

# 2017 Yilan Chair Design Competition

## Competition Rules

### I. Objectives

The Yilan Chair Design Competition came about as a vehicle to convey the passion and hospitality of the people of Yilan as well as the natural beauty of the county's mountain forests. The original idea was to use innovative design in a way that connected to nature and daily life, while also reflecting the county government's long term vision of developing Yilan into a "children's dreamland" and "city of innovation." The event has also been used as a focal point for the development of cultural and creative industry producing furniture, stationary and toys.

The Yilan Chair Design Competition is the first design competition brand to be based on a city and one of only a handful of design competitions around the world to focus on "children's chairs." Over the past four years, more than 2,600 works have been submitted and in 2016 a new record was set with works from 25 countries. Through the competition, invitations extended to professional designers and exhibition promotion programs, the event has worked closely with the local timber and traditional handicraft sectors. In addition, it has also evolved from an international design competition into a major platform where talented designers can meet and exchange ideas. As a result, the Yilan Chair Design Competition has become an important cultural and creative furniture international competition brand.

As the competition enters its fifth year, the solicitation of works this year is divided into two categories: "Creative" (Group A) and "Practical" (Group B). Works submitted to Group A seek to identify children's chairs best able to tell the story of Yilan; (Group B) looks for works that can be mass produced and marketed. The jury panels for both groups base their determinations on the different core spirit of each category, though the broader aim is to attract a wide range of submitted works to gradually develop the Yilan chair industry and boost the "Yilan chair" brand, so that such items are sought after whether for oneself or as gifts.

### II. Associated agencies

Advised by: Ministry of Culture, Yilan Country Government  
Organized by: Cultural Affairs Bureau, Yilan County, Lanyang Cultural and Educational Foundation  
Co-organized by: National Taiwan Craft Research and Development Institute  
Lanyang Museum  
Cultural Creative Industry Association (CCIA)  
Taiwan Designers' Web  
Yilan County Lanyang Museum  
Taiwan Furniture Manufacturers' Association  
Taiwan Furniture Properties Association (TFPA)  
Implemented by: Blue Dragon Art Company

### **III. Competition eligibility**

1. All individuals with a passion for design irrespective of age, profession, place of residence or nationality are welcome to submit works.
2. Individuals or teams can register to compete, though teams can have no more than three members.

### **IV. Competition theme**

#### **Theme: Children's chairs**

1. Works must contain "Yilan elements"  
(Note: Yilan elements can include colors, styles, handicraft art, totems, words and symbols or abstract concepts such as historical texture, local spirit, cultural values, life attitudes etc. as they relate to Yilan.)
2. Works must be related the annual competition theme, with children intended to be the main users.

### **V. Solicited work requirements, evaluation standard and awards**

#### **A. Creative Category (Group A)**

##### **(1) Creative work requirements**

1. Works are intended for the use of pre-pubescent children under the age of 12, but are not limited to the use of one child.
2. Works must be educational and entertaining.
3. All design elements relating to dimensions, structure and materials must take into consideration the suitability of use by children.
4. Creative materials
  - a. Materials should be predominantly natural (wood, bamboo, rattan, paper etc.)
  - b. If other materials are used they should be environmentally friendly.
5. Work numbers
  - a. There is no limit to the number of works an individual / team can submit.
  - b. The focus should be the design of a single work or multiple works that make up a single set

(2) Evaluation standards

Item	Score	Details
Innovation	40%	Contemporary, original, stylish and complete
Theme-based	20%	Showcases representational or abstract Yilan elements
Practicality	15%	Convenience of use, takes into consideration physical size and safety of users
Technical nature	15%	*Participants are encouraged to embrace innovative use of traditional handicraft techniques * Participants are encouraged to use techniques that make use of physical forces (such as friction, gravity and elasticity)
Marketability	10%	Suitable for mass production commercialization with reasonable economic development costs and market acceptability

(3) Awards (certificates and cash prizes)

Gold medal: One individual/team will receive NT\$200,000 and a certificate.

Silver medal: One individual/team will receive NT\$100,000 and a certificate.

Bronze medal: One individual/team will receive NT\$80,000 and a certificate.

