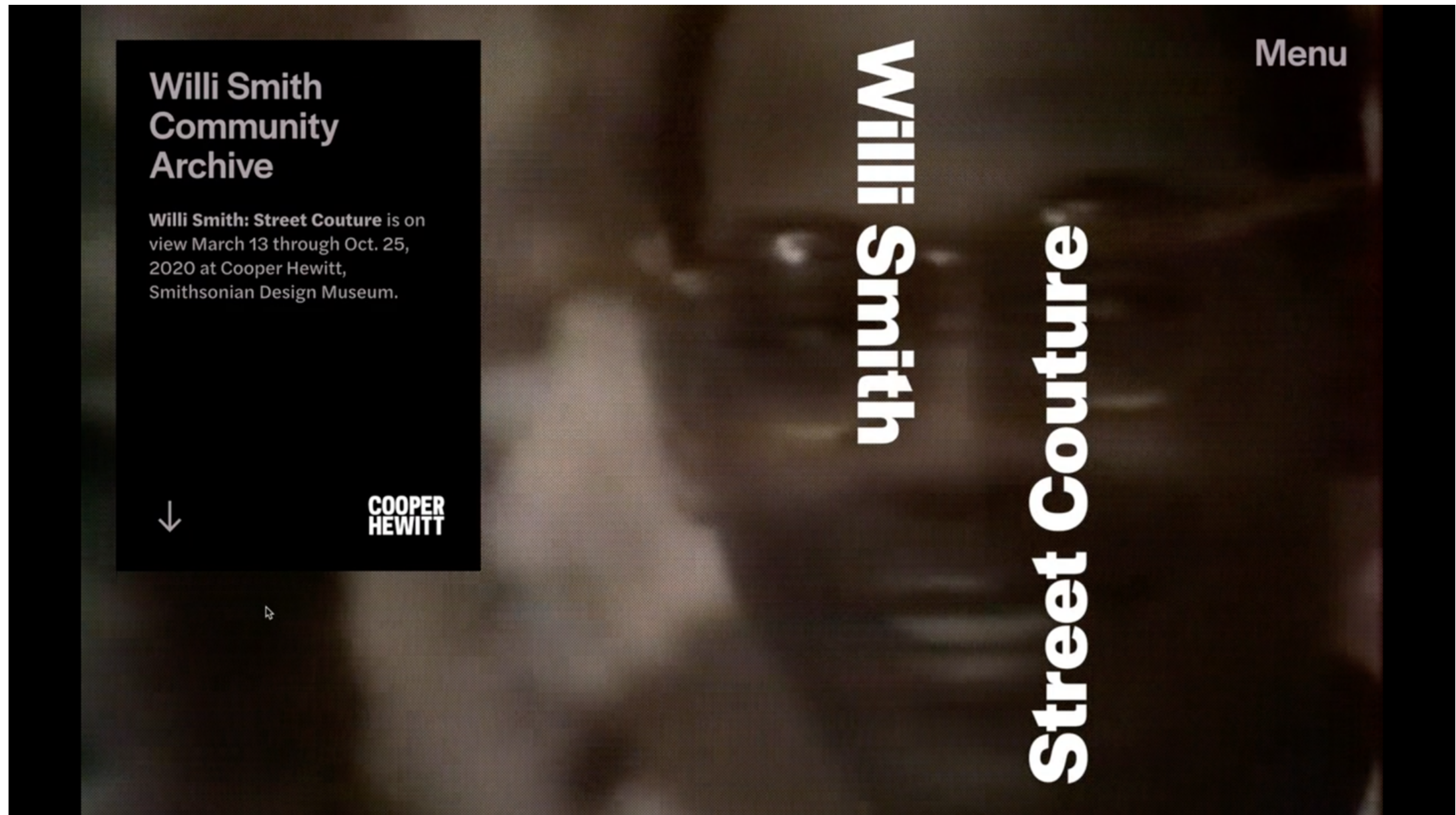
In February and March, we opened *Contemporary Muslim Fashions* and *Willi Smith: Street Couture*, highlighting design pioneers who have helped drive the fashion industry towards greater inclusivity.

