



GOLDEN  
PIN  
CONCEPT  
AWARD

# 2025 Golden Pin Concept Design Award

## Registration Guidelines

ORGANIZER: Industrial Development Administration, MOEA

EXECUTIVE ORGANIZER: Taiwan Design Research Institute (TDRI)

### 1. ENTRY QUALIFICATIONS

- Entries are limited to **works that will not be manufactured or sold on the market before December 31th, 2025. Projects in active development are also ineligible.**
- Entrants may be students, designers, or companies, and may enter as an individual or as a group/team.
- There is no restriction on the number of entries (submission to multiple categories for the same project is permitted) per applicant.

### 2. SUBMISSION PERIOD (Taipei, GMT + 08:00)

**Early Bird Submission:** Open until 17:00, May 20th (Tue.), 2025

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

\*Complete the online registration and pay the registration fee before 17:00, May 20 for early bird discount.

### 3. FEES

Early Bird	NT\$1,000 per entry
General	NT\$1,500 per entry

✂ Fees subject to its respective submission periods. Failure to pay fees before the final deadline will result in disqualification to enter.

#### 4. REGISTRATION PROCEDURE

Please visit the official Golden Pin Design Award website's User section

([https://www.goldenpin.org.tw/en/users/sign\\_in](https://www.goldenpin.org.tw/en/users/sign_in)) to register an account, then follow the instructions to fill out entry details (see Application Procedure below for more details.)

- \* Revisions can be made to entries at any time prior to completion of fee payment or the deadline, whichever happens first. Please note that the registration is only completed upon seeing the "Submission Completed" prompt in the "Status" column.

#### 5. KEY DATES & JUDGING

- **Preliminary Selection:** July (online review)
- **Final Selection:** August. The finalists will be expected to present their Concept Design entry in person in a Selection Meeting (or online for those who cannot physically come to Taipei) time and location will be announced at a later time.)
- Awards Ceremony: Held concurrently with the Golden Pin Design Award in December.
- \* This schedule is subject to the changes by the organizer. Please visit the official Golden Pin Design Awards website for the latest news and updates.

#### 6. PRIZES

- **Best of Golden Pin Concept Design Award**

Each of the three (3) awardees will receive a trophy, a certificate, a cash prize of NT\$ 300,000, and the right to use the GPCDA "Best Concept" Mark.

- **Golden Pin Concept Design Award**

Multiple awardees will be selected, with each receiving a certificate and the right to use the GPCDA "Concept Design" Mark.

## 7. CATEGORIES

### A. Product Design

- (1) **Articles for daily use**, including (but not limited to): stationary/office supplies, consumer goods, lighting, kitchen/bathroom accessories, furniture, building materials, household goods, first aid equipment, women/baby products, health and medical equipment.
- (2) **Electronics**, including (but not limited to): consumer electronics, home appliances, audiovisual equipment, machinery, and specialized apparatus & equipment.
- (3) **Transportations**, including (but not limited to): automobiles, bicycles, and their accessories.
- (4) **Clothing and accessories**, including (but not limited to): personal accessories, bags, footwear, outdoor gear, and sportswear.
- (5) **Other Product Design**.

### B. Communication Design

- (1) **Visual identity system (VIS)**, including (but not limited to): fonts, logos, brand/corporate VIS design, event VIS design, and environmental signage design.
- (2) **Graphic design**, including (but not limited to): promotional materials, posters, books, magazines, newspapers, illustrations, calendars, cards, and board games.
- (3) **Digital content**, including (but not limited to): animation, videos, digital learning products/publications, games, websites, web user interface, and mobile applications.
- (4) **Packaging design**, including (but not limited to): cover/album art, consumer goods packaging, food packaging, packaging of consumer electronics, and gift wrapping.
- (5) **Other Communication Design**.

### C. Spatial Design

- (1) **Public space**, including (but not limited to): buildings, public/installation art, libraries, and art galleries.
- (2) **Business space**, including (but not limited to): offices, conference halls, and food and beverage spaces.
- (3) **Event space**, including (but not limited to) convention and trade show venues.
- (4) **Residential space**, including (but not limited to) residential community planning and interior design.
- (5) **Other Spatial Design**.

### D. Integrated Design

Including (but not limited to): curating/planning, exhibition venues, experiential designs, social designs, welfare service designs, and other cross-disciplinary solutions.

## 8. APPLICATION PROCEDURE

### A. Preliminary selection (Online Registration)

Please sign up to be a user via the user registration page and fill out the required information. Your submissions must follow the formatting requirements of their respective categories.

