



THE GREEN GOOD DESIGN AWARDS 2010

DESIGN FOR A BETTER WORLD NOW

Deadline November 1, 2009

1. INTRODUCTION

The Chicago Athenaeum: Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies have joined forces on two continents to present an innovative and challenging new public program: GREEN GOOD DESIGN.

GOOD DESIGN™ was founded in Chicago in 1950 by Eero Saarinen, Charles and Ray Eames, and Edgar Kaufmann, Jr. to promote and foster a greater public understanding and acceptance for Modern Design.

In 2010, six decades later, this new edition of GOOD DESIGN aims to bring a parallel public appreciation and awareness for an equally revolutionary design approach—a new design thinking led by a current generation of visionary architects, designers, urban planners, corporations, governments, individuals, and private and public institutions for a design and a public environment based upon the ideals of energy conservation; the reduction of toxic waste and greenhouse gases; the diminishing dependence on fossil fuels; and a sensitivity for waste, pollution, and the depletion of the world's energy resources. This new design approach centers on the idea of repairing our worldwide environments with sustainability and for total ecological restoration.

Now in turn and in 2010, GREEN GOOD DESIGN's goal is to bestow international recognition to those outstanding individuals, companies, organizations, governments, and institutions—**together with their products, services, programs, ideas, and concepts—that have forwarded exceptional thinking and inspired greater progress toward a more healthier and more sustainable universe.**

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Like 1950, when Modern Design was blazing a new direction in design history, GREEN GOOD DESIGN attempts to impact consumer habits, restructure manufacturing output, influence the design of cities and public spaces, and raise a consciousness about our limited global resources and the disappearance of clean air, clean earth, and clean water.

GOOD DESIGN in the 1950s introduced Modern Design to the public forefront with passion, innovation, and revolutionary zeal.

We aspire the same with GREEN GOOD DESIGN.



2. NOMINATIONS/SUBMISSIONS

How Green are you REALLY?

To many, sustainability is little more than a trendy slogan or the latest marketing gimmick.

To leaders in design, industry, manufacturing, and the corporate world, GREEN DESIGN adheres to strict guidelines in order to shape an international agenda and the international community's attitude toward economic, social, and environmental development.

Both organizing institutions in Europe and America are inviting open submissions to honour design innovation and pioneering achievements in this 2010 Awards Program.

Architects, designers, urban planners, governments, manufacturers, corporations, institutions, organizations, individuals, as well as individual products, buildings, concepts, projects, programmes, and technology are eligible for submission.

A professional jury in the field of sustainability will review submissions and examine their substance and pursuit of excellence and determine the 2008 GREEN GOOD DESIGN Awards accordingly.

Awards are announced in late Spring 2010 to the international press and public.

Awarded individuals, corporations, institutions, products, projects, and programmes form a traveling exhibition in Europe and in the U.S. in 2010 and are published by The Chicago Athenaeum and The European Centre for Architecture Art Design and Urban Studies.

We invite your application for this 2010 Awards Program.

Nominations are also made by The European Centre's International Advisory Committee

[>International Advisory Committee](#)



3. GREEN DESIGN CRITERIA

Like the GOOD DESIGN Program of 1950, anything and everything is eligible for submission with the emphasis on the following that has successfully focussed on the development and implementation of enabling instruments that support actual measures to achieve CO₂-reduction, energy conservation, renewable energy sources, recycling, sustainability, quality of life and environment, economic viability, and environmental economics and in particular:

Architecture/Urban Planning/Landscape Architecture:

Skyscrapers, offices, homes, green buildings, green spaces, factories, reforestations, restorations and renovations that achieve sustainable living, working, and recreating environments.

Product and Graphic Design:

Innovative Green Products that promote energy savings, recycling, and greater sustainability in all sectors of industry from consumer goods, furniture, transportation, equipment, printing and packaging, construction materials to household and business products.

Corporations:

Companies, developers, manufacturers, contractors, financial parties that have emblazoned the path and taken a leadership role toward renewable resources, energy management, recycling, and sustainability.

