



GOLDEN PIN DESIGN AWARD 2025

Registration Guidelines



Organizer | Industrial Development Administration, MOEA

Executive Organizer | Taiwan Design Research Institute (TDRI)

01

ENTRY QUALIFICATIONS

All entries must be commercialized in the market, published, or executed. The applicant must either be the project client or the design team.

02

CALL FOR ENTRIES PERIOD

EARLY BIRD REGISTRATION

TAIPEI GMT+08:00

Open until 17:00, May 20th (Tue.), 2025

NT\$7,000 Per Entry

GENERAL REGISTRATION

TAIPEI GMT+08:00

17:01, May 20th (Tue.) — 17:00, June 24th (Tue.), 2025

NT\$9,000 Per Entry

- ※ Complete the online registration and submit the registration fee before 17:00, May 20th, 2025 for early bird price.
- ※ Failure to pay the fees before the respective submission deadlines will result in forfeiture of entry qualification.

03

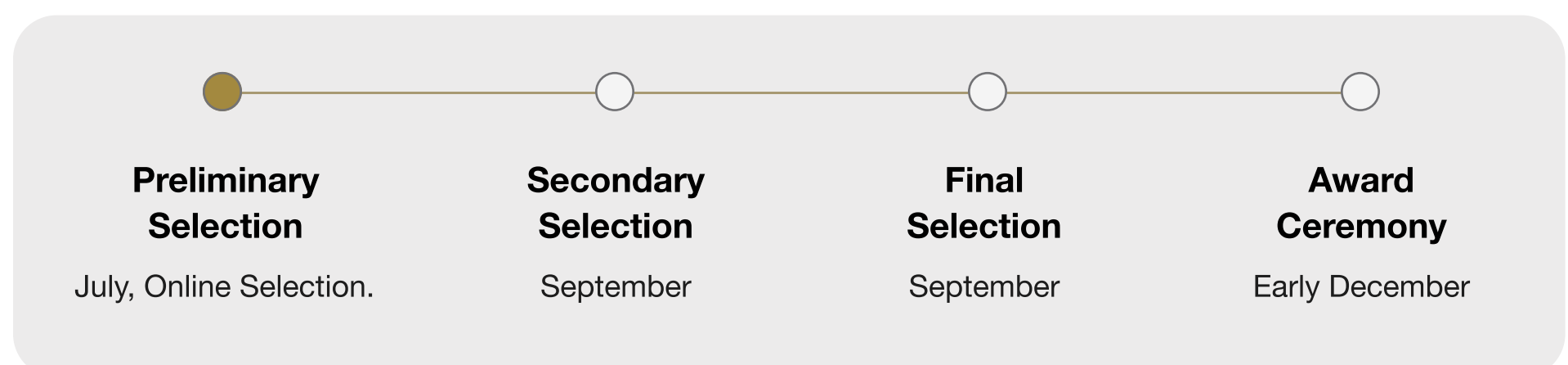
REGISTRATION PROCEDURE

1. Create an Account: Please visit the official Golden Pin Design Award website's User Login page, create a Username and Password, and click "Register" (for returning applicants please login using your user information).
https://www.goldenpin.org.tw/en/users/sign_in
2. Select "Golden Pin Design Award" and follow the instructions to fill out all required entry information.

- ※ Please note that entry information may not be edited after the registration fee payment is completed.

04

KEY DATES & JUDGING



- ※ Secondary Selection and Final Selection : Time and location for submissions will be announced.
- ※ Please refer to the official website for updates and latest news.

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

Relevance&Completeness

Appropriately and completely meets the needs of the target market, community, or consumer group.

Innovativeness

Features original concepts, functions, or materials.

