

Conqueror by Shengjie He and Lan Wang Wins Silver in A' Camping Gear Awards

Innovative inflatable camping furniture design recognized for excellence by prestigious international design competition

COMO, CO, ITALY, December 1, 2025 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized award in the field of [camping gear](#) design, has announced Conqueror by [Shengjie He and Lan Wang](#) as the Silver Winner in the Camping Gear and Outdoor Equipment Design category. This prestigious recognition highlights the significance of Conqueror within the camping gear industry, positioning it as an innovative and high-quality design solution.

Conqueror's modular and inflatable design aligns with current trends in the camping gear industry, which prioritize portability, versatility, and user-friendly solutions. By offering a flexible and comfortable camping furniture system that adapts to various scenarios, Conqueror addresses the practical needs of outdoor enthusiasts, providing them with a convenient and space-saving option for their adventures.

What sets Conqueror apart is its unique combination of modular design and inflation technology, allowing users to create three distinct types of furniture - chairs, tables, and airbeds - from a single product. This innovative approach not only saves storage space but also reduces the carrying burden for campers. The use of recycled PVC materials and luminescent coating further enhances the design's eco-friendly credentials and practical benefits, such as improved visibility in low-light conditions.

The Silver A' Design Award for Conqueror serves as a testament to the innovation and creativity



Conqueror

of the design team at Shengjie He and Lan Wang. This recognition is expected to inspire future projects and drive the brand's commitment to developing high-quality, user-centric camping gear solutions. By setting a new standard in the industry, Conqueror has the potential to influence future designs and contribute to the advancement of camping equipment.

Conqueror was designed by a talented team including Shengjie He, Lan Wang, Zhaoyan Piao, and Yu Ren, who collaborated to bring this innovative camping furniture solution to life.

Interested parties may learn more about Conqueror and its designers at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=164366>

About Shengjie He and Lan Wang

Shengjie He and Lan Wang are emerging furniture designers from China who bring a fresh perspective to the world of design. With a passion for life and a curiosity for new ideas, they approach design as a means to express their unique insights and create meaningful connections with users. Beyond form and function, Shengjie He and Lan Wang seek to imbue their products with a deeper sense of purpose and beauty, fostering a dialogue between the object and the user.

About Silver A' Design Award

The Silver A' Design Award recognizes top-tier designs that exemplify excellence and innovation in their respective fields. Recipients of this award are acknowledged for their significant contributions to advancing industry standards and pushing the boundaries of design practice. The selection process for the Silver A' Design Award is rigorous, with entries undergoing blind peer review by an expert jury panel based on pre-established evaluation criteria. Winning designs often incorporate original innovations, demonstrate strong technical characteristics, and make a notable impact on improving everyday life within the context of their specific category, such as Outdoor Gear and Camping Equipment Design.

About A' Design Award

The A' Design Award is an international, juried design competition that has been recognizing and promoting superior design across all industries since 2008. With a mission to create a better world through the power of good design, the A' Design Award motivates designers and brands to develop innovative products and projects that positively impact society. By showcasing these pioneering designs on a global stage and celebrating the creative minds behind them, the A' Design Award drives a cycle of inspiration and advancement in the design community. Interested parties may learn more about the A' [Design Awards](#), explore the esteemed jury members, view past laureates, and participate with their own projects at <https://goldencampinggearawards.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/871544180>

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.