

# 2022 Taitung Craft Design Award

## Enrollment Brochure

Adviser: National Development Council , Ministry of Culture

Organizer: Taitung County Government | Execution Unit: AFTERAIN DESIGN CO., LTD.

Co-organizer: National Taiwan University of Arts

## **2022 Taitung Craft Design Award**

In the middle of 2022, we reflect on the past year's epidemic pressure, alienation, and self-isolation. The effects of the war can be seen in the news. In the face of negativity, we believe that craft creators must have higher expectations for the healing and stress relief that nature, materials, and land can provide. We have relieved our anxieties through repeated dialogues with ourselves during the creation process, and we have grown more courageous in the face of difficulties.

This year, on the land of Taitung, we hope that the creation can be integrated with the nature, emotion, and characteristics of the land of Taitung through the Taitung Craft Design Award. We are excited to be able to alleviate our worries through the creative process. Beautiful works of art are displayed to relieve stress and immerse viewers. This Design Craft Award's main axis is positioned as soothing wandering, soothing the accumulation of repeated creations, wandering and looking for materials, and then highlighting Taitung's characteristics through repeated exquisite work, material discovery, and aesthetic expression. It is hoped that this will help to strengthen the Taitung craftsmanship brand as well.

## **Event Content**

The Taitung Craft Design Award involves a contest and exhibition and adopts a two-stage selection, the primary selection (paper-based review) and the final selection (onsite assessment). Domestic and overseas professionals from relevant domains are invited to form the judging panel to conduct the assessment, expecting to nominate at least 15 works for entry into the final selection and to participate in the Taitung Craft Design Exhibition. The list of award winners will be announced on the opening day of the exhibition along with the award presentation.

This award is based on the originality, functionality, brand value, and expansibility of the work as reference for assessment, with **a total award amount of NT\$400,000**, including one 1st Prize (NT\$160,000), one 2nd Prize (NT\$90,000), one 3rd Prize (NT\$60,000), three Excellent Works (NT\$30,000 each). There is also one Market Potential Award (with a subsidy of NT\$100,000, where at least 60 pieces of the product must be mass-produced).

### Important Dates

- Registration Period: From now until 17:00 on August 10 (Wed.), 2022. Online registration is used
- Nomination Announcement: August 18 (Thu.), 2022
- Collection of Nominated Works: August 22 (Mon.), 2022, to August 26 (Fri.), 2022
- Award Announcement & Award Presentation: August 30 (Tue.), 2022
- Taitung Craft Design Exhibition: August 29 (Mon.), 2022, to September 12 (Mon.), 2022  
(Venue: Taitung Art Museum)

### Participating Qualifications and Rules

- I. Applicants must be over the age of 18. All craft design-related creators, craftspeople, designers, or brands, regardless of nationality, are welcome to apply.
- II. Individuals or brands can only submit one piece (group) of work, and applications cannot be combined. If it is a group of work, please refer to the work specification for display size restrictions.
- III. Participating works must be creations within the most recent 3 years (i.e., from August 2019 up to August 2022), and must have not received any award in previous public contests. Works that have received culture creative boutique, design, or craft awards in the past will not be accepted for registration.
- IV. The works that have been nominated must be displayed at the "2022 Taitung Craft Design Exhibition."
- V. "Market Potential Award":
  - (I) The winners will get a NT\$100,000 subsidy. According to the organizer's schedule, the implementer must assist winners in mass-producing at least 60 finished items (including design packaging and outer bags). The organizer, Taitung County Government, must get 50% (at least 30 pieces) of the total number of mass-produced final products for future utilization, while the remaining 50% will be given to the winners for their personal use.
  - (II) Those who cannot collaborate with the mass production for no reason will not receive the subsidy. For delayed deliveries or quantities that do not meet the standards, the subsidy will be paid proportionally depending on the actual quantity. Award winners should notify the Organizer in writing to explain the reason or apply for an extension.
  - (III) If the applicant accepts the aforementioned regulations and mass production mechanism, he or she can be considered for the Market Potential Award by selecting "Participate" during registration.
- VI. In this competition, the number of positions available for each award is decided by the number of applicants, and the judge team may decide to increase, decrease, or remove the number of awards.

