



Golden Pin Design Award 2021 Registration Guidelines

Organizer: Industrial Development Bureau, MOEA
Executive Organizer: Taiwan Design Research Institute (TDRI)

1. Entry Qualifications

Design entry must be already commercialized on the market. The vendor applicant must be a business entity or design team.

2. Call for Entries Period

Early bird registration: April 1 (Thu) to May 31 (Mon), 2021, 23:59 (Taipei GMT+08:00)

※ Complete the online registration and submit the registration fee before 23:59, May 31 for early bird discount.

General registration: June 1 (Tue) to June 30 (Wed), 2021, 17:00 (Taipei GMT+08:00)

3. Fees

Amount
(1) Early bird price: NT\$3,500 per entry
(2) General price: NT\$5,000 per entry

※ Failure to pay fees before the deadline will result in disqualification.

4. Registration Procedure

Please visit the official Golden Pin Design Award website's member section (<https://my.goldenpin.net/en>) for online registration to **fill out entry details** and **complete registration fee payment**.

※ **Please note that entry details may not be changed after the registration fee payment is completed.**

5. Key Dates & Judging

- A. **Preliminary Selection:** Early July 2021, online selection.
- B. **Secondary Selection:** September 7 (Thu), 2021 (exact date and address for entry submission to be confirmed).
- C. **Final Selection:** September 13 (Mon)-14 (Tue), 2021 (exact date and address

for entry submission to be confirmed).

D. **Award Ceremony:** Mid-November, 2021.

6. Award 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	

7. Selection Procedure

- A. **Preliminary Selection:** Entries are selected by the jury to advance into the Secondary Selection based on the information presented in the online registration page.
- 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 shortlist of Best of Golden Pin Design Award finalists and winners are selected. The winners of the Best of Golden Pin Design Award will be announced at the award ceremony, and they will also receive a certificate, trophy, and the right to use the Golden Pin Design Award 'Best Design' logo.

※The Golden Pin Design Award Special Annual Award is awarded to entries that use design to solve trending problems. All entries are subject to a jury review, after which the winners will also receive a certificate, trophy, and the right to use the Golden Pin Design Award 'Special Award' logo.

8. Selection Criteria

The Golden Pin Design Award exacts an impartial and professional selection process to select innovative design entries and projects that meet market needs.

- 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.
*Actual amount may vary due to changes in exchange rates
- c. ATM: For bank card & debit card holders, transfer payment through ATM.
*Available for applicants with a Taiwanese bank card.
- d. Web ATM: For bank card & debit card holders, transfer payment through card reader.
*Available for applicants with a Taiwanese bank card.

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

- B. **Invoicing:** Complete the form in the online registration system to receive the electronic invoice.

10. Important Notes

A. Entry Registration

- 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 the 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 and executive organizer reserve the right to cancel the entry and 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 completed (including the payment of registration fee), the organizer cannot refund the received fee.
- f. The organizer and executive organizer reserve the right to use or modify entry information, descriptions, photographs, and videos provided by the applicant during registration for promotional purposes.
- g. 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.
- h. Entries shall pass the required safety inspection and may be disqualified from the selection in the case of violations or safety incidents. The entrant shall not receive a refund of their registration fee.
- i. The organizer and executive organizer may collect the entrants' personal information for the purpose of design promotion and the operation of this award and competition. Entry registration is accepted by the organizer and executive organizer as consent to the collection, processing, and use of the applicant's personal information within the necessary scope of purpose mentioned above.
- j. The organizer and executive organizer may disqualify entries that are found to not meet the criteria for eligibility.
- k. Entrants must respect the selection results given by the organizer and executive organizer and may not raise any objections on the matter.

B. Submission and Collection of Entries

- a. Design entries must adhere to the selection process guidelines devised by the organizer and executive organizer. 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.
- b. 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 organizer and executive organizer, it shall be deemed disqualified.
- c. 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.).

- d. Entrants are liable for any damages to their entries and should pack carefully for transport and arrange for insurance coverage. The organizer and executive organizer shall not be liable for any damages to or loss of entries during the selection or exhibition.
- e. The organizer and executive organizer retain the right to dispose of entries that remain uncollected after the due date; the responsible entrants are liable for any charges incurred.

C. Award Issuance

- a. The name of the entries, companies, and designers shown on the certificates and trophies are as provided by entrants in the registration system and may not be changed. If an entrant wishes to change any of the names, they shall be liable for any charges incurred in the production of the revised certificate and trophy.
- b. Entrants whose entries are selected to receive the right to use the official Golden Pin Design Award 'Design Mark' logo must agree to the stipulated terms of use. (The organizer and executive organizer reserve the right to preserve, change, revoke, or modify the details of the terms and are not required to notify entrants of such changes)
- c. 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 circumstances cause a third party to make claims against the organizer or executive organizer, the recipient of the award shall immediately resolve the issue in person, pay all relevant litigation, lawyer, and other fees incurred, and may not request a refund of their registration fee. If the issue causes direct or indirect damage (including but not limited to reputational damage) to the organizer or executive organizer, the recipient of the award shall also be unconditionally liable for compensation, and the organizer and executive organizer may also separately seek punitive damages and indemnity amounting to three times the administrative cost of the awards from the recipient of the award.
- d. 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.
- e. If any consumer disputes arise, or accidents occur related to winning design entries, the manufacturer of the design entry will assume full responsibility to resolve all subsequent problems arising therefrom.

D. Miscellaneous

- a. If there are any changes to the contact information provided by an award 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 has not been reported after the time of

registration.

- b. The organizer or the executive organizer reserves the right to amend any or all parts of this document at any time.

11. Contact Information

Ogilvy Thailand

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Entry Registration

Ms. Su (ext. 382)

Email: gpaward@tdri.org.tw

Press Correspondence

Ms. Huang(ext. 332)

Email: press.gpaward@tdri.org.tw

Official website: www.goldenpin.org.tw/

Facebook: www.facebook.com/GoldenPinDesign

Instagram: www.instagram.com/goldenpindesign

Weibo: www.weibo.com/u/5181797743

Wechat: Search “金点设计奖”