Please also take note of the following requirements:

#### (1) PERSONAL INFORMATION:

Please fill out the online registration form as directed. **Students are advised not to use their school email address if they are graduating in the current year.**

#### (2) ENTRY DESCRIPTION:

including Design Inspiration, Analysis of Issues or Problems identified, Description of Design Concept, References, and Follow-up Development Plans. Description should be written in descriptive paragraphs instead of bullet points. Do not exceed the word limit

(200 characters for Chinese/1,200 characters for English).

(3) **UPLOAD 1–5 PHOTOS OF YOUR WORK:**

preferably horizontal images. The photos should focus on presenting the work, and please put its description in the description field. Every photo should be 21cm×29.7cm (A4) in the JPEG format with 300dpi resolution.

(4) **VIDEO LINK:**

For entries involving **digital content/dynamic images**, entrants must provide a video link. For entries involving **webpages/interactive design**, it is strongly suggested that entrants upload a video showcasing the features and functions of the design. The formatting requirements for videos are as follows:

- i. Entrants are advised to upload a video highlighting the features of their design(s). A short clip of approximately thirty (30) seconds is preferred. The length of the clip must not exceed one (1) minute.
- ii. Video may be uploaded to video sharing platforms (such as YouTube and Vimeo) or personal cloud storage with full access granted.
- iii. A valid link to the video should be provided in the Video Link field on the online registration form.

**\* Note: Videos will be viewed by the panel of judges during the selection process. It is strongly advised that uploaded videos be set as unlisted (in the case of Youtube) to limit access to those who have the link. The video must remain accessible to the award organizer until the end of the current year.**

**B. Final selection**

Submission of presentation and pre-recorded presentation videos. Live presentation is required at the time of the Final Selection Meeting, while online presentation is permitted for those who are not of Taiwan residence or have gained written permission by the organizer.

(1) Presentation: PowerPoint or PDF file. (Keynote should be converted to PDF)

(2) Video: MP4, MPEG, MPG file. Video length one to three minutes most.

- (3) Subtitle: must include both Mandarin and English subtitles.

## 9. SELECTION PROCEDURE

### A. Preliminary Selection

Online evaluation will be conducted based on the submitted entries to select the recipients of the **Golden Pin Concept Design Award Mark winners**. From amongst these winners, a shortlist will be determined to advance to the Final Selection round for the **Golden Pin Concept Design Award Best Concept Design of the Year**.

### B. Final Selection

The winners of the Best of Golden Pin Concept Design Award will be selected based on their presentation during the Final Selection Meeting (date and time to be announced). The winners will be announced at the award ceremony in December.

- \* All Finalists for the Golden Pin Concept Design Award Best of the Year are granted the privilege to attend the Grand Awards Ceremony. The list of Finalists will be announced prior to the event.

## 10. JUDGING CRITERIA

The judging panels at each stage of selections, consisting of both local and international experts from various professional fields, will assess each entry based on its aesthetics, integrity, marketability, technical feasibility, and degree of innovativeness.

- **Innovativeness**: Whether the concept, functionality, and materials of the work include original and innovative elements.
- **Aesthetics and Completeness**: Whether the work demonstrates aesthetics as well as fully realizes the concept and characteristics of the design.
- **Marketability and Technical Feasibility**: Whether the design is implementable in the near future and whether it meets market needs.

## 11. PAYMENT METHODS AND INVOICING

### A. Payment Methods

- a. Credit card: Please use credit cards to pay the registration fee online. Accepted credit cards: VISA, MasterCard, JCB

- b. WeChat: Use WeChat Pay to pay the registration fee.

\*Actual amount may vary due to changes in exchange rates

✂ **Applicants shall pay in full.**

**B. Invoicing:** Complete the form in the online registration system to receive the electronic invoice.

## 12. WINNER BENEFITS

**A. Golden Pin Trophy:** Each of the hefty trophies is solidly built. The exquisite and unique craftsmanship is a glistening reward for the most distinguished designers.

**B. Certificate of Honor:** The certificate represents the commendations received by the contestants and may be used to increase exposure.

**C. Awards ceremony:** Winners of the “Best Design Award” are announced and celebrated during the prestigious awards ceremony. The “Design Night” event on the same evening offers a unique opportunity for design and creative professionals from all over the world to connect and engage.

**D. 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 product compares to others.

**E. Prize Money:** Substantial prize money is awarded as a tangible support for the winners, helping them bring their concepts to market.

