

File **PRESIDENTIAL
DESIGN AWARDS**

ROUTING SLIP

Date is
NOW
4/28!!

DATE: 3 18 1994

FROM: Ricki Seidman
Assistant to the President
and Director of Scheduling and Advance

SUBJECT: Presidential Design Awards
TO: * * Re Scheduled * * (as of 3/8)

JOAN BAGGETT	_____	PAT GRIFFIN	_____
REBECCA CAMERON	✓	JOHN PODESTA	✓
MARK GEARAN	✓	JACK QUINN	✓
DAVID GERGEN	✓	CAROL RASCO	_____
CINDY GIRE	✓	BOB RUBIN	_____
MARCIA HALE	_____	PATTI SOLIS	✓
ALEXIS HERMAN	✓	GEORGE STEPHANOPOULOS	✓
NANCY HERNREICH	✓	ANN STOCK	✓
HAROLD ICKES	_____	CHRISTINE VARNEY	_____
PHIL LADER	✓	DAVID WATKINS	_____
ANTHONY LAKE	_____	ANNA WINDERBAUM	✓
BRUCE LINDSEY	_____	MAGGIE WILLIAMS	✓
MACK McLARTY	✓	MELANNE VERVEER	✓
		JOE VELASQUEZ	✓
		TONY WILSON	✓

FILE: _____

cc: _____

FOR YOUR
INFORMATION ✓

ADVICE _____

ACTION _____

COMMENTS: _____

April 28
Pull other copies

MEMORANDUM

TO: Stephanie Streett
FROM: Anne Bartley^{#18} / Office of the First Lady
DATE: December 16, 1993
RE: Presidential Design Awards

→ attach to proposal

Finally, information on the request for President Clinton to give the Presidential Design Awards. Attached is more information than you need, I am sure. However, the bottom line is this round of awards has been made public, the Achievement certificate-awards have been given but President Clinton has not yet awarded the Presidential Design Awards. Due to the change in Administration, this ceremony has gotten lost and the next round of competition for the Presidential Awards needs to soon be announced. One round of awards is backing into the other.

REQUEST:

That President Clinton is scheduled to present the Presidential Design Awards in March, 1994, and that we know as soon as possible to begin planning.

If you need any additional information, do not hesitate to contact me at:

X6266 [messages]
X2398 [direct line]
X6244 [fax]

This has "slipped between the cracks" so far between administrations and now somewhat in ours.

Thanks for your timely attention to this.

3-7
Stephanie
This was removed from 4/14 because
now HRC is travel. Ki chi has

NOT reset date.

- Corleen

PRESIDENTIAL DESIGN AWARDS PROGRAM

Background/History

General

The Federal government is the nation's single largest builder, printer and user of design services. Federal expenditures in this area are more than \$30 billion annually. Excellence in design is integral to the federal government's responsible stewardship of public resources.

The Presidential Design Awards recognize and foster excellence in federal design. The awards are given for federal design programs, projects, products and processes in the following design fields: architecture, engineering, graphic design, interior design, landscape architecture, product/industrial design, urban design, and planning.

The awards were established on December 21, 1983, by President Reagan, as a quadrennial event to be administered by the National Endowment for the Arts as part of its ongoing Federal Design Improvement Program. The purpose of the awards is:

- To honor individuals and organizations that have contributed to successful federal design.
- To improve the overall quality of federal design.
- To inform the public about the value of good design.

Criteria

Five criteria guide review juries. These require that award-winning projects:

1. Improve the federal government's ability to fulfill its mission.
2. Establish exemplary design practices, standards or guidelines that can serve as models for federal design activities.
3. Demonstrate cost-effectiveness on a life-cycle basis and demonstrate careful design and planning without sacrificing performance or quality.
4. Exemplify aesthetic merit.
5. Show a high level of technical and functional proficiency in all aspects of performance.

Number of awards to date

- 216 Federal Design Achievement Awards given by the National Endowment for the Arts as its highest award in design.
- 31 Presidential Awards for Design Excellence. Eight still to be awarded.

Program Cost

Minimum of \$150,000 plus \$8,000 from private source for a reception following the White House ceremony. This does not include Design Arts staff time.

Summary of Each Round of the Presidential Design Awards

Round One (1984)

Six-hundred thirty entries, representing more than fifty federal agencies and departments, were submitted for the first round of Presidential Design Awards in 1984. A jury of three panels reviewed the entries, selecting 91 to receive Federal Design Achievement Awards from the National Endowment for the Arts. A jury chaired by architect I.M. Pei then chose 13 of these to be the first winners of the Presidential Award for Design Excellence. On January 30, 1985, President Reagan presented the 13 awards at a ceremony in the Indian Treaty Room of the Old Executive Office Building. A reception and exhibition sponsored by the American Institute of Architects was held at the AIA headquarters following the ceremony.

