

# Foogo by Jiwon Jung Wins Iron A' Design Award in Packaging Design Category

*Innovative Food Truck-Inspired Packaging Design Recognized for Excellence in A' Packaging Design Awards*

COMO, CO, ITALY, August 21, 2025 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized award in the field of [packaging](#) design, has announced Foogo by [Jiwon Jung](#) as a winner of the Iron A' Design Award in the Packaging Design category. This prestigious recognition highlights the significance of Foogo's innovative approach to packaging design within the industry.

Foogo's food truck-inspired design offers a unique and engaging packaging experience that resonates with consumers seeking authentic cultural connections. By capturing the essence of Korean street food culture, Foogo demonstrates its relevance to current trends in the packaging industry, where storytelling and immersive experiences are increasingly valued.

Foogo stands out in the market through its intuitive food truck shape, which departs from conventional box packaging. The design incorporates various truck types, such as caravans, vans, and trailers, to capture the dynamic nature of Korean street food. The detachable handle enhances convenience, while the overall design bridges tradition and modernity, creating a visually engaging and immersive experience for consumers.

The recognition from the A' Packaging Design Award serves as motivation for Jiwon Jung and the design team to continue pushing the boundaries of packaging design. This achievement may inspire future projects that further explore the intersection of cultural storytelling, functionality, and aesthetic appeal, contributing to the ongoing evolution of the packaging industry.



Design Director : Jiwon Jung

Interested parties may learn more about the award-winning Foogo packaging design at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=167596>

#### About Jiwon Jung

Jiwon Jung is a visual communication designer based in Seoul, currently studying at Hongik University. Known for his focus on brand design and marketing, Jiwon Jung seeks to visualize the intangible values and identity of brands through coherent and structured narratives. His design philosophy emphasizes clarity, consistency, and communication, drawing inspiration from his lifelong interest in automobiles and mobility. By integrating this passion into his work, Jiwon Jung creates meaningful visual communication that connects branding with cultural, emotional, and experiential dimensions.

#### About Hongik University

Founded in 1946, Hongik University is one of South Korea's most prestigious institutions for design and the arts. The university has played a pioneering role in art, design, and architecture education, nurturing generations of influential designers, architects, and artists who have significantly contributed to both domestic and international creative industries. Hongik University fosters a multidisciplinary approach, encouraging innovation that bridges art, technology, and design. The university's design teams have undertaken prestigious projects in branding, spatial design, and cultural heritage preservation, gaining widespread recognition and solidifying Hongik University's reputation as a global leader in creative education.

#### About A' Design Award

The Iron A' Design Award is a prestigious recognition granted to designs 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 designation signifies a notable achievement, recognizing designs that demonstrate a solid understanding of design principles, creativity, and the ability to address real-world challenges through thoughtful execution. These designs showcase the skill, specialization, and creative capacity of their creators, meeting the professional and industrial requirements expected from well-designed products, projects, services, experiences, ideas, and intellectual properties in the Packaging Design category.

#### About A' Design Award

The A' Packaging Design Award is a prestigious 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 an opportunity to showcase creativity and gain international recognition. Through a rigorous blind peer-review process, entries are evaluated by an expert jury panel based on pre-established criteria, ensuring a fair and objective assessment of packaging design excellence. By

participating in the A' Design Award for Packaging, entrants have the chance to contribute to the advancement of the packaging industry, inspire future trends, and earn increased status within this highly competitive field. Ultimately, the A' Design Award aims to promote superior products and projects that benefit society, driving the cycle of inspiration and advancement through the power of good design. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and take part with their projects at

<https://packagingdesignawards.com>

Makpal Bayetova

A' DESIGN AWARD & COMPETITION SRL

+39 031 497 2900

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/841757457>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.