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[\[Design\] NTUST Graduate Wins "Best of the Best" Award at 2010 Red Dot Award](#)

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CNA (2010/08/26) The German Red Dot Award, which is the world's top design award of more than 50 years history, widely regarded as "the industrial design Oscar," just announced the winners list 2010, in which five animated films from National Taiwan University of Science and Technology (NTUST) are listed. The fresh graduate Pei-wen LEE's work "Eros" wins the first Red Dot Best of the Best Award in Taiwan.

The Department of Industrial and Commercial Design, NTUST, held a press conference on August 26, announcing the excellent performance of the students at the 2010 Red Dot Award. Five animated films by the graduates of the department this year were submitted to the contest and all of them won out among the 6369 pieces of works from 44 countries or areas and got listed in the 601 winners of 2010.

Remarkably, Pei-wen LEE's work "Eros" was the first work selected as the Red Dot Best of the Best Award in Taiwan. "Eros" was also one of the only nine works among all the winners that were referred by the judges to compete for the "Junior Prize," the result of which would be announced in the end of the year and the winner would get ten thousand euro.

The work "Eros" tries to describe the birthing process in form of a video game, a game from love to love. According to LEE, the work is inspired by her sister's first pregnancy and the story once told by her mother about how she came to the decision to quit abortion when she was having LEE herself. With these elements, LEE depicts the birthing process from the romantic intercourse between man and women to the stage of birth with a little hero's striving through games and obstacles in the video game, symbolizing the psychological and physical difficulties a mother needs to face during the birthing.

The trailer of the film "Eros": <http://www.facebook.com/video/video.php?v=1425559089507> (Registered required)

Reference:

[CNA 2010/08/26](#) (Chinese)

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

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