

2021 Taitung Craft Design Award

Enrollment Brochure

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The majority of craftwork creations originate from nature and the land as a result of the needs in human life. Creators combine handicrafts with natural materials and aesthetics to further accentuate local characteristics. Taitung Craft Design Award and Exhibition (hereinafter the “Taitung Craft Award” and “Taitung Craft Exhibition”) promotes communication between craft, art, and design, combining the ideas of the cultural creative industries with aesthetics and the energy of life, deeply fusing craft design with modern life. Through this, the passion towards craft design of creators is sparked, allowing people to sense the warmth and aesthetics introduced by the land through diversified the creations presented in the exhibition. At the same time, support and encouragement are offered to outstanding creators, thereby stimulating the communication between tradition and innovation, as well as driving society to devote itself enthusiastically to the local craft and cultural industry.

This year’s Craft Design Award emphasizes the two concepts of “Land Learning – Tolerance” and “Stack with Time – Internalization”. “Tolerance” – focusing on the relationship between the land and people, to find the highlight of the fusion between nature, land, human emotions, and Taitung’s characteristics, and hoping to accentuate the extraordinary craftsman spirit with the application of ingenious materials. “Internalization” – representing the repeated stacking of time, transformation and rebirth within repeated failures, experience and skills coming from perseverance; materials and aesthetics are combined, allowing the practicality of craftwork to be realized in modern-day life, which is close to the lifestyle and cultural characteristics of Taitung.

Advisor: Ministry of Culture | Organizer: Taitung County Government | Implementer: National Taiwan University of Arts

Event Content

The Taitung Craft 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 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 9 (Mon.), 2021
- Nomination Announcement: August 13 (Fri.), 2021
- Collection of Nominated Works: August 24 (Tue.), 2021, to August 27 (Fri.), 2021
- Award Announcement & Award Presentation: September 1 (Wed.), 2021
- Taitung Craft Exhibition: September 1 (Wed.), 2021, to September 17 (Fri.), 2021 (Venue: Taitung Art Museum)

Participating Qualifications and Rules

- I. Participants must be over 18 years of age; individual creators, craft masters, designers, or craft design brands can all register regardless of nationality.
- II. Register as an individual or as a single brand, with a maximum of 1 work or 1 work of a series of components, no combined application will be accepted (please make a note if it is a component work).
- III. Participating works must be creations within the most recent 3 years (i.e., from August 2018 up to before the registration in 2021), 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. Nominated works via the primary selection must collaborate with the “Taitung Craft Exhibition” for the exhibition; the exhibition date is set from September 1 (Wed.), 2021, to September 17 (Fri.), 2021.
- V. “Market Potential Award”: Nominated works with a production cost of less than NT\$1,000 per piece will be qualified for the assessment.
 - (I) Award winners will receive a subsidy of NT\$100,000, where the implementer will assist in the mass production of at least 60 pieces of the product according to the organizer’s schedule (including the design for the packaging and gift bag). Half of the total number of mass-produced products (at least 30 pieces) must be delivered to the organizer, Taitung County Government, for use, while the other half will be handed to the award winner for free 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.

Rules for Participating Works

- I. The work must be created and handmade by the creator, and the ownership belongs to the participant.
- II. Considering the limitations of the exhibition space, the dimensions of the work may not exceed “50 cm (W) x 80 cm (L) x 70 cm (H)”.
- III. The works must be targeted at innovation and realizing the improvement of traditional crafts, using craftwork materials such as ceramic, wood, bamboo, vine, paper, leather, textile, glass, enamel, jade, printed, and dyed material, lacquerware, and metallic products, etc. It is better if local materials from Taitung have been used. No prohibited articles or living organisms are allowed. If the materials are of other types or are synthetic materials, the judges will review whether they conform to the project goals or requirements.
- 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. Registration Procedure: Online registration is used. Please fill out the online form and provide the relevant information. (Website URL is as follows)
Echo Taitung <http://www.echotaitung.tw/>
- II. Registration Deadline: From now until 17:00 on August 9 (Mon.), 2021, 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/registrant representing the brand, brand name (can be left empty if none), date of birth, nationality /region of the registrant, 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 propose the estimated work value (in New Taiwan Dollar, for assessment and for exhibition insurance)
 - Creative Inspiration: Please briefly describe the creative concept and technical applications of the work, etc. (within 300 words)
 - Work Photos: 2 to 5 photos of the work must be provided. The work should be the subject of the photo. It is suggested to use a white neutral background

with clear and different angles, where in one of the photos someone must stand next to the work as a reference for the dimensions of the work. Photo files are to be provided in jpg or png format, with at least 1200x1800 pixels and a resolution of 300dpi or above. The size of the file must not exceed 4MB. (Photos must be of the actual original work; works edited with photo editing software may not be used)