Round Two (1988)

On October 16, 1987, President Reagan announced Round Two of the Presidential Design Awards. Some 530 entries were received from 64 federal departments and agencies. The entries represented federal design activities in 48 states, Puerto Rico, the District of Columbia, and nine foreign countries. The first-stage jury was expanded from three to four design discipline subjuries: architecture and interior design; engineering design; graphic design and product design; and landscape design, urban design, and planning. This jury recommended 68 projects for Federal Design Achievement Awards. The second-

stage jury, chaired by Frank Stanton, president emeritus of CBS, recommended ten of the 68 projects for Presidential Awards for Design Excellence. These awards were presented by Frank Hodson, Chairman of the National Endowment for the Arts, on behalf of President Reagan in a ceremony in the Indian Treaty Room on November 10, 1988. A reception sponsored by Gerald D. Hines Interests was held in the Cash Room of the Department of the Treasury following the ceremony.

Round Three (1992)

On February 9, 1991, President Bush announced Round Three of the Presidential Design Awards. Nearly 500 entries were received from 74 federal departments and agencies representing 47 states, Puerto Rico, the District of Columbia, and nine foreign countries. Like Round Two, the first-stage jury consisted of four design discipline subjuries. This 21-person jury recommended 57 projects for Federal Design Achievement Awards. On October 23-24, 1991, the 11-person Presidential jury, chaired by graphic designer Michael Vanderbyl, recommended eight projects from the 57 to receive Presidential Awards. The Achievement Awards were given in the winter and spring of 1992 at four regional ceremonies (Oakland, CA; Fargo, ND; Yellowstone Park, WY; and Washington, DC). The Presidential Awards have not been awarded yet.

Round Four (1995)

In May 1993, the Council approved proceeding with Round Four and on September 9, 1993, a cooperative agreement for \$149,900 was entered into with Community Ventures to assist in ¹⁹⁹⁴ implementing Round Four. We hope the President will announce Round Four in March ~~1993~~ with a projected date of October 1995 for the White House awards ceremony. See attached schedule and budget.

THE WHITE HOUSE
WASHINGTON

Spring

MEMO FROM: ANN STOCK *AS*

DATE: January 4, 1994

TO: Anne Bartley Evelyn Liberman
 Joyce Bonnett Capricia Marshall
 Lisa Caputo Ann McCoy
 Helen Dickey Sarah Ryan
 Karen Finney X Patti Solis
 Mark Gearan Melanne Verveer
 Gift Unit Gary Walters
 Neel Lattimore Maggie Williams

 X Other Ricki Seidman
 Other

F.Y.I.

SEE COMMENTS: We still need to do the Presidential
Design Awards Ceremony. It is the 3rd part of the
Ceremony - we already did the Arts and Humanities
awards.

Attached is the schedule.

*Ricki: We just discussed this today
with HRC - and will try to
develop the event for Spring*

THE WHITE HOUSE
WASHINGTON

TO: Stephanie Street
FROM: Ann Stock
DATE: September 28, 1993
re: Various Issues
cc: Patti Solis

I. The available dates on the First Ladies calendar for small dinners are as follows: **October 13th, 15th, 18th and 19th.** Keep any dates you have for after the 19th on hold until a later time.

II. Attached please find information regarding the **PRESIDENTIAL DESIGN AWARDS**. The 1992 recipients of this award have been named but not honored. We need to schedule one half-hour of the Presidents time to present these awards in late October/early November. When selecting a date, please remember that my office needs sufficient lead time to send invitations and receive responses.

Thank you for your help.

March

Sept 28

Sept 28

attach to March proposal

September 2, 1993

TO: Melanne Verveer
Anne Bartley

FROM: Jennifer Conovitz
Rosemary Cribben

SUBJ.: PRESIDENTIAL DESIGN AWARDS

These awards are given every four (4) years. The 1992 winners have been named, but not honored.

Eight Federal project winners, with 59 individuals (public and private), are involved.

The NEA Design Program will do a lunch and reception around the ceremony.

They are delighted that the President will be presenting the awards.

Certificates (59) and proposed insert for the book were left at the OEOB after yesterday's meeting.

A list of the 59 individuals is attached.

As discussed, we need date in October.