Government:

Nations, states, cities, and towns that have promoted energy-awareness, enacted legislation, actual programs, conservation, recycling, preservation, renovation, restoration and redevelopment of their urban, suburban, and rural environments.



Institutions, Organizations, Universities, Media, NGOs:

Public and private entities that have pioneered new concepts, leadership programmes, public initiatives, public policy, and campaigns for social and economic well-being, the protection of the environment and its resources, restorative enterprises, public-awareness for an emission free environment, global sustainability, and socially cohesive neighborhoods and cities—from the garden to the planet—taking into account the environment's impact for future generations.

New Technology:

Next generation instruments and devices that determine and manage greater optimum energy standards, efficiency, sustainability, recycling, life-cycle and facility management.

Programmes and Research:

Innovative and inspiring programmes based on "best practice" results.

People:

Individuals who are leaders, pioneers, and innovators in GREEN DESIGN.



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NOMINATION/ APPLICATION 2010

We are delighted that you are considering an application for the GREEN GOOD DESIGN Awards for 2010!

Please be sure to provide all the important information mentioned when filling out and completing the registration form.

[>On-Line Application Enter Here](#)

or FAX or Email Registration Form together with Support Materials to:

THE CHICAGO ATHENAEUM
Museum of Architecture and Design
The Historic Fulton Brewery Building
601 South Prospect Street
Galena, Illinois 61036 USA
TEL: +1 815/777-4444
FAX: +1 815/777-2476
EMAIL: info@chicagoathenaeum.org

Attn: Lary L. Sommers, Director of Administration/Marketing

Additional Inquiries in Europe (Ireland): info@europeanarch.eu

Please find here the registration form:

[>Registration Form](#)

The deadline for applications is November 1, 2009.
Project and supporting documents must be submitted by
December 1, 2009 at the latest.

GREEN GOOD DESIGN 2010 Application >Close

Please fill out the registration form below:

*** mandatory fields**

Name of the Submission:* _____

Location of the Submission: _____

Submission Type: _____

Which below best describes the Submission:

Person: _____ Place: _____ Building: _____ Product: _____

Corporation: _____ City/State Government: _____ Institution: _____

Program: _____ Project: _____ Organization: _____ Technology: _____

Entity Making the Submission:* _____

Address: _____ City: _____

Country: _____ Tel: _____ Fax: _____ Email: _____

Contact Person: _____

Fill out ONE or TWO of the following:

Architect/Designer:* _____

Address: _____ City: _____

Country: _____ Tel: _____ Fax: _____ Email: _____

Designer/Architect Name: _____ Contact Person: _____

Please provide additional names or list of team members and address information if different from above.

Institution/Government:* _____

Address: _____ City: _____

Country: _____ Tel: _____ Fax: _____ Email: _____

Contact Person: _____

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Please fill out the registration form below:

Corporation/Manufacturer:* _____

Address:* _____ City:* _____

Country:* _____ Tel:* _____ Fax:* _____ Email:* _____

Contact Person:* _____

Person/Place:* _____

Address:* _____ City:* _____

Country:* _____ Tel:* _____ Fax:* _____ Email:* _____

Contact Person:* _____

ADDITIONAL SUBMISSION REQUIREMENTS

- **A written one-page summary for publication. Submit in MicroSoft Word.**
Attach names and address/contact information of additional participants, i.e. associate architects/designers, contractors, team members, collaborating organizations, et. al.
- **3-5 images (if possible) in .jpeg/-j.pg format**
- **Entry Fee of € 300 per Submission.**
Make Bank Cheques Payable to: The European Centre
For Wire/BankTransfers:
Bank: Allied Irish Bank, Sandymount, Dublin 4
Sort Code: 93-36-00 Account Number 07259019
IBAN No: IE86 AIBK 9336 0007 2590 19 Swift Code: AIB KIE2D

Send or Email Application and Submission Materials and Payment to:

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Galena, IL 61036 USA
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EMAIL: info@chicagoathenaeum.org

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