## Rules for Participating Works

- I. The work must be created and handmade by the creator, and the ownership belongs to the creator.
- II. Due to exhibition venue limitations, the total display size of works should not exceed "50cm(W) x 80cm(L) x 70cm(H)".
- III. The works should involve innovation and show the advancement of traditional craftsmanship. Ceramics, wood, bamboo, rattan, paper, leather, fabric, glass, enamel, jade, printing and dyeing, lacquerware, and metal products will be contested. Utilizing indigenous materials from Taitung County is exceptional. Prohibited materials and live objects are not permitted. Other categories or synthetic materials will be reviewed by the judges in accordance with the project purpose and selection criteria.
- IV. Works that are fragile, fractured, deteriorated, deformed, degummed, damaged by bugs, or not durable for long-term storage must be processed before registering for the contest. If the work is unavailable for the assessment or the exhibition due to damages, the organizer may cancel the qualification for participation in the contest without being liable for compensation.
- V. Participating works must conform to the aforementioned detailed rules. If the work is damaged or lost after the registration, leading to it being unavailable for the assessment or exhibition, or it has won an award with participation in another contest, the participant shall report to the organizer immediately and withdraw from the contest.
- VI. No modification or replacement of the participating work is allowed after completing the registration. The organizer reserves the right to cancel the participation qualification in case of violation of the rules related to participation in the contest or in case of non-conformity with the procedures.

## Registration Method

- I. Application Procedure: Fill out the online application form and upload any supporting documentation for online registration. (Website listed below)  
Echo Taitung <http://www.echotaitung.tw/>  
Front page >Sign Up Here >Login >Sign Up
- II. Registration Deadline: From now until 17:00 on August 10 (Wed.), 2022, based on the time when the registration data was sent online.
- III. The following contest participation information must be submitted in Chinese and English. The relevant information will be used for the contest, exhibition, and flyers, etc.
  - Basic Information: Name of the creator/ Name of brand representative, brand name (can be left empty if none), date of birth, nationality, ID No./Passport No., registered address, communication address, contact Tel./mobile, Email (a copy of the ID information must be provided for future reference in case of nomination or receiving an award)
  - About the Creator: Individual/brand introduction, received awards or exhibition experience, etc. (within 300 words)
  - Work Information: Work name, year of creation, materials used, dimensions (in cm and mm), weight (in kg and g), etc.
  - Work value: Please provide the estimated value of the work (in NT dollars) for selection and participation insurance; if it exceeds NT\$300,000, no insurance will be granted, and applicants are liable for the appropriate insurance.
  - Participate in / Not participate in the "Market Potential Award." Please choose whether or not you want to apply for the "Market Potential Award" (Please refer to Participating Qualifications and Rules - V

for more details).

- Creative concept: Briefly describe the creative concept, material, or technique used in the work (within 300 words).
- Work Photos:
  1. You must provide 2-5 photos of your work. The actual work should be the subject of the shot. It is advised to choose a neutral white background with accurate and varied angles (avoid editing with software). When displaying photos of people, please avoid including facial images.
  2. Please do not label the photos and entities of the works with names, brand names and LOGOs, portraits, or people's faces.
  3. Photos should be uploaded in JPG or PNG format, with a resolution of at least 1200x1800 pixels and a file size of less than 5 MB.

- Contest Affidavit Letter, Consent to Provide Personal Data (please sign personally and upload the files)
- Portfolio: Please upload 1-5 additional representative personal/brand works. (If not, there is no need to provide.)
- \* If the application information is inaccurate, missing, or incomplete, the application will be rejected.
- \* Nominated candidates and winners must supply identification credentials for future reference.

