

MULTIPLE DISCIPLINES

GOLDEN PIN DESIGN AWARD 2017

DEADLINE

30 JUN 2017

ENTRIES CLOSED

POSTED	ENTRY FEE	ONLINE
23 May 2017	35 USD / 1000 NTD / 250 RMB	VISIT ORGANIZER

DETAILS / KEEP FOR REFERENCE

SOURCE: GRAPHIC COMPETITIONS

The call for entries has opened for Taiwan's Golden Pin Design Award 2017, the only international huaren-focused design award in the world, inviting designers from around the world to flaunt products and projects that cater to the global Chinese-speaking, or huaren, communities.

Chinese-speaking consumers demand products and designs tailored to their needs and desires. Given the variety of economic classes, lifestyle choices, and business opportunities in Chinese-speaking countries, astute design is crucial if brands want to remain competitive.

There are four award categories:

• Product Design • Visual Communication • Packaging Design • Spatial Design

International and domestic companies selling products and undertaking design projects in this complex arena must couple an understanding of centuries of civilisation within a keen sense of local trends.

As the gauge for leading design in Chinese-speaking communities, the Golden Pin offers entrants an unprecedented opportunity to prove their prowess in the world's largest market.

Entry fee: 35 USD / 1000 NTD / 250 RMB.

ELIGIBILITY

Open to individuals or companies that are selling, manufacturing, or designing products or projects in a Chinese-speaking country or region. International companies must have a subsidiary company or official dealer registered in a Chinese-speaking country.

PRIZE

Entered products and projects are assessed in three stages by an expert international jury. Second stage winners receive a Golden Pin Design Mark, an indicator of innovation that they can use to market their product or design project.

Of these winners, just 15 to 20 receive a Best Design Award. All winners benefit from increased brand exposure through the public and media relations efforts of the Golden Pin team.