

Lidu 1308 by Junjian Wan Receives Gold A' Design Award in Packaging Design

Cultural Tribute Packaging Uniting Jingdezhen Porcelain Craft and Lidu Brewing Tradition Earns International Recognition

COMO, CO, ITALY, September 10, 2026 /EINPresswire.com/ -- The A' [Design Award](#) has announced Lidu 1308 by [Junjian Wan](#) as a Gold winner in the [Packaging](#) Design category. The A' Design Award is one of the world's most prestigious and highly respected recognitions in the field of packaging design, drawing entries from designers, agencies, manufacturers, and brands across the globe. This recognition acknowledges Lidu 1308 as an outstanding example of good design that thoughtfully merges cultural heritage with contemporary packaging practice. The selection followed a rigorous evaluation process conducted by an expert jury panel.



The recognition of Lidu 1308 holds meaning beyond its designer, reflecting a growing interest within the packaging industry in culturally rooted, value-driven design. As consumers increasingly seek products that convey authenticity and heritage, this work demonstrates how packaging can serve as a vessel for cultural storytelling. The design aligns with industry movements toward collectible, premium packaging that balances aesthetic refinement with functional integrity. For brands and stakeholders, it offers a model for elevating product value through meaningful cultural connection and considered craftsmanship.

Lidu 1308 Dual World Heritage Tribute Edition unites Jingdezhen porcelain craft and Lidu brewing tradition, both UNESCO heritage candidates. The bottle is crafted in high grade ceramic with underglaze blue painting evoking Yuan Dynasty porcelain, featuring blue and white dragon

motifs and an embedded golden seal that enhances its collectible value. The cap, made from metal alloy, references movable type printing and is engraved with inscriptions that narrate its cultural story. A silk textured rigid case with twin dragon reliefs and gold stamping houses the bottle, while a rotating opening structure improves both display and durability. Together these elements transform the spirit into a distinctive vessel of traditional Chinese culture.

The Gold A' Design Award recognition may encourage further exploration into the integration of regional heritage and modern packaging design. For Junjian Wan, this acknowledgement reinforces an ongoing commitment to bridging traditional craftsmanship with contemporary design language. The honor may also inspire future projects that support the inheritance of cultural heritage and the growth of local creative industries. It serves as motivation to continue developing packaging solutions that carry both functional and cultural depth.

Interested parties may learn more about the award-winning design at the dedicated page on the A' Design Award website.

<https://competition.adesignaward.com/ada-winner-design.php?ID=176216>

About Junjian Wan

Junjian Wan is a packaging designer based in Nanchang, China, with a focus on cultural creative product design. He specializes in integrating traditional Chinese cultural elements with modern design language, creating functional and aesthetically resonant packaging solutions for Jiangxi Zengpintang Cultural Creativity Co., Ltd. His work bridges traditional craftsmanship and contemporary design, supporting the inheritance of regional cultural heritage and the development of local creative industries. With years of experience in cultural and consumer product packaging, he collaborates with brands to enhance product value through culturally rooted, user-centric design.

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 meaningful impact on their intended audience. Recognized as a notable achievement, these designs are characterized by a visionary approach and the considerable skill of their creators. Within the Packaging Design category, entries are evaluated against criteria including innovation in packaging, sustainability, functional efficiency, aesthetic appeal, material choice, user convenience, brand identity reflection, cultural relevance, technical excellence, and product protection. Winning designs serve as benchmarks for excellence, encouraging further innovation and advancing the boundaries of design and technology. The recognition reflects measured assessment of both technical and creative qualities.

About A' Design Award

The A' Packaging Design Award is an esteemed competition that welcomes innovative packaging designers, design agencies, manufacturers, and brands from the packaging and design industries. Entries are blind peer-reviewed and assessed against pre-established evaluation criteria by a world class jury panel of design professionals, packaging industry experts,

journalists, and academics. 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 enhance the world through the power of good design. Organized since 2008 and now in its 18th year, the A' Design Award is an international and juried design competition open to entries from all countries and across all industries. Interested parties may learn more about the A' Design Award, explore jury members, view past laureates, and take part with their projects at the following url: <https://packaging-design-award.com>

Makpal Bayetova

A' DESIGN AWARD & COMPETITION SRL

+39 031 497 2900

[email us here](#)

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