MULTIPLE DISCIPLINES

GOLDEN PIN DESIGN AWARD 2018

DEADLINE

28 JUN 2018

ENTRIES CLOSED

POSTED	ENTRY FEE	ONLINE
27 Mar 2018	SEE ARTICLE DETAILS	VISIT ORGANIZER

DETAILS / KEEP FOR REFERENCE

SOURCE: GRAPHIC COMPETITIONS

Taiwan’s Golden Pin Design Award 2018 Call for Entries is now open. An invitation for international companies to prove their design prowess at the most influential design award in the Chinese-speaking world.

Established in 1981, the annual Golden Pin Design Award is the longest-running international design award that celebrates products or projects expressly created for and within huaren (Chinese-speaking) communities. The global huaren community is the world’s largest diaspora and around 1.2 billion people, which is 16 percent of the world’s population, speak Chinese as a first language (Chinese Academy of Social Sciences, 2012). The Golden Pin Design Award offers a chance for international companies to share their greatest designs with the huaren community, both in the Greater China region and worldwide.

There are four award categories:

• Communication design • Product design • Spatial Design • Integration 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 starts from 55 USD (early bird entrants can benefit from a discounted registration fee before April 30. Regular entry fee is 70 USD.

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.