

Challenger by Yao Wu Wins Silver in A' Packaging Design Award

Yao Wu's innovative spirits packaging design, Challenger, receives prestigious Silver A' Design Award in Packaging Design category

COMO, CO, ITALY, September 4, 2024 /EINPresswire.com/ -- The A' [Design Award](#), a highly respected and well-recognized award in the field of [packaging design](#), has announced [Yao Wu's](#) exceptional work, "Challenger," as a Silver Award winner in the Packaging Design category. This prestigious recognition highlights the significance of Challenger within the packaging industry, positioning it as a noteworthy example of innovative design.

Challenger's Silver A' Design Award is particularly relevant to the packaging industry and its customers, as it showcases a design that aligns with current trends and advances packaging standards. The design's unique features, such as its illustration art and Chinese cultural integration, offer practical benefits for users and stakeholders by providing an aesthetically appealing and culturally meaningful packaging solution.

Yao Wu's Challenger stands out in the market through its distinctive blue and orange color scheme, featuring illustrations inspired by traditional Chinese mythology. The dark blue packaging box, adorned with elements representing Wukong and Nezha, employs embossed hot stamping technology to create a delicate and visually striking design. The oblique 60-degree double-door opening method adds an innovative touch to the packaging's functionality.

This recognition from the A' Packaging Design Award serves as motivation for Yao Wu and the design team to continue pursuing excellence and innovation in their future projects. The award



inspires them to further explore the integration of illustration art and Chinese culture in packaging design, potentially influencing industry standards and fostering cultural appreciation.

Challenger was designed by Wu Yao, with illustrations by Zhang Yuchen and Xie Boxing. Graphic designers Zheng Ziyang, Shi Huafeng, and Tan Zhen contributed to the project, while Liao Hao provided 3D design expertise.

Interested parties may learn more about the award-winning Challenger design at:
<https://competition.adesignaward.com/ada-winner-design.php?ID=155598>

About Yao Wu

Yao Wu, based in China, is a multifaceted designer with an impressive portfolio. In 2019, Beijing Satellite TV invited Wu as the designer for the second season of the National Palace Museum and the official cultural and creative designer of Wudang Mountain. Wu has collaborated with notable organizations such as Baidu, the National Library, and the National Palace Museum, creating popular products like the "Palace Museum suitcase" and "Zhengda Guangmeng." Additionally, Wu has worked with renowned brands, including Xinhuanet, Li Ning, China, Chengdu University Games, shede, vivo, King glory, ZTE, Netease, amuxi, COSCO, China Resources, and Dongfeng Motor.

About Beijing Wuyao Cultural and Creative Co. Ltd.

Beijing Wuyao Cultural and Creative Co., Ltd. is a design-oriented company specializing in illustration design, packaging design, and IP image design. The team consists of talented young illustrators and designers who find inspiration in the details of life and ancient Chinese aesthetics. They excel at creating colorful, unique compositions and culturally rich stories that meet their clients' brand needs and help them achieve their cultural aspirations and business goals.

About Silver A' Design Award

The Silver A' Design Award recognizes top-tier designs that embody excellence and innovation. Recipients are acknowledged for their contributions to raising industry standards and advancing design practices through their highly functional and aesthetically pleasing creations. The rigorous selection process involves blind peer review by an expert jury panel of design professionals, packaging industry experts, journalists, and academics. Winning designs often incorporate original innovations, elicit strong emotional responses, and make a notable impact on improving everyday life.

About A' Design Award

The A' Design Award is an international, juried design competition organized across all industries, welcoming entries from all countries. Established in 2008, the A' Packaging Design Award celebrates innovative packaging designers, forward-thinking agencies, leading manufacturers, and influential brands. Participants have the opportunity to showcase their creativity, gain global recognition, and contribute to the advancement of the packaging industry.

The ultimate aim of the A' Design Award is to recognize and promote superior products and projects that benefit society and create a better world through the power 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://designawardspackaging.com>

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