



## Golden Pin Design Award 2019 Registration Guidelines

Organizer: Industry Development Bureau, MOEA  
Executive Organizer: Taiwan Design Center (TDC)

### 1. Entry Qualifications

Design entry must be a completed (not concept) Product design, Spatial design, Communication design, or Integration design. The vendor applicant must be a business entity or design team.

### 2. Call for Entries Period

**Early bird registration:** March 20 (Wed) to April 30 (Tue), 2019, 23:59 (Taipei GMT+08:00)

※Complete the online registration and submit the registration fee within the early bird period for the early bird discount.

**General registration:** May 1 (Wed) to July 2 (Tue), 2019, 17:00 (Taipei GMT+08:00)

### 3. Registration Fee

**Early bird price:** NTD\$1,500 per item (approx. USD\$55)

**General price:** NTD\$2,000 per item (approx. USD\$70)

### 4. Registration Procedure

Please visit the official Golden Pin Design Award website (<https://my.goldenpin.net/en>) for online registration and payment.

※Please note that no entry details modification can be made after the registration fee payment is completed.

## 5. Key Dates & Judging

- A. **Preliminary Selection:** Mid-July 2019, online selection.
- B. **Secondary Selection:**
  - Overseas event: August 5-9, 2019 (exact date and address to be confirmed).
  - Taiwan event: September 19, 2019(exact date and address to be confirmed).
- C. **Final Selection:** September 23, 2019 (exact date and address to be confirmed).
- D. **Award Ceremony:** December 5, 2019.

## 6. Awards Categories

A. Product Design	A-01 Computer and information products	A-02 Television and home entertainment	A-03 Home appliances
	A-04 Lighting	A-05 Home furniture	A-06 Homeware
	A-07 Office and stationery products	A-08 Kitchen & Tableware	A-09 Bathroom & Cleaning supplies
	A-10 Vehicles and accessories	A-11 Travel & Sports	A-12 Fashion products, apparel, and accessories
	A-13 Healthcare and beauty	A-14 Maternal and infant products	A-15 Industrial equipment and tools
	A-16 A.I. & Mechanical equipment	A-17 Others	
B. Communication Design	B-01 Corporate and brand identity	B-02 Publications	B-03 Packaging
	B-04 Posters	B-05 Font design	B-06 Animation
	B-07 Advertisement	B-08 Online and interface design	B-09 Applications
	B-10 Others		
C. Spatial Design	C-01 Residential space	C-02 Office space	C-03 Dining space
	C-04 Recreational and entertainment space	C-05 Public space	C-06 Architecture
	C-07 Retail space	C-08 Others	
D. Integration Design	D-01 Professional curation	D-02 Ambient experience	D-03 Service design
	D-04 Social design	D-05 Non-profit design	D-06 Urban planning
	D-07 Solution design	D-08 Others	

## 7. Selection Procedure

- A. **Preliminary Selection:** Entries are selected to pass into the Secondary Selection by an expert, regional jury, based on the information presented in the online registration.
- B. **Secondary Selection:** Through the official selection process, Secondary Selection winners will receive a certificate, and the right to use the official Golden Pin Design Award 'Design Mark' logo. Secondary Selection winners advance into the Final Selection to compete for the Best Design.
- C. **Final Selection:** Through the official selection process, a short list of finalists will be selected, and a list of Final Selection winners will be announced during the award ceremony. Final Selection winning entries will receive a certificate, trophy, and the right to use the Golden Pin Design Award 'Best Design' logo.

## 8. Selection Criteria

The Golden Pin Design Award exacts an impartial and professional selection process to select innovative design originating from Chinese communities, as well as international design catering to the needs of Chinese communities.

- A. **Suitability:** Appropriately and completely meets the needs of the target market, community, or consumer group.
- B. **Innovation:** Features original concepts, functions, or materials.
- C. **Function:** Provides appropriate functions or operations that meet user needs in the target market, community, or consumer group.
- D. **Aesthetics:** Appearance showcases the spirit and special features of the design.
- E. **Communication:** Expresses the cultural sensibilities of the target market, community, or consumer group (Communication Design category).

