



# DIAGEO AND COOPER HEWITT

PARTNERSHIP PROPOSAL  
JANUARY 2022

# COOPER HEWITT



Smithsonian Design Museum





## ABOUT COOPER HEWITT

# THE NATION'S DESIGN MUSEUM

As the Smithsonian Design Museum, Cooper Hewitt's purpose is to educate, inspire, and empower people through design. Located in the historic Carnegie Mansion on New York City's Museum Mile, it 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.





**“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**



## WHERE DESIGN AND DESIGN ENTHUSIASTS MEET

Cooper Hewitt regularly convenes friends and patrons to celebrate design and recognize museum moments.

Our association with visionary designers aligns with Diageo's presence and message, and we look forward to collaborating with you to pour Mortlach at Cooper Hewitt's special events in 2022—as well as to the opportunity to discuss a full sponsorship related to October's National Design Awards.

An outline of our year of special events follows.





**JUNE 2022**

## **DIRECTOR'S RECEPTION**

The Director's Reception in the Arthur Ross Terrace and Garden will convene the museum's leadership, major supporters, friends, and design luminaries for a celebration of new museum exhibitions.

We will host 250+ guests for museum tours, entertainment, and an open bar.





FALL 2022

## DURO OLOWU SELECTS

The famed fashion designer—who has received international recognition for his eponymous fashion label, textile designs, and curatorial projects—joins Cooper Hewitt this year as our guest curator for an exhibition drawn from the museum's permanent collection.

An exclusive special event will gather artists, designers, and sponsors for an unforgettable evening with Olowu.







**AUGUST 2022**

## **DESIGN STUDIO TOUR**

Patron members and museum friends will join us for a tour of a famed studio or design collection—an exclusive opportunity to see some of the city's leading designers at work, while enjoying refreshments and conversation with fellow design enthusiasts.



## NATIONAL DESIGN AWARDS

Following a collaboration to pour Mortlach at our 2022 special events, we look forward to exploring a full program sponsorship with full bar service activation at the 2022 National Design Awards.

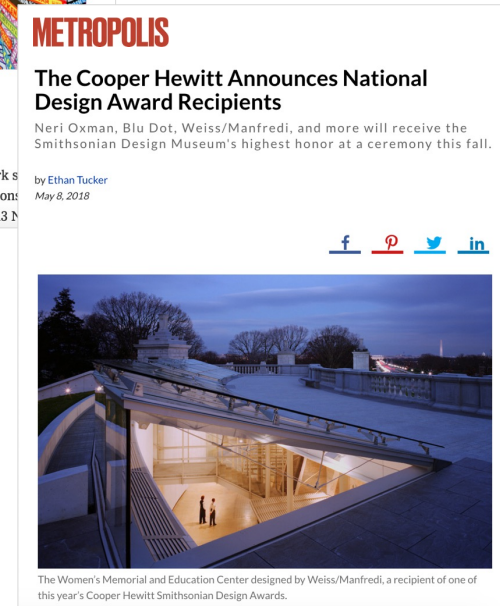
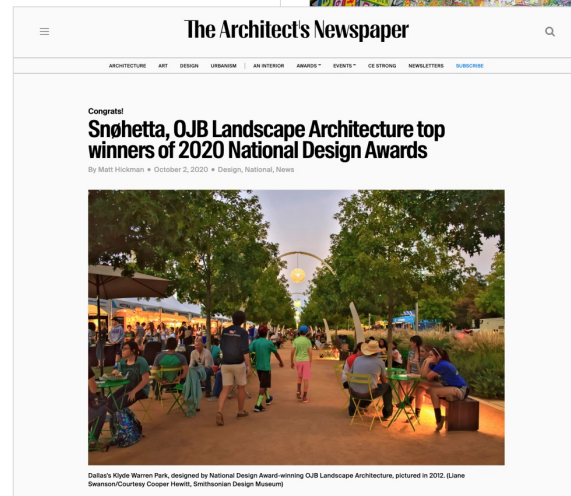
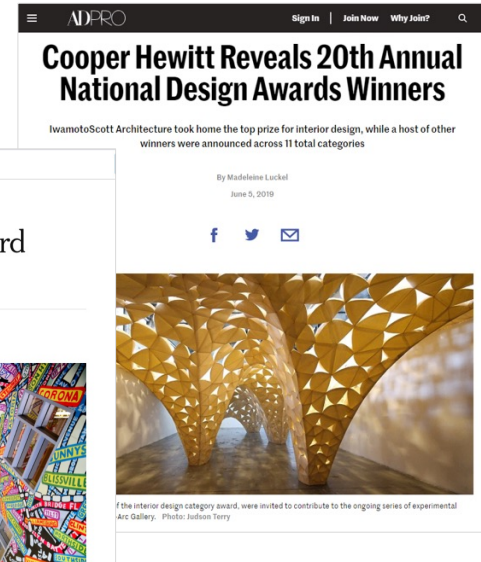
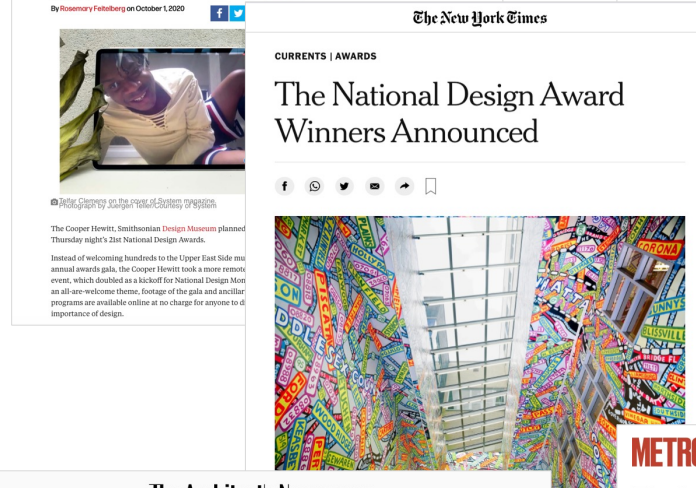
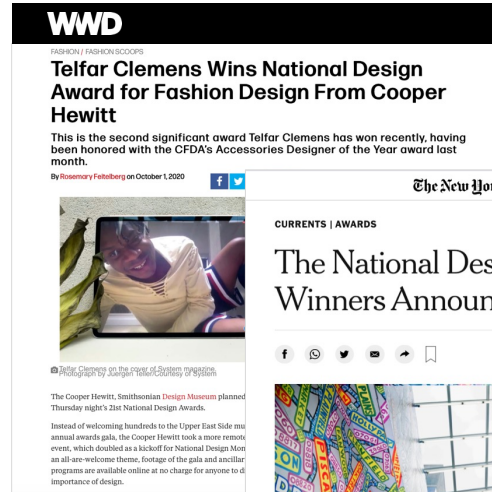
Launched at the White House in 2000 and known as “the Oscars of the design world,” Cooper Hewitt’s flagship education program celebrates leading design minds, connects people around the world with the awardees’ vision and expertise, and inspires emerging designers everywhere to build a better future for all. The Awards event is a platform for engagement with the design community and affiliation with a preeminent national design program, and convenes leading designers, New York tastemakers, and museum friends and patrons for a festive gala-style event with refreshments, live music, remarks, and presentations.





# SAMPLE PRESS

The Architect's Newspaper  
 Architectural Digest  
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 The New York Times  
 PIN-UP Magazine  
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 Vogue  
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 W Magazine  
 WWD





# THANK YOU

To discuss partnership opportunities, please contact:

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