EIGHT PRESIDENTIAL AWARDS FOR DESIGN EXCELLENCE

Award Recipient List

Mer Rouge Villas, Mer Rouge, LA

Department of Agriculture
Farmers Home Administration
Farmers Home Administration, State
of Louisiana

Wenzel & Associates, Architects
Marshall Planning & Development

Mike Espy, Secretary
Sharon Longino, Acting Administrator
Austin J. Cromier, State Director
Danny H. Magee, State Architect
Danny R. Sullivan, District Director, Monroe
William Wenzel
Tom Marshall

Blue Heron Coal Mining Camp, Big South Fork National River, KY

Department of Defense
Department of the Army
Army Corps of Engineers, Nashville
District

Cumberland National Park
DeMartin Marona Cranstoun Downes
Scruggs & Hammon
Chrisman Miller Woodford

Les Aspin, Secretary
General Gordon Sullivan, Acting Secretary
Lt. Col J. David Norwood, District Engineer
Susan Neff, Landscape Architect
Cliff Reinert, Landscape Architect
Charles L. Vial, Superintendent
Alex Cranstoun
Joseph H. Clark
Jack Ballard

Bendway Weirs on the Mississippi River, St. Louis, MO

Department of Defense
Department of the Army
Army Corps of Engineers, St Louis
District

Les Aspin, Secretary
General Gordon Sullivan, Acting Secretary
Jack R. Niemi, Deputy District Engineer for Project
Management (*on behalf of St. Louis District*)
Jack R. Niemi (*as an individual*)
Robert D. Davinroy, Senior River Engineer
Claude N. Strauser, Chief of Potamology Section

Arctic Data InterActive, Reston, VA

Department of the Interior
U.S. Geological Survey
USGS, Information Systems Division

InterNetwork, Inc.

Bruce Babbitt, Secretary
Robert Hirsch, Acting Director
James E. Biesecker, Assistant Director
Denise A. Wiltshire, Technical Information Specialist
Kevin Laurent, Computer Scientist
Gerry Lebing, Chief, Management Science Technology Section
Payson R. Stevens

Old Faithful Inn Rehabilitation, Yellowstone National Park, WY

Department of the Interior
National Park Service
NPS, Denver Service Center

Yellowstone National Park

Bruce Babbitt, Secretary
Rodger Kennedy, Director
Charles Clapper, Assist. Director for Design & Construction
Andy Beck, Architect
Thomas Busch, Chief, Architect Section Western Team
Paul Newman, Architect
Robert Barbee, Superintendent

- 2 -

EGIS Explosives Detector, Washington, DC

Department of State	Warren M. Christopher, Secretary
Department of Transportation	Federico Pena, Secretary
Federal Aviation Administration	David R. Hinson, Administrator
	Dr. Lyle Malotky, Scientific Advisor
Federal Aviation Technical Center	Harvey Safeer, Director
	Paul A. Polski, Director, Aviation Security
Office of Countermeasures & Counterintelligence	William D. Clarke, Deputy Asst. Secretary of State
	Gregorie W. Rujar, Consul General, Sidney, Australia
	Patrick Fitzgerald, Security Engineer Officer, Tel Aviv
	Steven J. Klein, Security Engineer Officer, Beijing
Thermedics, Inc.	John W. Wood
Design Continuum Inc.	Jerrold Zindler

Keys and Locks in the Collection of the Cooper-Hewitt Museum, New York, NY

Smithsonian Institution	Robert McCormick Adams, Secretary
Cooper-Hewitt Museum	Dianne Pilgrim, Director
	Nancy Askre, Editor
	David Revere McFadden, Curator, Decorative Arts

Jeanne Aquadro, graphic designer

National Gallery of Art Exhibition Design 1984-1990, Washington, DC

National Gallery of Art	Earl A. Powell III, Director
Office of Design & Installation	Gaillard F. Ravenel, Senior Curator, Chief of Design (on behalf of the D&I office)
	Gaillard F. Ravenel (as an individual)
	Mark A. Leithauser, Deputy Senior Curator of Design
	Gordon O. Anson, Lighting Designer
	Barbara A. Keyes, Head of Silkscreen

MEMORANDUM

TO: Christine Varney
FR: Collier Andrews
DT: 10/29/93

SUBJECT:

President's Design Excellence
Award

I think this is
the awards we
have tentatively set
for April 14 -
please chk.
Anne Bartley
will know who
is receiving
awards. (12)

I. PRESIDENTIAL SCHEDULING ACTION

☒ Pending decision

☒ If you think that the President should attend
please do a scheduling proposal.

President will not be attending

II. SCHEDULING CORRESPONDENCE

☒ Pending decision

"REGRET" Letter to be sent

III. ACTION TO BE TAKEN

☒ Please advise if the President should attend.

The President will not be attending. Please determine
if a representative of the President should be sent and
coordinate.

Please coordinate a representative of the President to
attend.

III. SURROGATE SUGGESTION(S)

IV. COMMENTS/NOTES

Anne
62398

This is announceable
to public.

