

Dragon Year Gift by Tao Ran Wins Iron A' Design Award in Packaging Design Category

Tao Ran's Innovative Packaging Design for Pu'er Tea Recognized with Esteemed A' Design Award

COMO, CO, ITALY, December 23, 2024 /EINPresswire.com/ -- The A' [Design Award](#), a highly respected and well-recognized award in the field of [packaging design](#), has announced [Tao Ran's](#) "Dragon Year Gift" as the recipient of the Iron A' Design Award in the Packaging Design category. This prestigious recognition highlights the significance of Tao Ran's exceptional packaging design within the industry.

The Dragon Year Gift packaging design showcases the unique characteristics of Pu'er tea while celebrating the upcoming Year of the Dragon. Its relevance to the cultural context and the tea industry demonstrates Tao Ran's ability to create packaging that resonates with consumers and elevates the product's appeal.

Tao Ran's design stands out for its innovative use of materials and striking visual elements. The outer packaging features a restrained graphic style, while the inner packaging showcases a wild ink style, creating a strong contrast that reflects the refreshing and strong aftertaste of Pu'er tea. The use of Dai handmade cotton paper adds a unique texture and cultural significance to the packaging.

This recognition from the A' Design Award serves as motivation for Tao Ran and his team to continue pushing the boundaries of packaging design. It highlights their commitment to creating designs that not only showcase the product but also contribute to the advancement of the packaging industry as a whole.



Interested parties may learn more about the Dragon Year Gift packaging design at:
<https://competition.adesignaward.com/ada-winner-design.php?ID=157666>

About Tao Ran

Tao Ran is an accomplished artist and designer from China with over a decade of experience in the field. A graduate of Art and Design, he has worked with leading design companies and established his own brand consulting firm. Tao Ran's works have garnered numerous awards in international design competitions, and he has been recognized as a Shenzhen Technical Expert and Skill Elite. He currently serves as the Art Director at Shenzhen Yixin Visual Brand Consultant Co., Ltd. and holds positions in various design associations.

About Shenzhen Yixin Visual Brand Consultant Co., Ltd

Established in 2016, Shenzhen Yixin Visual Brand Consultant Co., Ltd. specializes in providing comprehensive and differentiated brand visual image design. The company believes in a multidimensional approach to brand design, focusing on temperament shaping, formal concepts, and conceptual integration. Through in-depth insights and precise communication design, Yixin Vision aims to establish sustainable and differentiated "design marketing power" for brands, ultimately creating vibrant brand value. The company strives to become a leader in the Chinese brand design industry and contribute to the transformation from "Made in China" to "Created in China."

About A' Design Award

The Iron A' Design Award is a prestigious recognition granted to packaging designs that demonstrate a solid understanding of design principles, creativity, and practical innovation. Recipients of this award are acknowledged for their contributions to the packaging industry, providing solutions that improve quality of life and foster positive change. The Iron A' Design Award celebrates designs that meet rigorous professional and industrial standards, showcasing the skill, specialization, and creative capacity of their creators. These award-winning works are respected for their thoroughness and ability to integrate industry best practices while providing fulfillment and positive impact.

About A' Design Award

The A' Design Award is an esteemed international design competition that recognizes exceptional packaging designs from a diverse range of participants, including innovative designers, agencies, manufacturers, and brands. Through a rigorous blind peer-review process, entries are evaluated by an expert jury panel based on pre-established criteria. The competition aims to celebrate and promote superior products and projects that advance society and contribute to creating a better world. With a philanthropic mission at its core, the A' Design Award seeks to inspire and drive the cycle of innovation in the packaging industry. Interested parties can explore past laureates, learn more about the competition, and participate with their projects at:
<https://packagingdesignstudio.com>

Makpal Bayetova

A' DESIGN AWARD & COMPETITION SRL

+39 031 497 2900

[email us here](#)

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