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The 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.

## Meet the 2012 Winners

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## Lifetime Achievement: Richard Saul Wurman

Spurred by the dance between his curiosity and ignorance, Richard Saul Wurman, FAIA, seeks ways to make the complex clear. Described by *Fortune* magazine as an "intellectual hedonist" with a "hummingbird mind," he has written, designed, and published eighty-three books and counting on topics ranging from healthcare to atlases and the Olympics. Wurman received his degrees in architecture from the University of Pennsylvania and is the creator of the term "information architecture." Wurman created and chaired the TED, TEDMED, and eg conferences in 1984–2002, 1995–2010, and 2006, respectively. He is currently developing the WWW conferences celebrating improvised conversations, or "intellectual jazz," and continues to work on his global cartographic initiative, 19.20.21.



## Design Mind: Janine Benyus

Janine Benyus is a biologist, innovation consultant, and author of six books, including *Biomimicry: Innovation Inspired by Nature*. In 1998, Benyus cofounded Biomimicry Guild, the world's first bio-inspired consultancy, bringing nature's sustainable designs to over 250 clients, including Boeing, Nike, General Electric, Herman Miller, HOK, IDEO, Interface, and Procter and Gamble. In 2006, Benyus cofounded Biomimicry Institute, home of AskNature, an online library of life's best ideas. In 2011, she launched Biomimicry 3.8 to certify and nurture the growing network of biomimicry professionals. Benyus has received numerous awards, including the 2011 Heinz Award, and was TIME's International 2007 Hero of the Environment.



## Corporate & Institutional Achievement: Design that Matters

Conceived by graduate students at the MIT Media Lab in 2001, Design that Matters is a nonprofit design company that partners with social entrepreneurs to design products that address basic needs in developing countries. Led by cofounder Timothy Prester, over 850 academic and professional collaborators have worked together to create dozens of product concepts, including a projector for nighttime adult literacy education in Africa, a low-cost neonatal incubator using spare car parts, and, most recently, a phototherapy device for treating newborn jaundice in Vietnam. DtM's award-winning creations have captured the public's attention through its innovative, human-centered approach to product design.

[www.designthatmatters.org](http://www.designthatmatters.org)



## Architecture Design: Mack Scogin Merrill Elam Architects

Mack Scogin and Merrill Elam have worked together in architecture for over forty years. Founded in 1984, their Atlanta-based firm, Mack Scogin Merrill Elam Architects, has won international acclaim for work that ranges from a sleek factory for Herman Miller to the Lulu Chow Wang Campus Center for Wellesley College and commercial office space for Tishman Speyer Properties. The firm's diverse body of work is uniquely characterized by profound rigor tempered by childlike innocence. It has been recognized with numerous awards and publications and has been shown at museums such as The Museum of Modern Art and The Walker Art Center.



## Communication Design: Rebeca Méndez

In a career spanning almost thirty years as a designer, creative director, artist, and educator, Rebeca Méndez has focused on critical reflection of visual communication practices around issues of organization, culture, and identity. Méndez is a professor in the Design Media Arts department at UCLA. Since 1996, she has run a multidisciplinary studio based in Los Angeles, Rebeca Méndez Design, focused on design for art and architecture clients including Frank Gehry, Thom Mayne, and Bill Viola. Her work has been exhibited in venues such as the Centre Pompidou, San Francisco Museum of Modern Art, and Cooper-Hewitt. The recipient of numerous awards, Méndez lectures widely around the world, including a TEDx Talk in 2011.



## Fashion Design: Thom Browne

Thom Browne's meticulous aesthetic is rooted in an American sensibility evocative of the late 1950s and early 1960s. Browne opened his doors in the fall of 2001, offering bespoke tailored clothing; he introduced ready-to-wear menswear in 2004 and womenswear in 2010. He designs the Black Fleece by Brooks Brothers collection for men and women as well as a line of men's jewelry for Harry Winston. In 2009,

Browne introduced the Moncler Gamme Bleu collection. He was named Menswear Designer of the Year in 2006 by the CFDA, Designer of the Year in 2008 by GQ magazine, and Most Influential Designer by WGSN.



## Interaction Design: Evan Roth

Evan Roth is an interaction designer who visualizes, records, and subverts transient, often unseen moments in public spaces, in popular culture, and on the Internet. His approach takes inspiration from the free software movement and hacker ethos, leading to such notable pieces as Laser Tag, White Glove Tracking, Eyewriter, and a collaboration with Jay-Z on the first open-source rap video. Roth is cofounder of the Graffiti Research Lab and the Web-based, open-source Free Art & Technology Lab. His work is in the permanent collection of The Museum of Modern Art and has received numerous awards, including the Design Museum London's Design of the Year.



