

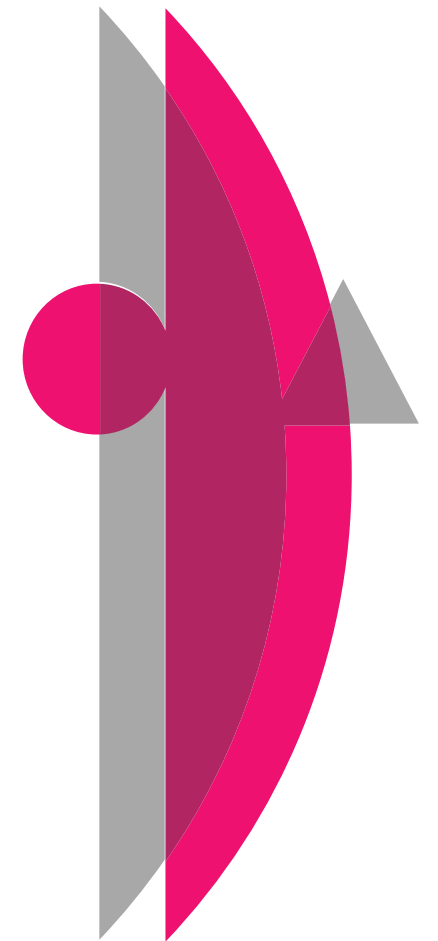
The background features a light green-to-white gradient with large, overlapping, semi-transparent shapes in shades of pink, red, and grey. Two large circles, each split vertically into a bright pink and a darker red, are positioned on either side of the central text.

**IDA**  
DESIGN  
AWARDS  
2023

graphic  
design

A handful of designers, thinkers and entrepreneurs created the International Design Awards in 2007 as a response to a lack of recognition and to celebrate smart and sustainable multidisciplinary designs.

The International Design Awards (IDA) exists to recognize, celebrate and promote exceptional design visionaries and discover emerging talent in Architecture, Interior, Product, Graphic and Fashion Design worldwide. The Farmani Group founded the IDA as the design sibling of the Annual Lucie Awards for Photography, which has emerged as one of the world's most prestigious photography awards.



# disciplines & categories

**ARCHITECTURAL DESIGN**  
 RESIDENTIAL ARCHITECTURE  
 ARCHITECTURE PROJECT DEVELOPMENT  
 COMMERCIAL ARCHITECTURE  
 URBAN PLANNING/INFRASTRUCTURE  
 LANDSCAPE ARCHITECTURE  
 ARCHITECTURAL LIGHTING DESIGNS  
 OTHER ARCHITECTURAL DESIGNS

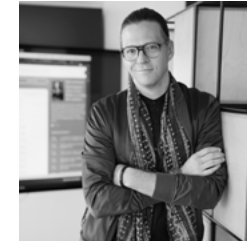
**FASHION DESIGN**  
 PRET-A-PORTER  
 HAUTE COUTURE  
 CASUAL WEAR  
 OTHER FASHION DESIGNS  
 FOOTWEAR  
 TEXTILE & MATERIALS  
 ACCESSORY

**PRODUCT DESIGN**  
 HOME & LIVING  
 CONSUMER ELECTRONICS  
 PERSONAL & LIFESTYLE  
 FAMILY & CHILDREN  
 WORKPLACE & OFFICE  
 TOYS & GAMING  
 AUTOMOTIVE & TRANSPORT  
 HEALTH & LIFE SCIENCE  
 INDUSTRIAL DESIGN  
 GREEN DESIGN  
 SPORTS & LEISURE  
 PET CARE  
 EVENT SUPPLIES  
 FOOD AND BEVERAGE  
 CONCEPTUAL PRODUCTS (IN CONCEPT ONLY)

**GRAPHIC DESIGN**  
 PRINT  
 ADVERTISING/PROMOTION  
 PACKAGING  
 MULTIMEDIA

**INTERIOR DESIGN**  
 RESIDENTIAL INTERIOR DESIGN  
 INTERIOR PROJECT DEVELOPMENT  
 COMMERCIAL INTERIOR DESIGN  
 INFRASTRUCTURE/INDUSTRIAL INTERIOR DESIGN  
 CULTURAL/COMMUNITY INTERIOR DESIGN  
 HOSPITALITY INTERIOR DESIGN  
 OTHER INTERIOR DESIGNS

# jury



**CHRISTOPHER SMITH**  
 Partner, Creative Principal,  
 Head of Design US, EY  
 Innovation & Experience  
 Design | Consulting



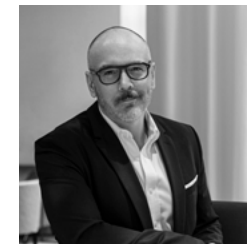
**DANH TRAN NGOC**  
 Vice President of VDAS Design  
 Association, VDAS Design  
 Association HCMC | Vietnam



