

An aerial photograph of a densely populated coastal city, likely Port-au-Prince, Haiti. The city is built on a hillside that slopes down towards a body of water. The buildings are tightly packed, and the terrain is rugged. In the background, there are mountains under a hazy sky. The sun is low in the sky, creating a warm, golden light over the city.

DESIGN AND HEALING: CREATIVE RESPONSES TO EPIDEMICS

OPENING DECEMBER 2021

**COOPER
HEWITT**



Smithsonian Design Museum

Bottom center: *GHESKIO Cholera Treatment Center*, MASS Design Group, Port-au-Prince, Haiti



INTRODUCTION

As the nation's design museum, Cooper Hewitt was already planning for an exhibition exploring the intersection of health care and design before COVID-19 struck. The pandemic now offers a specific, urgent lens through which we examine the application of design methods to human health.

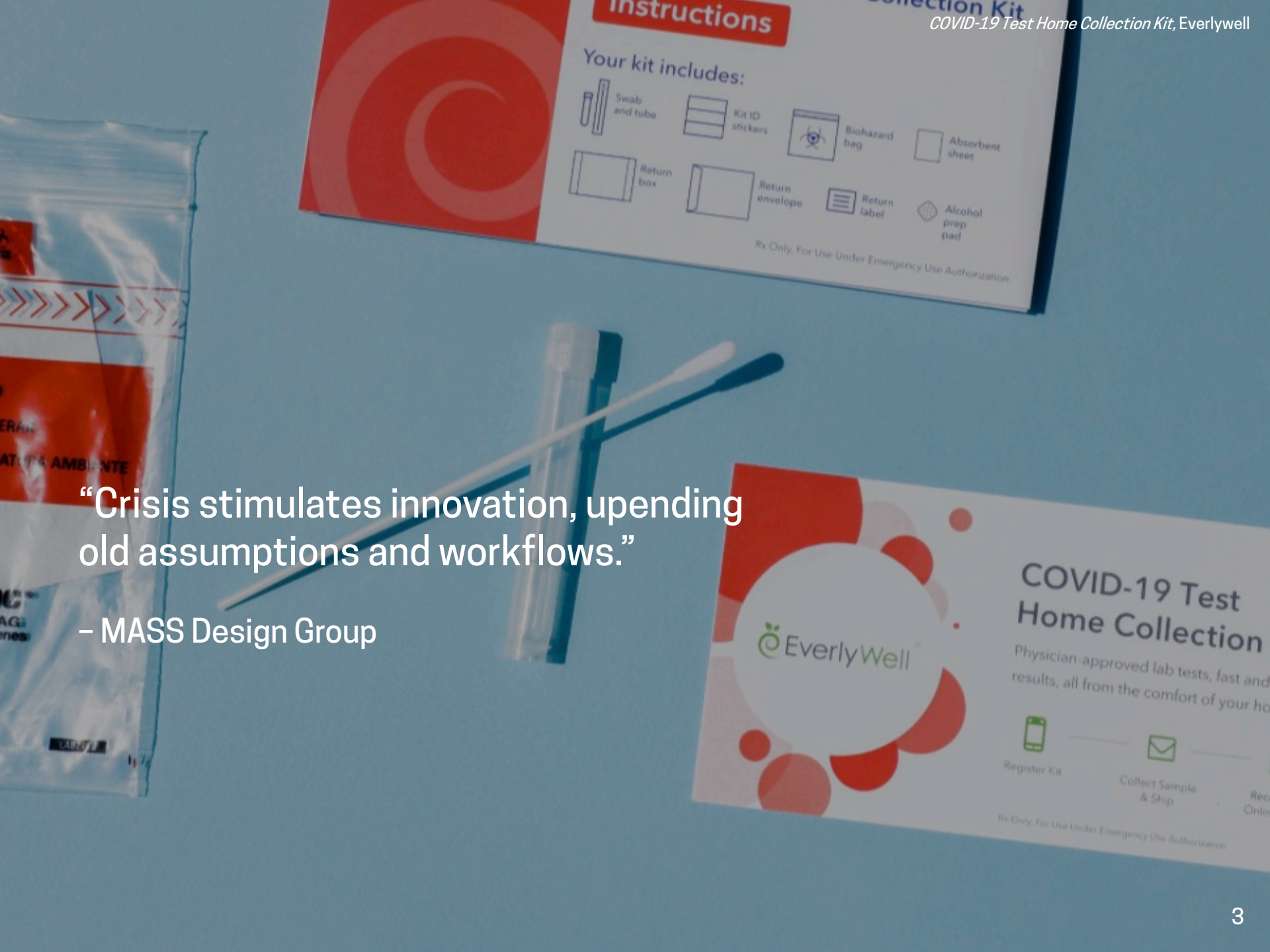
This December, Cooper Hewitt will present *Design and Healing: Creative Responses to Epidemics*. Through a collection of initiatives including an exhibition, public programs, online audience engagement, and two groundbreaking books on design and health, we will bring together designers, medical professionals, and members of the public to imagine how we might design for a post-COVID world, together.