## Interior Design: Clive Wilkinson Architects

Clive Wilkinson Architects is a distinguished architecture and design practice based in Los Angeles, which collaborates with clients to design and build creative communities. The practice has completed creative projects across the globe for clients such as Google, Nokia, Twentieth Century Fox, and Disney, winning over seventy-five awards in the process. In its work, the firm strives to connect people, shape relationships, and empower organizations to produce invigorating forms of community. Clive Wilkinson has been inducted into the Interior Design Hall of Fame; and been named a Master of Design by *Fast Company* magazine and a Pioneer of Design by the IIDA.



## Landscape Architecture: Stoss Landscape Urbanism

Stoss Landscape Urbanism is a Boston-based collaborative design and planning studio that operates at the juncture of landscape architecture, urban design, and planning. The firm was established in 2000 by Founding Principal Chris Reed; Scott Bishop joined as Associate Principal in 2005. Stoss has distinguished itself for a hybridized approach rooted in infrastructure, functionality, and ecology. The firm's projects include The CityDeck in Green Bay, WI; Erie Street Plaza in Milwaukee, WI; The Plaza at Harvard University in Cambridge, MA; and Bass River Park on Cape Cod. In 2010, Stoss became the first North American firm to win the Topos Landscape Award.

[www.stoss.net](http://www.stoss.net)



## Product Design: Scott Wilson

Scott Wilson is the Founder and Principal Designer of the Chicago-based studio MINIMAL. A former design leader at Nike, Thomson Consumer Electronics, IDEO, Fortune Brands, and Motorola, he has created some of the world's most recognized consumer design icons, including the Kinect for Xbox 360 and TikTok and LunaTik watches for the iPod Nano. Equal parts visionary and entrepreneur, Scott Wilson delivers disruptive yet thoughtful solutions to markets across a range of industries. His work has been recognized with over fifty international design awards and has been exhibited at Cooper-Hewitt, The Museum of Modern Art, and the Art Institute of Chicago.



## Jury

National Design Awards jurors are chosen for their prominence and expertise in the design world and their ability to serve in a knowledgeable and statesmanlike manner.

The 2012 National Design Awards Jury includes:

- **John C. Jay/Jury Chair**, Global Executive Creative Director and Partner, [Wieden+Kennedy](#)
- **Michelle Berryman**, Principal and CEO, [Echo Visualization](#)
- **Jeanne Gang**, Principal and Founder, [Studio Gang Architects](#)
- **Lee F. Mindel**, FAIA, Founding Partner, [Shelton, Mindel & Associates](#)
- **Melody Roberts**, Senior Director, Concept & Design, [McDonald's Corporation](#)
- **Eric Rodenbeck**, Founder, CEO and Creative Director, [Stamen Design](#)
- **Behnaz Sarafpour**, President and Designer, [Behnaz Sarafpour](#)
- **Alice Twemlow**, Chair, [MFA Design Criticism](#), School of Visual Arts
- **Charles Waldheim**, John E. Irving Professor and Chair, [Department of Landscape Architecture](#), Harvard University Graduate School of Design

## About the Awards

The National Design Awards were conceived by the Smithsonian's Cooper-Hewitt, National Design Museum to honor lasting achievement in American design. The Awards are bestowed in recognition of excellence, innovation, and enhancement of the quality of life. First launched at the White House in 2000 as an official project of the White House Millennium Council, the annual Awards program celebrates design in various disciplines as a vital humanistic tool in shaping the world, and seeks to increase national awareness of the impact of design through education initiatives.

The National Design Awards is one of the few programs of its kind structured to continue to benefit the nation long after the Awards ceremony and gala. A suite of educational programs is offered in conjunction with the Awards during National Design Week, an initiative launched in 2006 that aims to draw national attention to the ways in which design enriches everyday life. The Museum offers free admission, hosts a series of public programs based on the vision and work of the honorees, and helps promote design events held across the country.

### Award Categories

Reflecting the ever-growing scope of design, the National Design Awards now include ten award categories:

**Lifetime Achievement:** Given in recognition of a distinguished individual who has made a profound and long-term contribution to the contemporary practice of design.

**Design Mind:** Given in recognition of a visionary, such as an educator, author, critic, curator, or designer, who has had a profound impact on design theory, practice, or public awareness.