**DARREN AGNEW**  
 Creative Director, DADA



**DMYTRO LYNNYK**  
 Co-founder and Creative  
 Director, Linnikov Agency



**EDMOND HUOT**  
 Chief Creative Officer and  
 Partner, Forward Media



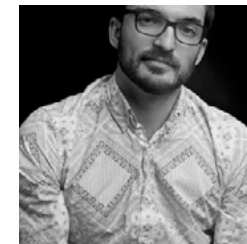
**GABRIELLE KENNEDY**  
 Editor-in-Chief of DAMN  
 magazine, DAMN magazine



**JONATHAN CLEVELAND**  
 Principal / Founder, Cleveland  
 Design



**MARTIN LIU**  
 Secretary General, China  
 Europe International Design  
 Culture Association (CEIDA)



**OSCAR DE LA HERA GOMEZ**  
 Founder, Delasign



**SAMANTHA ALIFEROV**  
 Creative Director, Starfish



**SHARI SWAN**  
 Founder and CEO, Mole in a  
 Minute



**SOFIE HODARA**  
 Assistant Teaching Professor,  
 College of Arts, Media,  
 and Design, Northeastern  
 University



**STUART CRAWFORD**  
 Creative Director/Partner,  
 Inkbot Design (Belfast, U.K.)  
 and DDCo. (Dallas, U.S.)



**THIERRY HALBROTH**  
 Regional Creative Lead | Product  
 & Service Innovation Solutions  
 Leader | Consulting, EY Asia  
 Pacific

# partners



TOPYS.

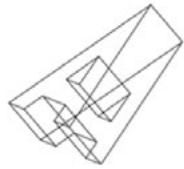
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newswire



设计纪元  
DESIGN EPOCH



SENSEART  
感映艺术



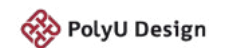
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zeen



DEXIGNER



IOWA STATE UNIVERSITY  
Department of Industrial Design



eNTRA  
design + architecture magazine



HBI  
CERAMICHE



FH JOANNEUM  
University of Applied Sciences  
idk  
Institute of Design & Communication



**main  
winners**

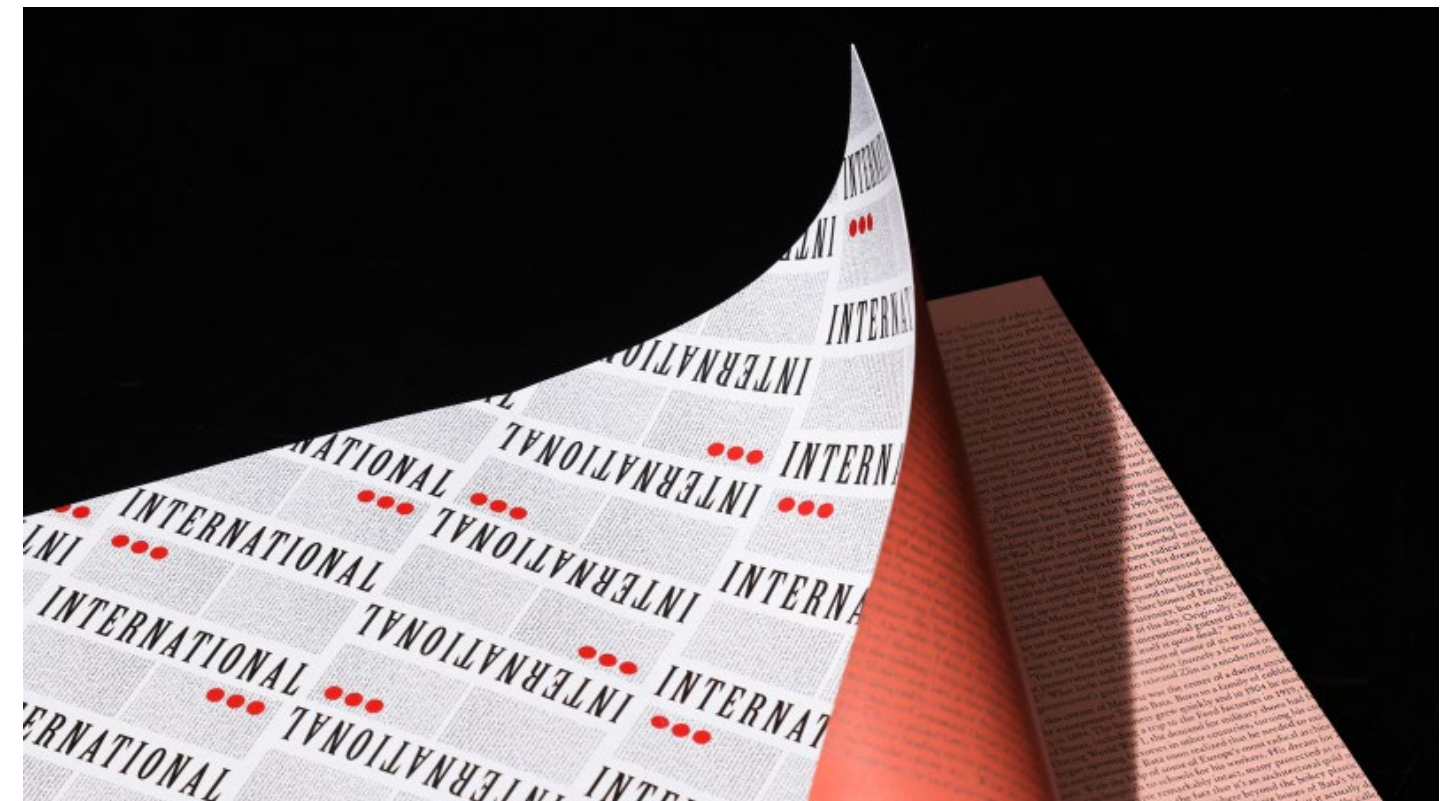
graphic design of the year (professional)