Christine -
Has NEA
been working
on this?
Collier

MARTIN T. MEEHAN
5TH DISTRICT, MASSACHUSETTS

1223 LONGWORTH HOUSE OFFICE BUILDING
WASHINGTON, D.C. 20515
(202) 225-3411

COMMITTEES:
ARMED SERVICES
SUBCOMMITTEE ON MILITARY FORCES AND PERSONNEL
SUBCOMMITTEE ON RESEARCH AND TECHNOLOGY
SUBCOMMITTEE ON READINESS
SMALL BUSINESS
SUBCOMMITTEE ON SBA LEGISLATION
AND THE GENERAL ECONOMY
SUBCOMMITTEE ON REGULATION, BUSINESS OPPORTUNITIES
AND TECHNOLOGY

Congress of the United States
House of Representatives
Washington, DC 20515-2105

September 21, 1993

DISTRICT OFFICES:
11 KEARNEY SQ.
LOWELL, MA 01852
(508) 458-0101

BAY STATE BUILDING
11 LAWRENCE ST.
SUITE 808
LAWRENCE, MA 01840
(508) 681-6200

WALKER BUILDING
256 MAIN ST.
ROOM 102
MARLBOROUGH, MA 01752
(508) 480-8292

Mr. Howard Paster
Assistant to the President
for Legislative Affairs
The White House
Second Floor, West Wing
Washington, D.C., D.C. 20500

cc Cassie
FYI

Dear Howard

I am writing on behalf of a company in my district. Last year, Thermedics Detection in Chelmsford, Massachusetts, along with the Federal Aviation Administration, was selected to receive the President's Design Excellence Award. While the selection has been made, there has not yet been an awards ceremony.

Thermedics Detection was notified in March of 1992 of their selection. However, there has been no date set for an awards ceremony. According to Thermedics Detection, the award ceremony has been delayed due to the elections in 1992 and the new Administration. Clearly, the transition has taken place and the ceremony should proceed.

I would appreciate your office looking into this matter and advising me of your findings. Being selected to receive the President's Design Excellence Award is a significant honor for Thermedics Detection and I would like to see that this company is afforded the recognition that they deserve. I have enclosed additional information that further explains this matter.

Thanking you in advance for your assistance, I remain

Sincerely

Marty Meehan
Marty Meehan
Member of Congress

Ann Grady
22534111

MM/ag

Enclosure

1/23 called NEA. left message.
spoke to Tom Groves of NEA. Hoping for late October event.

ROUTING SLIP

DATE: 3/2/94

FROM: Ricki Seidman
Assistant to the President
and Director of Scheduling and Advance

SUBJECT: *Presidential Design Awards.*

TO:

Rebecca Cameron

☒

Pat Griffin

Mark Gearan

☒

John Podesta

David Gergen

Jack Quinn

Marcia Hale

Carol Rasco

Alexis Herman

☒

Nancy Hernreich

Phil Lader

Anthony Lake

Bruce Lindsey

Mack McLarty

Bernie Nussba

*Only copy the 1st page &
Send back out don't copy
the entire proposal.
Thanks.*

File *back in April 1994*
black binder

CC: _____

FOR YOUR:

INFORMATION

☒

ADVICE

ACTION

COMMENTS:

*Update: Mrs. Clinton is now travelling 4/14. We will
Send this around when the date is reset.*

Schedule Proposal

Date: January 28, 1994

 Accept

 Regret

 Pending

TO:

Ricki Seidman
Assistant to the President and Director
of Scheduling and Advance

FROM:

Melanne Verveer
Assistant to the President and Deputy
Chief of Staff to the First Lady
and

Anne Bartley
Assistant to the Deputy Chief of Staff
Office of the First Lady

REQUEST:

Ceremony and Reception for Presidential
Design Awards

PURPOSE:

To present Design Awards. The awards
are given every four years to encourage
and recognize federal agencies for
projects and products, as well as
programs and policies that foster good
design.

The President in giving this award would
send a signal to the federal agencies,
as well as the vast private design
community, that his Administration knows
how important good design is to
America's economy, to the improvement of
performance, safety, and communication,
and the quality of our lives.

BACKGROUND:

The Federal government is the nation's
single largest builder, printer and user
of design services. Federal
expenditures in this area are more than
\$30 billion annually. Excellence in
design is integral to the federal
government's responsible stewardship of
public resources.

The Presidential Design Awards recognize
and foster excellence in federal design.
The awards are given for federal design
programs, projects, products and
processes in the following design
fields: architecture, engineering,

*3/12/94
April
1/11
HRC travel*

*Adrian
opens
an afternoon
event*

graphic design, interior design,
landscape architecture,
product/industrial design, urban design,
and planning.

The Presidential Design Awards were established on December 21, 1983, as a quadrennial event to be administered by the National Endowment for the Arts as part of its ongoing Federal design Improvement Program. The purpose of the awards is:

- To honor individuals and organizations that have contributed to successful federal design.
- To improve the overall quality of federal design.
- To inform the public about the value of good design.

