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[\[Cultural Creativity\]\[Design\] Promising Talents Shine at MOEA Design Awards](#)

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The China Post (2011/09/17) The Ministry of Economic Affairs (MOEA) announced the outstanding winners of this year's Golden Pin Design Awards (金點設計獎) and the Taiwan International Design Competition (臺灣國際創意設計大賽 TIDC) at an awards ceremony in Taipei, September 16.

The Golden Pin Awards has been considered the highest honor in Taiwan's design industry. Fifteen out of 944 submissions were selected for this year. Award categories spanned areas of industrial, visual, packaging, and interior design, with the purpose of encouraging companies to add value to their products through creative innovation.

Vice President Vincent SIEW and other international judges were in attendance to personally present the awards to the each of the winners. "In a globalized and consumer-centric era, Taiwan must aim to develop its innovative soft powers to add value to our products and services. The Golden Pin Awards is a great platform for designers to showcase their best work," said SIEW.

Alongside the Golden Pin Awards, the Taiwan International Design Competition has also attracted 1,510 submissions from young talents around the world.

The judging criteria for this year focus on three main elements: the needs of the consumer, the cultural and social value of design, and sustainable development.

Gold award winner Cheng-yu LEE (李承諭), a product-design student at the National Taipei University of Education, said that he came up with the idea "UD Bottle Cap" when he saw members of his family having trouble opening PET bottles. According to LEE, compared to normal bottle caps, the tear-shaped design requires 25-percent less arm strength to open, with an embossed arrow instructing people on which direction to unscrew. The product is also environmentally sustainable, having been made entirely with recyclable plastic.

Further Information:

[The China Post 2011/09/17](#)

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[National Science Council International Cooperation Sci-Tech Newsbrief](#)  
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