

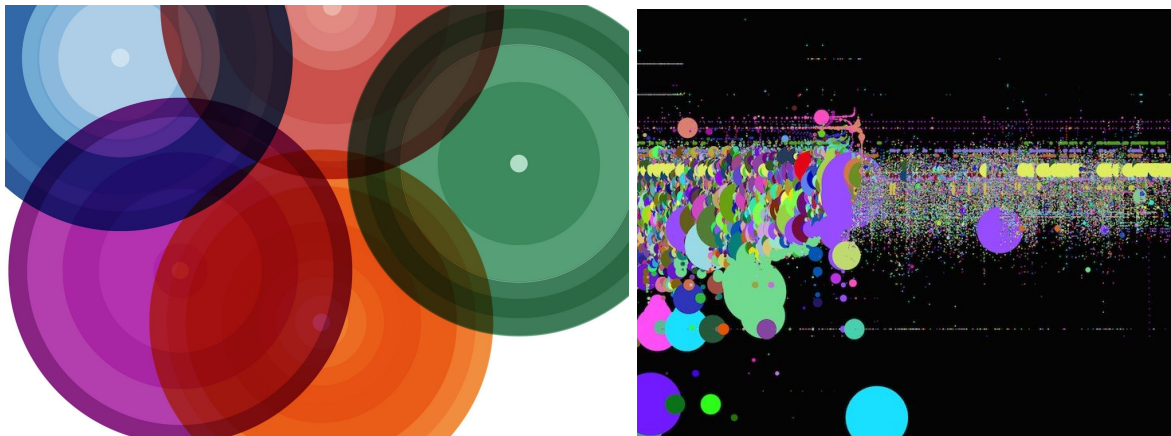
FOR IMMEDIATE RELEASE  
Friday, May 5, 2017

# Stamen

**NATIONAL  
DESIGN  
AWARDS**

**STAMEN DESIGN WINS PRESTIGIOUS COOPER HEWITT,  
SMITHSONIAN DESIGN MUSEUM'S 2017 NATIONAL DESIGN AWARD  
FOR INTERACTION DESIGN**

*STUDIO'S PIONEERING WORK IN THE FIELD OF DATA VISUALIZATION  
IS FIRMLY ON THE MAP*



San Francisco, CA. – The Cooper Hewitt, Smithsonian Design Museum announced today that Stamen Design is the winner of the 2017 National Design Award for Interaction Design. The highly regarded award is given annually to an individual or firm for exceptional and exemplary work in the design of interactive digital products, environments, systems, and services. Stamen Design is an independent San Francisco-based studio, defining the field of data visualization, digital map-making, and strategic communications. The National Design Award acknowledges the studio for the diversity and breadth of its portfolio of bold, public and private sector projects, which translate information and data at the intersection of technology, storytelling, and design.

Stamen has consistently innovated in interactive design, building beautiful and often playful, technically sophisticated projects for a diverse range of clients from Digital Globe to the [Dalai Lama](#), from New York City to the [World Health Organization](#), from [MTV](#), [Facebook](#), and [Google](#) to NGOs and [universities](#) around the country. Uniquely interdisciplinary, the studio's work also intersects with the world of fine art where it has been exhibited at biennials and museums worldwide, will be presented at the Victoria and Albert Museum, London (V&A) in 2018, and is included in the permanent collection of the Museum of Modern Art (MoMA).

Founded in 2001 by Eric Rodenbeck, Stamen's CEO and Creative Director, the studio's fearless creative identity straddles both research and development, functioning as lab and traditional design firm but also offering something entirely other and wholly innovative. "I'm deeply honored by the recognition," said Rodenbeck. "The studio's success is due to its ability, in all of its work, to go beyond the usual and take a risk. The thrill of a new uncharted landscape fuels our willingness to step into places we haven't stepped before, and that perhaps no one has. We're driven by our heads and our hearts and by whatever sets our pants on fire. 'Stamen,' our namesake, is our unapologetic invocation of something carnal, brazen and desire-driven, but also beautiful, connected, blooming and generative; it's a balance of human faculties. Our methodology combines analytical rigor and sophisticated applications of technology with a real lust for beauty, spontaneity, and fun, and we're doing good while doing well, striving to add value to society."

Providing an academic and analytic counterpoint to Rodenbeck, his business partner Jon Christensen, Stamen's Strategic Advisor and an adjunct assistant professor of digital humanities at UCLA, said, "The award is a recognition of a big-hearted vision of what data visualization and interaction design can be and the work it can do in the world." He added, "In a post-truth world, data and facts are important, but so are stories, empathy, and passion because data and facts are not enough. Data visualization can no longer be isolated in a niche of its own. It is increasingly at the center of meaning-making and storytelling."

