

CALL FOR ENTRIES FOR THE GOLDEN PIN DESIGN AWARD
DESIGN WORTHY OF THE WORLD'S LARGEST MARKET.
FROM TAIWAN TO THE WORLD



GOLDEN
PIN
DESIGN
AWARD

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— GOLDEN PIN —

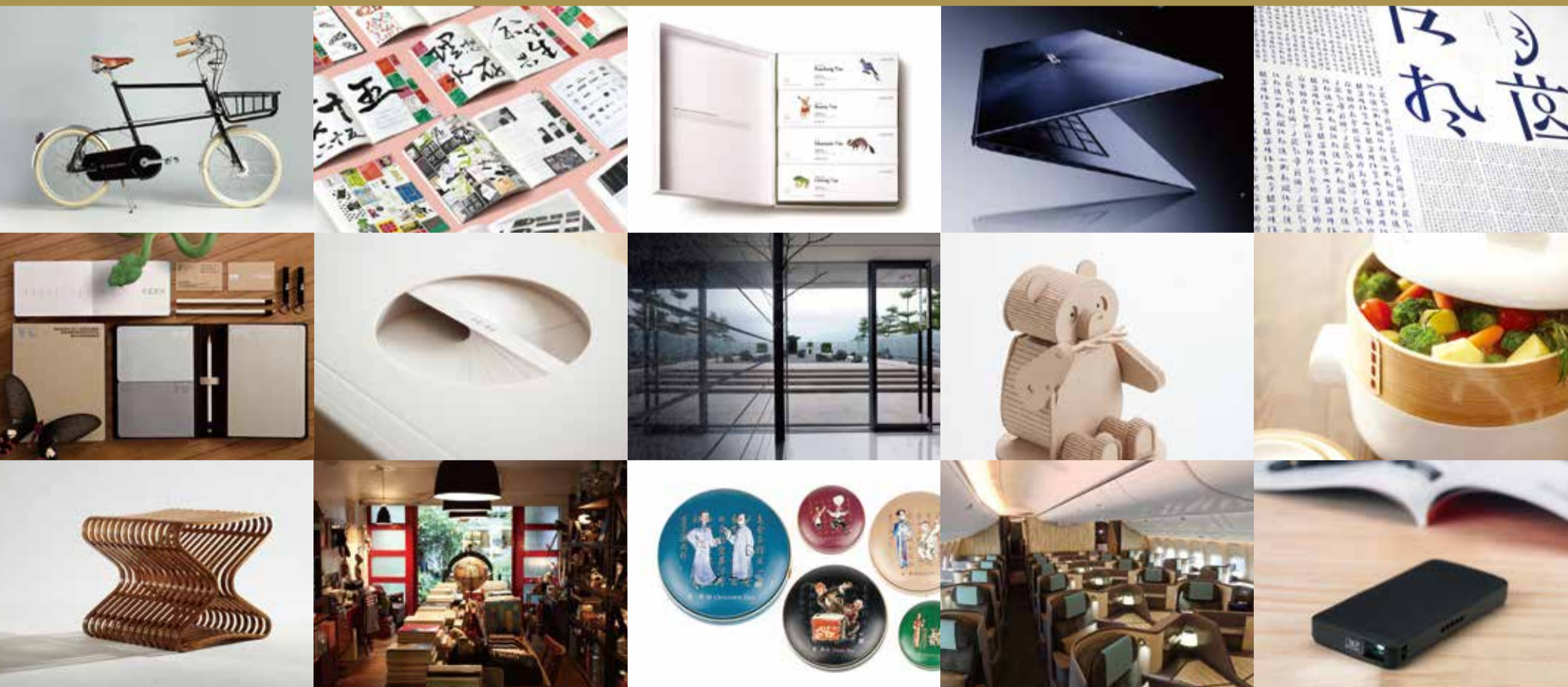
The Golden Pin Design Award celebrates innovative products and projects expressly created for *Huaren* (Chinese-speaking) markets.
Under the Golden Pin designation are three distinct awards.
They are the Golden Pin Design Award, the Golden Pin Concept Design Award, and the Young Pin Design Award.

— HUAREN —

The mission of the Golden Pin Design Award is to raise the profile of design within *Huaren* markets while also raising awareness and appreciation of *Huaren* design among the global design community and the general public.

— GLORY —

The Golden Pin Design Award and Golden Pin Concept Design Award strive to be globally preeminent design competitions that recognize and celebrate the best of design innovation and creativity for and within *Huaren* markets and communities.
The awards aspire to not only recognize innovative design products, projects, and concepts, but also to recognize the significant achievements of the designers, studios, and manufacturers behind the award-winning designs.