26,000
PARTICIPANTS

Nearly 26,000 participants
in virtual and in-person
education programs in 2020

1.2 M
VISITORS

Nearly 1.2 million unique
visitors to Cooper Hewitt's
website in 2020



The **Willi Smith Community Archive**, launched in conjunction with the exhibition, contributes to a greater understanding of the late designer's life and work through the collective memory of friends, collaborators, and members of the public.

“How fitting that the man who wanted to be ‘the designer of the people’ should be celebrated with an exhibition with a ‘for and by the people’ component.”

– *Vogue*

**COOPER
HEWITT**
Smithsonian Design Museum

**THE 2020
NATIONAL HIGH SCHOOL
DESIGN COMPETITION**

Belonging by design.

*¿Qué diseñaría para ayudar a que
más personas nos sintiéramos incluidas?*

您会如何设计来让我们更多人有融入感?

Ha'át'íí éí nihá hasht'e dííłłt binahjł' t'áá'
altsohjł' it ilł bee baanitsáhákees?

ما الذي قد تفكر فيه لجعلنا نشعر بانتماء أكثر؟

מה הייתם מתכננים כדי להעלות את?
תחושת השייכות בקרבנו?

Je! Ni nini utakachokibuni kusaidia
wengi wetu tuhisi kuwa tumejumuishwa?

**What would you design to help
more of us feel included?**

A 3x3 grid of nine student portraits, each in a different video call frame, showing diverse students from various backgrounds.

The **2020 National High School Design Competition** challenged students around the country to design inclusive solutions to obstacles that currently exclude people. Out of 597 entries by 951 students, three finalists were selected to participate in virtual mentoring workshops with experts in the field.

“Cooper Hewitt taught us so much about how design works and the impact it has on all aspects of everyday life.”

– Priya Agarwal and Anika Agnihotri, winners of the 2020 National High School Design Competition

We convened discussions about the role of design in creating a healthier and more equitable future.