Your sponsorship will elevate the vital work taking place in health care design and offer opportunities for alignment and dialogue with designers and health care professionals on the front lines of COVID-19.

Thank you for considering your support.

“Crisis stimulates innovation, upending old assumptions and workflows.”

– MASS Design Group



EXHIBITION

What is design's role in times of crisis?

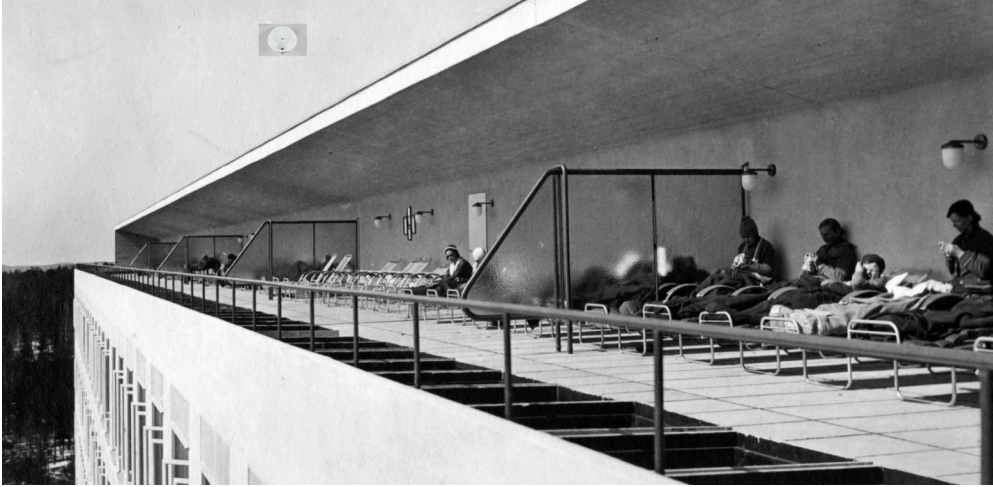
Design and Healing: Creative Responses to Epidemics explores how past epidemics have inspired designs that profoundly impacted human health over the course of history and how designers, doctors, engineers, and others worked with astonishing speed to design new solutions in response to COVID-19.

From practical products to experimental prototypes, we will illustrate the creativity and collaboration involved in designing for health and the ways in which design can help address epidemics today and in the future.

This exhibition is co-curated by 2017 National Design Award winner MASS Design Group, which has designed hospitals and health care facilities around the world, in collaboration with Ellen Lupton, Senior Curator of Contemporary Design.



EXHIBITION THEMES

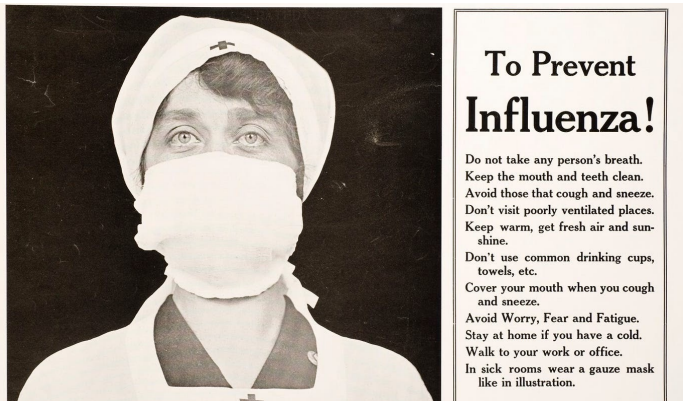


THE ELEMENTS

Elemental categories connected to disease transmission and prevention—light, air, and water—have inspired long-standing public health norms such as disinfecting lights and ventilation systems to mosquito nets and modern sewage systems.

Drawing from Cooper Hewitt's collection of historical and contemporary objects, the exhibition will establish how past epidemics—from the 1918 Spanish Flu pandemic and the 1950s polio epidemic to the 1980s AIDS crisis—have shifted our understanding of the elements and triggered the discovery of new ways to treat and prevent disease.

Visitors will understand how these discoveries led to lasting changes in hospitals, homes, workplaces, and cities around the world that can be observed in our environment today.



EXHIBITION THEMES



Connected Units for Respiratory Ailments (CURA), CRA-Carlo Ratti Associati



Charlotte Valve for Assisted Ventilation Masks, Isinnova



StoDistanto Social Distancing Graphics, Caret Studio

CREATIVITY

COVID-19 created a sudden, urgent need for medical devices, personal protective equipment (PPE), social distancing guidance, and more.