President Reagan gave the first awards.

PREVIOUS PARTICIPATION: Since these awards are given every four years, President Clinton has not previously participated. There was a meeting during the Transition of prominent private designers who will be invited.

DATE AND TIME: March 1994
3:00 - 3:25 p.m. Ceremony
3:30 - 4:30 p.m. Reception

DURATION: Ceremony - 25 minutes
Reception - President does not have to attend

LOCATION: East Room for the Ceremony
State Dining Room for the Reception

PARTICIPANTS: 230 people. The President, Cabinet members and agency heads who will receive a Presidential Award (13), federal employees and private designers who will receive awards (41), Congressional representatives, jury members, presidents and/or chief executives of professional design societies, Arts Council and Endowment officials, Design Arts Program staff,

prominent design professionals, special guests, and media representatives.

OUTLINE OF EVENTS:

A 25-minute ceremony, to be comprised of a welcome and introduction of the President by the First Lady (two minutes) and brief remarks by President Clinton (four minutes). President will then introduce and ask the Chairman of the National Endowment for the Arts (Jane Alexander) and the Chairman of the Presidential Design Awards Jury (Michael Vanderbyl) to assist him with the presentations.

The President will bestow the award certificates with the Chairman of Arts Endowment reading the name for each one and the jury chairman handing the President the certificates (15 minutes).

REMARKS REQUIRED:

Brief remarks prepared by the Office of the First Lady

MEDIA COVERAGE:

Yes, especially the arts press

1ST LADY'S ATTENDANCE:

YES - Confirmed

VICE PRES. ATTENDANCE:

To be invited

2ND LADY'S ATTENDANCE:

To be invited

Pres. Design
Awards Apr. 14
25 minute
ceremony

ROUTING SLIP

DATE: 2, 25, 94

FROM: Ricki Seidman
Assistant to the President
Director of Scheduling and Advance

SUBJECT: *Presidential Design Awards April 14.*

TO:

Rahm Emanuel

Mark Gearan

David Gergen

Marcia Hale

Alexis Herman

Nancy Hernreich

Anthony Lake

Bruce Lindsey

Mack McLarty

~~Roy Neel~~ *Phil Lader*

Bernie Nussbaum

FOR YOUR:

Information ☒

COMMENTS:

Pat Griffin
~~Howard Paster~~

John Podesta

Jack Quinn

Carol Rasco

Bob Rubin

George Stephanopolous

Ann Stock

Christine Varney

David Watkins

Maggie Williams

Sara Ryan

Anna Wunderbaum

Rebecca Cameron (Street)

Advice ☐

Action ☐

Accept Binder

File Design Awards

Schedule Proposal

Date: January 28, 1994

X Accept

_____ Regret

_____ Pending

TO:

Ricki Seidman
Assistant to the President and Director
of Scheduling and Advance

FROM:

*Blawie
April
14*

Melanne Verveer
Assistant to the President and Deputy
Chief of Staff to the First Lady
and
Anne Bartley
Assistant to the Deputy Chief of Staff
Office of the First Lady

REQUEST:

Ceremony and Reception for Presidential
Design Awards

PURPOSE:

To present Design Awards. The awards
are given every four years to encourage
and recognize federal agencies for
projects and products, as well as
programs and policies that foster good
design.

*Admin
opens
an afternoon
event*

The President in giving this award would
send a signal to the federal agencies,
as well as the vast private design
community, that his Administration knows
how important good design is to
America's economy, to the improvement of
performance, safety, and communication,
and the quality of our lives.

BACKGROUND:

The Federal government is the nation's
single largest builder, printer and user
of design services. Federal
expenditures in this area are more than
\$30 billion annually. Excellence in
design is integral to the federal
government's responsible stewardship of
public resources.

The Presidential Design Awards recognize
and foster excellence in federal design.
The awards are given for federal design
programs, projects, products and
processes in the following design
fields: architecture, engineering,

graphic design, interior design,
landscape architecture,
product/industrial design, urban design,
and planning.

The Presidential Design Awards were established on December 21, 1983, as a quadrennial event to be administered by the National Endowment for the Arts as part of its ongoing Federal design Improvement Program. The purpose of the awards is:

- To honor individuals and organizations that have contributed to successful federal design.
- To improve the overall quality of federal design.
- To inform the public about the value of good design.

President Reagan gave the first awards.

PREVIOUS PARTICIPATION: Since these awards are given every four years, President Clinton has not previously participated. There was a meeting during the Transition of prominent private designers who will be invited.