Functionality

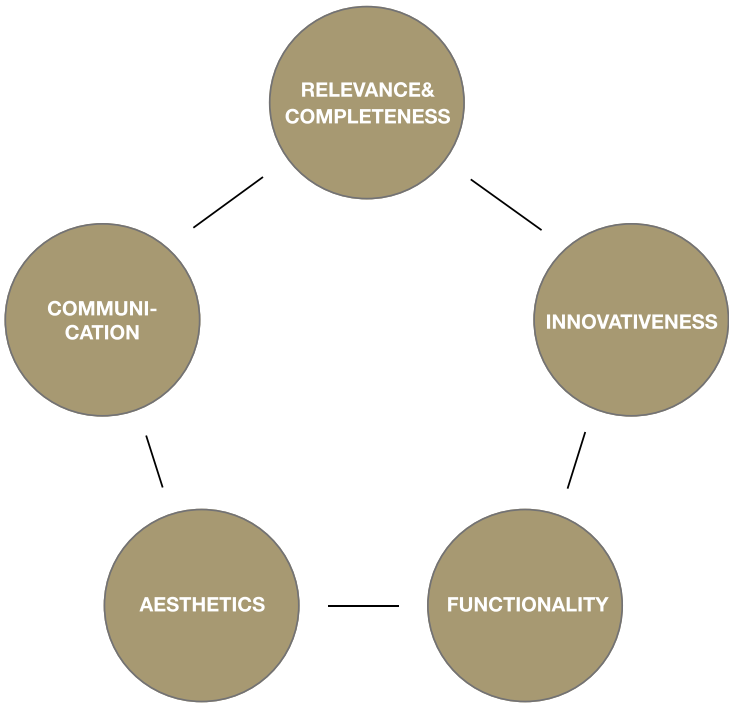
Provides appropriate functions or operations that meet user needs in the target market, community, or consumer group.

Aesthetics

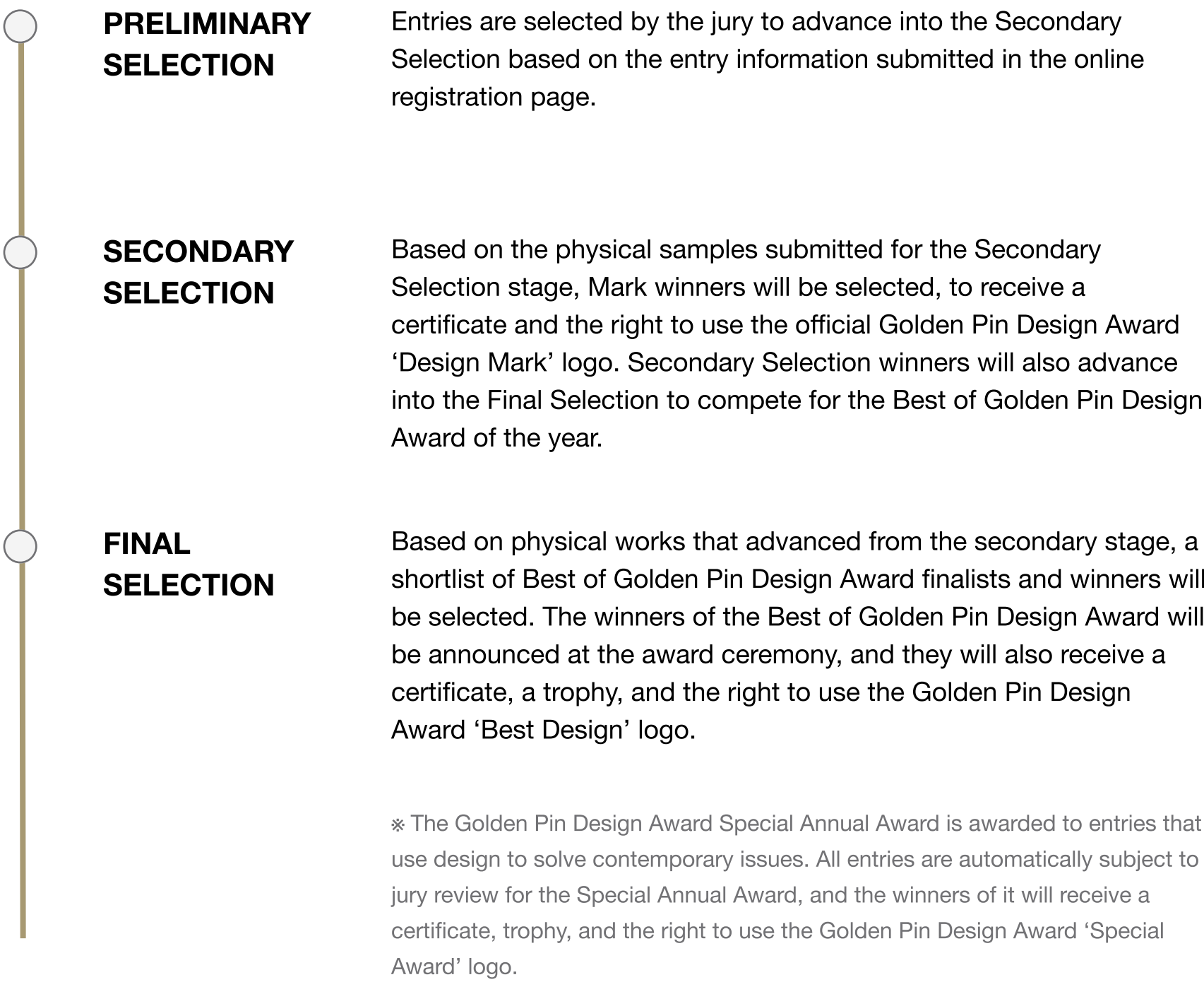
Appearance showcases the spirit and special features of the design.

