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# NationalDesignAwards

## SMITHSONIAN'S COOPER-HEWITT, NATIONAL DESIGN MUSEUM ANNOUNCES WINNERS AND FINALISTS FOR FOURTH ANNUAL "NATIONAL DESIGN AWARDS" TO BE HELD OCTOBER 22, 2003

### Prestigious Awards Program to Honor I.M. Pei, Lella and Massimo Vignelli, and Target

*New York, NY—August 1, 2003* The Smithsonian Institution's Cooper-Hewitt, National Design Museum announced the initial winners and finalists in its fourth annual National Design Awards recognizing design leaders including **I.M. Pei, Lella and Massimo Vignelli, and Target.**

Originally launched at the White House in 2000 as an official project of the White House Millennium Council, the annual National Design Awards program celebrates design in various disciplines as a vital humanistic tool in shaping the world, and seeks to increase national awareness of design by educating the public and promoting excellence, innovation and lasting achievement. The awards recognize extraordinary contributions to design in eight categories: **Lifetime Achievement, Corporate Achievement, Architecture Design, Communications Design, Environment Design, Product Design** and the **Design Patron Award**. This year a new **Fashion** category has been added to the awards, celebrating outstanding achievement in clothing, accessory or footwear design.

The winners of the five Awards in **Architecture, Communications, Environment, Product** and **Fashion Design** will be announced and the **Lifetime, Corporate** and **Special Commendation** recipients will be officially honored at a gala dinner held at Cooper-Hewitt, National Design Museum on Fifth Avenue in Manhattan on Oct. 22. The evening will benefit the museum and its public education programs, and will be presided over by museum Director Paul Thompson.

### LIFETIME ACHIEVEMENT

Architect **Ieoh Ming Pei** was announced as one of two recipients of the 2003 National Design Awards for **Lifetime Achievement**. His long and distinguished career as one of the twentieth century's most important architects began after he moved to the United States from his native China to study architecture at the age of 17. Since then he has completed a vast range of iconic designs for many important clients around the world, including philanthropic families, universities, hotels, banks and major cultural institutions. At 86, Pei still travels the world to oversee each project, currently in the Middle East, Asia and Europe. He incorporates the latest technologies into his clean, timeless geometric forms. Despite his international acclaim, Pei remains a true artist, not bound by narrow stylistic constraints, but inspired by the unique physical and cultural context of each individual building. He is widely admired for his knowledge of contemporary art, his civic spirit, and his generosity to fellow architects – whether they are peers or young students. Among Pei's best known works are the East Wing of the National Gallery of Art, Washington, DC; John F. Kennedy Library, Boston; The Morton H. Meyerson Symphony Center, Dallas; Bank of China Tower, Hong Kong; Grand Louvre, Paris; Miho Museum, Kyoto; and Schauhaus, German Historical Museum, Berlin.

**Lella and Massimo Vignelli** were also announced as winners of the 2003 National Design Award for **Lifetime Achievement**. Born and trained in Italy, they started their own office in Milan in 1961, and co-founded Vignelli Associates in New York 10 years later. Their diverse design contributions have brought them international recognition and numerous honors. Pursuing a multidisciplinary practice on the highest level, their work



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includes graphic identity programs, publications and print materials of all kinds, household and office furnishings, housewares, interior and exhibition design. The resulting cross pollination between two- and three-dimensional work allows the Vignellis to meet clients' needs and exercise better control of a given design program. Working with great focus and dedication, they bring together many complex considerations into visually powerful, intellectually elegant and classic designs. Always leaders on the frontline of the design profession, the Vignellis are mentors and humanitarians at the same time. Notable projects include New York's and Washington's subway signage and maps; the interior of St. Peter's Church at Citicorp Center; Venini lamps; Heller dinnerware; furniture systems for Poltrona Frau and identity programs for Knoll International, Bloomingdales, Saks Fifth Avenue and American Airlines.