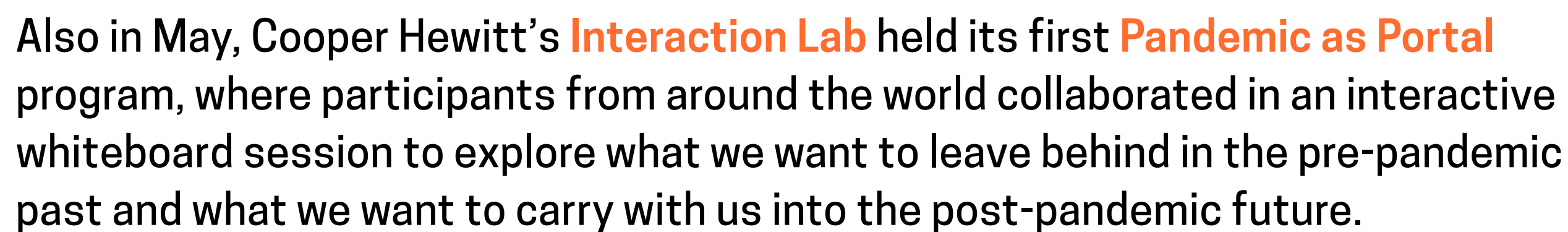
1.3 M
VIEWS

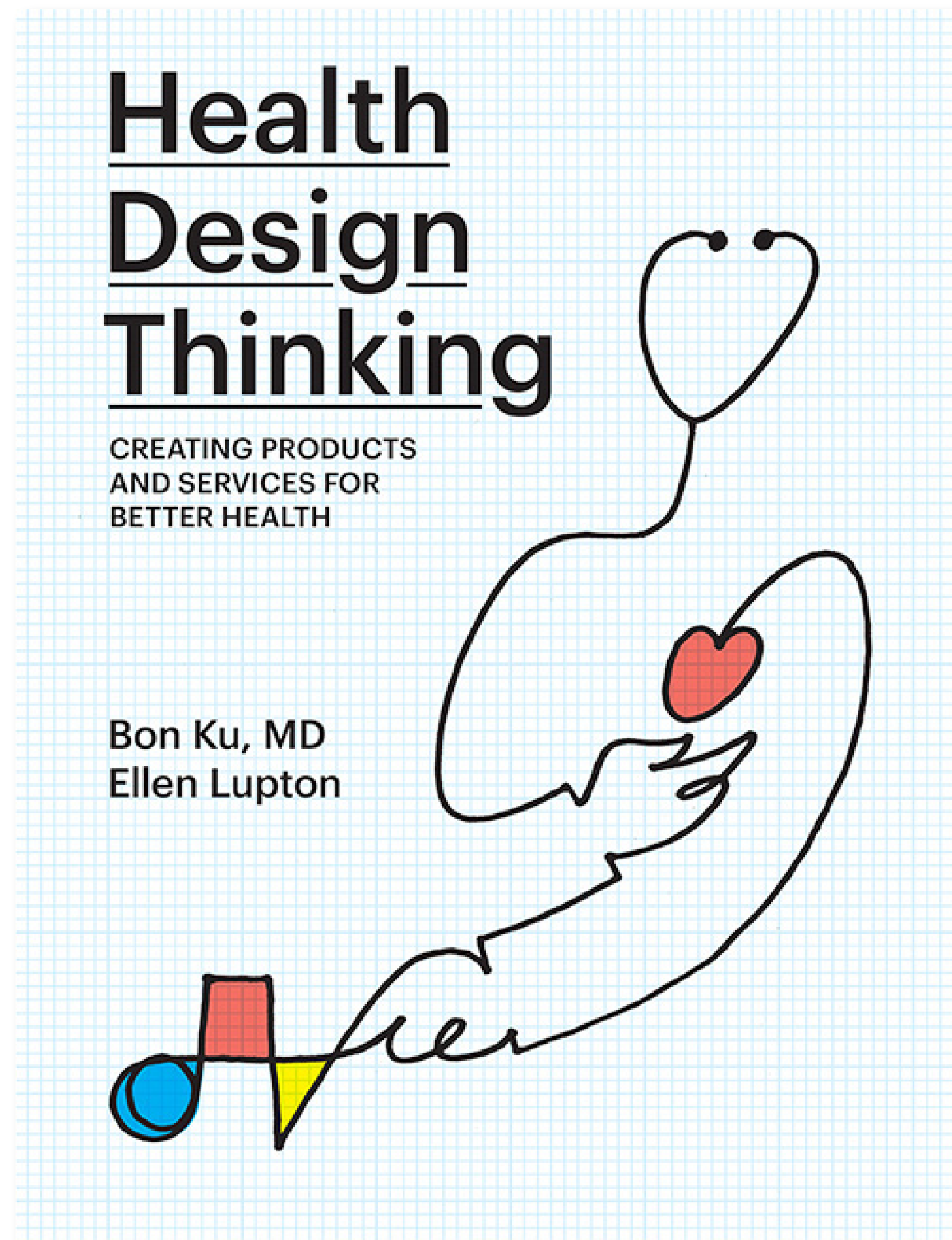
1.3 million views of
Cooper Hewitt's virtual
programs in 2020



Episode 9

In May, Cooper Hewitt began co-hosting **Designing on the Front Lines**, a weekly series exploring the intersection of design and medical practice with doctors and designers at the forefront of the COVID-19 pandemic.





From **Health Design Thinking: Creating Products and Services for Better Health** to the climate issue of **Design Journal**, our publications captured important conversations about the responsibility of design in facilitating lasting change for the world.

We created new distance learning tools.

