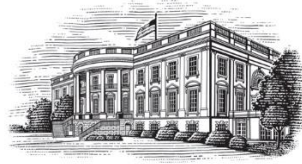


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THE WHITE HOUSE
HISTORICAL ASSOCIATION

The People's House: A White House Experience Wins Prestigious 2025 GOOD DESIGN Award

Collaborative Excellence Recognized by World's Oldest Design Awards Program

March 11, 2026 (Washington, D.C.) – The White House Historical Association, Gensler, and Ralph Appelbaum Associates (RAA) are pleased to announce that [The People's House: A White House Experience](#), a free immersive educational museum experience in Washington, D.C., has been [selected as a recipient](#) of the 2025 GOOD DESIGN Award in the Environments category. The Chicago Athenaeum: Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies presented the award, known as the oldest and most recognized program for design excellence worldwide.

Luke Boorady, Managing Director of The People's House: A White House Experience, highlighted the significance of this acknowledgement: "Winning a GOOD DESIGN Award is a tremendous honor as it recognizes our commitment to thoughtful, purposeful design that serves the White House Historical Association's nonprofit, nonpartisan educational mission. We are grateful to be recognized for the quality of our immersive experience that connects visitors from around the world to White House history in meaningful ways, especially as we celebrate America's Semiquincentennial."

Located just one block from the Executive Mansion, The People's House: A White House Experience is owned and operated by the White House Historical Association. Ideated and led by the Association, the award-winning museum experience was brought to life in collaboration with industry-leading partners.

Situated in a 33,000-square-foot space planned by Gensler, the center transports visitors of all ages through White House history, featuring innovative exhibits designed by Ralph Appelbaum Associates (RAA), including galleries showcasing behind-the-scenes storytelling from White House staff and life-sized rooms that surround guests with imaginative audio-visual immersion, all enhanced by integrated technology and thoughtful spatial design. In addition to the exhibits, the space features a 1,500-square-foot flagship retail store embedded with state-of-the-art technology and design. The museum experience has welcomed more than 400,000 visitors since opening in September 2024.

Sumita Arora, Principal at Gensler, emphasized the quality of the collaboration: "The People's House demonstrates what is possible when world-class design thinking aligns with a deeply mission-driven organization. In close collaboration with Ralph Appelbaum Associates (RAA) and the Association, we created a place that honors history while embracing contemporary design innovation. We are grateful for the recognition from GOOD DESIGN and proud to have contributed to a project of such civic and cultural importance."

Nick Appelbaum, President and CEO at Ralph Appelbaum Associates (RAA), noted the importance of storytelling through design: "Together, we set out to create an experience that changes how people encounter history. We wanted visitors not only to learn about the American past, but to feel connected to it. We're so pleased that The People's House has resonated with both the public and with the GOOD DESIGN jury."

The 75th GOOD DESIGN jury selected product designs and graphics from more than 52 nations for the 2025 awards. Award-winning designs are published in the GOOD DESIGN Yearbook for 2025-2026 and featured at gooddesign.org.

The official awards presentation and gala reception will take place at The European Centre for Architecture Art Design and Urban Studies in Athens, Greece on March 20, 2026.

For more information, please contact press@whha.org.

About the White House Historical Association

Founded in 1961 by First Lady Jacqueline Kennedy, the White House Historical Association is the nonprofit, nonpartisan organization entrusted with preserving and sharing the history of the White House. Supported entirely by private philanthropy and the sale of educational books and products, the Association reaches millions of students, teachers, and lifelong learners through research and scholarship initiatives, public programming, and the authoritative titles published by its independent press. Throughout each presidency, the Association works with the Offices of the First Lady and the White House Curator to acquire and preserve historic objects for the White House Fine and Decorative Arts Collection. The Association also operates The People's House: A White House Experience, a free, immersive, educational museum in Washington, D.C., which welcomes hundreds of thousands of visitors annually. To learn more about the White House Historical Association, please visit WhiteHouseHistory.org.

About Gensler

At Gensler, the value of our work stems from its positive impact on the human experience. We are a dynamic and collaborative design firm uniting creativity, research, and innovation to solve complex problems for our clients. Our work challenges conventional ideas about architecture and the built environment. We aren't just designing buildings — we are reimagining cities and places that make a difference in people's lives. Founded in 1965, Gensler has built a team of 6,000 professionals who partner with clients in over 100 countries

each year. Everything we do is guided by our mission: to create a better world through the power of design. For more information, visit www.gensler.com.

About Ralph Appelbaum Associates (RAA)

RAA is the world's largest practice dedicated to the planning and design of museums and narrative environments. Past and current projects—over 850 commissions in 52 countries—include many of the world's most recognizable cultural attractions, including the United States Holocaust Memorial Museum, the Smithsonian National Museum of African American History and Culture, the British Museum, and the Imperial War Museum in London.

With international studios located in New York, London, Berlin, and Beijing, the practice draws together designers, architects, artists, historians, educators, media-makers, technologists, writers, and poets that are passionate about encouraging a mindful connection to the world around us. Since RAA's founding in 1978, it has been honored with every major award for design and communication. The firm is guided by the belief that connective and transformative experiences in public spaces are essential for individuals, communities, cities, and nations. For more information, visit www.raai.com.

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