

# Moon and Chess Packaging Design by Chen Di and Sun Sheng Wins Iron A' Design Award

*Innovative Mid-Autumn Festival gift box combines traditional Chinese elements with modern design, earning prestigious recognition.*

COMO, CO, ITALY, December 26, 2024 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized award in the field of [packaging](#) design, has announced Moon and Chess by [Chen Di and Sun Sheng](#) as a winner of the Iron A' Design Award in the Packaging Design category. This prestigious recognition highlights the significance of the Moon and Chess packaging design within the packaging industry, positioning it as a notable example of innovation and excellence.



The Moon and Chess packaging design is particularly relevant to the packaging industry as it successfully combines traditional Chinese cultural elements with modern aesthetics, creating a unique and appealing gift box for the Mid-Autumn Festival. This design aligns with the growing trend of incorporating cultural heritage into contemporary packaging solutions, demonstrating how tradition and innovation can be seamlessly integrated to create products that resonate with consumers on a deeper level.

Moon and Chess stands out in the market through its elegant and delicate design, featuring vibrant colors and exquisite patterns. The packaging boasts a unique combination of elements from the famous Chinese painting Prosperous Suzhou and chess culture, creating a visually striking and culturally rich product. The design not only serves as an attractive gift box but also provides a meaningful experience for users, allowing them to engage with traditional Chinese culture in a fresh and accessible way.

The recognition bestowed by the Iron A' Design Award serves as a testament to the skill and dedication of the Chen Di and Sun Sheng design team. This achievement is likely to inspire future projects within the brand, fostering further innovation and exploration in the realm of culturally-inspired packaging design. The award also motivates the team to continue striving for excellence and pushing the boundaries of what is possible in the packaging industry.

Moon and Chess was brought to life through the collaborative efforts of a talented team of designers, including Qi Bin, Chen Di, Zheng Qi, and Zhao Qingqing. Each team member contributed their unique skills and expertise to create a packaging design that seamlessly blends tradition and modernity.

Interested parties may learn more about the Moon and Chess packaging design and its creators by visiting the dedicated page on the A' Design Award website:

<https://competition.adesignaward.com/ada-winner-design.php?ID=156458>

#### About Chen Di and Sun Sheng

Qi Bin, Chen Di, Zheng Qi, and Zhao Qingqing are a group of designers based in China who are dedicated to preserving and promoting traditional Chinese culture through innovative product design. Their work focuses on creating culturally-inspired solutions that resonate with contemporary audiences, bringing the richness of Chinese heritage into the modern world.

#### About Jiangsu Huani Cultural and Creative Group Co., Ltd.

Established in October 2019, Jiangsu Huani Cultural and Creative Group Co., Ltd. is a company that specializes in combining creativity with business thinking to develop brand IP and reach consumers effectively. The company's core strategy revolves around achieving mental share and brand recognition through the integration of creative strategies and the commercialization of brand IP. This approach has allowed the company to build a comprehensive business ecosystem that encompasses brand strategic consulting, creative visualization, IP business operations, integrated marketing, and cultural industry incubation.

#### 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 rigorous selection process involves blind peer review by an expert jury panel of design professionals, packaging industry experts, journalists, and academics, who evaluate entries based on pre-established criteria such as innovation, sustainability, functionality, aesthetics, and market competitiveness.

#### About A' Design Award

The A' Packaging Design Award is a prestigious international competition that recognizes excellence in packaging design across various industries. The award welcomes entries from innovative packaging designers, forward-thinking agencies, leading manufacturers, and

influential brands, providing a platform to showcase creativity and gain global recognition. The competition is judged by a world-class jury of design professionals, packaging industry experts, journalists, and academics who evaluate entries based on rigorous criteria. By participating in the A' Packaging Design Award, entrants have the opportunity to demonstrate their design capabilities, contribute to the advancement of the packaging industry, and inspire future trends. Ultimately, the A' Design Award aims to 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 submit their projects at <https://packagingcompetitions.com>

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