

The GOOD DESIGN Logo is by Mort Goldsholl, 1950



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GOOD DESIGN GOES GREEN WITH DEADLINE SET FOR PRESTIGIOUS 2010 GREEN AWARDS AS NOVEMBER 1, 2009

CHICAGO, ILLINOIS, OCTOBER 1, 2009...The Chicago Athenaeum: Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies issue a Call of Entries for the **GREEN GOOD DESIGN™** Awards Program for 2010.

Both institutions in Europe and the U.S. will honor visionary architects, industrial designers, landscape architects, urban planners, developers, building owners, manufacturers, institutions, organizations, corporations, and governments—together with their new building designs, urban planning projects, landscape architecture, products and graphics, new technologies, public programs and services, and people for outstanding new innovation, commitment, dedication, and preserverence in finding sound design solutions for a more healthier and more sustainable global environment.

Architecture, landscape architecture, urban planning projects, product design, technology, (designed and/or produced after January 1, 2008), as well as public education programs, people, and organizations qualify for submission.

The 2010 deadline is November 1, 2009 with applications and nominations completed no later than December 1. The full **GREEN GOOD DESIGN** program, nomination, and application form is available at The European Centre's website at www.europeanarch.eu.

Founded in Chicago in 1950 by Eero Saarinen, Charles and Ray Eames, and Edgar Kaufmann, **GOOD DESIGN** is the world's oldest and most celebrated awards program that bestows international recognition to designers and manufactures for advancing new and innovative product concepts and originality and for stretching the envelope beyond what is considered standard product and consumer

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THE GREEN GOOD DESIGN Awards 2010

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design. Several thousands of designers and manufacturers each year submit new products for the coveted **GOOD DESIGN** Award.

In 2010, **GOOD DESIGN** celebrates its 60-year Anniversary.

In 2009, 105 **GREEN GOOD DESIGN** Awards were given to new and innovative “Green” buildings, products, environments, technology, people, and programs from 28 nations—from The Kingdom of Sweden for its public education policies regarding the environment to the European Union and a new Antarctic Polar Station. The Awards formed an exhibition that opened at The European Centre’s new Contemporary Space Athens in summer 2009 in Athens, Greece. The 2009 Awards can be viewed at The European Center's website at www.europeanarch.eu.

“This year,” states Kieran Conlon, Director/COO, The European Centre, “ we expect the most advanced new ideas and solutions in the 2010 edition of **GREEN GOOD DESIGN** for the world’s most revolutionary design approach for a new generation of architects, designers, urban planners, corporations, governments, organizations, and institutions for new design and a public environments 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.”

“**GREEN GOOD DESIGN**’s mission is to find the most innovative design approach for new products, buildings, and environments that center on the idea of repairing our world with sustainable and ecological alternatives,” he concluded.

In Spring, 2010, a professional jury of experts in the field of sustainability will review submissions and examine their pursuit of design excellence and “Green” objectives to determine the 2010 **GREEN GOOD DESIGN** Awards.

The Awards will be announced in late Spring to the international press and public.

Awarded individuals, corporations, designers, governments, manufacturers, organizations, products, buildings, and public programs will form a traveling exhibition in Europe and the United States in 2010 and are published by The Chicago Athenaeum and The European Centre for Architecture Art Design and Urban Studies.

The deadline for 2010 submission is November 1 with application completion no later than December 1. Applications are to be sent to The Chicago Athenaeum and then processed by The European Centre in Dublin, Ireland.

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