DATE AND TIME: March 1994
3:00 - 3:25 p.m. Ceremony
3:30 - 4:30 p.m. Reception

DURATION: Ceremony - 25 minutes
Reception - President does not have to attend

LOCATION: East Room for the Ceremony
State Dining Room for the Reception

PARTICIPANTS: 230 people. The President, Cabinet members and agency heads who will receive a Presidential Award (13), federal employees and private designers who will receive awards (41), Congressional representatives, jury members, presidents and/or chief executives of professional design societies, Arts Council and Endowment officials, Design Arts Program staff,

prominent design professionals, special guests, and media representatives.

OUTLINE OF EVENTS:

A 25-minute ceremony, to be comprised of a welcome and introduction of the President by the First Lady (two minutes) and brief remarks by President Clinton (four minutes). President will then introduce and ask the Chairman of the National Endowment for the Arts (Jane Alexander) and the Chairman of the Presidential Design Awards Jury (Michael Vanderbyl) to assist him with the presentations.

The President will bestow the award certificates with the Chairman of Arts Endowment reading the name for each one and the jury chairman handing the President the certificates (15 minutes).

REMARKS REQUIRED:

Brief remarks prepared by the Office of the First Lady .

MEDIA COVERAGE:

Yes, especially the arts press

1ST LADY'S ATTENDANCE:

YES - Confirmed

VICE PRES. ATTENDANCE:

To be invited

2ND LADY'S ATTENDANCE:

To be invited

March

MEMORANDUM

TO: Stephanie Streett
FROM: Anne Bartley ^{#3} / Office of the First Lady
DATE: December 16, 1993
RE: Presidential Design Awards - *→ attach to proposal*

Finally, information on the request for President Clinton to give the Presidential Design Awards. Attached is more information than you need, I am sure. However, the bottom line is this round of awards has been made public, the Achievement certificate-awards have been given but President Clinton has not yet awarded the Presidential Design Awards. Due to the change in Administration, this ceremony has gotten lost and the next round of competition for the Presidential Awards needs to soon be announced. One round of awards is backing into the other.

REQUEST:

That President Clinton is scheduled to present the Presidential Design Awards in March, 1994, and that we know as soon as possible to begin planning.

If you need any additional information, do not hesitate to contact me at:

X6266 [messages]
X2398 [direct line]
X6244 [fax]

This has "slipped between the cracks" so far between administrations and now somewhat in ours.

Thanks for your timely attention to this.

PRESIDENTIAL DESIGN AWARDS PROGRAM

Background/History

General

The Federal government is the nation's single largest builder, printer and user of design services. Federal expenditures in this area are more than \$30 billion annually. Excellence in design is integral to the federal government's responsible stewardship of public resources.

The Presidential Design Awards recognize and foster excellence in federal design. The awards are given for federal design programs, projects, products and processes in the following design fields: architecture, engineering, graphic design, interior design, landscape architecture, product/industrial design, urban design, and planning.

The awards were established on December 21, 1983, by President Reagan, as a quadrennial event to be administered by the National Endowment for the Arts as part of its ongoing Federal Design Improvement Program. The purpose of the awards is:

- To honor individuals and organizations that have contributed to successful federal design.
- To improve the overall quality of federal design.
- To inform the public about the value of good design.

Criteria

Five criteria guide review juries. These require that award-winning projects:

1. Improve the federal government's ability to fulfill its mission.
2. Establish exemplary design practices, standards or guidelines that can serve as models for federal design activities.
3. Demonstrate cost-effectiveness on a life-cycle basis and demonstrate careful design and planning without sacrificing performance or quality.
4. Exemplify aesthetic merit.
5. Show a high level of technical and functional proficiency in all aspects of performance.

Number of awards to date

- 216 Federal Design Achievement Awards given by the National Endowment for the Arts as its highest award in design.
- 31 Presidential Awards for Design Excellence. Eight still to be awarded.

Program Cost

Minimum of \$150,000 plus \$8,000 from private source for a reception following the White House ceremony. This does not include Design Arts staff time.

Summary of Each Round of the Presidential Design Awards

Round One (1984)

Six-hundred thirty entries, representing more than fifty federal agencies and departments, were submitted for the first round of Presidential Design Awards in 1984. A jury of three panels reviewed the entries, selecting 91 to receive Federal Design Achievement Awards from the National Endowment for the Arts. A jury chaired by architect I.M. Pei then chose 13 of these to be the first winners of the Presidential Award for Design Excellence. On January 30, 1985, President Reagan presented the 13 awards at a ceremony in the Indian Treaty Room of the Old Executive Office Building. A reception and exhibition sponsored by the American Institute of Architects was held at the AIA headquarters following the ceremony.