Communication

Expresses the cultural sensibilities of the target market, community, or consumer group.



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	Food&Beverage
	C-04	Recreational and entertainment space	C-05	Public space	C-06	Architecture
	C-07	Retail space	C-08	Temporary structure	C-09	Others
D INTEGRATION DESIGN	D-01	Professional curation	D-02	Experiential design	D-03	Service design
	D-04	Social design	D-05	Non-profit design	D-06	Urban&Public planning
	D-07	Solution design	D-08	Others		



ACCEPTABLE PAYMENT METHODS

1. **Credit card** : Please use credit cards to pay the registration fee online. Accepted credit cards: VISA, MasterCard, JCB.
2. **WeChat** : Use WeChat Pay to pay the registration fee.
- *All non-NTD payments subject to daily exchange rates.

※ **Applicants are responsible for all relevant fees or service charges incurred from the payment of the registration fee.**

INVOICING

Complete the form in the online registration system to receive the electronic invoice.

Certificates and Trophies	Every winning entry receives a certificate. The winners of the “Best Design Award” also each receives a custom-made trophy in recognition of this honor.
Use of the Golden Pin Design Award Mark	Winners have the right to use the Golden Pin Design Award Mark on the winning product’s packaging, display and sales platforms, advertisements, and social media, showcasing the accomplishments of their product or work.
Awards Ceremony	Winners of the “Best Design Award” are announced and celebrated during the prestigious Golden Pin Design Awards Grand Ceremony. The “Design Night” event on the same evening offers a unique opportunity for designers and creative professionals from all over the world to socialize and engage.
Jury Feedback	Entries receive feedback from the preliminary selection, where jurors evaluate and rate each entry individually based on the selection criteria, allowing participants to better understand how their entry compares to others.
Official Website Exposure	Winning works are featured on the official website, along with the descriptions and details about their designers and companies provided during submission, featuring outstanding design.
Best Design Award Special Publication	“Best Design Award” winners are specially featured in the dedicated annual Golden Pin Design publication.
Annual Golden Pin Design Award Exhibition	Winning works have the opportunity to be exhibited in the “Golden Pin Design Award Exhibition” of the same year, allowing them to showcase their creativity to design professionals and the public.
Business Opportunities	<div>1. Winning products have the chance to be promoted and marketed through online and physical channels via the “Design Pin” platform, which brings together winners of the Golden Pin Design Award from past years as well as other international awards, enhancing winners’ brand images and creating business opportunities. In addition, the Golden Pin Design Award has collaborated with the Japan Institute of Design Promotion (JDP), the organizer of the Good Design Award, to establish a permanent section for Golden Pin Design Award-winning products inside “Good Design Store Tokyo by NOHARA.” Past winners have the opportunity to be featured and sold there, expanding international market opportunities and increasing global exposure.</div> <div>2. The Golden Pin’s business matching platform enables participating products to engage in online and offline negotiations with interested domestic and international B2B buyers, expanding market opportunities.</div>
Media Exposure	The Golden Pin Design Award recruits leading domestic and international media outlets every year to serve as official media partners that promote excellent award-winning designs through special reporting and designer interviews. Approximately 1,000 media reports are generated every year.

