



GOLDEN  
PIN  
CONCEPT  
AWARD

# 2024 Golden Pin Concept Design Award Registration Guidelines

ORGANIZER:

Industrial Development Administration, MOEA

EXECUTIVE ORGANIZER:

Taiwan Design Research Institute (TDRI)

## 1. ENTRY QUALIFICATIONS

- Entries are limited to **works that will not be manufactured or sold on the market before December 31, 2024. Projects in active development are ineligible.**
- Entrants may be students, designers, or companies, and may enter individually or as a group.
- There is no restriction on the number of entries (submission to multiple categories is permitted).
- No entry fee is required.

## 2. CALL FOR ENTRIES PERIOD (Taipei, GMT + 08:00)

The submission deadline is **17:00 local time (Taipei, GMT + 08:00), Thursday, June 20, 2024.**

## 3. REGISTRATION PROCEDURE

Please visit the official Golden Pin Design Award website's member section ([https://www.goldenpin.org.tw/en/users/sign\\_in](https://www.goldenpin.org.tw/en/users/sign_in)) for online registration to fill out entry details.

\* Revisions can be made to entries at any time prior to the deadline. Please note that the registration is only complete upon seeing the "Submission Completed" prompt.

## 4. KEY DATES\* & JUDGING

- **Preliminary selection:** July (online review)
- **Secondary Selection:** August (online review)
- **Final Selection:** September (Contestants will be permitted to deliver their presentations in person; time and location will be announced at a later time.)
- Awards Ceremony: Held concurrently with the Golden Pin Design Award in December

\* This schedule may be subject to change. Please visit the official website for the latest news and updates.

## 5. PRIZES

- **Best of Golden Pin Concept Design Award**

Each of the three (3) awardees will receive a trophy, a certificate, a cash prize of NT\$ 300,000, and the right to use the GPCDA "Best Concept" Mark.

- **Golden Pin Concept Design Award**

Multiple awardees will be selected, with each receiving a certificate and the right to use the GPCDA "Concept Design" Mark.

## 6. CATEGORIES

### A. **Product Design**

- (1) **Articles for daily use**, including (but not limited to): stationery/office supplies, consumer goods, lighting, kitchen/bathroom accessories, furniture, building materials, household goods, first aid equipment, women/baby products, health and medical equipment.
- (2) **Electronics**, including (but not limited to): consumer electronics, home appliances, audiovisual equipment, machinery, and specialized apparatus & equipment.
- (3) **Transportations**, including (but not limited to): automobiles, bicycles, and their accessories.
- (4) **Clothing and accessories**, including (but not limited to): personal accessories, bags, footwear, outdoor gear, and sportswear.
- (5) **Miscellaneous**.

### B. **Communication Design**

- (1) **Visual identity system (VIS)**, including (but not limited to): fonts, logos, brand/corporate VIS design, event VIS design, and environmental signage design.
- (2) **Graphic design**, including (but not limited to): promotional materials, posters, books, magazines, newspapers, illustrations, calendars, cards, and board games.
- (3) **Digital content**, including (but not limited to): animation, videos, digital learning products/publications, games, websites, web user interface, and mobile applications.
- (4) **Packaging design**, including (but not limited to): cover/album art, consumer goods packaging, food packaging, packaging of consumer electronics, and gift wrapping.
- (5) **Miscellaneous**.

### C. **Spatial Design**

- (1) **Public space**, including (but not limited to): buildings, public/installation art, libraries, and art galleries.

- (2) **Business space**, including (but not limited to): offices, conference halls, and dining halls.
- (3) **Event space**, including (but not limited to) convention and trade show venues.
- (4) **Residential space**, including (but not limited to) residential community planning and interior design.
- (5) **Miscellaneous**.

#### D. Integrated Design

Including (but not limited to): curating/planning, exhibition venues, experiential designs, social designs, and welfare service designs and solutions.

## 7. APPLICATION PROCEDURE

### A. Preliminary selection (Online Registration)

Please sign up as a member through the online registration system and fill out the required information. Your submissions must follow the formatting requirements of their respective categories.

