

# Jian Shan Jian Shui by Jing Chen Wins Gold in A' Packaging Design Award

*Jing Chen's Innovative Packaging Design Recognized for Excellence by International Jury*

COMO, CO, ITALY, June 26, 2024 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized award in the field of [packaging design](#), has announced Jian Shan Jian Shui by [Jing Chen](#) as a Gold winner in the Packaging Design category. This prestigious recognition highlights the exceptional quality and innovation of Jing Chen's work, which stands out among entries from around the world.

Jing Chen's award-winning packaging design for Jian Shan Jian Shui demonstrates a keen understanding of current trends and needs within the industry. The design aligns with the growing emphasis on sustainable and eco-friendly packaging solutions while also delivering a unique aesthetic appeal that enhances the product's market competitiveness. This recognition underscores the practical benefits of Jing Chen's design for both consumers and the broader packaging industry.

Jian Shan Jian Shui's packaging design sets itself apart through its anthropomorphic bottle shape and skeuomorphic wine box, cleverly combining human and object elements to align with the project's theme. The opening structure, method, and choice of materials further distinguish the design from competitors. Jing Chen's approach reduces production costs through streamlined processes and printing, reflecting a commitment to rational packaging and sustainable applications.

The Gold A' Design Award for Jian Shan Jian Shui not only celebrates Jing Chen's exceptional work



but also serves as motivation for the designer to continue pushing boundaries and inspiring future innovations in packaging design. This recognition has the potential to influence industry standards and practices, as Jing Chen's design showcases the successful integration of creativity, functionality, and sustainability.

Interested parties may learn more at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=160933>

#### About Jing Chen

Jing Chen is a talented packaging designer based in China's picturesque Hunan Province. With over a decade of experience, Jing Chen has honed his skills and developed a unique design philosophy that combines traditional Chinese cultural elements with modern aesthetics. His passion for innovation and dedication to perfection have earned him numerous accolades, including gold medals in national and international packaging design competitions. Jing Chen actively contributes to the advancement of the packaging industry by promoting sustainable design principles and developing industry standards and guidelines.

#### About Golden A' Design Award

The Gold A' Design Award recognizes designs that exhibit a high level of innovation and significantly impact their target audience. Winners of this prestigious award are acknowledged for their visionary approach and exceptional skill, setting new benchmarks for excellence in packaging design. The rigorous selection process involves blind peer review by an expert jury panel of design professionals, packaging industry experts, journalists, and academics. The Golden A' Design Award celebrates designs that push boundaries, inspire future generations, and contribute to the advancement of art, science, design, and technology.

#### About A' Design Award

The A' Packaging Design Award is a prestigious international competition that recognizes outstanding achievements in packaging design. Welcoming entries from innovative designers, agencies, manufacturers, and brands, the award provides a platform to showcase creativity and gain global recognition. Through a rigorous blind peer-review process, a panel of expert jurors evaluates entries based on pre-established criteria, ensuring that only the most deserving designs receive recognition. The A' Design Award, now in its 16th year, is driven by a philanthropic mission to enhance society through the power of good design, inspiring and promoting superior products and projects that positively impact the global community. Interested parties may learn more about the A' [Design Awards](#), explore jury members, view past laureates, and participate with their projects at <https://packaging-awards.com>

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