

## 2017 Taipei International Design Award

### I. Objective

Taipei City Government organizes the Taipei International Design Award in the ethos of “Design for Adaptive City”, as an on-going gesture to the world, particularly to those with a passion for creativeness and design, a gesture in projecting the urban branding imagery of “Design Taipei; Dream Taipei. Here is an open call for outstanding international designs and an effort to shape Taipei into a convergence platform for creative designs, thereby to discover creative designs with business potential, and further still, to encourage practices of social design in an advocacy that design as a medium can bring humans a better, more pleasant and convenient life.

2017 sees the 10<sup>th</sup> anniversary of Taipei International Design Award. Over the years, the Taipei City Government has been devoted to shaping Taipei into a city with design visions and has been encouraging designers to contemplate on the meaning of design, to see design as a problem-solving tool, that is, to solve problems inevitably faced by the general public, the society or the city, by way of design thinking, and notably, to deliver substantial impact via social design, and to further present Taipei International Design Award in the ethos of “Design for Adaptive City”.

Note: The competition was known as Taipei Industrial Design Award between 2008 and 2011, re-named in 2012 as Taipei International Design Award, and has been so called since.

### II. Organizers

1. Directed by: Taipei City Government
2. Organized by: Department of Economic Development, Taipei City Government
3. Executed by: China Productivity Center
4. Endorsed (Recognized) by:
  - (1) International Council of Design (ico-D)
  - (2) International Federation of Interior Architects/Designers (IFI)
  - (3) World Design Organization (WDO)<sup>TM</sup>
5. Collaborators:
  - (1) Graphic Design Association of the Republic of China
  - (2) Chinese Industrial Designers Association
  - (3) Chinese Society of Interior Designers
  - (4) The Graphic Design Association of the Republic of China
  - (5) Kaohsiung Creators Association
  - (6) Taiwan Poster Design Association

### III. Qualifications

1. Everyone around the world are welcomed to participate individually or as a group (each group is limited to five members) with one member as main correspondent.
2. Entries must be original creations of the contestants completed after June 30, 2015.

### IV. Categories

Entries are grouped into three main categories: Industrial Design, Visual Communication Design and Public Space Design.

#### 1. Industrial Design

Industrial design refers to design works that can be mass-produced, including general and digital application, transportation tools, equipment and instruments, daily utilities and household goods, IT and home appliances, etc.

#### 2. Visual Communication Design

Visual communication includes designs of digital graphic creations, identity, posters, packaging and printing (including digital printing) etc.

#### 3. Public Space Design

Open space provided for public use, government buildings and certain private establishments.

## V. Timeline

ctivity	Date	Description
Start of Registration	April 28(Friday)	Online registration www.taipeidaward.taipei
Registration Deadline	July 28 (Friday)	Taipei time 23:59 (GMT+08:00)
Preliminary Selection Online	July 31 (Monday) – August 21 (Monday)	
Announcement of Finalists	August 25 (Friday)	
Deadline for Submission of Final Works/Mockups	September 25 (Monday)	1. Taipei time 17:00 ( GMT+08:00 ) 2. Deadline is based on the time and date the final works/mockups are received. 3. Works should be mailed or personally delivered to the “2017 Taipei International Design Award Team” at China Productivity Center, 2F, No. 79, Sec. 1, Xintai 5th Rd., Xizhi District, New Taipei City, 221. 4. Finalists for the Industrial Design category should submit mockups. Finalists for the Visual Communication Design category should submit a poster or the actual design work. Finalists for the Public Space Design category should submit a mockup of the work or 3D animation.
Final Selection	October 1 (Sunday)	
Award Ceremony	October 26 (Thursday)	1. Award winners will be announced at the award ceremony and on the event’s website. 2. The venue will be announced at a later date.

\* Dates and venues may change based on the organizer’s decision, please visit our website for latest updates.

## VI. Registration Fee

No registration fee required.

## VII. Process

1. Registration: all registration must be performed online.

- (1) Entrants please proceed to our official website (<http://www.taipeidaward.taipei/>) to obtain personal account. After completing on-line registration, you will receive an automatic email of ‘Account Confirmed Notification’. To ensure safe email delivery, please enter into the registration form your email address that is in active use which will receive competition-related information from the event execution body.
- (2) After obtaining the account, entrants can sign on and upload files before the registration deadline. All files should come in the formats of jpg, png, bmp, under 3MB in size and 1190 x 840 pixels in resolution. Please make sure that all entries should not be marked with creators, authors or companies’ names or other symbols/codes that will impair the selection fairness; violation will lead to disqualification from the competition.
- (3) After entrants uploading their entries in electronic files, along with design concept description and agreement of “Intellectual property Rights Disclaimer”, the registration procedure is thus completed. The system will send an automatic email of ‘Registration Confirmed Notification’ to the entrant’s email address.

