

# Ideamix Lab by Qichao An Wins Iron A' Design Award in Packaging Design Category

*Innovative Packaging Design for Ideamix Lab Fruit Tea Beverages Recognized with Prestigious A' Design Award in Packaging Design Category.*

COMO, CO, ITALY, January 6, 2025 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized award in the field of [packaging](#) design, has announced Ideamix Lab by [Qichao An](#) as a winner of the Iron A' Design Award in the Packaging Design category. This prestigious recognition highlights the significance of Ideamix Lab's innovative packaging design within the packaging industry and design community.

Ideamix Lab's award-winning packaging design showcases a unique approach to presenting fruit tea

beverages, aligning with current trends and consumer preferences for clear flavor differentiation and eye-catching visuals. The design's practical benefits, such as easy flavor identification and a youthful, refreshing aesthetic, demonstrate its relevance and value to the packaging industry and potential customers.

The Ideamix Lab packaging design stands out in the market through its creative use of geometric fruit graphics and vibrant colors to represent each distinct flavor. The design effectively communicates the essence of the fruit tea beverages while maintaining a cohesive and appealing overall look. The successful integration of fruit and tea elements within the limited packaging space is a testament to the design's functionality and aesthetic merits.

This recognition from the A' Design Award serves as a motivator for Qichao An and the Ideamix Lab team to continue pushing the boundaries of packaging design and exploring new ways to



innovate within the industry. The award-winning design may inspire future projects and influence packaging design standards, fostering a culture of creativity and excellence.

Ideamix Lab was designed by Qichao An, a Chinese brand designer and director of WHDS Wuhan Designer Salon, who has over a decade of professional brand planning and design experience.

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

<https://competition.adesignaward.com/ada-winner-design.php?ID=153799>

#### About Qichao An

Qichao An is a Chinese brand designer with more than ten years of professional brand planning and design experience. As the director of WHDS Wuhan Designer Salon and a member of various design associations, Qichao An has won over 50 domestic and international [design awards](#). He is the founder and design director of Mornice Brand Design, adhering to the concept that design should constantly question, find solutions, inherit ingenuity, and create with warmth and emotion.

#### About Mornice Brand Design

Mornice Brand Design is dedicated to delivering innovative and aesthetically pleasing design solutions rooted in strategic thinking. Their approach centers around reducing the cost of corporate marketing communication and helping companies avoid unnecessary detours. By blending visual aesthetics with brand strategy marketing and understanding customer needs, Mornice Brand Design creates customized and creative designs that align with the essence of each enterprise.

#### About A' Design Award

The Iron A' Design Award is a prestigious recognition granted to designs that meet the rigorous professional and industrial standards set by the A' Design Awards. Recipients of this award demonstrate a solid understanding of design principles, creativity, and practical innovations that contribute to their respective fields. The Iron A' Design Award acknowledges designs that address real-world challenges, improve quality of life, and foster positive change through thoughtful and skilled execution.

#### About A' Design Award

The A' Packaging Design Award is a prestigious packaging competition that attracts a diverse range of participants, including innovative packaging designers, forward-thinking design agencies, leading packaging manufacturers, and influential brands. This competition provides a platform for entrants to showcase their creativity and gain international recognition for their exceptional packaging design capabilities. By participating in the A' Design Award for Packaging, designers have the opportunity to contribute to the advancement of the packaging industry, inspire future trends, and earn global acclaim for their outstanding work. The A' Design Award, now in its 16th year, is an international and juried design competition open to entries from all countries and industries, with the ultimate aim of recognizing and promoting superior products

and projects that advance and benefit society, helping to create 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 participate with their projects at:

<https://packagingdesignawards.com>

Makpal Bayetova

A' DESIGN AWARD & COMPETITION SRL

+39 031 497 2900

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/774399861>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.