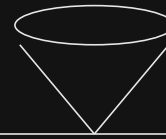




GOLDEN  
PIN  
DESIGN  
AWARD

GOLDEN PIN DESIGN AWARD  
REGISTRATION GUIDELINES



2020

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Organizer | Industry Development Bureau, MOEA  
Executive Organizer | Taiwan Design Research Institute (TDRI)

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01

**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.

02

**Call for  
Entries Period**

**Early bird registration**

March 9 (Mon) to June 1 (Mon),  
2020, 23:59 (Taipei GMT+08:00)

**General registration**

June 2 (Tue) to July 9 (Thu),  
2020, 17:00 (Taipei GMT+08:00)

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

03

**Fees**

**Entry**

All entries

**Amount**

Registration fee

**Fee**

Early bird price: NT\$ 3,500 per item (approx. US\$120)

General price: NT\$ 5,000 per item (approx. US\$170)

※ *Failure to pay registration fee before the deadline will result in disqualification.*

04

**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 after the registration fee payment is completed.

05

**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 Temporary building	C-09 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	

06

## Key Dates & Judging

A	<b>Preliminary Selection</b>	Mid-July 2020, online selection.
B	<b>Secondary Selection</b>	September 10 (Thu), 2020 <i>(exact date and venue to be confirmed)</i>
C	<b>Final Selection</b>	September 15 (Tue), 2020 <i>(exact date and venue to be confirmed)</i>
D	<b>Award Ceremony</b>	December 2020 <i>(to be confirmed)</i>

07

## Selection Procedure

A	<b>Preliminary Selection</b>	Entries are selected to pass into the Secondary Selection by an expert, regional jury, based on the information presented in the online registration.
B	<b>Secondary Selection</b>	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	<b>Final Selection</b>	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.

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## Selection Criteria

The Golden Pin Design Award exacts an impartial and professional selection processes to select innovative designs and projects that catering to the needs of markets.

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

09

## Payment Methods & Invoice

- |   |                    |   |
|---|--------------------|---|
| A | <b>Credit card</b> | Please use credit cards to pay the registration fee online.<br><i>* Accepted credit cards: VISA, MasterCard, JCB</i>                  |
| B | <b>WeChat</b>      | Use WeChat Pay to pay the registration fee.<br><i>* Actual amount may vary due to the exchange rates</i>                              |
| C | <b>ATM</b>         | For Bank card & Debit card holder transfer payment through ATM.<br><i>* Available for applicant with Taiwanese bank card.</i>         |
| D | <b>Web ATM</b>     | For Bank card & Debit card holder transfer payment through card reader.<br><i>* Available for applicant with Taiwanese bank card.</i> |

**※ Vendor applicants shall bear the cost of remittance fees and shall pay in full [100%TT(telegraphic transfer)]**

**※ The Taiwan Design Research Institute will issue an electronic invoice to the company applying to the competition according to the information submitted on the online registration system.**

- A** Commercially-oriented design that has been produced in collaboration between schools and enterprises must be registered on behalf of the enterprise.
- B** Former Golden Pin Design Award winning designs cannot be registered to participate again.
- C** If ownership of an entry does not belong to a single entity, the applying company is required to acquire authorization from all relevant entities and to ensure the accuracy of the information presented. If any discrepancy in said information is found, the applying entity shall bear full responsibility and waive all qualifications, and the organizer reserves the right to cancel the entry and/or any prizes awarded to the applying entity.
- D** If the required fees (e.g. registration fee) are not received in full by the organizer, the organizer reserves the right to cancel the entry and/or any prizes awarded to the applicant.
- E** Once the registration process is complete (including the payment of registration fee), the organizer cannot refund the received fees.
- F** The Taiwan Design Research Institute reserves the right to use or modify entry information, descriptions, photographs, and videos provided by the applicant during registration for promotional purposes.
- G** 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 entrant, and may not be changed. If a change is requested after the registration deadline, the entrant shall pay for any costs incurred in reproducing the certificate or trophy.
- H** Entrants must ensure the accuracy of the information presented for the submitted entries. If a third party makes a claim against an entry, the entrant is required to personally resolve the issue with all due speed.
- I** 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. Participants will be reminded of relevant details one-day prior to the selection process.

- J** 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 disqualified.
- K** 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 premiums, food inspections fees, etc.) and any required documentation. The organizer will not provide advance payment for deliveries (including import and export duties, insurance premiums, and food inspection fees, etc.).
- L** Entrants are liable for any damages to their entries and should pack carefully for transport and arrange for insurance coverage.
- M** 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 Research Institute. 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 damage (including but not limited to reputational 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 and indemnity amounting to three times the administrative cost of the awards from the recipient of the award.
- N** 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.

- O** 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.
- P** 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.
- Q** The organizer or the executive organizer reserves the right to amend any or all parts of this document at any time.

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**Contact Information**

**Executive Organizer**

**Taiwan Design Research Institute**

Tel +886 2 27458199  
 Address 2F., No. 133, Guangfu South Road, Xinyi District, Taipei 11072  
 Email gpaward@tdri.org.tw

**Entry Enquirie & Registration**

Product Design and Integration Design: Ms. Chen (ext. 337)  
 Communication Design and Spatial Design: Ms. Cheng (ext. 331)

**Other Cooperations**

Ms. Wen (ext. 382)

**Official website  
 Facebook  
 Instagram  
 Wechat**

www.goldenpin.org.tw/  
 www.facebook.com/GoldenPinDesign  
 www.instagram.com/goldenpindesign  
 Search “金点设计奖”