

Espresso by Andromachi Kakava Wins Iron A' Design Award in Packaging Design Category

Andromachi Kakava's innovative Espresso packaging design recognized with prestigious A' Design Award in Packaging Design category.

COMO, CO, ITALY, July 18, 2024 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized award in the field of [packaging design](#), has announced [Andromachi Kakava's](#) exceptional work, "Espresso," as the recipient of the Iron A' Design Award in the Packaging Design category. This prestigious recognition highlights the significance of Kakava's innovative packaging design within the competitive industry.

Kakava's award-winning Espresso packaging design showcases the relevance of creative design solutions in meeting current market demands. By aligning with industry standards and best practices, the design demonstrates how thoughtful packaging can enhance product appeal and user experience. The Espresso packaging offers practical benefits for consumers, the coffee industry, and stakeholders, exemplifying the power of design to drive innovation and elevate brands.

The Espresso packaging stands out in the market through its unique visual approach, inspired by the blend of coffee and its captivating aroma. Kakava's design features a distinctive pattern derived from the linear top view of an espresso cup and the spreading aroma, creating a recognizable and enticing aesthetic. The carefully selected color palette defines the coffee blends, guiding consumers to associate each color with a corresponding taste and aroma. The packaging's striking appearance, combined with the dominant black color, ensures it commands attention in coffee house display cases, defying the notion that wholesale products should



Espresso

remain concealed from consumers.

Winning the Iron A' Design Award serves as a testament to Andromachi Kakava's design prowess and her team's commitment to excellence. This recognition will undoubtedly inspire future projects and motivate the team to continue pushing the boundaries of packaging design. By fostering innovation and setting new standards, Kakava and her team at AbcDesign are poised to make significant contributions to the packaging industry.

Espresso was designed by a talented team consisting of Costas Lakis and Andromachi Kakava. Their collaborative efforts and expertise in various aspects of the project were instrumental in creating this award-winning packaging design.

Interested parties may learn more about the Espresso packaging design and its creators through the following channels:

Explore the dedicated page for Espresso at the A' [Design Awards](#) website:

<https://competition.adesignaward.com/ada-winner-design.php?ID=152991>

Discover more about the design at designers.org:

<https://designers.org/152991>

Learn about the award-winning designer, Andromachi Kakava, by visiting her profile:

<https://designer.org/!338198>

About Andromachi Kakava

Andromachi Kakava, the founder of AbcDesign, has built a successful career spanning, creative advertising, logo creation, photography, and print design. With a blend of strategic thinking and creativity, honed through education and hands-on experience, Kakava has assembled a passionate team of professionals over the past twenty-five years. Today, AbcDesign is renowned for its captivating and resonant aesthetic, as evidenced by the multiple international awards their projects have received. The studio's deep understanding of product and market dynamics, coupled with a commitment to learning and adaptation, continues to elevate brands to new heights.

About Abc Design Communication

Abc Design is an award-winning independent design studio based in Athens, offering a wide range of design services with a focus on branding, packaging design, and advertising. With years of experience working with prestigious companies in the Greek market, Abc Design leverages its expertise to create timeless brands that resonate with customers. The studio's commitment to achieving the best results has earned them a reputation for excellence in the industry.

About A' Design Award

The Iron A' Design Award is a prestigious recognition granted to well-designed products, projects, services, and ideas that meet the rigorous standards set by the A' Design Awards. Recipients of this award have demonstrated a solid understanding of design principles, creativity in execution, and the ability to provide practical solutions that improve quality of life. The Iron A' Design Award

acknowledges the skill, dedication, and innovative thinking of designers who address real-world challenges through their work. By meeting the professional and industrial requirements expected from well-designed products, these awarded designs showcase the expertise and creative capacity of their creators.

About A' Design Award

The A' Packaging Design Award is a prestigious international competition that recognizes outstanding achievements in packaging design. The award attracts a diverse range of participants, including innovative designers, forward-thinking agencies, leading manufacturers, and influential brands. By showcasing their creativity and expertise, entrants have the opportunity to gain global recognition and contribute to the advancement of the packaging industry. The A' Design Award is committed to promoting superior products and projects that benefit society, driven by a philanthropic mission to create a better world through the power of good design. With a rigorous blind peer-review process and evaluation by an expert jury panel, the A' Design Award celebrates remarkable achievements and inspires a global appreciation for the principles of good design. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and participate with their projects at:

<https://packagingcompetitions.com>

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