

Wuhan Senbo Resort by Wjd Design Wins Platinum in A' Interior Design Award

Wjd Design Receives Platinum A' Design Award for an Immersive Parent-Child Urban Resort Inspired by Wuhan

COMO, CO, ITALY, August 28, 2026 /EINPresswire.com/ -- The A' [Design Award](#) has announced Wuhan Senbo Resort by [Wjd Design](#) as a Platinum winner in the [Interior Space and Exhibition Design](#) category. This recognition places the hotel project among works distinguished through a rigorous evaluation by an international jury of design professionals, academics, and industry experts. The A' Design Award is a highly respected accolade within the interior design field, acknowledging projects that demonstrate creativity, technical merit, and meaningful cultural value. Wuhan Senbo Resort earned this distinction for its thoughtful translation of regional identity into spatial experience, reflecting a strong commitment to good design.



Wuhan Senbo Resort

This achievement holds relevance for the broader interior design industry as it illustrates how cultural narrative and engineering precision can converge within a large-scale commercial environment. The project addresses a growing interest in nature-immersed hospitality and family-oriented destinations, offering replicable strategies for resort design grounded in regional ecology. By balancing artistic expression with safety, sustainability, and functional clarity, the design responds to current expectations for environments that are both meaningful and practical. Such an approach benefits guests, operators, and the wider tourism sector by demonstrating how local heritage can shape contemporary spatial identity.

Wuhan Senbo Resort redefines the parent-child urban resort model by translating Wuhan's

natural and cultural symbols of mountains, water, and lotus into an immersive spatial narrative. Rather than imitating nature directly, the design employs abstraction, deconstruction, and material innovation to establish a continuous natural atmosphere through curved surfaces, fluid floor patterns, and organic textures. The iconic mountain-like lobby ceiling was resolved using building information modeling and parametric techniques, supported by custom-fabricated glass fiber reinforced gypsum panels for structural accuracy. Materials include polyethylene terephthalate glycol-modified panels, artistic coatings, natural wood, and bamboo weaving, while intelligent lighting simulates natural light filtering through lotus leaves. Together these elements create a tranquil, contemporary retreat that evokes the cultural character of the region.

The Platinum A' Design Award recognition offers Wjd Design renewed motivation to continue exploring the intersection of cultural storytelling and technical innovation. The project's research, drawn from site studies, cultural analysis, and parent-child experience interviews, provides a foundation for future work in nature-based hospitality design. This acknowledgment may encourage the team to further refine sustainable material practices and advanced modeling methods in forthcoming projects. It also reinforces the value of interdisciplinary collaboration as a pathway toward thoughtful and enduring design outcomes.

Project Members

Wuhan Senbo Resort was realized by the dedicated team at Wjd Design, with Chen Yonghua serving as Chief Designer, Shen Maohui contributing as Chief Designer, Yu Yu working as Chief Designer, Chen Ying participating as Chief Designer, and Xu Yiyang collaborating as Chief Designer. Together this group coordinated the cultural research, spatial concept, and technical execution that shaped the project.

Interested parties may learn more about Wuhan Senbo Resort, view its features, and explore the work of its designers at the dedicated page provided by the A' Design Award. Additional details, imagery, and project background are available for review. Inquiries regarding the project may be directed to Wjd Design.

<https://competition.adesignaward.com/ada-winner-design.php?ID=178721>

About Wjd Design

Wjd Design is a young and energetic team based in China, distinguished among international and domestic design studios by its experience across international brand hotels, boutique hotels, homestays, restaurants, clubs, and finished model rooms. The team has received a number of international awards and approaches each commission with a unique perspective that brings fresh ideas to its clients. Guided by a love of life, the studio communicates its understanding of nature and care through the medium of design. Creating living works and advocating sustainable development remain constant principles for the team.

About the Platinum A' Design Award Recognition

The Platinum A' Design Award is the highest distinction granted by the A' Design Award, recognizing works that combine notable innovation with meaningful societal contribution.

Designs selected at this level demonstrate strong technical proficiency, considered artistic skill, and original creative qualities, evaluated against established criteria. Within the Interior Space and Exhibition Design category, these criteria include innovative use of space, material selection excellence, functional layout design, color scheme mastery, lighting design proficiency, sustainable design practice, cultural relevance, and ergonomic consideration. Further criteria encompass aesthetic appeal, design consistency, attention to detail, budget management, accessibility compliance, incorporation of technology, space optimization, and safety. This designation reflects a measured acknowledgment of design work that advances the field and contributes positively to quality of life.

About A' Design Award

The A' Interior Space, Retail and Exhibition Design Award is a highly respected competition that promotes excellence and innovation within the interior design industry. It welcomes a diverse range of participants, including independent designers, leading agencies, innovative companies, furniture manufacturers, and established brands. Entries are evaluated through a blind peer-review process by a world-class jury panel of design professionals, industry experts, journalists, and academics, assessed against pre-established criteria. Organized since 2008 and now in its 18th year, the A' Design Award is an international and juried competition open to entries from all countries and across all industries, driven by a philanthropic mission to recognize and promote superior projects that benefit society and help create a better world. Interested parties may learn more about the A' Design Award, explore the jury, review past laureates, and submit their own projects at the following url: <https://interiorcompetition.com>

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