## 9. Payment Methods and Invoicing

### A. Payment Methods

- a. Credit card: Please use credit cards to pay the registration fee online.  
Accepted credit cards: VISA, MasterCard, JCB
- b. WeChat: Use WeChat Pay to pay the registration fee.
- c. ATM: For Bank card & Debit card holder transfer payment through ATM.  
\*Available for applicant with Taiwanese bank card.
- d. Web ATM: For Bank card & Debit card holder transfer payment through card reader. \*Available for applicant with Taiwanese bank card.

### B. Invoicing

- i. Complete the form within the online registration system.
- ii. The Taiwan Design Center will issue an electronic invoice to the company applying to the competition according to the information submitted on the online registration system.

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- E. **Communication:** Expresses the cultural sensibilities of the target market, community, or consumer group (Communication Design category).

## 11. Important Notes

- A. Commercially-oriented design that has been produced in collaboration between schools and enterprises must be registered on behalf of the enterprise.
- B. If the entry fee is not received in full by the organizer, the organizer reserves the right to cancel the entry and/or any prizes awarded to the applicant.
- C. Once the registration process is complete, the organizer cannot refund the registration fee.
- D. Former Golden Pin Design Award winning designs cannot be registered to participate again.
- E. Taiwan Design Center reserves the right to use the product descriptions, photographs, or videos provided by the applicant during registration for promotional purposes.
- F. Design entries must adhere to the selection process guidelines devised by the Golden Pin Design Award team. During the selection process, it is not necessary for entrants or their representatives to present the design entries in person. Entrants whose materials and information have not been submitted before the deadline will be disqualified. Participants will be reminded of relevant details one-day prior to the selection process.
- G. All the design entries must be submitted before the official deadline at each stage of the competition, if the delivery of the design entry is not completed within the time specified by the Golden Pin Design Award team, it shall be deemed to have waived.
- H. Applicants participating in the secondary selection and final selection process will be solely responsible for any costs incurred in the transportation of their design entry (including import and export duties, insurance, food inspections, etc.) and any required documentation. The organizer will not provide advance payment for deliveries (including export duties, insurance premiums, and food inspection fees).

- I. If any winning design is accused of and verified as being in violation of the provisions of the selection process, of plagiarizing other works, or of providing misleading representations of fact, eligibility for the Golden Pin Design Award will be revoked and any certificates or awards already conferred will be withdrawn by Taiwan Design Center. If the aforementioned circumstance causes a third party to make claims against the organizer or executive unit, the recipient of the award shall immediately resolve the issue in person and pay all relevant litigation, lawyer, and other fees incurred. If the issue causes direct or indirect (including but not limited to reputation) damage to the organizer or executive unit, the recipient of the award shall also be unconditionally liable for compensation, and the organizer and executive unit may also separately seek punitive damages from the recipient of the award.
- J. All design entry, company, and designer names displayed on the award certificate and trophy shall be based on the information logged into the registration system by the client, and may not be changed. If a change is requested after the registration deadline, the participant shall pay for any costs incurred in reproducing the certificate or trophy.
- K. Any dispute arising in relation to the registration, selection process, use, withdrawal of a 'Design Mark' or 'Best Design', may be settled through mediation or civil or administrative proceedings with the court of first instance located in Taipei.
- L. If any consumer disputes arise, or accidents occur related to winning design entries, then the manufacturer will assume full responsibility to resolve all subsequent problems arising therefrom.
- M. If there are any changes to the contact information provided by an awards applicant at the time of registration, then it is the responsibility of the applicant to inform the organizer of the change and to provide updated contact information. The organizer is not responsible for any missed communications related to the Golden Pin Design Award where a change in applicant contact information after the time of registration has not been reported.
- N. The organizer or the executive organizer reserves the right to amend any or all parts of this document at any time.

## 12. Contact Information

Executive Organizer | Taiwan Design Center

Tel: +886 2 27458199

Address: No. 133, Guangfu South Road, Xinyi District, Taipei 11072

Email: [gpaward@tdc.org.tw](mailto:gpaward@tdc.org.tw)

### Entry Enquiries & Registration

Product Design and Integration Design: Ms. Chen (ext. 337)

Communication Design and Spatial Design: Ms. Cheng (ext. 331)

### Other Cooperations

Ms. Cheng (ext. 335)

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

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

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

Weibo: [www.weibo.com/u/5181797743](http://www.weibo.com/u/5181797743)

Wechat: Search “金点设计奖”