

2021 SUBMISSION GUIDELINES

Congratulations on your nomination for the 2021 National Design Awards! This document provides you with the **2021 Instructions for Submission** and the **2021 National Design Awards Terms of Agreement**. For questions, please contact the National Design Awards office at designawards@si.edu or visit www.cooperhewitt.org/nda/submissiontips for additional tips and sample materials. Phone calls can be scheduled over email. If you prefer to call, please leave a message at 212.849.8337 and we will return your call as soon as possible. Visit www.cooperhewitt.org/nda2021 to submit your materials. We look forward to your submission!

ABOUT THE NATIONAL DESIGN AWARDS

Now in its 22nd year, Cooper Hewitt, Smithsonian Design Museum's National Design Awards program honors innovation and impact and recognizes the power of design to change the world.

CRITERIA

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

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 their career.
- **Architecture and Interior Design**, 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 2021.

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 their career with up to 7 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. Winners of the Emerging Designer Award will be eligible for non-Emerging Designer Award categories 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 companies, organizations, 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, February 26, 2021
- **Registration Deadline:** Friday, March 26, 2021
- **Submission Deadline:** Friday, April 23, 2021
- **Announcement of Winners:** by August 2021
- **National Design Month:** October 2021
- **National Design Awards Gala:** TBC



2021 INSTRUCTIONS FOR SUBMISSION

SUBMISSION DEADLINE: FRIDAY, APRIL 23, 2021, 11:59 P.M. EASTERN TIME

The submission process is entirely digital. Submit materials at: www.cooperhewitt.org/nda2021

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 150 words**. Firms, corporations, and institutions should provide a statement of history. Note any major clients and projects. Emerging Designer nominees should also note any substantial and recent editorial coverage or awards. (text)
- ❑ **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 and on the local, national, or global level, efforts around addressing contemporary challenges and opportunities, your approach or process, and your mission and primary interests. (text)
- ❑ **PORTFOLIO:** A **digital portfolio containing 10 projects (5–10 for Emerging Designer nominees), not to exceed 5 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 addresses contemporary challenges and opportunities. **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, 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, cooperhewitt.org/ndagallery (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. If possible, please also include a thumbnail of the image with the corresponding captions. (PDF)
- ❑ **VIDEO:** A dynamic **video** presentation 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 addresses contemporary challenges and opportunities.
- **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 have communities, on a local, national, or global level, benefited from the explorations and achievements of the nominee?
 - To what extent has the nominee exhibited professional responsibility toward securing a brighter future for all?
 - Has the nominee demonstrated excellence in their process and body of work?
 - Has the nominee broadened the conventions of their discipline?
 - Has the nominee expressed extraordinary originality, authenticity, and imagination in their work with identifying and solving problems—both formally and practically?
 - 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. Check your spam for emails from designawards@si.edu.
- Visit www.cooperhewitt.org/nda/submissiontips for sample portfolios, sample videos, and additional tips.

QUESTIONS?

Contact the National Design Awards office at designawards@si.edu or visit www.cooperhewitt.org/nda/submissiontips. Phone calls can be scheduled over email. If you prefer to call, please leave a message at 212.849.8337 and we will return your call as soon as possible.





2021 NATIONAL DESIGN AWARDS TERMS OF AGREEMENT

By registering and submitting for the 2021 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 2021 National Design Awards:

- At no charge to the Smithsonian, I shall fully participate as an honoree in the 2021 National Design Awards Gala and related programs during National Design Month (likely to be held virtually in October 2021) and NDA CITIES (which may be held virtually or in locations around the country).
- Upon request, I will provide the Smithsonian Institution (“Smithsonian”) with additional images or materials for use at the 2021 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 may voluntarily submit to the Smithsonian in connection with the 2021 National Design Awards during the submission process and later (the “Materials”), in whole or in part, in any manner or media (whether now known or later developed) for purposes of the 2021 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 2021 National Design Awards, promotion of the National Design Awards, and for all standard museum, educational, scholarly, research, or archival uses.
- The Smithsonian may retain my Materials as part of the digital archives of the Cooper Hewitt National Design Awards.
- 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 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 2021 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 2021 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 2021 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 responsibility for any costs, damage, or injuries of whatever kind that I may incur or cause in connection with my submission to and/or participation in the National Design Awards.

Indemnity: I indemnify and hold harmless the Smithsonian and its regents, trustees, officers, employees, agents, and 2021 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 2021 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 2021 National Design Awards at its discretion. Smithsonian decisions are final and binding.

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