Merit Award: 8 individual/teams will receive NT\$10,000 and a certificate.

Outstanding Mention: 14 individual/teams will receive a certificate.

Most popular work: One individual/team will receive a certificate (the vote will be conducted on the official competition website after the first evaluation of documents submitted)

**B. Practical Category (Group B)**

(1) Creative work requirements

1. Works are intended for the use of pre-pubescent children under the age of 12, but are not limited to the use of one child.
2. The final retail price and cost analysis of the submitted work must be included as part of the evaluation by the jury panel.
3. All design elements relating to dimensions, structure and materials must take into consideration the suitability of use by children.
4. Creative materials
  - a. Materials should be predominantly natural (wood, bamboo, rattan, paper etc.)
  - b. If other materials are used they should be environmentally friendly.
5. Work numbers
  - a. There is no limit to the number of works an individual / team can submit.
  - b. The focus should be the design of a single work or multiple works that make up a single set

(2) Evaluation standards

Item	Score	Details
Marketability	40%	Suitable for mass production commercialization with reasonable economic development costs and market acceptability (such as final retail price)
Theme-based	15%	Innovatively showcases representational or abstract Yilan elements
Innovativeness	15%	Contemporary, original, stylish and complete
Practicality	15%	Convenience of use, takes into consideration physical size and safety of users
Technical nature	15%	*Participants are encouraged to make innovative use of traditional handicraft techniques * Participants are encouraged to use techniques that make use of physical forces (such as friction, gravity and elasticity)

(3) Awards

1. Certificates and cash prizes

Gold medal: One individual/team will receive NT\$50,000 and a certificate.

Silver medal: One individual/team will receive NT\$30,000 and a certificate.

Bronze medal: One individual/team will receive NT\$20,000 and a certificate.

Merit Award: 5 individual/teams will receive a certificate.

Most popular work: One individual/team will receive a certificate (the vote will be conducted on the official competition website after the first evaluation of documents submitted)

2. Yilan County Government undertakes to purchase 50 units of the Gold Medal winning work and sell them on Yilan county Government related marketing websites within three years of the award.

## VI. How to Register

1. Please visit the 2017 Yilan Chair Design Competition official website to read the competition regulations and related information  
<http://www.bluedragonart.com.tw/ycdaward/>

2. To register for the first evaluation

**(1) Registration deadline: 5pm Monday July 3, 2017 (Taiwan time)**

**(2) Method of registration:**

1. Individuals can register on the Registration Page of the 2017 Yilan Chair Design Competition official website. After an online registration is completed the system automatically sends a “registration No.” and “registration notification” to the applicant’s email address.
2. Please download the registration form from the official competition website. After filling in their Registration Number, personal details and competition participation details, applicants should email the form together with work files to the competition’s work submission email:  
[ycdaward2017@gmail.com](mailto:ycdaward2017@gmail.com)
3. After receiving an automated “work received” message the registration process is completed.  
※ If an applicant does not receive a “work received” email, he/she should resend the files or contact the organizers directly.

**(3) Regulations on accepting submissions:**

1. Only if the three steps detailed below are completed before the official deadline will an applicant’s registration be successful. Those who do not complete the process in time will not be allowed to register.

Step 1: Complete online registration and obtain a “Registration No.”

Step 2: Email the registration form and work files.

Step 3: Receive an automated “work received” message confirming successful registration.

2. Any documents submitted after the deadline or that do not accord with competition regulations will not be considered.

**(4) Documents to be submitted**

A. Registration Details	Content		No.
	1. Registration Form	Appended document 1	1 Copy
	2. Competition Declaration	Appended document 2	1 Copy
B Work Details	Content		No.
	1. Work Introduction	Appended document 3	1 Copy
	2. Work price analysis (to be filled in only by Group B participants)	Appended document 4	1 Copy