Round Two (1988)

On October 16, 1987, President Reagan announced Round Two of the Presidential Design Awards. Some 530 entries were received from 64 federal departments and agencies. The entries represented federal design activities in 48 states, Puerto Rico, the District of Columbia, and nine foreign countries. The first-stage jury was expanded from three to four design discipline subjuries: architecture and interior design; engineering design; graphic design and product design; and landscape design, urban design, and planning. This jury recommended 68 projects for Federal Design Achievement Awards. The second-

stage jury, chaired by Frank Stanton, president emeritus of CBS, recommended ten of the 68 projects for Presidential Awards for Design Excellence. These awards were presented by Frank Hodson, Chairman of the National Endowment for the Arts, on behalf of President Reagan in a ceremony in the Indian Treaty Room on November 10, 1988. A reception sponsored by Gerald D. Hines Interests was held in the Cash Room of the Department of the Treasury following the ceremony.

Round Three (1992)

On February 9, 1991, President Bush announced Round Three of the Presidential Design Awards. Nearly 500 entries were received from 74 federal departments and agencies representing 47 states, Puerto Rico, the District of Columbia, and nine foreign countries. Like Round Two, the first-stage jury consisted of four design discipline subjuries. This 21-person jury recommended 57 projects for Federal Design Achievement Awards. On October 23-24, 1991, the 11-person Presidential jury, chaired by graphic designer Michael Vanderbyl, recommended eight projects from the 57 to receive Presidential Awards. The Achievement Awards were given in the winter and spring of 1992 at four regional ceremonies (Oakland, CA; Fargo, ND, Yellowstone Park, WY; and Washington, DC). The Presidential Awards have not been awarded yet.

Round Four (1995)

In May 1993, the Council approved proceeding with Round Four and on September 9, 1993, a cooperative agreement for \$149,900 was entered into with Community Ventures to assist in ¹⁹⁹⁴ implementing Round Four. We hope the President will announce Round Four in March ~~1993~~ with a projected date of October 1995 for the White House awards ceremony. See attached schedule and budget.

THE WHITE HOUSE
WASHINGTON

Schedule Proposal

date 10/28/93

	----- ACCEPT -----	----- REGRET -----	----- PENDING -----
TO:	<i>Ann</i> <i>Does this</i>		
FROM:	<i>still need to</i> <i>happen?</i> <i>Corleen</i>		
PURPOSE:	Presidential Design Awards Ceremony		
BACKGROUND:	The Presidential Design Award is the third and final Presidential Arts Award to be presented this year (numbers one and two are the Arts and Humanities Awards respectively.)		
PREVIOUS PARTICIPATION:	Like the Arts and Humanities Awards, the Presidential Design Awards have not been presented in a formal ceremony in at least 12 years.		
DATE AND TIME:	November (preferred), December		
DURATION:	30 minutes to one hour.		
LOCATION:	East Room		
PARTICIPANTS:	The President		
OUTLINE OF EVENTS:	The President to meet award recipients in Blue Room. Award presentation in East Room to follow. Press in attendance.		
REMARKS REQUIRED:	Yes		
MEDIA COVERAGE:	Yes		
FIRST LADY'S ATTENDANCE:	If possible.		
VICE PRESIDENT'S ATTENDANCE:	No		
SECOND LADY'S ATTENDANCE:	No		

RECOMMENDED BY:

NEA/NEH/Melanne Verveer

CONTACT:

**Anne Bartly
Ann Stock**

THE WHITE HOUSE
WASHINGTON

Spring

MEMO FROM: ANN STOCK *AS*

DATE: January 4, 1994

TO: Anne Bartley Evelyn Liberman
 Joyce Bonnett Capricia Marshall
 Lisa Caputo Ann McCoy
 Helen Dickey Sarah Ryan
 Karen Finney X Patti Solis
 Mark Gearan Melanne Verveer
 Gift Unit Gary Walters
 Neel Lattimore Maggie Williams

 X Other Ricki Seidman

 Other

F.Y.I.

SEE COMMENTS: We still need to do the Presidential
Design Awards Ceremony. It is the 3rd part of the
Ceremony - we already did the Arts and Humanities
awards.

Attached is the schedule.

*Ricki: We just discussed this today
with HRC. - and will try to
develop the event for Spring.*

THE WHITE HOUSE
WASHINGTON

TO: Stephanie Street
FROM: Ann Stock
DATE: September 28, 1993
re: Various Issues
cc: Patti Solis

- I. The available dates on the First Ladies calendar for small dinners are as follows: **October 13th, 15th, 18th and 19th.** Keep any dates you have for after the 19th on hold until a later time.
- II. Attached please find information regarding the **PRESIDENTIAL DESIGN AWARDS.** The 1992 recipients of this award have been named but not honored. We need to schedule one half-hour of the Presidents time to present these awards in late October/early November. When selecting a date, please remember that my office needs sufficient lead time to send invitations and receive responses.

Thank you for your help.