### **CORPORATE ACHIEVEMENT**

The 2003 National Design Award for **Corporate Achievement** will be awarded to **Target** for its emphasis on good design and aesthetics, which is central to its success. As a "curator" of good design, the company commissions product lines by some of the most talented designers today – including Michael Graves, Philippe Starck, Isaac Mizrahi and Stephen Sprouse – to expand the store's product offering at modest prices. From its headquarters in Minneapolis, Target has democratized design and made a major impact on the education of the American public about its daily benefits. A brilliant retailer, the company's design savvy extends to its store design, advertising, branding and graphic image as well, all of which embody the Target "Fast, Fun and Friendly" ethic. Over 96% of American consumers recognize the red bull's eye as the Target logo without any further explanation.

**The U.S General Services Administration's Design Excellence Program** will be awarded a **Special Commendation** in the **Corporate Achievement** category. In 1961, Daniel Patrick Moynihan wrote "Guiding Principles for Federal Architecture" as one page of a much larger report to President John F. Kennedy on federal office space. Although the principles influenced the creation of the General Services Administration, the organization has flourished in the last 10 years with GSA leadership and the support of clients such as members of the Federal Judiciary and the private sector design community. It has become the steward of many of our nation's most valued architectural treasures, and the builder for the federal civilian government. The program has continued this tradition within a massive government agency, commissioning some of America's leading architects, such as Richard Meier, Henry N. Cobb, Steven Davis and Thom Mayne to design public buildings of lasting quality across the country.

### **DESIGN AWARD FINALISTS**

The names of the 15 finalists who will compete for five National Design Awards in the areas of **Architecture, Communications, Environment, Product** and **Fashion Design** were also announced.

Finalists for the new category of **Fashion Design** are:

**Tom Ford**—Tom Ford is a rare combination of a gifted designer and an astute businessman. He believes that "good design should have the power to communicate long after the original moment has passed." Ford's timeless designs beautify the body as they celebrate sensuality. They have attracted worldwide attention through his role as creative director of The Gucci Group and designer for both Yves Saint Laurent Rive Gauche and Gucci. Ford now divides his time between the United States (he is a Texas native), London, Paris and Milan. His breadth of interests and global view are evident in his approach to running a luxury fashion house, where he ensures that everything – from the clothing, to the store environment, to the ad campaign and the fragrance lines – creates an experience of beauty and enhancement of life.

**Christina Kim/Dosa**—The name of Christina Kim's fashion house, Dosa, comes from her mother's nickname, which means "sage" in their native Korean. Kim insists that her work have both ethical and social significance. Based in New York and Los Angeles, she works with traditional craftspeople around the world -- currently Korea, Cambodia, China, India, Mexico, Peru, Bosnia and Kenya -- to

keep their unique fabric techniques alive. Many of her projects have resulted in ongoing local workshops that support their communities. Trained in fine art, Kim is fascinated by the hand, texture and color of materials and fabrics that “make you want to touch them.” Her fluid designs have an ethereal beauty and celebration and the vastness of American landscapes.

**Narciso Rodriguez**—Narciso Rodriguez launched his signature women’s clothing line in 1997, and in a short time it has captured widespread imagination and admiration for its sensual tailoring, fine design and exquisite craftsmanship. Cuban American and a New Jersey native, Rodriguez is inspired by his love of minimal architecture that started when he was a child. Consequently, he compares his approach to the design of a garment with the way an architect designs a building, using seaming for structure to create interesting lines and shape. Rodriguez relates strongly to creation of form from structure and material and prefers a primarily black and white palette to emphasize his forms. Ultimately, his designs achieve a sleek subtlety that he believes is “the key to allure.”

Finalists for the category of **Architecture Design** are:

**ARO – Architecture Research Office**—ARO’s principals, Stephen Cassell and Adam Yarinsky, use a research-based methodology that rose from their insistence on developing, testing and implementing architecture based on all the complexities of its underlying physical, economic and social ideas. ARO has demonstrated that contextual architecture need not mean “blending in” or “historic,” it can be innovative and sensual in its own right. Their rigorous practice is characterized both by its elegance and by its mission to help other architects through new discoveries in physical and tactile design methods. Recent ARO commissions include Times Square’s U.S. Armed Forces Recruiting Station; the Qiora Store and Spa on Madison Avenue in New York City, and a War Remembrance Memorial at Columbia University. In 2003, ARO’s first monograph, *ARO, Architecture Research Office* (Published 2003: Graham Foundation/Princeton Architectural Press series) was released.

