World Design Capital Taipei 2016
International Design Open Call
A. Introduction

The World Design Capital (WDC) Taipei 2016 calls for proposals for at least 6 collaborative projects with aims to enhance participation of design communities around the world and broaden the global reach of WDC Taipei 2016’s marketing and communications. The proposed projects should be collaborations between local and international teams to resolve Taipei's various urban issues with innovative and practical designs.

By embedding social design and involving citizens in the design process, these new models, strategies, and products will play decisive roles in Taipei’s transformation into a global example for implementation of social design in urban construction.
A. Introduction

About Taipei
B. Submission Guidelines

In correspondence to WDC Taipei 2016, proposals shall be related to themes such as universal design, urban planning, and social design. Proposals shall emphasize on using design to solve social issues and fulfill public’s needs in order to benefit the public; proposals shall be implemented in a manner that attracts social resources and supports to ultimately facilitate improvements of the society (community).

**Design projects, exhibitions, research programs, online activities, and any other events on product design, architecture, interior design, industrial design, and food design meeting the aforementioned themes are all eligible.**

**Keywords:**

B. Submission Guidelines

The proposal shall manifest the spirit of social design, which emphasizes the use of design to solve social issues. World Design Capital Taipei has identified four major groups of development issues Taipei faces today: “Life Quality and Health,” “Ecological Sustainability,” “Urban Regeneration” and “Smart Living.” and calls for submissions according to these themes.

**Suggested project theme**

From the day the contract is signed between the executing and chosen party to **2016/11/30**.

**Venue**

This proposal is restricted only to the city of Taipei and can be executed in all public areas including exhibition spaces, cultural parks, and local communities etc.
B. Submission Guidelines

Submissions are open to:

Design companies, design organizations, design colleges, civic groups, social enterprises, innovation enterprises, diplomatic missions of Taiwan.

The following proposals/parties will be considered with priority:

- A collaborative proposal between Taipei and an international team.
- An international team with a partnering Taipei team.
- An international team with previous project execution experience in Taipei.
- An international team without a partnering Taipei team, but provides details on expected partners and a letter of intentions.
B. Submission Guidelines

This project provides a total collaborative budget of **NTD 24 millions (Approximately 727,000 USD)**, which will include at least two major proposals, and a minimum of 4 general proposals.

Collaborative budget exceeding NTD 5 million are considered Supernova proposals; collaborative budget requiring less than NTD 5 million are considered Planet proposals.

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**Subsidies**

**Timeline**

- Deadline for submission: 2015/11/30 17:00 (GMT+8)
- Initial review for eligibility: Start of December 2015
- Final selection: Mid December 2015
- Announcement of winning proposals: End of December 2015, announced on the official WDC site.
B. Submission Guidelines

Project requirements
Design proposals must be tailored and offer visionary and creative design concepts for the issues faced by Taipei. Furthermore, citizen participation is needed to enhance public recognition.

complete project execution plan should include:

1. A cover letter that provides a project summary; clear statement and a concise outline of the capacity of the applicant(s) to undertake the project.

2. Project narrative addressing the Initial Research; Problem Description; Design Concept; Design Methodology; Prototype Exhibition Plan.

3. Key personnel and their qualifications: Concise abstract that explains the background and expertise the applicant will bring to this project. Include CVs or resumes as attachments.

4. Itemized budget.

5. Timeline of project activities and deliverables
C. Jury

Subsidy application is organized in two rounds:

1. **Initial selection**: Evaluation of submissions in accordance to requirements and review of qualifications.

2. **2nd round selection**: Shortlisted submissions are evaluated by the review panel comprising
   - WDC Taipei 2016 International Advisory Committee
   - WDC Taipei 2016 Office representatives
   - Local and international professionals

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### Reviewed Criteria

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<thead>
<tr>
<th>Items</th>
<th>Reviewed Criteria</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1</td>
<td>Relevance of proposal to theme of social design</td>
<td>30%</td>
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<tr>
<td>2</td>
<td>Collaboration with local team and mechanisms for citizen participation</td>
<td>20%</td>
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<tr>
<td>3</td>
<td>Ability to create conversation and international awareness around project (minimum of 5 traditional or digital media coverage)</td>
<td>20%</td>
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<td>4</td>
<td>Long-term sustainability of the proposal</td>
<td>20%</td>
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<td>5</td>
<td>Scale of proposal including budget, expected participants, and use of venue</td>
<td>10%</td>
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D. Funding

Teams with winning proposals are required to attend the progress and review meetings with the executive organizers to present project content and time schedules, and are permitted thereafter to apply for subsidy.

- Selected teams are to sign, with Taiwan Design Center (TDC), a contract of execution that includes the project plan, budget plan, staff table, and time schedule. Upon signing and returning the contract to TDC, an application may be made for 30% of the subsidy.

- During the execution of the project in 2016, 2 review meetings will be held to control the quality of the project. Selected teams shall pass both reviews prior to August 30, 2016, and adjust project plan based on review results before applying for 40% of the subsidy.

- Selected teams are to submit an outcome report, including execution results, photos, videos, and supporting evidence of promotion and marketing efforts, after which an application may be made for 30% of the subsidy.
D. Rights and Obligations

Rights

- Listed as cooperating partner of the WDC Taipei 2016 open call project
- Collaborate media resources and press releases, increase proposal awareness and promote citizen participation with WDC Taipei.
- The executive organizers can arrange for VIP participants, including officials and members of international design organizations, to attend the proposed projects, achieving greater visibility for the selected teams.

Obligations

- The proposing team should devote its know-hows and service to offer innovative services for social welfare and incorporate its solutions in the development of the city.
- Actively plan and support promotional efforts throughout the duration of the WDC Taipei 2016 to increase citizen participation.
- The selected team is to produce proposals or designs that combine events, exhibitions and workshops to interact with citizens.
- The selected team is to participate in the "International Design House Exhibition" held by WDC Taipei 2016 from October 13 to 30 to present the results of the open call project and host at least one workshop for the public.
- Event information and promotional materials shall be in Chinese and English, and related details should be included and frequently updated for accuracy on the WDC Taipei 2016 event site.
- The selected team must devise and execute a promotional and marketing plan that connects to local and international design related media, and operate a social network platform such as Facebook, twitter, Instagram or pinterest for social interactions. A minimum of 5 pieces of coverage on local or global, and traditional or digital media must be achieved.
- Copyrights of proposed projects will be transferred in whole from the bidding team to the organizer at the completion of the project, and the bidding teams will forfeit to exercise its author’s moral rights.
E. Contacts

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