**F. Golden Pin Winners’ Exhibition:** Winners of the Golden Pin Concept Design Award and the Best of Golden Pin Concept Design Award are given priority in selection for the exhibition,

providing their works with a stage to shine.

- G. **Online Exhibition:** Detailed information of the winning entries and their designers will be displayed on the official Golden Pin website, helping designers and their outstanding designs gain exposure through the power of the online community.
- H. **Promotion:** Winners may enjoy press coverage. This is a watershed moment for the winners and a chance for them to shine on the global stage.
- I. **Design Mark:** The Golden Pin Concept Design Award (the “CONCEPT DESIGN” mark) and the Best of Golden Pin Concept Design Award (the “BEST CONCEPT” mark) are prestigious certificates of excellence in design.

### 13. IMPORTANT NOTES

- A. Materials (photographs, documents, etc.) associated with each entry must be provided to the award organizer for promotional and reporting purposes.
- B. All entries must be the original work of the entrant and must NOT have been produced, sold on the market, or otherwise in active development during and prior to the year of the award. Should it be discovered that an entrant has violated these rules, the award organizer reserves the right to revoke his or her participation.
- C. Entrants must adhere to the deadlines as advised with regard to filling in the required information and uploading the required files. Failure to do so will be considered a withdrawal from the competition.
- D. Best of Golden Pin Concept Design Award winners are taxed according to Taiwan’s Tax Act, where 10% of income tax will be deducted from winnings from Taiwanese entrants and 20% from winnings from entrants from countries outside of Taiwan.
- E. Best Design winners of the year will be solely responsible for any income taxes, government-mandated withholdings (including but not limited to taxes on income from contests and games and from prizes or awards won by chance), and other expenses which are not covered by the award or the award organizer. Failure to make such payments will result in forfeiture of the award.

- F. Articles 2, 3, and 11 of the *Standards of Withholding Rates for Various Incomes* promulgated by the Ministry of Finance stipulates that residents or profit-seeking enterprises with fixed places of business within the Republic of China shall have 10% of their cash prize withheld by the organizer (with 10% of amounts exceeding but excluding NT\$20,000 as tax payable). The withholding rate shall be 20% for non-residents and profit-seeking enterprises without a fixed place of business in the Republic of China or individuals of the People's Republic of China who have resided and stayed in Taiwan under 183 days in a taxable year.
- G. In the case that concrete evidence is uncovered which shows that a winner or his/her work is in violation of the regulations of the review process for the award, or which indicates plagiarism or infringement of the works of others or that the entrant is not the actual creator of the work or that the work was already available on the market or completely or majorly used generative AI in the entry designs, the organizer will revoke the winner's title, cash prize, certificate, and trophy. Should the aforementioned incident result in a copyright claim by a third party against the award organizer (TDRI) or the Industrial Development Administration (IDA), MOEA, the responsibility shall lie solely with the entrant, who shall promptly take action to resolve the issue and who shall bear all litigation, legal, and other related expenses generated by the case. In the event that damages (including but not limited to reputational damage) are caused to the TDRI or the IDA, the winner shall bear all related indemnity and liability unconditionally. In addition, the TDRI and/or the IDA reserve the right to seek punitive damages of up to three times the amount of the original cash prize from the winner in question.

✂ If the work is an open-source derivative creation, please check the respective box in your application and indicate the source in the application.

✂ If generative AI was used for the work, please check the box in the respective box in your application.

- H. Should any dispute arise in relation to the application, selection, usage or abolishment of a Design Mark, an entrant may seek mediation or litigation. Any civil action lawsuit brought against the organizer must first be undertaken in Taipei City (Taiwan).

- I. Should a winning work be found to be involved in behaviors that damage the reputation of the Golden Pin Concept Design Award, the organizer reserves the right to cancel the winner's title and revoke the cash prize, certificate, and trophy.
- J. The number of winners will be adjusted according to the quality and quantity of entries. Entrants who win both the Best of Golden Pin Concept Design Award and the Golden Pin Concept Design Award will only receive the Best of Golden Pin Concept Design Award as it is the highest honor of the two.
- K. It is deemed necessary that the organizer collect personal information of all entrants for promotional and administrative purposes related to the award. Entrants retain the right to either allow or not allow their personal information to be collected, handled, and used within the scope of the aforementioned needs. However, if an entrant chooses not to allow their personal information to be handled in the aforementioned way, communication with the award organizer and access to any promotional services offered by the award organizer will be affected.
- L. The organizer reserves the right to amend the content and conditions stated in this document at any time.

## CONTACT INFORMATION

### Golden Pin Concept Design Award Project Team

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