Aura Park by Jeffrey Zee Wins Gold A' Design Award in Interior Design

JFR Studio's Immersive Cosmic Playground in Hangzhou Recognized for Excellence in Interior Space and Exhibition Design



Aura Park

COMO, CO, ITALY, September 7, 2026 /EINPresswire.com/ -- The A' Design Award has announced Aura Park by Jeffrey Zee as a Gold winner in the Interior Space and Exhibition Design category. The A' Design Award is one of the world's most prestigious and highly respected design recognitions, drawing entries from designers, agencies, and brands across the globe. Within the interior design field, the Gold A' Design Award represents a notable distinction granted following a rigorous, blind peer-review evaluation by an expert jury panel. This recognition celebrates Aura Park as an outstanding example of good design, a recreation space that demonstrates considerable creativity and technical accomplishment. The honor affirms the merit of a project conceived as an immersive, multi-sensory destination.

The recognition of Aura Park carries meaning beyond the studio itself, reflecting current movements within the interior industry toward experiential, technology-integrated environments. As physical and virtual dimensions increasingly converge, projects that thoughtfully bridge these realms address growing demand for interactive spaces that engage visitors of all ages. Aura Park aligns with these evolving standards by combining dynamic spatial design, multimedia art, and advanced visual technologies within a single cohesive experience. For the industry and its stakeholders, the project illustrates how careful coordination of design, engineering, and digital craft can yield spaces of lasting utility and emotional resonance.

Located in the West Lake district of Hangzhou, Aura Park occupies 1,588 square meters as a conceptual exploration of spacetime, artificial nature, and imagined reality within an interactive multiverse environment. Ethereal sculptures, landscaping, and water features are choreographed with interactive resonances, lighting, and animations to create a journey of ascension and transformation. The project incorporates a dynamic steel lighting structure, customized 3D curved LED panels, transparent LED screens, full-spectrum programmable LED light strips, and tailor-made sculptures. Principal construction materials include glass reinforced gypsum, customized metallic and textured paint, patterned marble flooring, tempered glass panels, and custom ceramic tiles. Specific lighting details embedded within curvilinear geometries were 3D modeled and printed throughout design, prototyping, and manufacturing stages.

The Gold A' Design Award recognition offers Jeffrey Zee and JFR Studio a meaningful foundation for future exploration at the intersection of physical and digital design. The achievement may inform forthcoming projects that further investigate immersive and interactive spatial experiences, encouraging continued refinement of the studio's methodologies. By demonstrating the value of integrating visualization, acoustic, and engineering disciplines, the project sets an encouraging precedent for the studio's ongoing work. This acknowledgment serves as motivation for the team to continue pursuing innovation and quality across diverse project typologies.

Project Members
Aura Park was conceived and led by Jeffrey Zee, who directed the design vision, technological integration, and coordination across the design, visualization, acoustic, and engineering teams throughout the project.

Interested parties may learn more about Aura Park, view additional project details, and discover information about its designer at the dedicated page provided by the A' Design Award.
https://competition.adesignaward.com/ada-winner-design.php?ID=179882

About Jeffrey Zee
Jeffrey Zee is a designer from China whose expertise lies in adapting international advanced design concepts to local needs while pursuing design quality and innovation in every project. Since founding JFR Studio, he has led his team to complete over 100 projects for well-known companies at home and abroad, including high-end entertainment spaces, restaurants, brand showrooms, flagship stores, and hotels. Through these diverse projects, he and his team continue to explore innovative approaches to spatial design while responding to the unique needs of each client and context.

About JFR Studio
Founded by Jeffrey Zee in 2013, JFR Studio is an inter-disciplinary design office comprising a group of energetic and creative design professionals based in Shanghai. The boutique studio engages primarily in interior design, space planning, brand building, and consulting services

across the commercial, hospitality, and entertainment fields. Since its establishment, the company has completed well over hundreds of projects throughout mainland China and overseas, ranging from high-end clubhouses, restaurants, brand exhibition halls, show flats, bars, and nightclubs to brand flagship stores and boutique hotels. The studio assists clients throughout the entire process, from brand positioning and resource integration to design concept development and implementation, providing comprehensive design solutions tailored to each project's needs.

About the Gold A' Design Award Recognition
The Gold A' Design Award is granted to designs that demonstrate a high level of innovation and a significant impact on their intended audience. Within the Interior Space and Exhibition Design category, entries are assessed against established criteria including innovative use of space, material selection, functional layout, color scheme, lighting design, sustainable practice, cultural relevance, aesthetic appeal, ergonomic consideration, and incorporation of technology. Recognized through a rigorous evaluation process, Gold A' Design Award designs reflect strong technical attributes, considered artistic skill, and meaningful creative qualities. These designs serve as benchmarks that encourage further innovation and inspire future generations of designers. The recognition highlights work that advances the boundaries of design while delivering value to its intended users.

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 individual visionaries, leading interior design agencies, innovative companies, furniture manufacturers, and influential brands. Entries are evaluated through a blind peer-review process by a world-class jury panel of design professionals, interior industry experts, journalists, and academics, based on pre-established criteria. Organized since 2008 and now in its 18th year, the A' Design Award is an international juried competition held across all industries and open to entries from all countries, driven by a philanthropic mission to recognize and promote superior products and projects that advance and benefit society in order to help create a better world. Interested parties may learn more about the A' Design Award, explore the jury, view past laureates, and take part with their own projects at the following url: https://interiordesigncompetition.com

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