

Plastic Heart by SuKang You Wins Bronze in A' Virtual Installation Awards

SuKang You's Plastic Heart Recognized for Excellence in Digital Installations Design by Prestigious A' Design Award

COMO, CO, ITALY, August 7, 2025 /EINPresswire.com/ -- [SuKang You](#) has been announced as a winner of the highly prestigious A' [Design Award](#) in the Virtual and Digital Art Installations Design category for the innovative work titled "Plastic Heart." The A' Design Award is a highly respected and well-recognized accolade in the field of [digital installations](#) design, celebrating excellence in creativity, innovation, and technical proficiency.

The A' Virtual and Digital Art Installations Design Award is particularly relevant to the Digital Installations industry, as it recognizes designs that push the boundaries of what is possible in this rapidly evolving field. By showcasing the most innovative and impactful digital installations, this award serves as a benchmark for excellence and inspires professionals to continue advancing the industry through their work.

Plastic Heart is a captivating public LED media art installation that visualizes the environmental crisis caused by plastic waste. The artwork takes the form of a pulsating heart constructed from colorful plastic debris, utilizing AI-generated imagery and NeRF technology to transform digital artwork into a striking 3D visualization. The immersive LED display engages audiences with a thought-provoking spectacle that highlights the consequences of excessive plastic consumption.

This recognition from the A' Design Award serves as a testament to SuKang You's commitment to creating impactful and meaningful digital installations that address critical issues facing our



Plastic Heart

world. By winning the Bronze A' Virtual and Digital Art Installations Design Award, Plastic Heart has the potential to inspire other designers and artists to explore the intersection of technology, art, and sustainability, driving positive change within the industry and beyond.

Interested parties may learn more at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=169578>

About SuKang You

SuKang You is a motion graphic designer and visual artist specializing in digital media and environmental storytelling. With a background in compositing and on-air promotion (OAP), You explores the intersection of emerging technologies, such as AI and NeRF, to expand the boundaries of visual communication. As a graduate student at Hongik University, You has participated in collaborative exhibitions and received international recognition for digital media projects. Through research and creative practice, You focuses on integrating technology and design to address contemporary issues, particularly in sustainability and digital art innovation. In addition to this boilerplate information, this is what we know: SuKang You is from Republic of Korea.

About SuKang You (Hongik University)

SuKang You is a visual communication designer specializing in motion graphics and digital media. Currently pursuing a graduate degree at Hongik University, SuKang explores the intersection of artificial intelligence, generative design, and environmental themes in visual storytelling. With a background in broadcasting and on-air promotion (OAP), SuKang integrates innovative technologies such as Neural Radiance Fields (NeRF) and generative AI into creative projects. The Plastic Heart project, developed as part of academic research, reflects a deep concern for environmental sustainability, utilizing AI-driven techniques to visualize the impact of plastic waste on ecosystems.

About Bronze A' Design Award

The Bronze A' Design Award recognizes notable designs that demonstrate creativity, practicality, and professional execution in the Virtual and Digital Art Installations Design category. Winning designs are selected through a rigorous blind peer-review process, where a panel of expert judges evaluates entries based on pre-established criteria such as innovation in digital design, user interface quality, interactive experience, visual aesthetics, technological advancement, sustainability considerations, and social impact. The Bronze A' Design Award acknowledges the skill and dedication of designers who create thought-provoking and influential digital installations that have the potential to shape industry standards and contribute to the advancement of the field.

About A' Design Award

The A' Design Award is an international, juried design competition that has been recognizing and promoting superior products and projects across all industries since 2008. Now in its 17th year, the A' Design Award provides a global platform for designers and brands to showcase their

creativity and innovation, with the ultimate aim of making the world a better place through the power of good design. Entries are blind peer-reviewed and evaluated by an influential panel of design professionals, industry experts, journalists, and academics based on pre-established criteria. By celebrating remarkable achievements and showcasing pioneering designs on an international stage, the A' Design Award inspires a global appreciation for the principles of good design, driving forward a cycle of inspiration and advancement. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and participate with their projects at <https://digital-installations.com>

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