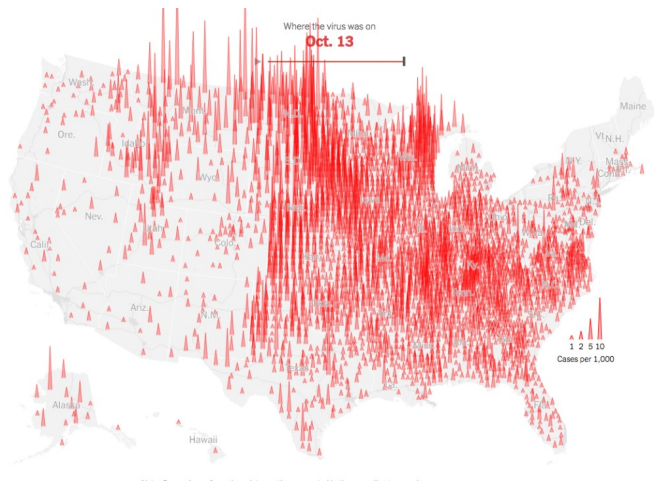
The exhibition will surface a selection of the many ways in which communities responded to the crisis with immediacy and creativity—including social distancing graphics, intensive care units utilizing shipping containers, and a 3D-printed valve that can retrofit commercially available snorkel masks for emergency assisted ventilation.

Many of the ingenious hacks and solutions are open-source designs that enable health care providers and organizations around the world to easily replicate and implement in their own communities.

EXHIBITION THEMES



COVID-19 Test Home Collection Kit, Everlywell



COVID-19 Infographic, New York Times



Digital Thermometer, Kinsa

TECHNOLOGY

The exhibition will also explore the rapid creation of new technologies and data visualizations that enabled researchers, scientists, journalists, and engineers to monitor and report on the COVID-19 outbreak.

From home test kits and cloud-based thermometers to real-time data mapping and interactive infographics, companies and organizations galvanized to gather, analyze, and visualize crucial data at an unprecedented speed.

These monitoring tools provide essential knowledge to health care workers, local governments, and citizens, helping us understand the spread of disease and creating early warning systems to inform public health decisions.

EXHIBITION THEMES



#FillTheWallsWith Hope

ACTIVISM

Epidemics exploit existing inequalities, disproportionately affecting people along social, racial, and economic lines. COVID-19 exposed an already broken system, revealing the human cost of the crisis on marginalized communities.

Designers, mutual aid organizations, and other leading voices responded with urgency, organizing volunteers, public health campaigns, and community activism to address the inequalities and advocate for systemic change.

From masks that protest injustices to message boards that show solidarity, communities came together to fight both COVID-19 and systemic injustices with creativity, purpose, and hope.



Say Their Names Mask worn by Naomi Osaka



Unapologetically Asian Mask, Julia Kwon

PUBLIC PROGRAMS

In May 2020, Cooper Hewitt began co-hosting *Designing on the Front Lines*—a weekly online series exploring the intersection of design and medical practice—in partnership with the Health Design Lab at Jefferson University School of Medicine.

The exhibition will provide opportunities to further expand this dialogue, bringing together designers, medical professionals, and members of the public to examine lessons from the past and design new solutions for the future.

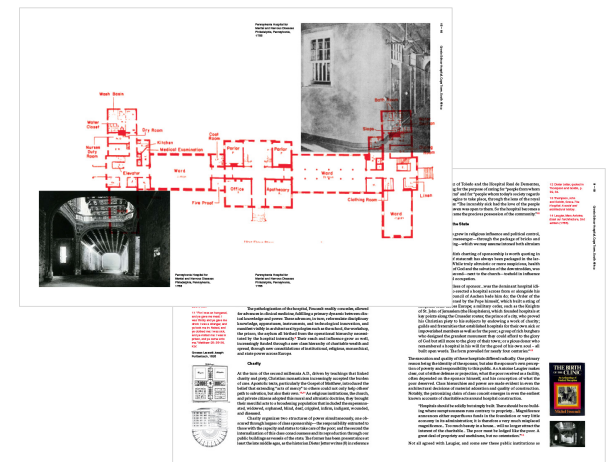
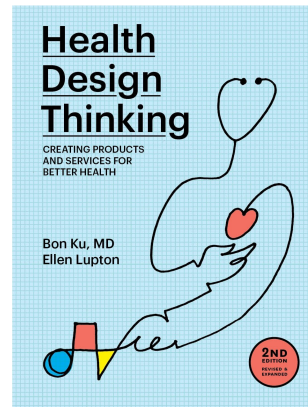
Virtual tours, workshops, and an online public platform will provide students, educators, and professionals everywhere with additional learning and discussion opportunities.