**Corporate & Institutional Achievement:** Given in recognition of a corporation or institution that uses design as a strategic tool as part of its mission, and has consistently exhibited ingenuity and insight in the relationship between design and quality of life.

**Architecture Design:** Given to an individual or firm for exceptional and exemplary work in public, commercial, or residential architectural design.

**Communication Design:** Given to an individual or firm for exceptional and exemplary work in graphic or multimedia design.

**Fashion Design:** Given to an individual or firm for exceptional and exemplary work in clothing, accessory, or footwear design.

**Interaction Design:** Given to an individual or firm for the design of interactive digital products, environments, systems, and services.

**Interior Design:** Given to an individual or firm for exceptional and exemplary work in domestic, corporate, or cultural interior design.

**Landscape Architecture:** Given to an individual or firm for exceptional and exemplary work in urban planning or park and garden design.

**Product Design:** Given to an individual or firm for exceptional and exemplary work in the design of consumer goods, technology, or home and office furnishings.

### Selection Process

#### Nominations & Submissions

Each fall, the process begins with an open call for nominations, which are solicited from leading designers, educators, journalists, cultural figures, corporate leaders, and design enthusiasts from every state in the nation. All nominees are invited to submit materials for the jury's review according to specifications provided by the National Design Awards office. Submissions generally consist of resumes, design statements, portfolios of work, and professional-quality visual samples.

## Eligibility

Eligibility is restricted to citizens or long-term residents of the United States. Firms, corporations, or institutions must have their corporate headquarters in the United States. Individual nominees must have been practicing professionally for a minimum of seven years; Lifetime Achievement nominees must have been practicing professionally for a minimum of twenty years. Firms, corporations, or institutions must have been established for a minimum of seven years. Cooper-Hewitt employees and trustees and their families and household members are not eligible. Awards are given for a body of realized work, not for any specific project.

## Jury Process

The jury meets over a two-day period to thoroughly review every submission, considering each nominee with the challenging task of determining which designers and firms work best embody the Awards' mission. They assess portfolios in terms of the works' relationship to and impact on contemporary daily life. Extraordinary originality in identifying, shaping, and solving problems is highly valued, and nominees whose work significantly broadens the conventions of their discipline, introduces formal innovation, and exhibits consistently high levels of imagination and insight are given special consideration. Finally, in keeping with Cooper-Hewitt's definition of design as a force of change, the extent to which the general public has benefited from the explorations and achievements of the nominee is weighed.

The jury is briefed by the Museum staff on the mission and review criteria for the Awards, but staff does not enter into the selection process. Jurors are asked to base their decisions primarily on the core criteria: excellence, innovation, and enhancement of the quality of life. They are also asked to consider the broad spectrum of the design community—geographically, culturally, and artistically. All jury deliberations are kept confidential.

# National Design Week: October 13–21, 2012

Mark your calendars for Cooper-Hewitt's largest education initiative. National Design Week aims to draw national attention to the ways in which design enriches everyday life. Launched in 2006, National Design Week is held each year in conjunction with the National Design Awards program. In addition to offering free admission for all Museum visitors, Cooper-Hewitt's award-winning Education Department hosts a series of free public programs based on the vision and work of the National Design Awards honorees. National Design Week culminates with the National Design Awards gala ceremony. Check back soon for details.



## National Design Awards Gala

**Save the Date: Wednesday, October 17, 2012**

Location: Pier Sixty at Chelsea Piers | 23rd Street and the West Side Highway | New York City

*Details to follow.*

## Design in DC

The National Design Awards were first launched at the White House in 2000 as an official project of the White House Millennium Council. First Lady Hillary Rodham Clinton served as the Honorary Patron in the inaugural year, and First Lady Laura Bush and First Lady Michelle Obama have continued this tradition. In past years, the National Design Awards honorees have been celebrated with a luncheon ceremony at the White House, graciously hosted by the First Lady.

"As the great American designer Milton Glaser has said, 'Good design is good citizenship.' And today we will celebrate both: designers who have reached the tops of their fields not just by chasing glory for themselves, but instead by making life glorious for the rest of us," said First Lady Michelle Obama to the National Design Awards honorees at the 2011 White House ceremony. The National Design Awards are also celebrated through educational programming in Washington, DC. Past programs have included lectures, workshops, and most recently a Teen Design Fair, allowing local teens to engage with the National Design Awards honorees.



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[www.192021.org](http://www.192021.org)