Specifications Process		Industrial Design	Visual Communication Design	Public Space Design
Preliminary Selection	Upload of documents	1. All entries need to be registered online and obtain a serial number to complete registration. 2. Upload design concept description, max. 500 words. (English as the main language supported by other languages when necessary).		
	Upload of sketches	Maximum 3 photos of the same work from different angles. Compressed photos can be in jpg/png/bmp formats of the size W1190*H840 pixels, resolution above 72 dpi. Max. 3MB per photo.	Maximum 3 photos of the same work. Compressed photos can be in jpg/png/bmp formats of the size W1190*H840 pixels, resolution above 72 dpi. Max. 3MB per photo. Please keep the original file.	Maximum 5 photos of the same work from different angles. Compressed photos can be in jpg/png/bmp formats of the size W1190*H840 pixels, resolution above 72 dpi. Max. 3MB per photo.

Note: Please ensure the image resolution of the entries is sufficient enough for jurors to comprehend the work content and for the design concept to be presented fully.

## 2. Preliminary Selection

In order to reduce waste caused by printing or mailing the entries, reception of entries and the preliminary selection will be conducted via our electronic platform. Contestants do not need to submit physical sketch boards.

## 3. Final Selection

Judging will be performed by reviewing the actual works. Detailed specifications to be submitted are as follows:

### Categories and Specifications of Entries

Specifications Process		Industrial Design	Visual Communication Design	Public Space Design
Final Selection	Submission of works	<ol style="list-style-type: none"> <li>If already commercialized, the work can be submitted as it is.</li> <li>If not yet commercialized, the work can be submitted as mockups in a scale of 1:1 ratio or a scale-down miniature in proportion to the original, and under the bulk volume, within 40 x 40 x 40 (cm<sup>3</sup>) and 100 x 100 x 100 (cm<sup>3</sup>).</li> <li>Conceptual works should be presented as 3D animations, showing all sections.</li> </ol>	<ol style="list-style-type: none"> <li>For the poster designs, the works can be submitted as posters, limited to 3 pieces or under.</li> <li>Works of visual identity design, printing design, and mixed printing designs should be submitted in sizes within 36.4 cm x 51.5 cm to 180 cm x 120 cm, and limited to 3 pieces or under.</li> <li>Actual physical works can be submitted.</li> </ol>	<ol style="list-style-type: none"> <li>Poster printouts should be in sizes within 36.4 cm x 51.5 cm to 180 cm x 120 cm, limited to 5 pieces or under.</li> <li>The work can be submitted as mockups in a scale of 1:1 ratio or a scale-down miniature in proportion to the original, and under the bulk volume, within 40 x 40 x 40 (cm<sup>3</sup>) and 100 x 100 x 100 (cm<sup>3</sup>). Or it can be presented as 3D animations.</li> </ol>
	Submission of CD-Rom	<ol style="list-style-type: none"> <li>Design concept description (max. 500 words) (English as the main language supported by other languages when necessary).</li> <li>Original images of the work (includes demonstration and scenario, 300dpi, jpg/png/bmp).</li> <li>1 photo of designer(s).</li> <li>Specifications of the model (including materials used, size of the model and details of production cost).</li> <li><u>Videos to demonstrate application and scenario can be used.</u></li> </ol>	<ol style="list-style-type: none"> <li>Design concept description (max. 500 words) (English as the main language supported by other languages when necessary).</li> <li>Original images of the work (300dpi, jpg/png/bmp) (package category needs to include demonstration).</li> <li>1 photo of designer(s).</li> <li>Videos to demonstrate application and display scenarios can be used.</li> </ol>	<ol style="list-style-type: none"> <li>Design concept description (max. 500 words) (English as the main language supported by other languages when necessary).</li> <li>Original images of the work (includes demonstration and scenario, 300dpi, jpg/png/bmp).</li> <li>1 photo of designer(s).</li> <li>Specifications of the model (including materials used, size of the model and details of production cost).</li> <li>3D animation to demonstrate space scenario can be used.</li> </ol>

Note:

- To avoid damages during transportation, please firmly pack all your models and graphic works.
- For finalists of the Industrial Design and Public Space Design categories, a model production subsidy of NTD\$10,000 will be provided. Cash prize winners and those who have not submitted actual works are excluded from this subsidy (for example if the Public Space Design group only handed in 3D animation).

## VIII. Selection Process

### 1. Principle for Judge Panel

- The organizer shall invite local and international experts according to contest categories as judge panel.
- The international judge panel for each category will consist of experts (7 in preliminary selection, and 5 in final selection) who come from more than two global regions (ex. Africa, Asia etc.).
- The organizer reserves the right to change the members of the judge panel in case of illness or unforeseeable circumstances.
- The organizing committee's responsibilities will be published with the jury.