	<p>3. Competition work files</p> <ul style="list-style-type: none"> <li>• Method of presentation: Both electronic drawing and hand drawing are permitted</li> <li>• Number of files: A maximum of two files</li> <li>• Content: Work name, introduction of design concept and innovation, explanation of local Yilan elements incorporated, method of use, materials used etc. Applicants are also required to present front and side views of work materials, product proportions and dimensions (in centimeters) of the work using graphic, 3D or three-view drawings. The layout should be clear and complete.</li> <li>• Work design diagrams and the work itself must not include any writing, symbols or markings that could potentially influence the decision of jury panel members (including the artist's signature, an existing brand logo etc).</li> <li>• File specifications: Files should be submitted in <b><u>2000 * 800 pixel (width*height) JPG or PNG</u></b> file format.</li> </ul>	1 Copy
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**3. Final evaluation: Document submission is 9am-5pm, August 14-16, 2017**

- Document content: Participants who make it through the first evaluation to the final are required to provide one mockup of the submitted work.
- Method of submission: Submissions can be made by mail or in person and should arrive at the below address from 9am-5pm on the above dates. Late submissions will not be considered.
- Address: Warehouse No. 14, Chung Hsing Cultural and Creative Park (No. 6-8, Sec. 2, Chungcheng Rd, Wuchieh Township, Yilan County)
- Recipient: Ms. Hsieh
- Email: [ycdaward2017@gmail.com](mailto:ycdaward2017@gmail.com)

A	Content	No.
	<ul style="list-style-type: none"> <li>• The mockup to be submitted as part of final evaluation should be a ratio of 1:1 with the actual work.</li> <li>• After the mockup is submitted, the organizers will pay NT\$6,000 as production costs for each one.</li> <li>• If one work is submitted for consideration in both Group A and Group B, the individual/team is required to submit just one mockup.</li> </ul>	1 Copy
B Work Diagrams	Content	No.
	<p>Mockup diagrams (furniture technical drawings explaining the production process)</p> <ul style="list-style-type: none"> <li>• Only participants in Group B are required to submit work diagrams</li> </ul>	1 Copy

4. Items of note:
  - (1) Confirming eligibility: All work, electronic files and written submissions will be examined. The qualifications of all registered participants and work details must accord with stipulated regulations. Any participant found to have violated registration or document submission regulations will be disqualified.
  - (2) Please carefully check all submissions before post/delivery. In the event that any submission is found to be not in accordance with stipulated regulations, incomplete, inaccurate, forged, altered, or to contain incomplete work diagrams etc. the organizers reserve the right to not consider that work and the decision cannot be challenged.
  - (3) Participating individuals/teams are required to cover all delivery costs for submitted works for the duration of the competition and all transportation costs involved in attending the final evaluation and delivering a report to the jury panel.
  - (4) Participants are responsible for all protective measures taken to ensure works are not damaged during delivery for the final evaluation. A sturdy packaging case is recommended with packing filler. In the event that a work is submitted without complete packaging the organizers reserve the right to not accept it or have it returned to sender. Where a work is damaged as a result of poor production or when being delivered, to such an extent that it cannot be evaluated, the organizers are not liable for indemnity.

## VII. Evaluation method

1. Jury Panel formation
  - (1) The competition is divided into a first evaluation and a final evaluation stage and the organizers will invite individuals from industry, government, academia, designers and industry representatives to serve on a jury panel. The list of judges will be announced elsewhere.
  - (2) It is estimated that seven local judges will be invited to appraise works in the first evaluation. The final evaluation will be presided over by nine judges from Taiwan and overseas.
  - (3) When no submitted works are deemed to have reached the evaluation standard of the competition, the jury panel can decide to vacate the award. Participants must respect the decision of the jury panel which cannot be challenged.
2. First Evaluation
  - (1) Document submission: **Before 5pm, July 3, 2017 (Taiwan time)**
  - (2) First Evaluation: **July 10-13, 2017, one day in this period to be chosen**
  - (3) Announcement of finalists: An announcement will be posted on the official competition website, Facebook page and Yilan County Cultural Affairs Bureau website on **July 14 2017**, with participants notified by email or telephone
  - (4) No. of finalists: Creative Category (Group A) 25; Practical Category (Group B) 8

### **3. Final Evaluation**

- (1) Final evaluation: September 6-13, 2017, one day in this period to be chosen.
- (2) Participants will present a five minute report on their work, to include work name, design concept, creative materials used, special features and how the submission relates to stated evaluation standards. If overseas participants are unable to deliver a report in person they can send a five minute recording introducing their work before the final evaluation or do so using video conferencing technology (reports should be in English or Chinese and be subtitled) to be played when the jury panel meet.
- (3) Final evaluation location: Chung Hsing Cultural and Creative Park
- (4) Announcement of winners and awards ceremony: September 16, 2017.