**Frederic Schwartz**—Native New Yorker Frederic Schwartz is an activist and a humanist whose career has been dedicated to some of America’s most visible public projects. As former director of the New York office of Venturi and Scott Brown, Schwartz headed the nation’s largest urban design project – the 100-acre Westway State Park and Highway. Recently completed works include the Santa Fe Railyard Park and Plaza and the Southwest Regional Capitol of France in Toulouse. As a downtown Manhattan resident--after witnessing the tragedies of September 11<sup>th</sup> firsthand -- Schwartz began “drawing and drawing again... in a healing process, re-envisioning the city to help mend its wounds.” He co-founded the THINK team, one of the finalists for the redevelopment of the World Trade Center.

**Billie Tsien and Tod Williams**—Billie Tsien and Tod Williams have worked together since 1977 and have deliberately stayed small, focusing on a few projects at a time and choosing to work slowly in a world characterized by speed. Their architectural designs are based on a profound sense of optimism and the conviction “that it is possible to make places on earth that can give a sense of grace to life.” True craftsmen, Tsien and Williams design with exquisite attention to detail in surprising ways, creating welcoming environments for their residential, institutional and cultural clients. Some of their best known buildings include The American Folk Art Museum, The Scripps Institute for Childhood and Neglected Diseases, the Cranbrook School’s Natatorium and the Phoenix Art Museum.

Finalists in the category of **Communications Design** are:

**Cynthia Breazeal**—Cynthia Breazeal’s approach to design integrates art, science and invention. On the forefront of the development of artificial robotic systems that can learn and behave in an intelligent, lifelike manner and even be sociable with people, her work creates a deeper subtext to the future of communications. A professor at MIT’s Media Lab, Breazeal looks at both the latest technology and its societal, philosophical, ethical and interpersonal issues. Her now-famous robots have starred in Spielberg, Kubric and Walt Disney films and are currently on display at Cooper-Hewitt’s “National

Design Triennial” exhibition. Recently, her partnership with Stan Winston Studio resulted in “Leonardo,” named the most expressive robot in the world today.

**Robert Greenberg**—A giant in his industry, Robert Greenberg keeps in tune with the constant evolution of the communications field and consistently maintains the highest standards of excellence and innovation. In 1977 when he co-founded his company, R/GA, with his brother, it was the first firm to bring print, television commercials and feature films under one roof. R/GA has created visual effects for 4,000 television commercials as well as visual effects for Masterpiece Theatre, NOVA and over 400 feature films such as “Zelig,” “Predator,” “Braveheart” and “Seven.” Most recently, Greenberg has led the transition of his 200-person company into its new focus on interactive and digital design space for Fortune 500 companies, universities and cultural institutions.

**Joseph Holtzman**—Editor-in-chief and art director of *nest*, Joseph Holtzman founded this quarterly magazine of interiors in 1997. Completely self-taught, Holtzman’s philosophy is to “go beyond modernism without being stuck in postmodernism.” He is interested in rediscovering great principles of traditional design and decoration as if for the first time. Each *nest* issue is an act of creative communication that explores traditional design and decorating values with great wit and humor. The magazine’s high graphic design standards and its surprising juxtapositions of pattern and ornamentation make them fresh and new by being re-understood and re-experienced.

Finalists for the category of **Environmental Design** are:

**Laurie Olin**—As one of the leaders in American landscape architecture today, Laurie Olin’s approach is classic and timeless, while at the same time achieving artful ingenuity. Olin is widely admired for his subtle understanding of relationships between people, their institutions and communities, and the natural world, as well as his ability to achieve a harmonious balance of all these considerations. Many distinguished architects seek him as a collaborator, and he has won commissions for some of the country’s most popular public spaces and parks, including Wagner Park and major sections of Battery Park City, The J. Paul Getty Center, the Washington Monument Grounds, the Bryant Park restoration and reconstruction, and several major university campuses including the University of Pennsylvania, Yale University, MIT and the University of Virginia.