## 2. Method of Selection

- (1) Inspection of Qualifications: Inspection on submitted works, including qualifications, documents, format of entries and etc.
- (2) Preliminary Selection: In order to reduce waste caused by printing or mailing of entries, preliminary selection will be conducted via our electronic platform. The organizer is responsible for passing all eligible submissions to the jury. The Judge Panel will evaluate the works based on files sent by entrants and select 10% to 15% of all entries within each category to enter the next round, where 17 to 23 pieces for each category will be selected as finalists.
- (3) Final Selection: For the Industrial Design category, evaluation will be based on the actual physical works, mockups or 3D animations. For the Visual Communication Design category, evaluation will be based on the actual physical work or the poster printout in compliance with sizes/specifications requirements. Public Space Design category evaluation will be based on the mockups, or 3D animations, or poster printouts in compliance with sizes/specifications requirements.
- (4) People's Choice Award Voting: Works of the finalists will be available at the exhibition venue for the public to vote. Each person gets one vote for each category. The entry with the most votes from each category will be the winner of the People's Choice Award.

## 3. Evaluation Criteria

Assessment Criteria	Description
Creativity	• Creativity, innovation
Functionality	• Innovative application of functions, materials and techniques • Sophistication of the mockups
Applicability	• Use of new materials to reduce pollution and solve daily life hassles • User-friendly • Level of commercialization
Aesthetics	• Visual attraction and aesthetical interpretation

- (1) The organizer guarantees that the judging process will be conducted in a fair and impartial procedure and guarantees that it will not influence the judge panel during the judging process.
- (2) The juror's decision is final and abiding, no third party correspondence (jury and contestants) will change the decision, and that by participating in the competition, jury and entrants agree to this process.

## IX. Prizes

Awards \ Category	Industrial Design	Visual Communication Design	Public Space Design
Taipei City Mayor Award	1 in total		
Golden Award (NTD 500,000)	1	1	1
Silver Award (NTD 200,000)	1	1	1
Bronze Award (NTD 150,000)	1	1	1
ico-D Special Award	-	1	-
IFI Special Award	-	-	1
Social Design Award (NTD 120,000)	1 in total		
Applied Design Award (NTD 120,000)	1 in total		
Judges' Special Award (NTD12,000)	5	5	5
People's Choice Award (NTD 10,000)	1	1	1
Sponsors Award	to be adjusted according to total sponsored		
Distinction	several per category		

### 1. Note:

- (1) Aside from the cash prize, the Taipei City Mayor Award /Golden/Silver/Bronze/ico-D Special/IFI Special/Judges' Special/ Social Design Award/ Applied Design Award winners will also receive a trophy and a certificate of recognition; the Sponsors, Distinction and People's Choice Awards will receive a certificate of recognition.
- (2) Absent or addition of award winners permitted when the judge panel sees fit. The judge panel also reserves the right to change the prize or the award granted.

- (3) The organizer reserves the right to adjust content and quantity of Sponsors Awards.
- (4) The names of all the winners will be announced on the official website to allow businesses to contact them for future design projects.

## 2. Special Awards Description

- (1) Taipei City Mayor Award: this is presented to the work that targets the Taipei City for its design service and submits -- from the perspectives of urban developments, life of city residents, and public services -- the creative design proposal with the most impact on users and on urban sustainability. The presentation of the proposal is not limited to merely conceptual planning or existing schemes under execution.  
Note: this Award following the above definition will be selected out of all works of the finalists.
- (2) Social Design Award: this is presented to the work designed under the premise of creating public interests and applying design thinking, given limited resources, to shed light on social issues pending urgent improvement, with design approaches at the core to solve problems inevitably confronting the people, society or city, while exercising the impact of design.
- (3) Applied Design Award: this is presented to the work able to break the status quo, make use of new materials, simplify production procedures, advanced applications to create its commercial value and further improve life quality.

## X. Reminder

1. No extra fees will be charged for registration, exhibition of award winning works and inclusion in the themed journal.
2. All contestants, regardless of whether they are professional designers, students or non-designers participate under the same rules and terms of this competition and have equal right to receive the same prizes.

