

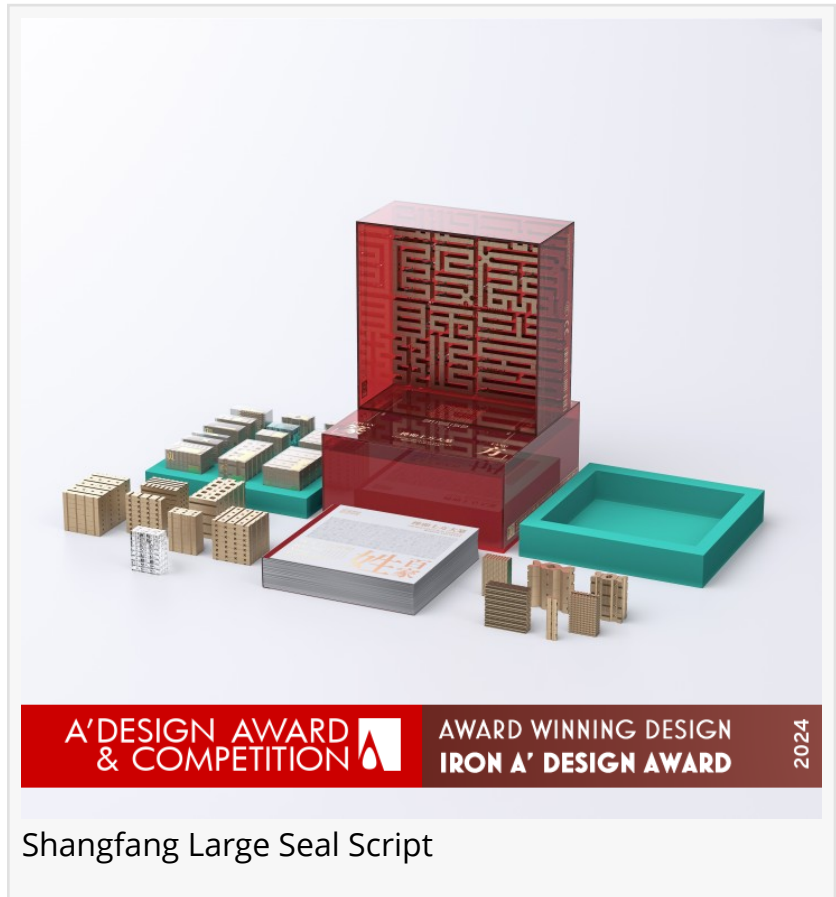
Shangfang Large Seal Script by Beijing Xingchen Wanqian Technology Wins Iron A' Design Award in Toy and Game Design

Beijing Xingchen Wanqian Technology's Innovative Building Block Set Recognized for Excellence in Toy Design

COMO, CO, ITALY, December 31, 2024 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized accolade in the field of [toy design](#), has announced [Beijing Xingchen Wanqian Technology's Shangfang Large Seal Script](#) as a winner of the Iron A' Design Award in the Toy, Game and Hobby Products Design category. This prestigious recognition highlights the innovative design and cultural significance of the Shangfang Large Seal Script building block set within the toy industry.

The Shangfang Large Seal Script building block set offers a unique blend of educational value and cultural heritage, making it highly relevant to both children and parents seeking meaningful play experiences. By aligning with the growing trend of incorporating traditional elements into modern toy design, this award-winning product showcases the potential for culturally inspired toys to engage and educate young minds while preserving important historical knowledge.

Inspired by the ancient Chinese classic *The Book of Family Names*, the Shangfang Large Seal Script building block set immerses players in the rich history and artistry of Chinese calligraphy. The innovative use of mortise and tenon techniques, traditionally used in ancient Chinese architecture, allows for a sturdy and versatile building experience. The elegant Shangfang Large Seal Script, with its gorgeous strokes and orderly layout, adds an aesthetic appeal that sets this toy apart from conventional building block sets.



Shangfang Large Seal Script

This recognition from the A' Design Award serves as a testament to Beijing Xingchen Wanqian Technology's commitment to creating toys that not only entertain but also educate and inspire. The company's dedication to preserving and promoting traditional Chinese culture through innovative toy design is sure to influence future projects and encourage further exploration of culturally relevant themes within the industry.

Shangfang Large Seal Script was designed by a talented team at Beijing Xingchen Wanqian Technology, including Huang Zhong, Li Jiuzhou, Wang Mingling, and Gao Qiang, who each contributed their expertise to bring this unique vision to life.

Interested parties may learn more about the Shangfang Large Seal Script building block set and its designers at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=154806>

About Beijing Xingchen Wanqian Technology

Beijing Xingchen Wanqian Technology is a leading innovator in the research and development of building block toys, dedicated to creating products that integrate traditional Chinese cultural elements. With a focus on the 7+ age group, the company aims to provide educational and entertaining experiences that enhance children's understanding and appreciation of their cultural heritage.

About A' Design Award

The Iron A' Design Award recognizes designs that meet rigorous professional and industrial standards set by the A' [Design Awards](#). Recipients of this award are acknowledged for their practical innovations and contributions to their respective fields, providing solutions that improve quality of life and foster positive change. The Iron A' Design Award is bestowed upon designs that demonstrate great skill, specialization, understanding, and creative capacity, serving as a testament to the thoroughness and practicality of the winning works.

About A' Design Award

The A' Toys, Games and Hobby Products Design Award is a globally recognized competition that showcases the creativity and innovation of designers, agencies, brands, and manufacturers in the toy industry. By participating in this prestigious award, entrants have the opportunity to gain international recognition for their outstanding design capabilities and contribute to the advancement of the industry. The A' Design Award, now in its 16th year, is an international and juried design competition open to entries from all countries and industries. Its ultimate aim is to recognize and promote superior products and projects that benefit society and help create a better world through the power of good design.

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