March

Sept 28

Feb 94

attach to March proposal

September 2, 1993

TO: Melanne Verveer
Anne Bartley

FROM: Jennifer Conovitz
Rosemary Cribben

SUBJ.: PRESIDENTIAL DESIGN AWARDS

These awards are given every four (4) years. The 1992 winners have been named, but not honored.

Eight Federal project winners, with 59 individuals (public and private), are involved.

The NEA Design Program will do a lunch and reception around the ceremony.

They are delighted that the President will be presenting the awards.

Certificates (59) and proposed insert for the book were left at the OEOB after yesterday's meeting.

A list of the 59 individuals is attached.

As discussed, we need date in October.

EIGHT PRESIDENTIAL AWARDS FOR DESIGN EXCELLENCE

Award Recipient List

Mer Rouge Villas, Mer Rouge, LA

Department of Agriculture
Farmers Home Administration
Farmers Home Administration, State
of Louisiana

Wenzel & Associates, Architects
Marshall Planning & Development

Mike Espy, Secretary
Sharon Longino, Acting Administrator
Austin J. Cromier, State Director
Danny H. Magee, State Architect
Danny R. Sullivan, District Director, Monroe
William Wenzel
Tom Marshall

Blue Heron Coal Mining Camp, Big South Fork National River, KY

Department of Defense
Department of the Army
Army Corps of Engineers, Nashville
District

Cumberland National Park
DeMartin Marona Cranstoun Downes
Scruggs & Hammon
Chrisman Miller Woodford

Les Aspin, Secretary
General Gordon Sullivan, Acting Secretary
Lt. Col J. David Norwood, District Engineer
Susan Neff, Landscape Architect
Cliff Reinert, Landscape Architect
Charles L. Vial, Superintendent
Alex Cranstoun
Joseph H. Clark
Jack Ballard

Bendway Weirs on the Mississippi River, St. Louis, MO

Department of Defense
Department of the Army
Army Corps of Engineers, St Louis
District

Les Aspin, Secretary
General Gordon Sullivan, Acting Secretary
Jack R. Niemi, Deputy District Engineer for Project
Management (*on behalf of St. Louis District*)
Jack R. Niemi (*as an individual*)
Robert D. Davinroy, Senior River Engineer
Claude N. Strauser, Chief of Potamology Section

Arctic Data InterActive, Reston, VA

Department of the Interior
U.S. Geological Survey
USGS, Information Systems Division

InterNetwork, Inc.

Bruce Babbitt, Secretary
Robert Hirsch, Acting Director
James E. Biesecker, Assistant Director
Denise A. Wiltshire, Technical Information Specialist
Kevin Laurent, Computer Scientist
Gerry Lebing, Chief, Management Science Technology Section
Payson R. Stevens

Old Faithful Inn Rehabilitation, Yellowstone National Park, WY

Department of the Interior
National Park Service
NPS, Denver Service Center

Yellowstone National Park

Bruce Babbitt, Secretary
Rodger Kennedy, Director
Charles Clapper, Assist. Director for Design & Construction
Andy Beck, Architect
Thomas Busch, Chief, Architect Section Western Team
Paul Newman, Architect
Robert Barbee, Superintendent

- 2 -

EGIS Explosives Detector, Washington, DC

Department of State	Warren M. Christopher, Secretary
Department of Transportation	Federico Pena, Secretary
Federal Aviation Administration	David R. Hinson, Administrator
	Dr. Lyle Malotky, Scientific Advisor
Federal Aviation Technical Center	Harvey Safeer, Director
	Paul A. Polski, Director, Aviation Security
Office of Countermeasures & Counterintelligence	William D. Clarke, Deputy Asst. Secretary of State
	Gregorie W. Bujac, Consul General, Sidney, Australia
	Patrick Fitzgerald, Security Engineer Officer, Tel Aviv
	Steven J. Klein, Security Engineer Officer, Beijing
Thermedics, Inc.	John W. Wood
Design Continuum Inc.	Jerrold Zindler

Keys and Locks in the Collection of the Cooper-Hewitt Museum, New York, NY

Smithsonian Institution	Robert McCormick Adams, Secretary
Cooper-Hewitt Museum	Dianne Pilgrim, Director
	Nancy Askre, Editor
	David Revere McFadden, Curator, Decorative Arts
Jeana Aquadro, graphic designer	

National Gallery of Art Exhibition Design 1984-1990, Washington, DC

National Gallery of Art	Earl A. Powell III, Director
Office of Design & Installation	Gaillard F. Ravenel, Senior Curator, Chief of Design (on behalf of the D&I office)
	Gaillard F. Ravenel (as an individual)
	Mark A. Leithauser, Deputy Senior Curator of Design
	Gordon O. Anson, Lighting Designer
	Barbara A. Keyes, Head of Silkscreen