

Trip of Tea by Yao Wu Wins Silver in A' Graphics Industry Awards

Yao Wu's Exceptional Illustration Design, Trip of Tea, Receives High Recognition in the A' Graphics, Illustration and Visual Communication Design Award Category

COMO, CO, ITALY, September 17, 2024 /EINPresswire.com/ -- The A' [Design Award](#), a highly respected and well-recognized award in the field of [graphic design](#), has announced [Yao Wu's](#) exceptional work, "Trip of Tea," as a Silver winner in the Graphics, Illustration and Visual Communication Design category. This prestigious recognition highlights the outstanding design excellence and innovation demonstrated by Yao Wu's illustration design.

Trip of Tea's success in the A' Graphics, Illustration and Visual Communication

Design Award is a testament to its relevance and impact within the graphic design industry. The design effectively combines historical tea transportation routes with vibrant illustrations, showcasing the tea culture of different countries while maintaining a cohesive and harmonious visual style. This innovative approach aligns with current trends in graphic design, where storytelling and cultural representation play a significant role in engaging audiences.

Yao Wu's Trip of Tea stands out for its unique fusion of historical elements and contemporary illustration techniques. The design masterfully incorporates the iconic horse element from the client's company logo, using it as a central theme to guide the viewer through the "Revisiting the Road to Tea" narrative. The illustrations showcase different countries and regions along the tea transportation routes, with each horse and saddle design reflecting the distinct characteristics of the respective destinations. The result is a visually captivating and informative design that effectively communicates the rich history and cultural significance of tea.



Trip of Tea

The recognition of Trip of Tea in the A' Graphics, Illustration and Visual Communication Design Award is expected to inspire future projects within Yao Wu's design practice and influence industry standards. The design's success demonstrates the potential for combining historical narratives with contemporary illustration styles to create engaging and informative visual experiences. This achievement serves as motivation for Yao Wu and their team to continue pushing the boundaries of graphic design and exploring innovative ways to tell stories through illustration.

Trip of Tea was designed by a talented team of professionals, including Original designer: Yao Wu, Illustration designers: Yuchen Zhang and Boxing Xie, Graphic designers: Ziyang Zheng, Zhen Tan, and Huafeng Shi, and 3D designer: Hao Liao.

Interested parties may learn more about the award-winning Trip of Tea design at:
<https://competition.adesignaward.com/ada-winner-design.php?ID=151736>

About Yao Wu

Yao Wu is a renowned designer from China, recognized for their exceptional work in illustration, packaging, and cultural design. They have collaborated with notable organizations such as Beijing Satellite TV, the National Palace Museum, and various leading brands. Yao Wu's designs showcase a unique blend of traditional Chinese aesthetics and contemporary styles, resulting in visually captivating and culturally rich creations.

About Beijing Wuyao Cultural and Creative Co. Ltd.

Beijing Wuyao Culture and Creativity Co., Ltd. is a design-oriented company specializing in illustration, packaging, IP image, VI, and cultural and creative design. The team consists of passionate illustrators and designers who draw inspiration from the details of life and ancient Chinese aesthetics. They focus on creating colorful, unique compositions and culturally imbued stories that meet brand needs and help clients achieve their cultural aspirations and business goals.

About Silver A' Design Award

The Silver A' Design Award recognizes top-tier designs that exemplify excellence and innovation. Recipients are acknowledged for their contributions to raising industry standards and advancing the practice of design through their highly functional and aesthetically pleasing creations. The Silver A' Design Award is a prestigious recognition granted to designs that demonstrate outstanding expertise, talent, and creativity. Winning designs are selected based on criteria such as innovative concept, visual impact, effective communication, technical excellence, aesthetic appeal, originality, strategic approach, cultural relevance, and user experience enhancement.

About A' Design Award

The A' Design Award is an international, juried design competition organized annually since 2008. Open to entries from all countries and industries, the A' Design Award aims to recognize

and promote superior products and projects that advance and benefit society. Through a rigorous blind peer-review process, a world-class jury panel of design professionals, industry experts, journalists, and academics evaluate entries based on pre-established criteria. By showcasing pioneering designs on a global stage, the A' Design Award inspires and drives the cycle of innovation, ultimately contributing to creating 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://graphicdesignaward.net>

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