

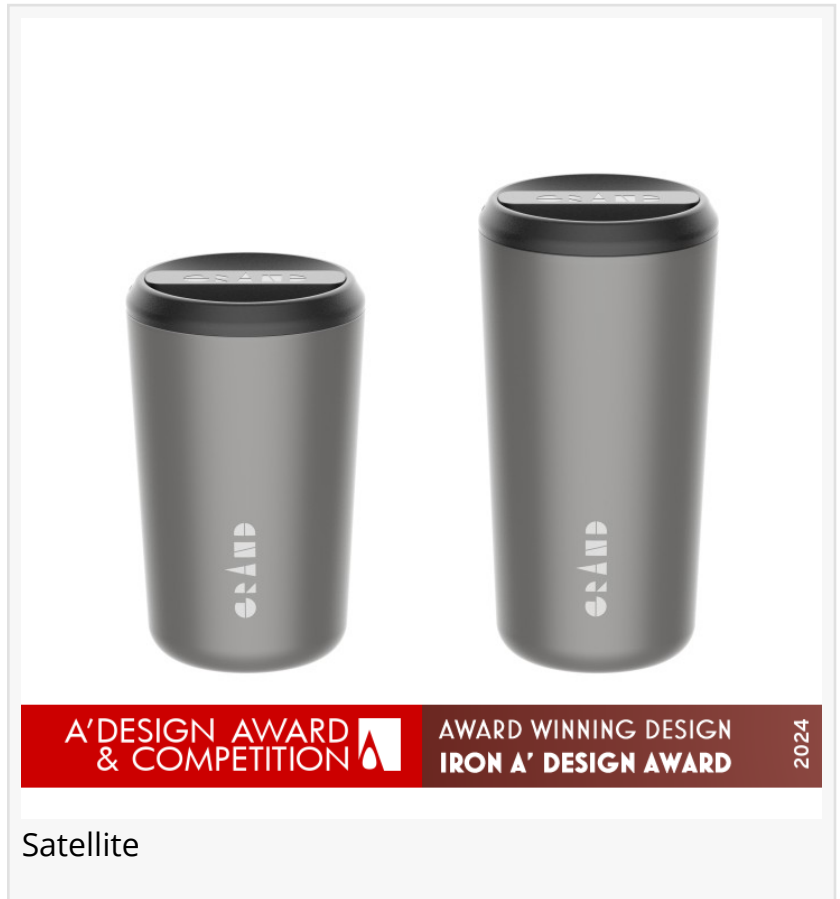
# Satellite by Richie Ma Wins Iron A' Design Award in Bakeware, Tableware, Drinkware and Cookware Design Category

*Innovative Magnetic Cup Design  
Recognized for Excellence in Functionality,  
Safety, and User Experience*

COMO, CO, ITALY, December 31, 2024 /EINPresswire.com/ -- The A' [Design Award](#), a highly respected and well-recognized award in the field of kitchenware design, has announced [Satellite](#), a unique cup design by [Richie Ma](#), as a winner of the Iron A' Design Award in the Bakeware, Tableware, Drinkware and Cookware Design category. This prestigious recognition highlights the exceptional design, functionality, and safety features of the Satellite cup.

The Satellite cup's innovative design addresses a critical concern within the kitchenware industry: the need for a user-friendly and safe cup that minimizes driver distraction while operating a vehicle. By employing an alternating magnetic attraction system, the cup can be easily opened and closed with a gentle push, regardless of the direction from which it is operated. This intuitive design allows users to operate the cup without direct visual contact, significantly reducing the risk of accidents caused by driver distraction.

The Satellite cup stands out in the market due to its unique dual-function water-blocking component, which aligns the water outlet and air inlet on the same axis. When closed, the water-blocking piece automatically seals the air inlet, and when opened, the air inlet correspondingly opens. This feature ensures a seamless and effortless user experience while maintaining the desired open or closed state with a simple push.



Receiving the Iron A' Design Award serves as a testament to the Satellite cup's potential to inspire future designs and influence industry standards. By prioritizing user safety and convenience, the Satellite cup sets a new benchmark for kitchenware design, encouraging brands to develop products that prioritize the well-being of their customers.

Satellite was designed by Richie Ma, Jikai Bao, and the project was directed by Sharlene Tai. Their combined expertise and dedication to creating a product that seamlessly integrates functionality, safety, and aesthetics have resulted in this award-winning design.

Interested parties may learn more at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=154729>

#### About Richie Ma

Richie Ma is a talented designer from China who has contributed to the success of Shanghai Grand, a company with nearly 20 years of experience in product design and development. With a focus on innovative design and brand planning, Richie Ma brings a wealth of expertise and creativity to the development of effective, user-friendly, and engaging original home products.

#### About Shanghai Grand Trade Co.,Ltd.

Shanghai Grand is a product design and experienced innovation company headquartered in Shanghai. Founded in 2003, the company offers full-service product development with over 20 years of experience. Shanghai Grand designs sustainable and consumer-centric products with a strategic full service that fosters increased revenue and brand growth. The company provides a range of services, including user research, strategic planning, creative solutions, trendspotting, product design and development, purchasing, quality inspection, logistics, and post-sale services. Shanghai Grand has successfully introduced products to the market in various sectors, including banking, supermarket, beauty, e-commerce, aviation, food and beverage, FMCG, and other fields, consistently striving to create beautiful, unique, and intuitive solutions that profoundly connect with users on both rational and emotional levels.

#### About A' Design Award

The Iron A' Design Award is a prestigious recognition granted to well-designed products, projects, services, experiences, ideas, and intellectual properties that meet the 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 winning works demonstrate the skill, specialization, understanding, and creative capacity of their creators, and are respected for their thoroughness and ability to provide quality of life improvements that help make the world a better place. The award category for this winning design is Bakeware, Tableware, Drinkware and Cookware Design, with evaluation criteria including innovative functionality, aesthetic appeal, ergonomic design, material quality, durability and longevity, user-friendliness, environmental impact, cultural relevance, space efficiency, production feasibility, safety measures, versatility of use, cost-effectiveness, maintenance ease, contemporary relevance, market potential, social impact, adaptability to different cuisines, design originality,

and inclusive design.

### About A' Design Award

The A' Bakeware, Tableware, Drinkware and Cookware Design Award is a highly regarded kitchenware competition that attracts a diverse range of participants, including talented kitchenware designers, innovative design agencies, forward-thinking companies, leading brands, and influential entities within the kitchenware and interior design industries. By participating in this prestigious award, entrants have the opportunity to showcase their creativity, gain international recognition, and be acknowledged for their outstanding kitchenware design capabilities. The A' Design Award is an international and juried design competition, organized across all industries, with participation open to entries from all countries. Established in 2008, the A' Design Awards are now in their 16th year and continue to be driven by a philanthropic mission to enhance society through the power of good design. By recognizing and celebrating remarkable achievements, the A' Design Awards aim to motivate designers and brands to develop superior products and projects that positively impact the global community. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and participate with their projects at <https://goldenkitchenwareawards.com>

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