- Video of the Work: The actual look of the work can be provided via video. Please record the work from different angles. The length of the video may not exceed 1 minute.
- Contest Affidavit Letter, Consent to Provide Personal Data (please sign personally and upload the files)
- Work Album: Please select and upload 5 pieces of representative individual/brand works
- * Please do not label a person's name, brand name and symbol, or creator's portrait on the photo and the actual work participating in the contest.
- * The work will not be accepted if the participant did not fill out or upload the data correctly, or if the data is incomplete.

Selection, Collection, and Announcement

- I. This contest adopts a two-stage selection, the primary selection and the final selection. Domestic and overseas professionals from relevant domains are invited to form the judging panel to conduct the assessment. Award winners will be announced on the opening day of the exhibition along with the award presentation. The participation data will be strictly confidential, and will only be used by the organizer and the judges for review. The main process is as shown below:

Primary Selection (paper review) > Nomination Announcement > Collection of Works > Final Selection (onsite assessment) > Announcement of Awards & Award Presentation, Opening of Exhibition

- II. Primary Selection (paper review): The implementer will proceed with the qualification screening according to the registration data. The data on paper of works conforming to the criteria will be reviewed by the judging panel, and at least 15 works will be nominated.
- III. Nomination Announcement: After the primary selection, the nominees are expected to be announced on the website/fan page on August 13 (Fri.), 2021 and notifications will be sent out via email or telephone call according to the registration data. It is suggested for the nominees to participate in the award presentation and the exhibition opening ceremony.
- IV. Collection of Nominated Works:
 1. The nominees must wrap up the work thoroughly, and send the work to the designated venue for the purpose of final selection in the period from August 24 (Tue.), 2021, to August 27 (Fri.), 2021. No work will be accepted on national holidays or days for which a suspension of work has been announced.
 2. The implementer will subsidize the freight fees at its discretion; the method of subsidy and information for the work-collection venue will be stated separately in the nomination notification.
 3. The work will not be accepted if the packaging (boxing) is incomplete. It is necessary to ensure the state of the work and the safety of the transportation. If the work is damaged, lost, or unable to arrive at the designated venue on time, resulting in the work being unavailable for assessment or exhibition, the organizer may cancel the participation qualification without being liable for compensation.
- V. Final Selection (onsite assessment): Final selection is arranged to be conducted on the day prior to the opening of the Taitung Craft Exhibition, where the judging panel will conduct

an onsite assessment according to the actual nominated works, picking out the 1st prize, 2nd prize, 3rd prize, excellent works, and market potential award.

- VI. Award Winner & Award Presentation Announcement: The award winners, award presentation, and opening of the exhibition are expected to be announced on September 1 (Wed.), 2021.
- VII. The organizer will make separate announcements or notifications for the relevant measures and content regarding the award presentation, the exhibition, and the retrieval of the works.

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 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. Nominated works not sent to the designated venue for exhibit will be deemed to give up the qualification voluntarily and will not be reviewed. No second opinion from the participant will be accepted. Nominees can propose suggestions for the arrangement of the works as a reference; however, the organizer has the right to propose a request for work modification due to spatial limitations or other reasons.
- III. Work Retrieval: Nominated or awarded works are expected to be returned within 2 days after the exhibition has ended. Contestants are requested to retrieve the works or request sending back the works within the period. Standards for retrieval measures, time, and place will be announced and notified separately; those who do not pick up the works within the period will be deemed to give up the works, giving the organizer full rights to subsequently process the works.
- IV. The evaluation process of this contest is not open to the public. Contestants must collaborate with the evaluation rules, and no personnel is required to provide explanations on the site.
- V. To maintain the fairness of the evaluation, the list of the judges will be kept confidential prior to the evaluation. Solicitation and lobbying by the contestants is not allowed.
- VI. 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.
- VII. 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.
- VIII. 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.
- IX. Please follow the relevant websites and fan pages for announcements and information: Bureau of Cultural Affairs of the Taitung County Government > Our Office Announcement <https://www.taitung.gov.tw/ccl>
Echo Taitung <http://www.echotaitung.tw/>

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

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