**Rocky Mountain Institute**—Rocky Mountain Institute’s (RMI) 21-year practice incorporates innovative green design processes that promote the efficient and restorative use of resources and new business models. They have pioneered the design or redesign of hundreds of environmentally sound buildings and communities, refugee camps, factories and energy and water systems. Their research in sustainable design for the building trade is extensive and is one of the primary resources for design professionals, community leaders and real estate developers today. Economically astute, RMI has often demonstrated how energy and resource savings give companies a competitive advantage through such publications as *Greening the Building and the Bottom Line*.

**Michael Van Valkenburgh**—Michael Van Valkenburgh devotes himself to the practice of landscape architecture with great integrity and passion. A professor and mentor in Harvard’s Graduate School of Design for over 20 years, he has simultaneously carried out a prolific and diverse practice. Van Valkenburgh has designed and built more than 300 gardens; parks; and corporate, civic and institutional landscapes across the country and abroad. While much of his early work was created for residential clients, public commissions have been his focus over the past 10 years. Recent and current commissions include Pittsburgh’s Allegheny Riverfront Park, a master plan for Brooklyn Bridge Park, Teardrop Park in Battery Park City, and the redesign of Pennsylvania Avenue at The White House.

Finalists for the category of **Product Design** are:

**Antenna Design**—Co-founded by industrial designers Sigi Moeslinger and Masamichi Udagawa, Antenna Design’s mission is “to make the experience of technologically enhanced objects and environments more meaningful and exciting.” Equally strong artistically and technically, their work ranges from public to corporate - both realized and exploratory, and incorporates rapid prototyping and user involvement. Among Antenna’s best-known projects are personal computers for IBM, Bloomberg and Fujitsu; the two newest fleets of New York City’s subway cars; and New York City’s MetroCard and MetroNorth ticket vending machines. They have also created experimental installations at Artist’s Space, Creative Time and currently, Cooper-Hewitt’s “National Design Triennial” exhibition.

**Herman Miller**—For over 70 years, Herman Miller has been a design leader through thick and thin, advancing both the science and the art of furniture design. Based in Zeeland, Mich., the company pioneered modern American residential furniture in the 1930s and 1940s through its unique relationships with Gilbert Rohde, George Nelson, and Charles and Ray Eames. Thirty years later, Herman Miller transformed the way office workers experience their environments by championing open plan systems, facility management and ergonomics. Today, the company continues the tradition of commissioning distinguished independent designers including Bill Stumpf, Don Chadwick, Tom Newhouse, Ayse Birsel (Product Design finalist, 2002), Jeff Weber, Studio 7.5, William McDonough and many others. Throughout, Herman Miller has focused on accessible, problem-solving furniture design with high style insisting on design excellence, innovation and integrity in all of its products.

**Suzanne Tick**—Suzanne Tick was trained as a weaver, which enables her to excel both as a stylist and an engineer of fabrics. Her body of work is prolific and versatile, as it consistently challenges the accepted norms of textile design and achieves a high level of beauty and durability. Tick’s fabrics incorporate the latest materials and techniques, but retain a natural feel with a unique tactile quality of great depth and dimension. She often explores other industries for new resources and ideas. Her recent innovations include Imago, a new breed of hard surfacing for Knoll Textiles, where she serves as creative director; woven and hand-knotted carpets for Tuva Looms, Tufenkian and Design With Reach; and woven fiber optic fabrics that serve as light sculptures.

## DESIGN PATRON

The **Design Patron Award** was created in 2001 by museum Director Paul Thompson to recognize outstanding support and patronage within the design community. This year Thompson and the museum’s trustees will present the award to **Gordon Segal of Crate and Barrel**.