## **VIII. Marketing and Promotion**

1. The organizers will hold an awards ceremony for prize winners.
2. The organizers will select prize winners for domestic and overseas fairs/expos
3. The organizers will, depending on the situation, act as a platform facilitating contacts between prize winners and product manufacturers, and offering assistance with the development of mass production operations.

## IX. Timetable (Taiwan time)

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Online registration and document submission	From now until 5pm, July 3, 2017	
<b>First evaluation document submission</b>	Before 5pm, July 3, 2017	
<b>Final evaluation</b>	July 10-13, 2017, one day in this period to be chosen	
<b>Finalists announced</b>	July 14, 2017	Announcement of nominated works
<b>Nominated work submission</b>	August 14-16, 2017	Submit one proofing model
<b>Final evaluation</b>	September 6-13, 2017, one day in this period to be chosen	Warehouse No. 14, Chung Hsing Cultural and Creative Park
<b>Awards ceremony</b>	September 16, 2017	Warehouse No. 14, Chung Hsing Cultural and Creative Park
<b>Nominated works display</b>	September 20-October 8, 2017 (provisional)	Luodong Cultural Working House
<b>Taiwan Designers' Week Exhibition</b>	October 23-29, 2017 (provisional)	Songshan Cultural and Creative Park

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In the event of changes to the schedule, the latest information will be available on the official competition website.

## X. Rights and Obligations of Participants

1. Once a work wins a prize, the economic rights to related images and text belong to the organizer. Participants are required to sign a "Competition Declaration" granting the organizers the right to use these for collection, marketing, transfers, announcements, publishing, reproduction, copying, public or online display, and all other economic rights related uses, with no limits placed on time, quantity or methods.
2. The intellectual property rights to every award winning work belong to the creator. However, said creator agrees to give the organizers the right to gratis use in perpetuity, to be able to introduce firms and engage in priority product development and official product sales. For those works that do become official products, the organizers will sign an additional formal contract with participants, detailing profit sharing, rights and liabilities.
3. The copyright of each completed work belongs to the participant/team. To prevent future disputes, team members should clarify copyright trading and

their relationship (authorization/licensing) on their own. These responsibilities should be agreed by contract in advance. The organizer shall not get involved.

## **XI. Announcements and Statement for Participants**

1. Organizers:
  - (1) The organizers reserve the right to revise the timetable for registration and document submission if it is deemed necessary.
  - (2) If a situation arises that is not addressed in the competition regulations, the organizers reserve the final right of revision. Such amendments will be posted on the organizer's official website and there will be no further notification.
2. Participating works:
  - (1) All participating works must be original, never previously made public or sold. They must also not be imitations or infringe on the intellectual property rights of a third party. If a prize winning work is later accused and confirmed as having violated rules governing the evaluation process, plagiarism or imitation, the organizers will reconvene the original jury panel which will meet with related legal consultants to discuss an appropriate response. Where necessary, the offending participant will be disqualified and asked to return any cash prize and certificate awarded. The participating work registration form stipulates that participants are not permitted to submit works to the competition for a period of three years. In the event that a participant is accused of infringing the intellectual property rights of a third party legal liability falls exclusively on the participant.
  - (2) **A work can be submitted in both Group A and Group B competition, but applicants must register separately (and submit two sets of registration information).**
  - (3) Participating works and documentation must be sent to the address indicated by the organizers before the designated deadline. If a submitted work is incomplete or violates competition regulations, the organizers reserve the right to not accept it or have it returned to sender.
  - (4) After officials receive registration information from a prospective participant, they will send an email notification in reply before 6pm the same day. If the applicant has questions he/she/they should contact the organizers directly.
3. Participants:
  - (1) All participants should first read related information to ensure they understand the various regulations and requirements of the competition and are willing to adhere to said rules.
  - (2) In order to ensure the intellectual property rights of participants are fully protected, it is recommended that finalists should first apply for copyright or patent protection before submitting mockups as part of the final evaluation. If works are copied by a third party as a result of taking part in the competition or exhibition, the organizers do not accept any legal liability to pay compensation.

