

Year of the Snake by House of Forme Wins Gold in A' Giftware Design Award

House of Forme Receives Gold A' Design Award for Its Reinterpreted Year of the Snake Red Packet Collection

COMO, CO, ITALY, September 1, 2026 /EINPresswire.com/ -- The A' [Design Award](#) has announced Year of the Snake by House of Forme as a Gold winner in the [Giftware](#) Design category. This recognition places the bespoke red packet series among notable works acknowledged by one of the highly respected design competitions in the field of giftware design. The A' Design Award evaluates entries through a rigorous, blind peer-review process conducted by an international panel of design professionals, industry experts, journalists, and academics. For House of Forme, a creative agency based in Hong Kong, the honour reflects a thoughtful reinterpretation of traditional zodiac iconography. The award confirms the quality and considered approach behind the self-initiated project.



The Gold A' Design Award for Year of the Snake holds relevance beyond the studio itself, signalling meaningful directions within the giftware industry. As consumers increasingly seek objects that carry narrative depth and sustainable values, the collection responds to a growing demand for designs that combine cultural meaning with environmental responsibility. The series advances giftware standards by demonstrating how seasonal items can extend their relevance throughout the year rather than serving a single occasion. Its careful balance of craft, storytelling, and ecological consideration offers a useful reference for designers and brands. For recipients, the packets provide both functional gifting value and an engaging visual experience.

Year of the Snake comprises 16 red packets across four distinct key visuals, drawing inspiration

from the ouroboros, the timeless symbol of a serpent devouring its own tail to signify cycles of renewal. Snake scales are concealed within four seasonal blossoms, while subtle details convey diverse blessings: flickering tongues hidden in orchids suggest guidance, sharp teeth within lilies foster growth, blinking eyes in lotus blooms embody rebirth, and tails disguised as anthurium pistils bestow power and fertility. The hardbound, slide-out package takes its cue from a snake shedding its skin, and the M-fold holder structure mimics the sinuous movement of the serpent. Crafted from four textured pearlescent papers, the set incorporates matte UV finishes alongside red, silver, and gold foil accents. This layered approach distinguishes the collection from typical red packets.

The Gold A' Design Award recognition may encourage House of Forme to continue exploring narrative-driven design that bridges heritage and contemporary sensibility. The achievement reinforces the studio's commitment to sustainability, with FSC-certified paper and recyclable holder materials informing future projects. As a benchmark for the team, the honour provides motivation to pursue further innovation in giftware and packaging. The success of this self-initiated series demonstrates the value of independent creative exploration.

Interested parties may learn more about the award-winning design at the dedicated page on the A' Design Award website, where additional details about its concept and designers are available.

<https://competition.adesignaward.com/ada-winner-design.php?ID=182139>

About House of Forme Studio

House of Forme is an award-winning full service design and creative agency based in Hong Kong, supporting the evolution of brands from initial concept to end user experience through a narrative-based holistic approach. The studio designs compelling stories, systematic identities, immersive environments, and considered objects. It crafts unique communications that address multiple layers of the human experience, creating work that changes the way people feel, think, and do. Its multidisciplinary practice spans branding, strategy, illustration, and graphic design.

About House of Forme Founder

Frankie is a multidisciplinary creative and entrepreneur whose practice spans branding, conceptual strategy, copywriting, illustration, interior design, and graphic design, with a focus on consistent solutions for established brands and new startups. Born in Hong Kong and educated in Canada and the United Kingdom, he has spent over ten years cultivating his creative interests across three continents, working with several respected award-winning agencies in the industry. He has directed and aided in the launch of more than 300 brands globally across hospitality, retail, food and beverage, education, corporate, shared spaces, fashion, start-up, wellness, and lifestyle sectors. Several of these projects have received international recognition and awards.

About the Gold A' Design Award Recognition

The Gold A' Design Award is granted to designs that demonstrate notable innovation and a meaningful impact on their intended audience. Within the Giftware Design category, entries are

assessed against criteria including originality of concept, aesthetic appeal, functionality and usability, material selection, production feasibility, sustainability, cultural relevance, packaging innovation, and user experience. Recognized as a significant achievement by the A' Design Award, Gold-designated works are characterized by a visionary approach and the considered skill of their creators. These designs serve as references for excellence, encouraging further innovation across art, science, design, and technology. The recognition reflects a rigorous evaluation that values both technical attributes and creative quality.

About A' Design Award

The A' Giftware Design Award is an international, juried competition that welcomes a diverse range of participants, including designers, design agencies, companies, and brands operating within the giftware and design industries. Entries are blind peer-reviewed and voted upon according to pre-established evaluation criteria by a world-class jury panel of design professionals, giftware industry experts, journalists, and academics. Organized since 2008 and now in its 18th year, the A' Design Award is held across all industries and remains open to entries from all countries. The ultimate aim of the A' Design Award is to recognize and promote superior products and projects that advance and benefit society, driven by a philanthropic mission to help create a better world through the power of good design. Interested parties may learn more about the A' Design Award, explore jury members, view past laureates, and submit their projects at the following url: <https://worlddesignpatrons.com>

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