## **Selection, Awards, and Exhibitions**

1. This competition adopts a two-stage selection process, including primary and final selection. Professionals from related fields are invited to form a jury for selection, and the winners and awards will be revealed on the opening day of the exhibition. The entry information is kept confidential, and only the organizers and judges have access to it.  
The main process is:  
**Primary Selection (paper review) > Nomination Announcement > Collection of Works > Final Selection (onsite assessment) > Announcement of Awards & Award Presentation, Opening of Exhibition**
  - (I) Preliminary Selection: The judges will undergo a document review of the eligible submission materials before shortlisting at least 15 works.
  - (II) Announcement of nominated candidates: The nominated for the preliminary selection will be announced on the website/Facebook fan page on August 18 (Thur.), 2022, and will be notified by email and phone call. Finalists are encouraged to attend the awards ceremony and exhibition opening.
  - (III) Work Acceptance:
    - (1) Finalists must submit their works to the assigned location for the follow-up final selection and exhibition between 22 August (Mon.) and 26 August (Fri.), 2022.
    - (2) Works must be properly wrapped and will not be accepted unless fully packaged (packing). On national holidays and non-working days, parcels will not be accepted.
    - (3) Finalists must confirm the status of their works and their safe delivery. If the works are damaged, lost, or are not delivered immediately to the assigned location, making the selection or exhibition impossible to complete, the organizer may directly reject them from participation in the competition and will not be liable for compensation.
    - (4) All finalists will be contacted separately about the recipients of the nominated works.
  - (IV) Final selection: Based on the physical works, the jury will conduct an on-site selection.
  - (V) Announcement of winners and awards: Winners and awards will be announced on-site on 30 August (Tue.), 2022, the awards will be presented, and the exhibition will open.
2. Details about awards, exhibitions, and other events will be announced and notified separately.
3. Assume that the nominated works are not delivered to the designated location and displayed within the period. In that situation, it will be considered to have waived its qualifying for the competition and will not be chosen. There must be no objections from competitors. Finalists may submit ideas for work decoration, but the organizer maintains the right to make corrections and adjustments based on space, venue, and other constraints.
4. The selecting process is not open to the public. According to the guidelines of selection, finalists are not obligated to send personnel to the site to explain.
5. The jury list will be kept confidential until the winners are announced in order to protect the impartiality of the selection. Contestants may not enquire, entrust, or lobby.
6. Works returned:

- (I) The nominated and winning works will be returned within 7 days of the exhibition's closure. Participants are asked to collect them or return them through entrustment.
- (II) The collection method, time, and location will be announced and notified individually; those who do not collect the piece within the time restriction will be considered to have given up the work, and the organizer will have sole discretion to manage the work's follow-up matters.

## Assessment Standards

Awards	Assessment Items	Assessment Key Points
First 3 prizes and excellent works	Originality	The application extent and skills of natural materials, craft design concepts that feature originality and innovation
	Functionality	Conforms to the practical functions and operating methods of life and market use
	Brand Value	Demonstrates a characteristic aesthetic and conforms to brand or individual value identification and spirit, matches closely with Taitung's local culture or art and style of living
Market Potential Award	Expansibility	The works should be in keeping with Taitung culture and aesthetics. The work has mass production value and the potential for market development

## Awards, Rewards

Awards	Places	Rewards (New Taiwan Dollar) and Others
First Prize	1	A reward of NT\$160,000, 1 certificate of merit/medal
Second Prize	1	A reward of NT\$90,000, 1 certificate of merit/medal
Third Prize	1	A reward of NT\$60,000, 1 certificate of merit/medal
Excellent Work	3	NT\$30,000 each, 1 certificate of merit/medal each
Total reward amount		NT\$400,000
Market Potential Award	1	A subsidy of NT\$100,000, must produce at least 60 pieces of the work