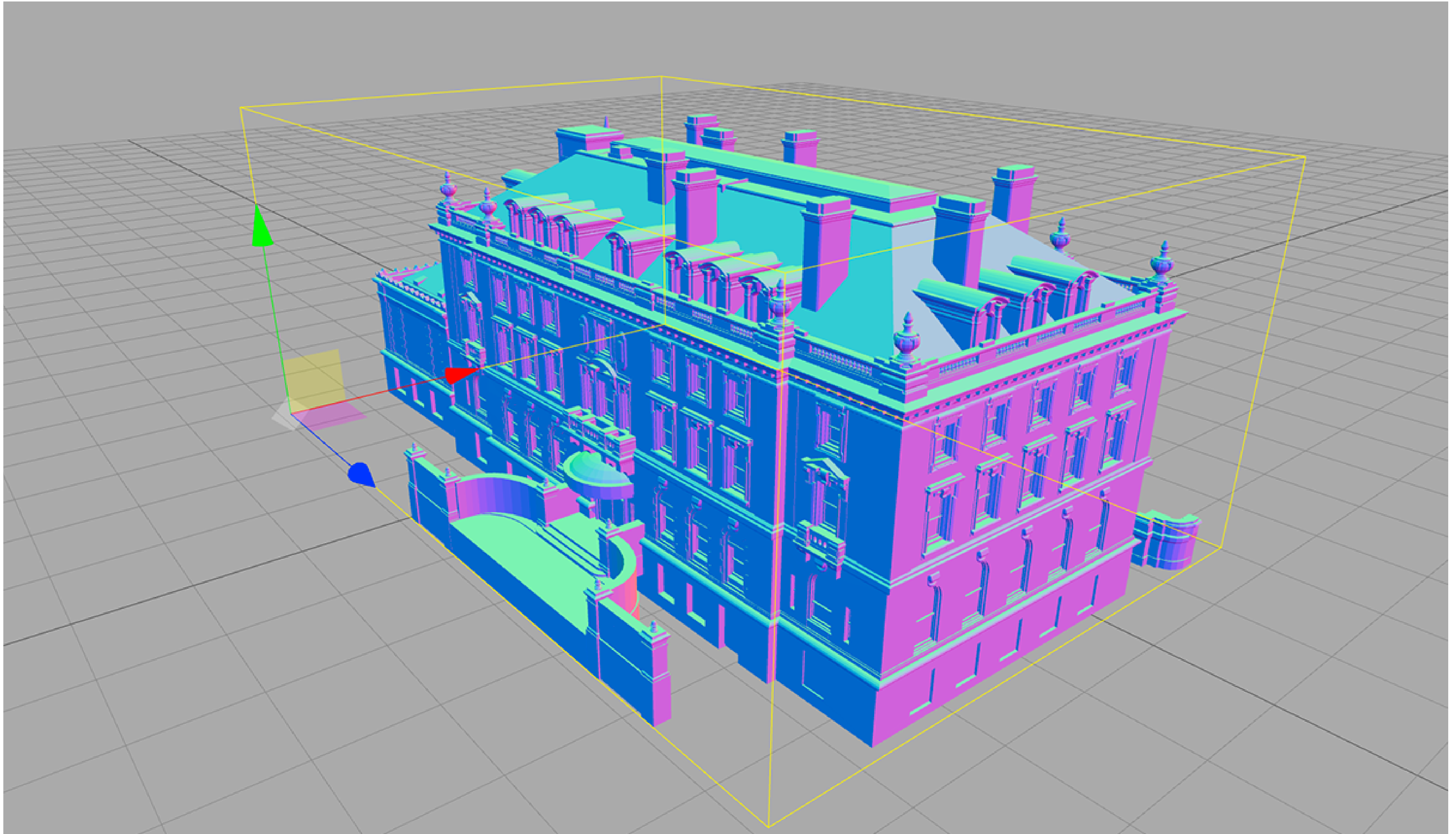


Selection from the most viewed Cooper Hewitt objects on Smithsonian Open Access

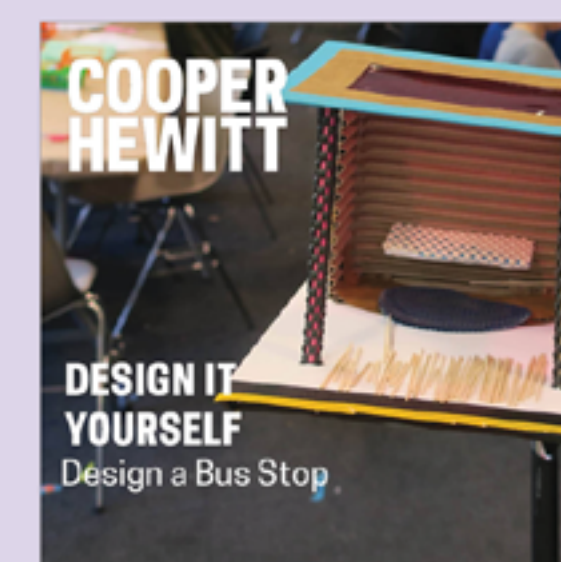
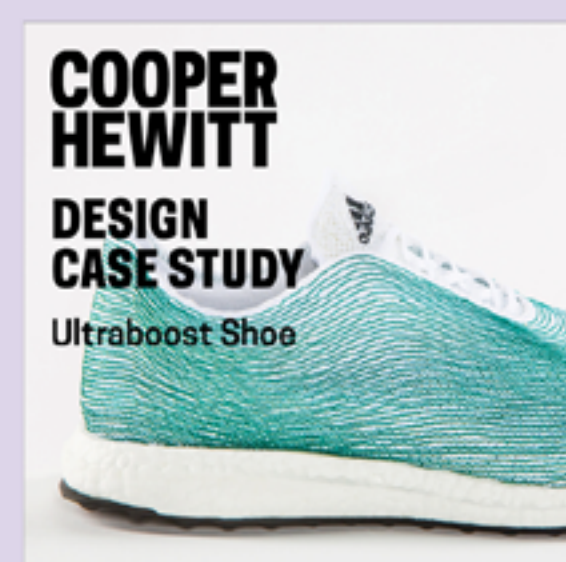
In February, the Smithsonian launched **Smithsonian Open Access**. More than 3 million 2D and 3D images have been released into the public domain so far—including 42,000 (and counting!) assets from Cooper Hewitt's collection of historical and contemporary design—allowing users everywhere to download, share, and remix ideas.

5.5 M
VIEWS

5.5 million views of Cooper
Hewitt objects through
November 2020



In April, we launched the **Digital Mansion**, where visitors can experience Cooper Hewitt remotely—from online exhibition content and virtual programs to the history of the museum and design stories from our archives.



Our growing **Smithsonian Learning Lab** collection provides teaching tools for educators and caregivers, including design case studies that apply core areas of study to real-world problems.

23,000
USERS

Over 23,000 unique users
of Cooper Hewitt lesson
materials in 2020



In June, we published the **Design at Home Activity Book** in both English and Spanish, partnering with various community organizations throughout the United States to distribute free education resources that do not require internet connection.

38,000
ACTIVITY BOOKS

Over 38,000 free activity
books distributed through
November 2020

And we celebrated innovation and impact.



“[The 2020 winners] are democratizing creativity and design... and they are dedicated to designing a brighter, kinder, and more connected world for all of us.”

– Arem Duplessis, Jury Chair,
2020 National Design Awards

Cooper Hewitt presented the **2020 National Design Awards** at our first-ever virtual gala on October 1, bringing over two thousand people across the world together to celebrate the winners and the power of design.