The studio strives to marry the technological with the humanistic, softening the edges of the high-tech with accessible and relatable entry-points. Many of its self-initiated, independent projects, such as Field Papers, Stamen Maps, and Map Stack, are undertaken in the spirit of creating an open-resource, offering digital design innovations with which the public around the world can engage.

"Over the years we've been fortunate enough to work with some of the most forward-thinking people and companies in the world, empowered to tell compelling stories with their data, stories that have a strategic impact," said Rodenbeck. "Our studio, as well as our teaching and workshops, provide a safe place for people to explore and experiment with ideas, even when they have no idea how to convert the amazing data that their companies, researchers, nonprofits, and government agencies have at hand into something tangible. We help people figure that out, how to communicate clearly, and passionately, with their data."

**For examples of Stamen's work, see: <https://www.behance.net/stamendesign> and <https://stamen.com/>**

#### **Social Media**

Twitter: @stamen

Facebook: @stamendesign

Instagram: @stamendesign

Image credits left to right: *Atlas of Emotions*, an interactive tool designed to build emotional awareness, inviting users to visualize, identify, and explore five primary emotions in order to gain a better understanding of how they influence daily life (2016). Project partners: Paul Ekman and His Holiness the Dalai Lama. Photo: Stamen Design. *NASDAQ*, a visualization of a single day of trading on the NASDAQ, illustrating the difference between normal and anomalous data (2012). Photo: Stamen Design.

#### **ABOUT STAMEN**

Stamen Design is an independent design and technology company founded by Eric Rodenbeck in San Francisco. Since 2001, Stamen has consistently innovated in interactive design, building beautiful, technically-sophisticated projects for a diverse range of clients from Digital Globe to the Dalai Lama, from New York City to the World Health Organization, from MTV to universities around the country. With a very public-centric approach in much of its work, Stamen's self-initiated projects, such as Field Papers, Stamen Maps, and Mapstack, are open-source resources that increase access to and participation in digital design worldwide. Stamen has consistently moved the bar for data visualization and digital mapmaking to include the playful, the beautiful, and the compelling. The studio's work has been exhibited at biennials and museums worldwide, and is in the permanent collection of MoMA.

## **ABOUT COOPER HEWITT, SMITHSONIAN DESIGN MUSEUM**

Founded in 1897, Cooper Hewitt is the only museum in the United States devoted exclusively to historic and contemporary design. Housed in the renovated and restored Carnegie Mansion, Cooper Hewitt showcases one of the most diverse and comprehensive collections of design works in existence. The museum's restoration, modernization and expansion has won numerous awards and honors, including a Lucy G. Moses Preservation Award from the New York Landmarks Conservancy, a Gold Pencil Award for Best in Responsive Environments and LEED Silver certification. Cooper Hewitt offers a full range of interactive capabilities and immersive creative experiences, including the Cooper Hewitt Pen that allows visitors to "collect" and "save" objects from around the galleries, the opportunity to explore the collection digitally on ultra-high-definition touch-screen tables, and draw and project their own wallpaper designs in the Immersion Room.

Cooper Hewitt is located at 2 East 91st Street at Fifth Avenue in New York City. Hours are Sunday through Friday, 10 a.m. to 6 p.m., and Saturday, 10 a.m. to 9 p.m. The Arthur Ross Terrace and Garden and Tarallucci e Vino cafe open at 8 a.m., Monday through Friday, and are accessible without an admissions ticket through the East 90th Street entrance. The museum is closed on Thanksgiving Day and Christmas Day. Public transit routes include the Lexington Avenue 4, 5 and 6 subways (86th or 96th Street stations), the Second Avenue Q subway (96th Street station), and the Fifth and Madison Avenue buses. Adult admission, \$16 in advance via [tickets.cooperhewitt.org](https://tickets.cooperhewitt.org), \$18 at door; seniors, \$10 in advance via [tickets.cooperhewitt.org](https://tickets.cooperhewitt.org), \$12 at door; students, \$7 in advance via [tickets.cooperhewitt.org](https://tickets.cooperhewitt.org), \$9 at door. Cooper Hewitt members and children younger than age 18 are admitted free. Pay What You Wish every Saturday, 6 to 9 p.m. The museum is fully accessible.

For further information, call (212) 849-8400, visit Cooper Hewitt's website at [www.cooperhewitt.org](http://www.cooperhewitt.org)

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