PUBLICATIONS

In March 2020, Cooper Hewitt published the book *Health Design Thinking: Creating Products and Services for Better Health*, with MIT Press. A second edition of this manual for health care practitioners and designers, forthcoming in 2021, will contain new health care products and principles born from the frontlines of the COVID-19 pandemic.

The museum will also publish *Architecture of Health: Epidemics and Design* (2021), a manifesto for hospital design authored by MASS Design Group. By exploring the various ways in which infrastructure facilitates healing, this book challenges architects, hospital administrators, policy makers, and health care professionals to holistically evaluate the value of architecture in public health.



REACH & IMPACT

As the nation's design museum, we continue our commitment to serving all audiences.

We are increasing our virtual education programming and expanding our offering of online and offline design resources for distance learning; producing relevant and meaningful content that feature diverse voices; developing partnerships to reach underserved communities; and providing Spanish translations and accessibility services where possible.

We will continue to make design more inclusive and accessible for all.

1,173,777 unique visitors
to the Cooper Hewitt website

25,941 participants
in Cooper Hewitt education programs
both in person and online

33,850 free activity books
distributed through community
partners across the country

23,496 unique users
of Cooper Hewitt lesson materials
on the Smithsonian Learning Lab

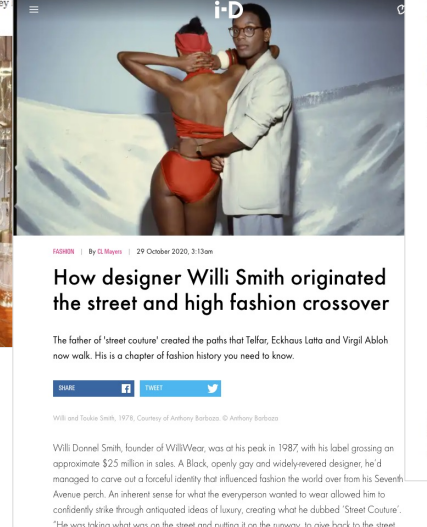
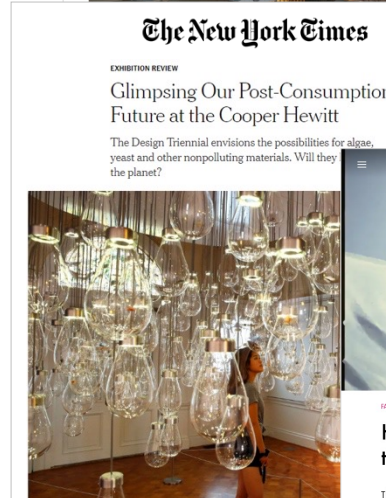
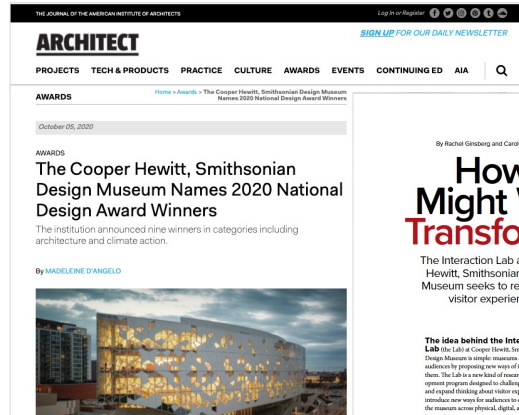
1.3 million video views

209,000 Instagram followers

185 countries represented
among web visitors

RECENT PRESS

The Architect's Newspaper
 Architectural Digest
 Artforum
 Artnet
 CNN
 Conde Nast Traveler
 Core77
 Curbed
 The Cut
 Daily Front Row
 Designboom
 Design Milk
 Dexigner
 Dezeen
 Elle Decor
 Fast Company
 Hyperallergic
 i-D
 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 COOPER HEWITT

Cooper Hewitt is the design museum of the Smithsonian Institution, the world's largest museum, education, and research complex. Its purpose is to educate, inspire, and empower people through design. Located in the historic Carnegie Mansion on New York City's Museum Mile, Cooper Hewitt stewards one of the most diverse and comprehensive design collections in existence—more than 215,000 objects spanning 30 centuries, from ancient Egyptian ceramics and textiles to 3D-printed objects and digital code.

Through a broad range of exhibitions, research, education programs, events, online tools, and more, the museum connects audiences with scholarship inspired by its collection and with innovative contemporary designs from around the world, championing the importance of design for our shared future and its capacity to improve lives. As a pioneer of interactive museum experiences, Cooper Hewitt engages audiences within and beyond the museum walls—enabling greater access, personalization, experimentation, and connection for everyone.

THANK YOU

To discuss support and recognition opportunities
please contact:

Veronica Bainbridge, Chief Advancement Officer
BainbridgeV@si.edu | 212.849.8362

**COOPER
HEWITT**

 Smithsonian Design Museum