- (3) Participants must not seek to entreaty, lobby, entice, threaten or engage in any other behavior designed to interfere with the jury panel members or their work.
4. Prize winners:
    - (1) Participants registered as a team must designate a representative to receive any prize. As to receiving prize money and its allocation among team members, that should be agreed beforehand and said agreement followed. At the same time, prize winners are also required to pay tax on their winnings in accordance with the Republic of China Income Tax Law. Competition regulations stipulate that the members of prize winning groups receive a single certificate.
    - (2) The organizers are authorized to use final evaluation works and images thereof free of charge for purposes of organizing related promotional activities or in concert with media reports etc. The organizers can also use the final evaluation mockups, work descriptions and photographs for exhibition, marketing and publishing purposes. Participants should proactively cooperate with marketing and promotional events.
    - (3) In order to facilitate future competition related marketing and promotional work, the mockups nominated for the final are the property of the organizers and will not be returned.

## **XII. 2017 Yilan Chair Design Competition Taskforce Contact Information**

- Address: Blue Dragon Art Company – No. 127, Section 1, Dihua Street, Datong District, Taipei City
- TEL: (+886)2-7730-8830#2020 (Ms. Hsieh) (office hours Monday-Friday)
- Email: [ycdaward2017@gmail.com](mailto:ycdaward2017@gmail.com)

**(Addendum 1)**  
 2017Yilan Chair Design Competition  
**【Registration Form】**

Date Received: (Staff Only)
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<b>Registration Number:</b>	Obtained via online registration
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<b>Registered Group / <input type="checkbox"/> Creative Group (Group A)</b>  <input type="checkbox"/> <b>Practical Group (Group B)</b> Note: please tick one. Only one group can be registered per registration form
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<b>Participant / Team Representative Name:</b>
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I undertake to observe all regulations detailed in the “2017 Yilan Chair Design Competition Rules” and confirm that all information provided is correct and accurate. I also agree to provide this work to the bureau for related photographic, promotional, printing, public exhibition and broadcasting purposes. I further attest that the work I have submitted is original, has never been publicly displayed or sold, and does not copy from or infringe the intellectual property rights of any third party. In the event that the work is found to violate the intellectual property rights of another party I further agree that the legal responsibility is mine and mine alone.

Cultural Affairs Bureau, Yilan County  
 Natural person or authorized representative signature:  
 Date: \_\_\_\_ / \_\_\_\_ / 2017

※ Before sending the application forms please check that you have included the following items and mark the appropriate box with a “v”	<b>Judge’s Review Record</b> (Staff Only)
<b>A. Documents</b> 1. <input type="checkbox"/> Application cover (Addendum 1) 2. <input type="checkbox"/> Competition Declaration (Addendum 2) <b>B. Work Information</b> 1. <input type="checkbox"/> Work description form (Addendum 3) 2. <input type="checkbox"/> Work Images <b>C. Applicants registering for the Practical Group (Group B) must also fill in</b> 1. <input type="checkbox"/> Work Price Analysis Table (addendum 4)	<b>A. Documents</b> <input type="checkbox"/> Compete <input type="checkbox"/> Missing ____ <b>B. Work Information</b> <input type="checkbox"/> Submitted <input type="checkbox"/> Missing <b>C. Price analysis table</b> ※ Must be filled in by participants registering for the Practical Group <input type="checkbox"/> Submitted <input type="checkbox"/> Missing
<b>Evaluation Outcome:</b>	<input type="checkbox"/> Passed <input type="checkbox"/> Rejected

- ※ Please email the registration form and other required documents to:  
[ycdaward2017@gmail.com](mailto:ycdaward2017@gmail.com)
- ※ Participants should sign all forms and then take a photograph or scan the document to create an electronic file which can then be submitted as an attached document.