GOLDEN PIN DESIGN AWARD

DESIGN WORTHY OF THE WORLD'S LARGEST MARKET

The Golden Pin Design Award is the longest running professional design competition in Taiwan. Focusing on mass-produced and commercial products and design projects available in the market, the competition, which has a history of over thirty years, is synonymous with innovative, quality design.

The Golden Pin Concept Design Award celebrates conceptual design inspired by the philosophies and ideologies from huaren (Chinese-speaking) cultures and societies.

For many years, the Golden Pin team helped Taiwan's Golden Pin Design Award winning companies and design studios to enter new markets and find new business partners. Not only did the award recognize the outstanding performances of Taiwanese designers and manufacturers, but it also promoted Taiwan's design prowess to the world.



FAIR & PROFESSIONAL JURY

SELECT QUALITY PROJECTS

Every year, the Golden Pin Design Award invites renowned international design professionals to serve on the award jury. By monitoring the quality of the products and projects as they move through the award's three selection stages, the jury members ensure the fairness and maintain the prestige of the Golden Pin Design Award.

COMPETITION CATEGORIES

Product Design / Visual Communication Design / Packaging Design / Spatial Design

EVALUATION CRITERIA

The Golden Pin Design Award strives to honor the most innovative products and projects designed in and for *Huaren* markets. Through a professional award process, local products and projects that showcase design prowess are selected, as are products and projects by international companies, brands, and manufacturers that take the demands of a *Huaren* market into consideration.

Integration: meets the appropriateness and comprehensiveness of the target markets' needs.

Innovation: originality in concept, function, and material.

Function: meets the function and operation requirements for the target markets.

Aesthetics: displays the unique features and ideologies of the product or project.

Communication: takes into consideration cultural characteristics specific to the target markets (Visual Communication Design Category).

THE ROAD TO GLORY

THE GOLDEN PIN DESIGN AWARD CEREMONY

The Golden Pin Design Award hosts a prestigious award ceremony, which is attended by award winners, *Huaren* design world luminaries and other special guests. During this special evening the spotlight is firmly on the people behind the designs as the year's Best Design winners are announced.



INNOVATION IN HUAREN DESIGN

PROMOTE & MARKETING

GOLDEN PIN DESIGN MARK

The Golden Pin Design Award presents all its second and final selection stage winners with a Golden Pin Design Mark. Not only is this Mark a recognition of the quality and innovation behind a winning product or project, but it also allows consumers to quickly identify Golden Pin Design Award winners in the marketplace.

INTERNET NETWORKING

The Golden Pin Design Award website is the best way for media, consumers, and industries to learn more about the award-winning products and projects. The Golden Pin Design Award Facebook page introduces award winners regularly, and news about the award is sent out to past entrants, media, and other followers in a monthly e-newsletter.

MARKETING

Golden Pin Design Award winners may have the opportunity to participate in promotional activities ranging from press conferences and design forums to exhibitions and business matching and interdisciplinary events, all of which ensure Golden Pin winning products and projects get local and international exposure. In addition, the Golden Pin Design Award maintains relationships with leading domestic and foreign media. Award winning products and projects and the people behind them may feature in magazines, newspapers, websites, blogs, and social media platforms in Taiwan and abroad, including publications such as DESIGN magazine and boco.com.tw, Taiwan's largest design portal.



PROMOTIONAL EXHIBITION

The Golden Pin Design Award strives to help award winning companies explore new markets. Winners have the opportunity to join product tours to exhibitions, fairs, and other events both locally and overseas: from Taiwan, China, Japan, and Thailand to France and the USA.

MUSEUM COLLECTION

Golden Pin Design Award "Best Design" winners may be acquired by the Taiwan Design Museum in Taipei for their permanent collection.

APPLICATION INFORMATION

GOLDEN PIN DESIGN AWARD

Application Qualification: Products and projects that are sold, produced and/or designed in a *Huaren* market can apply for the competition under a brand, design enterprise, or manufacturer. In cases where a product or project belongs to an international brand or manufacturer, the applicant should have a branch company or an official dealer registered in a *Huaren* market.

Entry deadline: June 30 **Entry fee:** NT\$1000 (US\$35 or RMB250) per project entered

GOLDEN PIN CONCEPT DESIGN AWARD

Application Qualification: Any nationality; individuals, groups, and enterprises. Products must not yet be on the market or for sale in the current year.

Entry deadline: June 15 **Entry fee:** Free

CONTACT INFORMATION

Golden Pin Design Award +886 2 2745 8199 ext. 335, 332, 374, 331 gpaward@tdc.org.tw

Golden Pin Concept Design Award +886 2 2745 8199 ext. 337 gpconcept@tdc.org.tw

www.goldenpin.org.tw

www.facebook.com/goldenpindesign

ORGANIZER—THE INDUSTRY DEVELOPMENT BUREAU, MOEA

EXECUTIVE—TAIWAN DESIGN CENTER