Please also take note of the following requirements:

Personal information: Please fill out the online registration form as directed. **Students are advised not to use their school email address if they are graduating in the current year.**

(1) PROPOSAL:

including design inspiration, analysis of issues or problems with the existing design(s) , description of design, references, follow-up development plans , etc.. Description should be written in paragraphs instead of bullet points. Do not exceed the word limit (200 characters for Chinese/1200 characters for English).

(2) UPLOAD 1–5 PHOTOS OF YOUR WORK:

preferably horizontal images. The photos should focus on presenting the work, and please put its description in the description field. Every photo should be 21cm×29.7cm in the JPEG format with 300dpi resolution.

(3) VIDEO LINK:

For entries involving **digital content/dynamic images**, entrants must provide a video link. For entries involving **webpages/interactive design**, it is strongly suggested that entrants upload a video showcasing the features and functions of the design. The formatting requirements for videos are as follows:

- i. Entrants are advised to upload a video highlighting the features of their design(s). A short clip of approximately thirty (30) seconds is preferred. The length of the clip must not exceed one (1) minute.
- ii. Video may be uploaded to video sharing platforms (such as YouTube and Vimeo) or personal cloud storage.
- iii. A valid link to the video should be provided in the Video Link field on the online registration form.

\* **Note: Videos will be viewed by the panel of judges during the selection process. It is strongly advised that uploaded videos be set as unlisted to limit access to those who have the link. The video must remain accessible to the award organizer until the end of the current year.**

**B. Secondary selection (Update Proposals. Submission of Prototype or Scale Model is not required)**

Please visit the registration system and update the proposal secondary selection data within the timeframe set by the organizer. Details will be announced to qualifying entrants when the Preliminary Selection shortlist is published.

**C. Final selection (Submission of presentation and pre-recorded presentation videos. Online presentation are required.)**

- (1) Presentation: please deliver PowerPoint or PDF file. (Keynote should convert to PDF)
- (2) Video: MP4, MPEG, MPG file. Video length one to three minutes most.
- (3) Subtitle: requires both Mandarin and English

## **8. SELECTION PROCEDURE**

**A. Preliminary selection**

Entries eligible for the Secondary Selection will be selected based on the information provided in the online registration form.

**B. Secondary selection**

Project details submitted by entrants who passed the Preliminary Selection are reviewed by a panel of judges to select the Golden Pin Concept Design Mark winners. Among these winners, some will be selected for the Final Selection and the chance to be crowned the Best of Golden Pin Concept Design.

**C. Final selection**

The winners of the Best of Golden Pin Concept Design Award will be selected based on their presentation for final selection. The winners will be announced at the award ceremony.

\* Finalists for the Best of Golden Pin Concept Design Award will be announced before the award ceremony, and are entitled to attend the ceremony.

## **9. JUDGING CRITERIA**

The judging panels at each stage of selections, consisting of both local and international experts from various professional fields, will assess each entry based on its aesthetics, integrity, marketability, technical feasibility, and degree of originality.

- **Originality:** Whether the concept, functionality, and materials of the work include original elements.
- **Aesthetics and integrity:** Whether the work demonstrates aesthetics and fully realizes the concept and characteristics of the design.
- **Marketability and technical feasibility:** Whether the design is implementable in the near future and whether it meets market needs.

## 10. AWARDS CEREMONY

The awards ceremony is tentatively scheduled for December in Taipei. Winners of the Best of Golden Pin Concept Design Award will be announced at the ceremony.

\* Please refer to the official website for updates.

## 11. WINNER BENEFITS

- Golden Pin Trophy:** Each of the hefty trophies is solidly built. The exquisite and unique craftsmanship is a glistening reward for the most distinguished designers.
- Certificate of Honor:** The certificate represents the commendations received by the contestants and may be used to increase exposure.
- Prize Money:** Substantial prize money is awarded as a tangible support for the winners, helping them bring their concepts to market.
- Golden Pin Winners' Exhibition:** Winners of the Golden Pin Concept Design Award and the Best of Golden Pin Concept Design Award are given priority in selection for the exhibition, providing their works with a stage to shine.
- Online Exhibition:** Detailed information of the winning entries and their designers will be displayed on the official Golden Pin website, helping designers and their outstanding designs gain exposure through the power of the online community.
- Promotion:** Winners may enjoy press coverage. This is a watershed moment for the winners and a chance for them to shine on the global stage.
- Design Mark:** The Golden Pin Concept Design Award (the "CONCEPT DESIGN" mark) and the Best of Golden Pin Concept Design Award (the "BEST CONCEPT" mark) are prestigious certificates of excellence in design.