**Gordon Segal**—When Gordon and Carole Segal returned from their honeymoon in 1961, they wondered why the simple, well-designed tableware they had seen in their travels was not available in the United States. Subsequently they opened a housewares store in the Old Town section of Chicago, and displayed their first shipment on the crates and barrels in which they arrived. Thus the name Crate and Barrel and the store were born. Gordon Segal has grown Crate and Barrel to a national home furnishings retail chain, carrying an eclectic but carefully edited collection of furniture and housewares. Insisting on the highest design standards, Segal established a talented architectural department within his company, and their designs have won several awards from the American Institute of Architects and the Chicago Athenaeum. He and Crate and Barrel have supported numerous charitable and design-related causes, such as a design award at the Israel Museum in Jerusalem; and the Carole and Gordon Segal Design Library at Illinois Institute of Technology. Segal also serves on the boards of the Art Institute of Chicago and Northwestern University.

## ABOUT THE 2003 NATIONAL DESIGN AWARDS

The above winners and finalists were among more than 300 nominations received earlier this year, nominated by a committee of more than 700 leading designers, educators, journalists, cultural figures and corporate leaders from every state.

Winners were selected by a panel of seven distinguished jurors appointed by the museum:

**Rafael Viñoly**, founder and principal of Rafael Viñoly Architects PC, a New York-based firm that has offices in Lower Manhattan and London.

**John Hoke III**, global creative director, footwear design, Nike. He was also the designer and creative director for NIKETOWN in New York and London as well as the creative director of NIKE's Brand Design Studio.

**Fern Mallis**, executive director of 7<sup>th</sup> on Sixth, which produces Mercedes-Benz Fashion Week for American women's and men's fashion shows in New York. She is also vice president of International Management Group, parent company of 7<sup>th</sup> on Sixth.

**Christopher Bangle**, director of design, BMW Group, and responsible for overseeing the design of every aspect of the BMW Group including all BMW cars, sport utility vehicles, motorcycles, motor sports and the MINI and Rolls-Royce brands.

**DD Allen**, partner and principal designer with Michael Pierce in Pierce Allen, an architecture, interior design and decorating firm in New York City since 1986.

**Julie Bargmann**, principal of D.I.R.T. studio and associate professor of the University of Virginia School of Architecture.

**Red Burns**, chair, Interactive Telecommunications Program in the Tisch School of the Arts at New York University.

The National Design Awards is one of the few programs of its kind and is structured to continue to benefit the nation long after the awards ceremony and gala. On-going education programs are developed in conjunction with the awards by Cooper-Hewitt, National Design Museum's award-winning Education Department, and includes educational materials, as well as a series of public programs, lectures, roundtables and workshops based on the vision and work of the National Design Award winners.

The chairman of the Oct. 22 gala is **Richard Meier** and the vice-chairmen are **Carolina Herrera, Reed Krakoff, Murray Moss and Deedie Rose**. **Laura Bush** will serve as the Honorary Patron of the 2003 National Design Awards.

The 2003 National Design Awards are made possible by the generous support of **Coach**.

For more information about the National Design Awards benefit dinner, the public may call George Trescher Associates Inc. at (212) 685-1095. Inquires from design professionals about the awards program and selection process can be directed to National Design Awards director Buff Kavelman at (212) 849-8337.

## **ABOUT COOPER-HEWITT, NATIONAL DESIGN MUSEUM**

The Smithsonian's Cooper-Hewitt, National Design Museum is the only museum in the United States devoted exclusively to historical and contemporary design. Design shapes our objects, environments and communications, making them more desirable, functional and accessible. The museum celebrates the nature of design and explores its impact on the quality of our lives.

Cooper-Hewitt is located at 2 East 91<sup>st</sup> Street and Fifth Avenue in New York City. Hours: Tuesday through Thursday, 10 a.m. to 5 p.m., Friday, 10 a.m. to 9 p.m., Saturday, 10 a.m. to 6 p.m., Sunday, noon to 5 p.m. The museum is closed Mondays and federal holidays. Public transit routes include the Lexington Avenue 4, 5 and 6 subways (86<sup>th</sup> or 96<sup>th</sup> Street Stations) and the Fifth and Madison Avenue buses. General admission, \$8; senior citizens and students age 12 and over, \$5. National Design Museum members and children under 12 are admitted free. Free admission Tuesday, 5 p.m. to 9 p.m. For further information, please call (212) 849-8400 or (212) 849-8386 (TTY), or see <http://ndm.si.edu>. Cooper-Hewitt, National Design Museum is fully accessible.

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