

## 2018 SUBMISSION GUIDELINES

Congratulations on your nomination for the 2018 National Design Awards! Now that you have completed the registration process, this document will provide you with the **2018 Instructions for Submission** and a copy of the **2018 National Design Awards Terms of Agreement**. For questions, please contact the National Design Awards office at [designawards@si.edu](mailto:designawards@si.edu) or 212.849.8337 or visit [www.cooperhewitt.org/nda/submissiontips](http://www.cooperhewitt.org/nda/submissiontips) for additional tips and helpful information. We look forward to your submission!

### ABOUT THE NATIONAL DESIGN AWARDS

Cooper Hewitt, Smithsonian Design Museum announces the eighteenth annual National Design Awards, a nationwide awards program honoring lasting achievement in American design. First launched at the White House in 2000 as an official project of the White House Millennium Council, the annual Awards program celebrates design as a vital humanistic tool in shaping the world, and seeks to increase national awareness of the impact of design through education initiatives.

### AWARD CATEGORIES

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

The following awards are given to an individual or firm for exceptional and exemplary work in these Design Categories:

- **Architecture Design**, for public, commercial, or residential architectural design.
- **Communication Design**, for graphic design for print, environments, branding, and digital media.
- **Fashion Design**, for clothing, accessory, or footwear design.
- **Interaction Design**, for the design of interactive digital products, environments, systems, and services.
- **Interior Design**, for domestic, corporate, or cultural interior design.
- **Landscape Architecture**, for urban planning or park and garden design.
- **Product Design**, for the design of consumer goods, technology, or home and office furnishings.

### ELIGIBILITY

Eligibility is restricted to citizens or current 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. Winners of a National Design Award in a Design Category will be eligible for the Lifetime Achievement, Design Mind, or Corporate and Institutional Achievement categories ten years after receiving their award. 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, that represents the core criteria of the Awards: excellence, innovation, and enhancement of the quality of life.

### SELECTION CRITERIA

The core selection criteria for all of the awards are **excellence**, **innovation**, and **enhancement of the quality of life**.

### 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 fall 2018.

### DATES

- **Nomination Deadline:** Monday, December 11, 2017
- **Registration Deadline:** Monday, January 8, 2018
- **Submission Deadline:** Friday, February 2, 2018
- **Announcement of Winners:** by June 2018
- **National Design Week:** October 13–21, 2018
- **National Design Awards Gala:** Thursday, October 18, 2018



## 2018 INSTRUCTIONS FOR SUBMISSION

Please read all information carefully. All required materials must be **received by Friday, February 2, 2018.**

