

Neev by Mohsen Koofiani Wins Iron in A' Packaging Design Awards

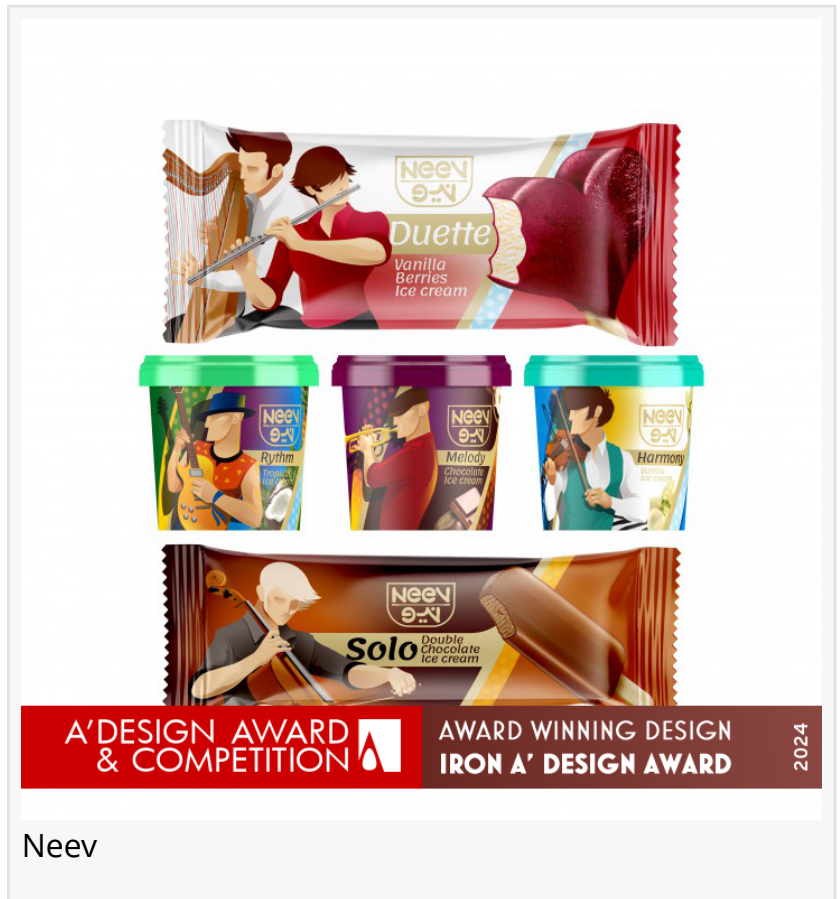
*Innovative Ice Cream Packaging Design
Recognized for Excellence in A'
International Design Competition*

COMO, CO, ITALY, July 19, 2024
/EINPresswire.com/ -- The A' [Design Award](#), a highly respected and well-recognized award in the field of [packaging design](#), has announced Neev, an exceptional ice cream package designed by [Mohsen Koofiani](#), as a winner of the Iron A' Design Award in the Packaging Design category. This prestigious recognition highlights the significance of Neev's innovative design within the competitive packaging industry.

Neev's award-winning packaging design showcases the importance of creativity and functionality in capturing consumer attention and enhancing the overall product experience. By aligning with current industry trends and needs, Neev demonstrates the potential for packaging design to make a tangible impact on both the brand and the end-users.

The Neev ice cream package stands out for its unique approach to harmonizing illustrations with the name of each product, creating a visually engaging and memorable experience for consumers. The design incorporates eye-catching illustrations drawn with beautiful techniques and various colors, reflecting the taste of each ice cream flavor. By establishing an interaction between music and ice cream flavors, Neev's packaging aims to evoke the different feelings associated with listening to music and enjoying ice cream.

Winning the Iron A' Design Award serves as a testament to Mohsen Koofiani's skill, creativity, and dedication to pushing the boundaries of packaging design. This recognition is expected to inspire



Neev

future projects and directions within the brand, fostering further innovation and exploration in the field. The award also motivates the design team to continue striving for excellence and making a positive impact on the industry.

Interested parties may learn more about the award-winning Neev ice cream package by visiting the dedicated page at the A' Design Awards website:

<https://competition.adesignaward.com/ada-winner-design.php?ID=151980>

About Mohsen Koofiani

Mohsen Koofiani is a designer, illustrator, and character designer with a background in painting. Known for his vivid imagination and attention to detail, Mohsen strives to incorporate these elements into all his designs and ideas. As an idea maker, he enjoys creating imaginary worlds for his friends and specializes in packaging design for food. Mohsen's love for cartoons and childish fantasy worlds is evident in his work, as he brings a sense of peace and tranquility to his designs.

About Neev

Neev is a subcategory of Zarrin Ghazal Company, focused on providing high-quality ice cream while emphasizing the emotions of the audience. The brand recognizes that eating ice cream can affect emotions and aims to instill this feeling in the audience through the design of distinctive and special packages. Neev was created with the goal of finding a place among different people and connecting with them on an emotional level.

About A' Design Award

The Iron A' Design Award is a prestigious recognition granted to well-designed products, projects, services, and ideas that meet rigorous professional and industrial standards set by the A' Design Awards. Recipients of this award are acknowledged for their practical innovations and contributions to their respective fields, providing solutions that enhance quality of life and promote positive change. The Iron A' Design Award celebrates designs that demonstrate a solid understanding of design principles, creativity, and the ability to address real-world challenges through thoughtful and innovative approaches.

About A' Design Award

The A' Packaging Design Award is a prestigious international competition that recognizes exceptional packaging designs from innovative designers, forward-thinking agencies, leading manufacturers, and influential brands. By participating in this competition, entrants have the opportunity to showcase their creativity, gain global recognition, and be acknowledged for their outstanding contributions to the packaging industry. The rigorous selection process involves blind peer review by an expert jury panel of design professionals, packaging industry experts, journalists, and academics, ensuring that winning designs meet the highest standards of innovation, functionality, and aesthetic appeal. The A' Design Award aims to promote superior products and projects that advance society and contribute to creating a better world through the power of good design.

Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates and take part with their projects at the following url:

<https://designawardspackaging.com>

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