## 12. IMPORTANT NOTES

- Materials (photographs, documents, etc.) associated with each entry must be provided to the award organizer for promotional and reporting purposes.
- All entries must be the original work of the entrant and must NOT have been produced, sold on the market, or otherwise in active development during and prior to the year of the award.

Should it be discovered that an entrant has violated these rules, the award organizer reserves the right to revoke his or her participation.

- C. Entrants must adhere to the deadlines as advised with regard to filling in the required information and uploading the required files. Failure to do so will be considered a withdrawal from the competition.
- D. Best of Golden Pin Concept Design Award winners are taxed according to Taiwan's Tax Act, where 10% of income tax will be deducted from winnings from Taiwanese entrants and 20% from winnings from entrants from countries outside of Taiwan.
- E. Best Design winners of the year will be solely responsible for any income taxes, government-mandated withholdings (including but not limited to taxes on income from contests and games and from prizes or awards won by chance), and other expenses which are not covered by the award or the award organizer. Failure to make such payments will result in forfeiture of the award.
- F. Articles 2, 3, and 11 of the *Standards of Withholding Rates for Various Incomes* promulgated by the Ministry of Finance stipulates that residents or profit-seeking enterprises with fixed places of business within the Republic of China shall have 10% of their cash prize withheld by the organizer (with 10% of amounts exceeding but excluding NT\$20,000 as tax payable). The withholding rate shall be 20% for non-residents and profit-seeking enterprises without a fixed place of business in the Republic of China or individuals of the People's Republic of China who have resided and stayed in Taiwan under 183 days in a taxable year.
- G. In the case that concrete evidence is uncovered which shows that a winner or his/her work is in violation of the regulations of the review process for the award, or which indicates plagiarism or infringement of the works of others or that the entrant is not the actual creator of the work or that the work was already available on the market, the organizer will revoke the winner's title, cash prize, certificate, and trophy. Should the aforementioned incident result in a copyright claim by a third party against the award organizer (TDRI) or the Industrial Development Administration (IDA), MOEA, the responsibility shall lie solely with the entrant, who shall promptly take action to resolve the issue and who shall bear all litigation, legal, and other related expenses generated by the case. In the event that damages (including but not limited to reputational damage) are caused to the TDRI or the IDA, the winner shall bear all related indemnity and liability unconditionally. In addition, the TDRI and/or the IDB reserve the right to seek punitive damages of up to three times the amount of the original cash prize from the winner in question.
- H. Should any dispute arise in relation to the application, selection, usage or abolishment of a Design Mark, an entrant may seek mediation or litigation. Any civil action lawsuit brought against the organizer must first be undertaken in Taipei City (Taiwan).
- I. Should a winning work be found to be involved in behaviors that damage the reputation of the Golden Pin Concept Design Award, the organizer reserves the right to cancel the winner's title and revoke the cash prize, certificate, and trophy.
- J. The number of winners will be adjusted according to the quality and quantity of entries. Entrants who win both the Best of Golden Pin Concept Design Award and the Golden Pin Concept Design Award will only receive the Best of Golden Pin Concept Design Award as it is the highest honor of the two.
- K. It is deemed necessary that the organizer collect personal information of all entrants for promotional and administrative purposes related to the award. Entrants retain the right to either

allow or not allow their personal information to be collected, handled, and used within the scope of the aforementioned needs. However, if an entrant chooses not to allow their personal information to be handled in the aforementioned way, communication with the award organizer and access to any promotional services offered by the award organizer will be affected.

- L. The organizer reserves the right to amend the content and conditions stated in this document at any time.

### 13. CONTACT INFORMATION

#### Golden Pin Concept Design Award Project Team

Email: [GPCONCEPT@tdri.org.tw](mailto:GPCONCEPT@tdri.org.tw)

Website: [www.goldenpin.org.tw](http://www.goldenpin.org.tw)

Facebook: [www.facebook.com/goldenpindesign](http://www.facebook.com/goldenpindesign)

Instagram: [@goldenpindesign](https://www.instagram.com/goldenpindesign)

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