

Martial Essence In Brew by Zhejiang Sci-Tech University Wins Bronze in A' Packaging Design Awards

Zhejiang Sci-Tech University's Innovative Packaging Design Recognized for Excellence in Creativity and Cultural Heritage Preservation

COMO, CO, ITALY, November 8, 2024 /EINPresswire.com/ -- The highly respected A' [Design Award](#), one of the world's most prestigious recognitions in the field of [packaging design](#), has announced [Zhejiang Sci-Tech University](#) as a Bronze winner for their exceptional work titled "Martial Essence In Brew" in the Packaging Design category. This esteemed accolade highlights the university's dedication to creating innovative and culturally significant packaging solutions that push the boundaries of design excellence.



The A' Packaging Design Award serves as a benchmark for the industry, recognizing designs that not only showcase creativity and functionality but also align with current trends and needs. Zhejiang Sci-Tech University's "Martial Essence In Brew" packaging design exemplifies these qualities, offering a unique blend of traditional cultural elements and modern aesthetics that resonate with both consumers and industry professionals alike.

Drawing inspiration from the intangible cultural heritage of Yongjia Fenglin Southern Fist, the packaging design of "Martial Essence In Brew" skillfully incorporates vivid martial arts imagery and bold calligraphic elements. The striking combination of black and gold colors evokes a sense of understated luxury, while the intricate bottle engravings featuring regional mountain and river ornamentations add a distinctive visual appeal. This thoughtful design approach not only highlights the preciousness of the Laojiuhan liquor but also pays homage to the rich cultural

traditions of Yongjia.

Winning the Bronze A' Design Award serves as a testament to Zhejiang Sci-Tech University's commitment to excellence in packaging design. This recognition is expected to inspire the university's design team to continue pushing the boundaries of creativity and innovation, setting new standards for the industry. By seamlessly blending cultural heritage with contemporary design principles, Zhejiang Sci-Tech University has demonstrated the potential for packaging design to serve as a powerful tool for cultural preservation and promotion.

Martial Essence In Brew was designed by a talented team of individuals, including Feiyang Yuxue, Le He, Qingrui Du, Qingjie Zhang, Hongyi Wang, and the esteemed faculty of Zhejiang Sci-Tech University. Their collective expertise and dedication to the project have resulted in a truly remarkable packaging design that stands out in the competitive market.

Interested parties may learn more about the award-winning Martial Essence In Brew packaging design by visiting the dedicated page at the A' Design Awards website:

<https://competition.adesignaward.com/ada-winner-design.php?ID=154615>

About Zhejiang Sci-Tech University

Zhejiang Sci-Tech University boasts a strong faculty of 2,588 staff members, including 336 with senior titles and 692 with associate senior titles. The university is home to an academican of the Chinese Academy of Engineering, two academicians of developed countries, five leading talents of the National High-level Talent Special Support Program, and numerous other nationally recognized experts and scholars. The fiber material science and engineering teachers team was selected as the third batch of national universities Huang Danian teachers team, further highlighting the institution's commitment to academic excellence.

About Bronze A' Design Award

The Bronze A' Design Award recognizes outstanding designs that demonstrate creativity, practicality, and the potential to positively influence industry standards. Winning designs are acknowledged for their professional execution and innovative use of materials and technology, showcasing the designers' ability to effectively blend form and function. The rigorous selection process involves blind peer review by a world-class jury panel of design professionals, packaging industry experts, journalists, and academics, ensuring that only the most deserving projects receive this prestigious recognition.

About A' Design Award

The A' Design Award is an international, juried design competition that has been recognizing and promoting superior products and projects since 2008. With a philanthropic mission to enhance society through the power of good design, the A' Design Award aims to motivate designers and brands to develop innovative solutions that positively impact the global community. By showcasing pioneering designs on an international stage and celebrating the creative minds behind them, the A' Design Award drives forward the cycle of inspiration and advancement in

various industries. 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>

Makpal Bayetova

A' DESIGN AWARD & COMPETITION SRL

+39 031 497 2900

[email us here](#)

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