

# Eidon Avec Beer Packaging by Lin Zhang and Chengbin Jiang Wins Bronze in A' Design Award

*Innovative Beer Packaging Design  
Recognized for Excellence in A' Design  
Award's Packaging Design Category*

COMO, CO, ITALY, November 14, 2024 /EINPresswire.com/ -- The A' [Design Award](#), a highly respected and well-recognized award in the field of [packaging design](#), has announced that Eidon Avec Beer Packaging, designed by [Lin Zhang and Chengbin Jiang](#), has been awarded the Bronze A' Design Award in the Packaging Design category. This prestigious recognition highlights the exceptional creativity, functionality, and innovation demonstrated by the Eidon Avec Beer Packaging design.

The Eidon Avec Beer Packaging design aligns with current trends in the packaging industry, addressing the growing demand for premium, visually appealing, and culturally rich packaging solutions. This award-winning design showcases the potential for packaging to enhance brand identity, attract consumers, and elevate the overall product experience, setting a new standard for the industry.

The Eidon Avec Beer Packaging design stands out for its elegant and culturally rich aesthetic, featuring a series of mythical narratives inspired by various European mythologies. The design team skillfully crafted a unique story system that blends elements from these mythological tales with the art of beer brewing, resulting in a captivating and enchanting backstory for the beer collection. The illustrations, meticulously conceptualized, hand-drawn, and digitally rendered by experienced artists, serve as the centerpiece of the design, conveying the allure of the product through vivid imagery.



This recognition from the A' Design Award serves as a testament to the design team's commitment to excellence and innovation. It motivates them to continue pushing the boundaries of packaging design, exploring new avenues for creativity, and delivering solutions that resonate with consumers while advancing industry standards. The Eidon Avec Beer Packaging design's success is expected to inspire future projects within the brand and beyond, fostering a culture of innovation and excellence in the packaging design community.

### Project Members

Eidon Avec was designed by a talented team led by Creative Director Lin Zhang and Design Director Chengbin Jiang. The stunning artwork was created by Jian Feng, adding a unique visual appeal to the packaging.

Interested parties may learn more about the award-winning Eidon Avec Beer Packaging design at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=153437>

### About Lin Zhang and Chengbin Jiang

Lin Zhang and Chengbin Jiang are accomplished designers hailing from China. With a wealth of experience gained from their time in the United Kingdom and their return to China, they bring a unique perspective to their design work. Their dedication to creating positive influences and fostering happiness in their personal lives translates into their professional endeavors, resulting in designs that are both meaningful and impactful.

### About China Qingdao Eidon Avec Beer Ltd.

China Qingdao Eidon Avec Beer Ltd. is a newly established craft beer production company that leverages years of brewing expertise to introduce a premium series of beers to the mid-to-high-end market. The company commissioned Lin Zhang and Chengbin Jiang's design team to create an elegant and culturally rich packaging solution tailored specifically for this series, reflecting their commitment to delivering exceptional products and experiences to their customers.

### About Bronze A' Design Award

The Bronze A' Design Award recognizes packaging designs that demonstrate a high level of creativity, practicality, and professional execution. Recipients of this award are acknowledged for their ability to effectively combine form and function, offering solutions that enhance user experiences and contribute to the advancement of the packaging industry. The rigorous selection process, involving blind peer review by an expert jury panel, ensures that only the most deserving designs are honored with this prestigious title.

### 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 mission to make the world a better place through the power of good design, the A' Design Award celebrates remarkable

achievements across all industries, showcasing pioneering designs on a global stage. By motivating designers and brands to develop innovative solutions that positively impact society, the A' Design Award drives the cycle of inspiration and advancement in the design 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>

Makpal Bayetova

A' DESIGN AWARD & COMPETITION SRL

+39 031 497 2900

[email us here](#)

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