### 3. Contestants

- (1) The intellectual property right shall remain the property of the contestant.
- (2) Contestants must provide detailed text and pictures of their creation for future presentation or publication.
- (3) Before submission to the competition, it is the responsibility of the contestant to confirm and protect the design intellectual property of his/her work before exhibition in public.
- (4) When selected to the final rounds, the mockups (or actual works) submitted and intellectual property right will be transferred to the Taipei City Government.
- (5) The competition provides application service for Intellectual Property Rights of ROC for domestic winners. Details will be announced on the official website bulletin.
- (6) The drawings and designs are to be prepared by or under the self-supervision of the entrant;
- (7) The entrant agree to abide by the rules of the competition as determined by the organizer and accept that the judges' decision is final and no correspondence will be entered into;
- (8) The entrant shall provide all reasonable information and actual production samples of the entry (if required) for further examination and exhibition as required;
- (9) The entrant acknowledges that the organizer's stipulated conditions for the return of work;
- (10) That the entrant warrants that the information supplied in relation to the competition is correct and complete and that any personal information provided by the applicant will be used in accordance with the organizer's privacy policy;
- (11) The entrant understands that their application and works may be used by the organizers in activities and propaganda related to the competition (e.g. website, book, catalogue, exhibition etc.)
- (12) By submitting an entry, the applicant agrees to the content of the guide book.
- (13) Details about the People's Choice Award will be posted on the official website.
- (14) Contestants mailing their works are responsible for all incurred costs including the shipping fee and custom duties. In order to avoid extended period of time for clearing customs, causing delay in delivery, it is advised not fill in more than USD\$ 50 value of the entry works.
- (15) Contestants are required to submit design works according to the stated specifications. Please carefully read through the guide book and follow all the rules and requirements.
- (16) For a smoother judging process, all entries are required to have an English work description to serve as reference for international judges.
- (17) All entries are required to attach the "Declaration of Intellectual Property Rights" to state that the created work does not violate any intellectual property rights.
- (18) Contestants should specify upon application whether they agree to provide their personal and design information on website for future business contacts.

### 4. Award Winners

- (1) The final list of award winners will be confirmed by the judge panel and award winners will be informed by the organizer within 15 days after the final decision.
- (2) Absent or addition of award winners permitted when the judge panel sees fit. The judge panel also reserves

- the right to change the prize or the award granted.
- (3) Cash or other prizes worth of 20,000 NTD or more are subject to a tax deduction according to R.O.C.'s income tax law. (10% for nationals and 20% for foreigners). Taipei City Government will process the payment within one month of the announcement of the jury's decision although receipt of payment may take up to two months.
  - (4) The organizer is also responsible for handling any currency restrictions to ensure timely payment is made.
  - (5) The prize money does not include acquiring of designer's intellectual property right.
  - (6) The names of all winners will be placed on the official website to allow businesses to contact them for future design projects.
  - (7) It is not intended that the winning design be reproduced by the organizer.
  - (8) There is no design development and therefore no fee by the organizer.
  - (9) For Taipei City Mayor Award, Golden Award, Silver Award, Bronze Award, Social Design Award or Applied Design Award winners of foreign nationality other than the host country, the organizer will invite the individual contestant or one representative of the winning group to attend the award ceremony and provide plane ticket, accommodation, and reception fees; the maximum number of foreign contestants invited to the ceremony is 6 people. Award winners will be invited in sequence of the Gold, Silver, to Bronze prizes in their category.
  - (10) The organizer reserves the right to use the entries for promotional purposes for a period of one year. No commercial interest will be involved. The promotion plan in 2017 includes 1 public exhibition, issue of 1 special catalogue, and other media promotions. Contestants shall not claim for any payment.
5. All award winners will be requested to provide additional files or information for exhibitions and publication use. In order to meet the specifications of International Competition, contestants may be asked to submit additional information/works.
6. We only promote the winner's design works. All non-winning works will not be used or published.
7. Disqualification
- (1) Author's name, company or other markings that might influence the fairness of judging must not be made on the entrance design sketches or files, any violators will be disqualified.
  - (2) Any entry on the final list, or awarded entry accused and/or exposed with sufficient evidence, for being completed before June 30, 2015, the event executor shall withdraw its place and retrieve all prizes awarded.
  - (3) Failure to submit the mockups, CD-Rom and documents required for the final selection before deadline will be disqualified.
  - (4) Any entry on the final list, or awarded entry accused and/or exposed with sufficient evidence, for unoriginality or infringement of other people's work, the event executor shall withdraw its place and retrieve all prizes awarded.
  - (5) Any entry on the final list, or awarded entry accused and/or exposed with sufficient evidence, for plagiarizing or infringing intellectual property rights and ruled guilty by the court of law, or where the judge panel deliberates based on obvious facts, the event executor shall withdraw its place and retrieve all prizes awarded.
  - (6) Judges and their relatives, and associated companies are prohibited from entering their works in the design competition and shall not directly or indirectly provide any assistance or consultation to the contestants.
  - (7) Contestants and their relatives, colleagues, associated companies directly or indirectly concerned with the judging process, and providing assistance or consultation in any way to contestants will result in automatically disqualification from the competition.
8. For issues that arise after this document is completed, the event executor is liable for making corrections or additions when necessary. All details to be announced on the official website.

## **XI. Contact Information**

"2017 Taipei International Design Award Team" China Productivity Center

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