

Deer Chaser Yuchi by Chi Wei Shih Wins Platinum in A' Hospitality, Tourism, Travel and Hotel Industry Awards

Innovative Taiwanese Resort Recognized for Excellence in Hospitality Design by Prestigious International Jury

COMO, CO, ITALY, September 17, 2025 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized award in the field of [hospitality](#) design, has announced Deer Chaser Yuchi by [Chi Wei Shih](#) as the recipient of the Platinum A' Design Award in the Hospitality, Recreation, Travel and Tourism Design category. This prestigious recognition highlights the resort's exceptional design, which seamlessly blends local culture, nature, and community.

Deer Chaser Yuchi's innovative approach to hospitality design aligns with the growing trend of experiential travel and the desire for authentic, immersive experiences. By incorporating traditional Taiwanese communal spaces and emphasizing a connection to nature, the resort offers a unique and meaningful stay for guests, setting a new standard for the industry.

The resort's design features open and independent private common areas that encourage cohesion, wandering, and exploration. The structural engineering aspects, including concrete load-bearing wall panels, transparent partitions, and a steel-framed tree house, present significant engineering challenges that have been skillfully addressed. The result is a rejuvenating and immersive travel experience that pays homage to cultural traditions while challenging conventional design standards.

This recognition from the A' Design Award serves as motivation for Chi Wei Shih and the resort's



Deer Chaser Yuchi

team to continue pushing the boundaries of hospitality design. The innovative approach demonstrated in Deer Chaser Yuchi has the potential to inspire future projects and influence industry standards, leading to more authentic and engaging guest experiences.

Deer Chaser Yuchi was designed by Chi Wei Shih, an architect known for his originality and ability to propose innovative design concepts and solutions.

Interested parties may learn more at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=168397>

About Chi Wei Shih

Chi-Wei Shih, an architect, exemplifies originality that transcends traditional paradigms, allowing for the proposal of innovative design concepts and solutions. His commitment to continuous exploration and learning in the realms of architecture, space, materials, and technology enables him to challenge existing norms and examine the potential of architectural environments. This process culminates in the conversion of abstract visual concepts into concrete architectural designs. Furthermore, Chi-Wei meticulously analyzes and evaluates the feasibility of his design solutions, considering their implications for the environment, society, and culture. He adeptly responds to changes and challenges, thereby maintaining his competitiveness within the dynamic construction industry.

About Platinum A' Design Award

The Platinum A' Design Award is a prestigious accolade that recognizes designs at the forefront of creativity and innovation. Bestowed by the A' [Design Awards](#), it acknowledges works that combine remarkable innovation with impactful societal contributions. Recipients are celebrated for their role in shaping aesthetics and trends, contributing to the enhancement of quality of life, and promoting sustainable development. The rigorous selection process involves blind peer review by an influential and expert jury panel of design professionals, hospitality industry professionals, journalists, and academics. The award criteria encompass innovative approach, guest experience enhancement, design aesthetics, space utilization, comfort consideration, sustainable practices, cultural sensitivity, accessibility design, safety measures, functional efficiency, service integration, technological incorporation, cost-effective solutions, lighting design, material selection, acoustic design, brand consistency, privacy provision, local context integration, and flexibility in design.

About A' Design Award

The A' Hospitality, Recreation, Travel and Tourism Design Award is a highly regarded competition that attracts a diverse range of participants, including pioneering hospitality designers, creative design agencies, progressive companies, leading hospitality brands, and innovative industry leaders. Entrants have the opportunity to showcase their creativity, gain international visibility, and be recognized for their exceptional hospitality design capabilities. The A' Design Award is an international and juried design competition organized in all industries, with participation open to entries from all countries. Established in 2008, the award is now in its 17th year. The ultimate

aim of the A' Design Award is to recognize and promote superior products and projects that advance and benefit society, contributing to the creation of a better world. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and participate with their projects at <https://hospitalitydesignaward.com>

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