**(Addendum 2)**  
2017 Yilan Chair Design Competition

Registration Number : \_\_\_\_\_

**【 Competition Declaration 】**

(Staff Only) Preliminary: _____ Final: _____
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As a participant in the “2017 Yilan Chair Design Competition” organized by Yilan County Cultural Affairs Bureau and Lanyang Cultural and Educational Foundation, I (this team), hereby certify my/our full understanding of the competition rules and promise to follow the evaluation regulations, including the following:

**1. Right of Promotion**

I agree that the organizers can use competing works including descriptions, related information and mockups of prize winning works to promote competition follow-up events. I also agree that such use may involve any form of reproduction, public display, editing, use or distribution, involving public broadcasting, transmission or distribution through television, newspapers, magazines, the Internet or exhibitions.

**2. Work Copyright**

1. I agree to cede in perpetuity the intellectual property rights of the winning work to the organizers, authorizing them to develop industry contacts and focus on priority development of official product sales. If the work is developed as an official product, the two sides will sign an additional formal document detailing profit sharing.
2. Participants entrust the organizers to create and manage a database of participating works for promotional purposes.
3. The copyright of each completed work belongs to the participant/team. To prevent future disputes, team members should clarify copyright trading and their relationship (authorization/licensing) on their own. These responsibilities should be agreed by contract in advance. The organizer shall not get involved.
4. Once a work wins a prize, the economic rights to related images and text belong to the organizer. Participants are required to sign a “Competition Declaration” granting the organizers the right to use these for collection, marketing, transfers, announcements, publishing, reproduction, copying, public or online display, and all other economic rights related uses, with no limits placed on time, quantity or methods.
5. The intellectual property rights to every award winning work belong to the creator. However, I agree to give the organizers the right to gratis use in perpetuity, to be able to introduce firms and engage in priority product development and official product sales. For those works that do become official products, the organizers will sign an additional formal contract with participants, detailing profit sharing, rights and liabilities.

**3. Rights and Obligations**

1. I hereby certify that the information contained in the registration form is true and correct.
2. I attest that the participating work is an original design and has not been plagiarized or misappropriated, is not an imposter and does not infringe on the

rights or copyright of a third party. I further attest that it has not previously been publicly displayed or sold. If the work is found to infringe on the copyright, patent or intellectual property rights of a third party, I agree to be disqualified, return any cash prize received and to take full legal responsibility.

3. I acknowledge that the participating work registration form stipulates that participants are not permitted to submit works to the competition for a period of three years.
4. I agree, that in order to facilitate future competition related marketing and promotional work, the mockups nominated for the final are the property of the organizers and will not be returned.
5. I agree to cooperate with the organizers on related advertising, marketing and exhibition events.
6. I agree that the winning prize money and mockup production fee will have income tax deducted according to the law. However, mockup production fees will be additionally taxed in accordance with Second Generation National Health Insurance regulations.

**To**

**Organizers:** Yilan County Cultural Affairs Bureau

Signature of participant or group representative \_\_\_\_\_

Date: \_\_\_\_\_

**(Addendum 3)**

2017 Yilan Chair Design Competition

**【 Work Description Form 】**

Registration Number: \_\_\_\_\_

(Staff Only)

Preliminary: \_\_\_\_\_

<b>Product Name Chinese/English</b>	
<b>Work Dimensions</b>	Single unit Length ___x Width___x Height___ ( cm )
<b>Suitable Age</b>	Age _____ to Age _____
<b>Design Concept and Creativity</b> (maximum of 150 words including details on Yilan elements)	
<b>Materials and Techniques used</b>	
<b>Additional Explanation</b>	

(This form is created by computer. More sheets can be printed if there is insufficient space.)

**(Addendum 4)**

2017 Yilan Chair Design Competition

**【Work Prince Analysis】**

Registration Number: \_\_\_\_\_

(Staff Only)

Preliminary: \_\_\_\_\_

Item	Unit Price	No.	Total Price	Description / Notes

Final Recommended Price: NT\$ \_\_\_\_\_

- This form is to be filled in by participants registering with the Practical Group (Group B).
- Please include a price analysis for the mass production of the work
- This table was generated by a computer more sheets can be printed if there is insufficient space