### SUBMISSION CHECKLIST: *(If you are submitting to multiple categories, please prepare a package for each category.)*

- ☐ A **current and concise biography of up to 100 words**. Firms, corporations, and institutions should provide a statement of history. You may also include a more detailed biography or résumé. *(Submit as a hard copy and as a PDF on a CD/DVD/flash drive.)*
- ☐ 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, your approach or process, your mission and primary interests, and/or major clients and projects. *(Submit as a hard copy and as a PDF on a CD/DVD/flash drive.)*
- ☐ A hard copy **portfolio book, not to exceed 8.5" x 14" x 2", containing ten projects**, with images and a brief description for each project. Oversized materials will not be accepted. The biography and statement may also be included here. Design Mind nominees may submit up to five self-authored books in lieu of a portfolio; please include a brief description/summary to accompany each book. (Design Mind nominees: If you wish to donate any published book(s) included in your submission package to the National Design Library after the selection process, please note this on your inventory list.). Fashion nominees may submit ten collections/seasons in look books or collection books in lieu of a portfolio. Interaction nominees must also include videos or website links showing interactive element of projects (see specifications below).
- ☐ **Ten digital images and captions** selected from your portfolio book, one image per project. Images **must** be submitted in TIF or JPG format with a minimum resolution of 6" x 9", 300 dpi on a CD/DVD/flash drive. Please label image filenames with the nominee, image number (01–10), and project name (ex. Nominee01\_projectname.tif). Also include a corresponding **caption list** of all images. Captions should include image filename, project name, brief description, location, year or season completed, project partners (as applicable), and photo credit. *(Submit captions as a hard copy and as a PDF on a CD/DVD/flash drive.)* NB: If selected as an honoree, you will upload your digital submission materials to the Smithsonian's public, online National Design Awards Gallery, [ndagallery.cooperhewitt.org](http://ndagallery.cooperhewitt.org) (requires sign up with a vendor, Behance.net).
- ☐ **Optional:** A simple **video testimonial** that introduces yourself and your work, not to exceed 2 minutes, is highly encouraged. Videos need not be professionally produced, but should convey the strength of the nominee to the jury. Acceptable formats include QuickTime (.mov), .AVI, .mp4, DivX, or traditional NTSC DVD. We do not accept the following formats: VCD, PAL DVD Video, VHS, animation-heavy PowerPoint or slides. Additional supplemental materials, including, but not limited to, books and letters of support, will not be accepted.
- ☐ A **CD/DVD/flash drive** of digital materials referenced above: biography, statement, ten digital images/captions, and optional video.
- ☐ A **printed inventory list** of the materials you are sending with your name and category must be enclosed in your package.
- ☐ A **prepaid self-addressed return shipping label (FedEx, UPS, USPS)** for the return of your materials after the selection process. Please maintain a copy of your tracking number for your records. We will make every effort to ensure the safety of your materials; however, we are not responsible in the event of loss or damage. NB: If selected as an honoree, your submissions will become part of the archives of Cooper Hewitt's National Design Awards collection and will not be returned.

### IMPORTANT NOTES

- **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.
- **Do not send original artwork or product samples.**
- **Email submissions, hand-delivered items, or messenger deliveries (including Same Day Delivery option by FedEx/UPS) will not be accepted.** Please see mailing instructions below.
- **We will confirm receipt in late March, once all submissions are processed.** Please track your package for immediate delivery confirmation.
- Visit [www.cooperhewitt.org/nda/submissiontips](http://www.cooperhewitt.org/nda/submissiontips) for additional tips and helpful information.

### DEADLINE FOR RECEIPT OF SUBMISSION MATERIALS: FRIDAY, FEBRUARY 2, 2018

**Mail completed submissions via FedEx, UPS, or USPS to:** *(Please label the mailing box with the nominee's name and category.)*

National Design Awards  
Cooper Hewitt, Smithsonian Design Museum  
2 East 91st Street, New York, NY 10128  
T. 212.849.8337

**Questions?** Contact the National Design Awards at [designawards@si.edu](mailto:designawards@si.edu) or 212.849.8337 or visit [www.cooperhewitt.org/nda/submissiontips](http://www.cooperhewitt.org/nda/submissiontips).



## 2018 NATIONAL DESIGN AWARDS TERMS OF AGREEMENT

**By registering for the 2018 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 2018 National Design Awards:

- At no charge to the Smithsonian, I shall fully participate in the 2018 National Design Awards Gala and related programs as an honoree and, upon request, will provide the Smithsonian Institution ("Smithsonian") with additional images or materials for use at the 2018 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 submit to the 2018 National Design Awards (the "Materials"), in whole or in part, in any manner or media (whether now known or later developed) for purposes of the 2018 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 2018 National Design Awards, promotion of the National Design Awards, and for all standard museum, educational, scholarly, research, or archival uses.
- The Smithsonian will not return my Materials but instead may keep my Materials as part of the archives of the Cooper Hewitt National Design Awards collection.
- 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 now 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 2018 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 2018 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 2018 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 any liability or responsibility for any loss or damage to my Materials.

**Indemnity:** I indemnify and hold harmless the Smithsonian and its regents, trustees, officers, jury, employees, and agents 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 2018 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 2018 National Design Awards at its discretion. Smithsonian decisions are final and binding.

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

