

Golden Pin Design Award 2017

Category: [Multiple Disciplines](#)

Deadline: June 30, 2017

Website: <https://bit.ly/442ZoO4>



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:

â€¢ **Product Design**

â€¢ **Visual Communication**

â€¢ **Packaging Design**

â€¢ **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.
