

Golden Pin Design Award 2018

Category: [Multiple Disciplines](#)

Deadline: June 28, 2018

Website: <https://bit.ly/2IWchkN>



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.