Design Exchanges

The Golden Pin Design Award organizes a variety of design exchange events annually, including the "Design Perspectives x Golden Pin Salon," where Golden Pin Design Award winners are invited to share insights and explore emerging design trends and future directions. This initiative aims to foster innovation and drive the development of the design industry and culture. Since 2015, the Golden Pin Salon has garnered widespread acclaim across 20 Asian cities, including Taipei, Shanghai, Chengdu, Shenzhen, Hong Kong, Macau, and Singapore. Nearly 100 designers and creators from diverse fields have shared their ideas, with thousands of design enthusiasts also taking part.

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IMPORTANT
NOTES

ENTRY REGISTRATION

1. Commercially-oriented design that has been produced in collaboration between schools and enterprises must be registered on behalf of the enterprise.
2. Former Golden Pin Design Award winning designs cannot be registered to participate again.
3. If the ownership of an entry does not belong to a single entity, the applying company/entity 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.
4. 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.
5. Once the registration process is completed (including the payment of registration fee), the organizer cannot refund the received fee.
6. The organizer and executive organizer reserve the rights to use entry information, descriptions, photographs, and videos provided by the applicant for promotion and exhibition purposes. The said organizers also reserve the rights to modify said materials provided by the applicant for promotional purposes.
7. Entrants must ensure the accuracy of the information presented for the submitted entries. If a third party makes an ownership and accuracy claim against an entry, the entrant is required to personally resolve the issue with all due speed.
8. Entries shall pass the required safety inspection and may be disqualified from the selection in the case of violations or safety incidents. In this case the entrants shall not receive a refund of their registration fee.
9. 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.
10. The organizer and executive organizer may disqualify entries that are found to not meet the criteria for eligibility.
11. Entrants must respect the selection results given by the organizer and executive organizer and may not raise any objections on the matter.

SUBMISSION AND COLLECTION OF ENTRIES

1. 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. Contestants will be notified of relevant details prior to the selection processes.
2. 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.
3. 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.).
4. 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.
5. 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.

AWARD ISSUANCE

- 1. 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.
- 2. 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)
- 3. 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 entrant of the accused design 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 entrant of the accused design 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 entrant of the accused design.
- 4. 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.
- 5. 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.

MISCELLANEOUS

- 1. 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 organizers of the change and to provide updated contact information. The organizers 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.
- 2. The organizer or the executive organizer reserves the right to amend any or all parts of this document at any time.

11 CONTACT INFORMATION

Golden Pin Design Award Team, Taiwan Design Research Institute

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E-mail gpaward@tdri.org.tw

Entry Registration

Ms. Kuo (ext. 339) / E-mail gpaward@tdri.org.tw

Press Correspondence

E-mail press.gpaward@tdri.org.tw

Website www.goldenpin.org.tw
Facebook www.facebook.com/goldenpindesign
Instagram www.instagram.com/goldenpindesign
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