## Relevant Rules for Intellectual Property Rights and Personal Data

- I. For the purposes of education, research, and promotion, the Organizer has the following rights of use over the works participating in the contest, including to publicly display, edit, reproduce, distribute, publicly recite, publicly present, publicly broadcast, publicly transmit, e-book, uploading to the network, relevant propaganda publications, and to sell. The utilization will not be restricted to a region, period, media, form, number of times, content, and method. Image files of the work are authorized to be provided for citation in articles (illustrations) of art-related researchers according to the rules of the property right in work. The participant shall not practice moral rights and dissent towards the Organizer.
- II. Copyright, Liability, and Obligation:
  - (I) Based on the premise of promoting the participating work, contestants must agree for the Organizer to establish a database of the information of the work for management.
  - (II) The ownership of the copyright for the work belongs to the creator.
  - (III) Contestants' awarded images must be authorized to the organizer for unlimited venues and times for the promotional purposes of relevant events without compensation (including archival, promotion, adaptation, research, photography, propaganda, exhibition, website production, and publication, etc.).
  - (IV) Liability and obligation of participating in the contest:
    - Guarantee that the data filled in is correct.
    - The work participating in the contest must be created by the creator themselves, with no plagiarism, misappropriation, impersonation, or infringement of other people's rights and copyrights, etc. If the work is in violation of the rules, and is reported or informed that it involves infringements on copyrights, patent rights, trademark rights, and other intellectual property rights, the participant agrees to cancel the participating qualification and is required to return the reward, and the certificate of merit, etc., and be liable for the relevant legal responsibilities and compensations.
    - I agree to collaborate with the relevant promotion including presentations and exhibitions held by the Organizer.
    - It is necessary to collaborate with the Organizer to pay the income tax and the relevant fees according to Taiwan's tax law and 2nd generation national health insurance for the reward and subsidy received.
  - (V) Market Potential Award winners must collaborate in the mass production and delivery of the products.
- III. If direct or indirect damages (including but not limited to damages to reputation) impact the Organizer or the implementer resulting from a claim of rights from a third party due to the aforementioned matters, the participant/award winner shall show up immediately to solve the matter and be liable for the compensation, as well as the fees for the derived lawsuit, lawyer, and other related fees. The Organizer and the implementer are also allowed to request liability for punitive damages from the participant/award winner.
- IV. Statement of Personal Data Act and Portrait Rights:
  - (I) When proceeding with the registration for this event, you will agree to provide your personal data (refer to the [Consent to Provide Personal Data]): Understand that this agreement conforms to the demands of the Personal Data Protection Act and the relevant regulations, and has the effect of giving written consent for the organizer to collect, process, and use the personal data.
  - (II) Live photographing and filming will be conducted during the event; participation in this event also means agreeing to authorize the organizer and the implementer to proceed

with the event photographing and filming, and further agreeing to allow the relevant images to be used for non-profit educational promotion purposes, including on the websites of the organizer and the implementer, social media, in productions of publications, as well as research presentations, and also agreeing that the organizer and implementer have the relevant rights to publicize and transmit the aforementioned images.

### Other Matters to be Noted

- I. All contestants are deemed to agree and obey the various rules in this brochure. The organizer has the right to interpret and modify this brochure. All participating forms are treated as a part of this brochure.
- II. Please inform the implementer if there are changes to the contestants' contact information. The organizer and the implementer will not be liable for the loss of your rights if you have missed messages because you did not inform us regarding the changed matters.
- III. The organizer reserves the right to modify and change the event content details, as well as to cease or terminate the event. In the event of force majeure such as natural disasters and impact of the pandemic, the event schedule and content will be adjusted depending on the situation, and will be announced separately on the official website or the fan page.
- IV. For unmentioned matters in this brochure, the organizer is allowed to amend or proceed according to the business rules and conventions. In case of disputes, the organizer reserves the right of final interpretation.
- V. Please stay tuned for brochures, registration, and event information at:  
Echo Taitung <http://www.echotaitung.tw/>  
Bureau of Cultural Affairs of the Taitung County Government > Our Office  
Announcement <https://www.taitung.gov.tw/ccl>  
Craft Taitung <https://www.facebook.com/crafttaitung>

### Contact Information (Phone calls can be made on weekdays between 9:00-17:30)

Ms. Wu, [mia@afteraindesign.com](mailto:mia@afteraindesign.com), (02)2239-0880#101, ATERAIN DESIGN CO., LTD.

Ms. Wang, (089)320378#235, Taitung County Cultural Affairs Department