5,000
PARTICIPANTS

Over 5,000 participants
from 38 countries
throughout October



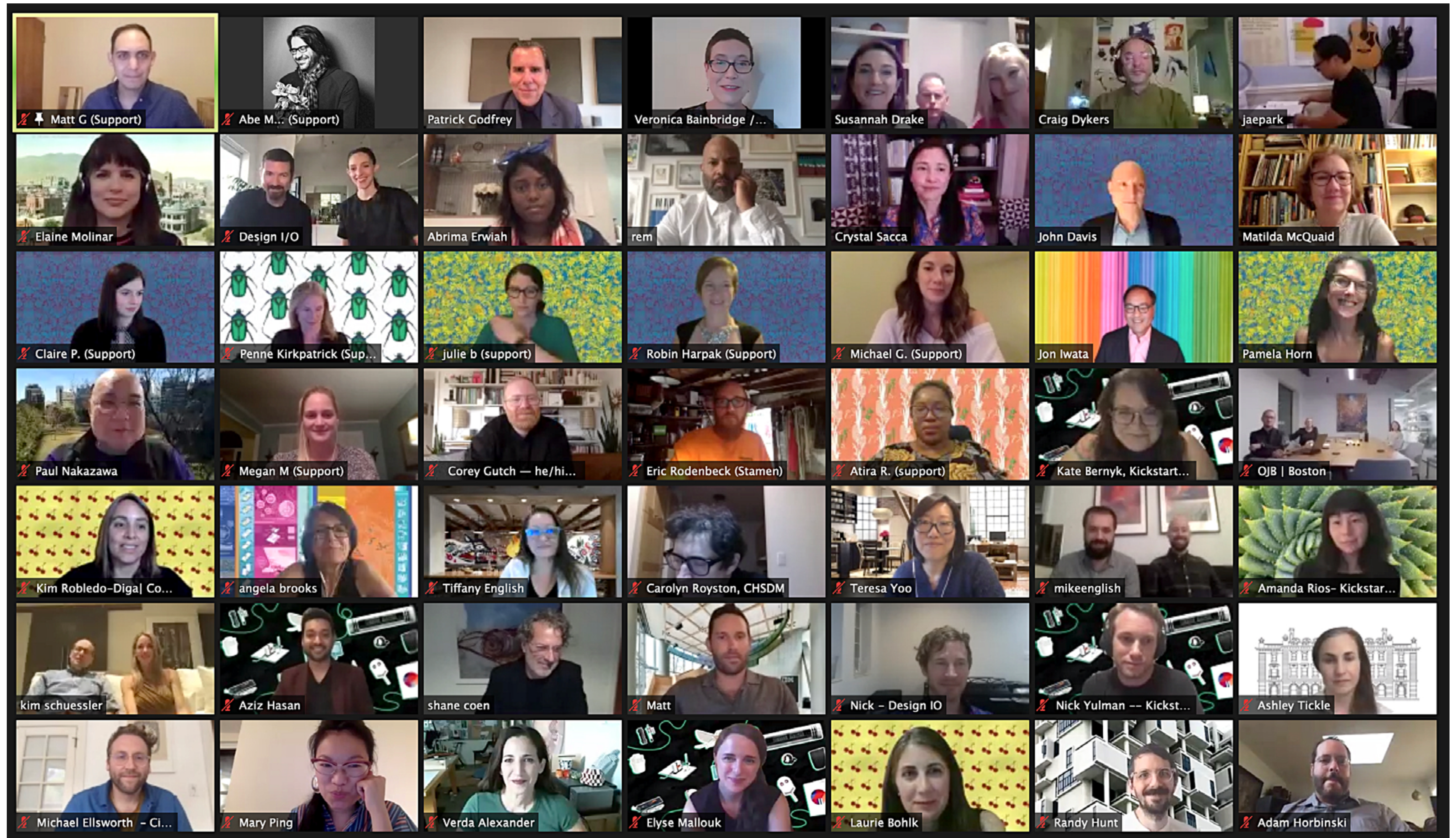
Design Salon: Social Impact

We celebrated **National Design Month** throughout October, offering free virtual programs for all, including workshops, talks, studio tours, career fairs, and more with National Design Award winners and guest designers.

We couldn't have done it without our frontline workers, who continued to care for the collection and its home, the landmark Carnegie Mansion.



And we couldn't have done it without you.



Friends and supporters of Cooper Hewitt celebrate the 2020 National Design Awards

Thank you for supporting Cooper Hewitt and the power of design.

WHAT'S NEXT?

Upcoming programs will continue to champion the role of design in creating a healthier, more equitable and regenerative society.

We invite learners everywhere to explore the ways design is addressing today's challenges and imagine how we can design a better tomorrow, together.

Learn more at [COOPERHEWITT.ORG](https://cooperhewitt.org)

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