

Pazhu Winery by Yanhui Zhang Wins Iron A' Design Award in Packaging Design Category

Yanhui Zhang's Pazhu Winery packaging design recognized for excellence in the A' Packaging Design Awards, showcasing innovation and cultural relevance.

COMO, CO, ITALY, January 13, 2025 /EINPresswire.com/ -- The A' Design Award, a highly respected and prestigious competition in the field of [packaging design](#), has announced [Yanhui Zhang's](#) "Pazhu Winery" as a winner of the Iron A' Design Award in the Packaging Design category. This recognition highlights the exceptional merits of the Pazhu Winery packaging, which effectively combines regional characteristics and ethnic culture of Tibet in its design.

The Pazhu Winery packaging design serves as a prime example of how thoughtful design can elevate a product's appeal and communicate its unique attributes to consumers. By incorporating local patterns, native animal imagery, and architectural elements, the design successfully reflects the regional identity and cultural heritage of the product, making it highly relevant to its target market.

The award-winning packaging design for Pazhu Winery stands out for its innovative use of local Tibetan design elements, such as auspicious blessing patterns and unique painting art, which endow the product with emotional, cultural, and artistic value. The design team's dedication to understanding the natural environment and cultural background of the product's origin is evident in the packaging's ability to convey the essence of the high-altitude winery and its exceptional quality.

Winning the Iron A' Design Award serves as a testament to Yanhui Zhang's commitment to



Pazhu Winery

excellence in packaging design and their ability to create designs that resonate with consumers while showcasing the unique characteristics of the product. This recognition is expected to inspire the team at Yanhui Zhang to continue pushing the boundaries of packaging design and exploring new ways to communicate brand identity through innovative and culturally relevant designs.

Project Members

Pazhu Winery was designed by a talented team led by Yanhui Zhang, who served as the Creative Director alongside Xia Ling. Zhou Xiaoli and Zhang YuXuan contributed as Process Directors, while Cheng Lianfang played a crucial role as a Designer.

Interested parties may learn more at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=152702>

About Yanhui Zhang

Yanhui Zhang is a creative professional from China, associated with Pufine Design. Established in 2012, Pufine Design is a comprehensive brand design agency that focuses on discovering brand opportunities to drive design. With a strong industry and consumer-oriented approach, the agency strives to create higher value for brands and has been recognized with more than 20 professional awards both domestically and internationally.

About Wuhan Pufine Creative Technology Co., Ltd.

Pufine Design, founded in 2012, is a comprehensive brand design agency driven by the core principle of "discovering brand opportunities to drive design." The agency adheres to an industry and consumer-oriented strategy to create higher value for brands. With a team of professional brand consulting and original design experts, Pufine Design offers complete and comprehensive creative solutions, including brand top consulting, gene shaping, image shaping, product packaging shaping, and commercial space shaping, providing enterprises and the market with efficient and holistic brand building solutions.

About A' Design Award

The Iron A' Design Award is granted to designs that meet the rigorous professional and industrial standards set by the A' [Design Awards](#). Recipients of this recognition are acknowledged for their practical innovations and contributions to their respective fields, providing solutions that enhance quality of life and promote positive change. The Iron A' Design Award is bestowed upon designs that demonstrate a solid understanding of design principles, creativity, and the ability to address real-world challenges through thoughtful design. Winning works are selected based on their adherence to industry best practices, technical competence, and potential to improve the world.

About A' Design Award

The A' Packaging Design Award is a prestigious international competition that recognizes outstanding achievements in packaging design. The award attracts a diverse range of

participants, including innovative packaging designers, progressive design agencies, prominent packaging manufacturers, and influential brands. By participating in the A' Design Award for Packaging, entrants have the opportunity to showcase their creativity, gain global recognition, and be celebrated for their exceptional packaging design capabilities. Winners of the A' Design Prize for Packaging benefit from increased international exposure and enhanced status within the highly competitive industry. The A' Design Award, now in its 16th year, is an international and juried design competition open to entries from all countries and organized across multiple industries. The ultimate goal of the A' Design Award is to acknowledge and promote superior products and projects that contribute to the betterment of society, driving positive change through the power of good design.

To learn more about the A' Design Awards, explore the esteemed jury members, view past laureates, and consider participating with your own projects, please visit:

<https://packagingdesignawards.net>

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