

# Muji Eco Pavilion in Emptiness by Chenzhu Sun Wins Platinum in A' Trade Show Design Award

*Innovative Exhibition Space Design  
Recognized for Sustainable Approach and  
Engaging Visitor Experience*

COMO, CO, ITALY, July 27, 2024  
/EINPresswire.com/ -- The A' Design Award, a highly respected recognition in the field of [trade show](#) design, has announced [Chenzhu Sun's](#) "Muji Eco Pavilion in Emptiness" as the recipient of the prestigious Platinum A' Trade Show Architecture, Interiors, and Exhibit Design Award. This award celebrates the innovative conceptualization, effective brand integration, and sustainable design approach of the Muji Eco Pavilion, positioning it as a groundbreaking achievement within the trade show industry.



Muji Eco Pavilion in Emptiness

The Muji Eco Pavilion in Emptiness showcases the relevance of sustainable design practices in the trade show industry, aligning with the growing demand for environmentally conscious solutions. By incorporating recyclable materials and a modular design that allows for easy assembly and dismantling, the pavilion sets a new standard for eco-friendly exhibit spaces. This innovative approach not only benefits the environment but also offers practical advantages for trade show organizers and exhibitors alike.

The award-winning design of the Muji Eco Pavilion in Emptiness features 7,524 interlocking wooden components that seamlessly transition from a solid wall to a dismantled state over the course of the 6-day exhibition. Visitors actively participate in the pavilion's transformation by taking away the screen system components, which can be reassembled into functional home storage systems. This unique interactive experience engages visitors while promoting the

concept of sustainability and extending the life cycle of the exhibit materials.

The recognition bestowed upon the Muji Eco Pavilion in Emptiness by the A' Trade Show Architecture, Interiors, and Exhibit Design Award serves as a testament to Chenzhu Sun's commitment to pushing the boundaries of sustainable design in the trade show industry. This achievement is expected to inspire future projects within the Atelier FORTH FORCE studio, fostering further innovation and exploration of eco-friendly solutions that enhance visitor experiences while minimizing environmental impact.

Muji Eco Pavilion in Emptiness was designed by Creative Director Chenzhu Sun, Design Directors Zhebin Hu and Wenqin He, and Designers Jiahong Luo and Zi Lan.

Interested parties may learn more about the award-winning design at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=158442>

About Forth Force - Shanghai Tan Gen Cultural Communication Co., Ltd.

Tan Gen Cultural is an art consultancy company deeply rooted in the pan-cultural field, and it owns the studio brand Atelier Forth Force. It is adept at using design-driven as the core of its operations, combining artistic aesthetics to bring customers unique sensory upgrades and consumer experiences. Emptiness, MUJI eco-pavilion is a "temporary building" specially designed for MUJI during the 2023 China International Import Expo, consisting of 7524 wooden components.

About Platinum A' Design Award

The Platinum A' Design Award recognizes designs that exemplify exceptional creativity and innovation in the field of Trade Show Architecture, Interiors, and Exhibit Design. This prestigious accolade is granted to works that demonstrate remarkable conceptualization, effective brand integration, visitor engagement strategies, sustainable design approaches, and visual impact. The rigorous selection process involves blind peer review by an expert jury panel of design professionals, trade show industry experts, journalists, and academics who evaluate entries based on pre-established criteria. Receiving the Platinum A' Design Award signifies a design's outstanding contribution to advancing the industry and promoting sustainable development.

About A' Design Award

The A' Trade Show Architecture, Interiors, and Exhibit Design Award is a distinguished international design competition that recognizes exceptional creativity and innovation in the trade show industry. Organized annually since 2008, the A' Design Award invites a diverse range of participants, including architects, interior designers, design agencies, companies, and brands, to showcase their groundbreaking projects. Through a rigorous blind peer-review process, entries are evaluated by an esteemed jury panel of design professionals, industry experts, journalists, and academics based on pre-established criteria. By participating in this prestigious competition, designers and brands have the opportunity to gain global recognition, contribute to the advancement of the industry, and inspire future trends. The ultimate aim of the A' Design

Award is to promote superior products and projects that positively impact society, driving the cycle of inspiration and advancement in the pursuit of 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: <https://tradeshowaward.com>

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