## Rhythmic Structure of Typography



Company Yiwen Zhang  
Lead Designers Yiwen Zhang  
Client Amazon

For centuries, art and music have been helping people explore conflicts and themes that influence their actions, thoughts, and emotions. This project studies the positive impact of punk culture on social mental health. Based on the DIY, rebellion, and self in the punk spirit, it forms a coherent and interactive musical narrative style through solid visual language. Its innovative and inclusive concept provides a creative outlet for the rise of art therapy in modern society, allowing the public to express their thoughts, emotions and experiences in an unconventional and unfiltered way.



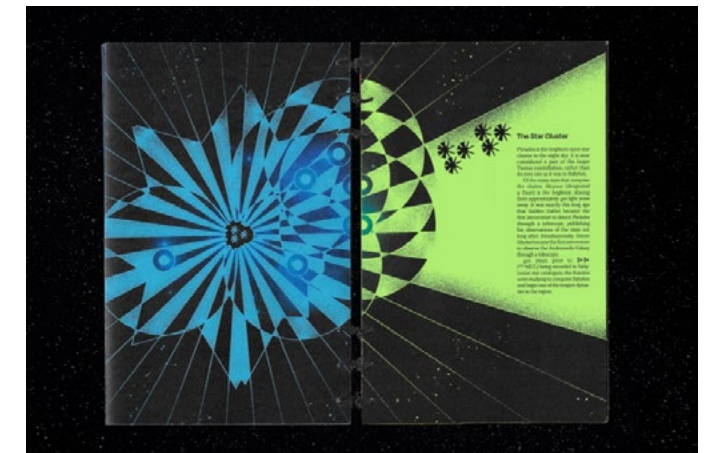
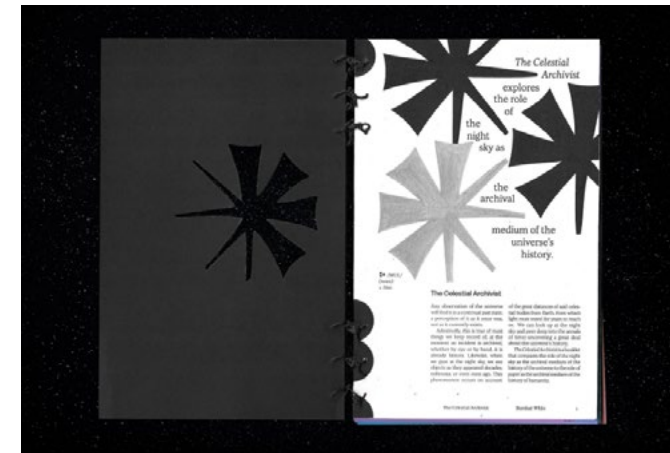
emerging graphic designer of the year (student)

# The Celestial Archivist



University Savannah College of Art and Design  
Lead Designers Aarushi Menon

The Celestial Archivist is a conceptual booklet created as a hypothetical promotion for the Neenah Astrobrights line of papers. It compares the role of the night sky as the archival medium of the universe's history to the role of paper as the archival medium of humanity's history.



people's choice graphic design award (student)

## Anita Dongre SCAD FASH Invitation



University Savannah College of Art and Design  
Lead Designers Janhavi Jeevan  
Credits Fashion Designer: Anita Dongre

Anita Dongre is a luxury Indian designer, specializing in bridal couture. Her deep understanding of the Indian customer and affinity for indigenous crafts have shaped the Anita Dongre aesthetic into a unique and much-loved one. This dress is from her 'Diary of a Rajkumari' collection and features timeless Mughal motifs, reflected in the invite in the form of die cuts and gold foil. The die cut on the last panel is replicated from windows of Mughal palaces to create a play between light and shadow on the invite. The intricate patterns are repeated to create a sense of harmony across the invite.





# gold+silver+bronze winners



## Indigenous Sight Animation '22

**Piggy Flight Films, Taiwan**

Lead Designer(s): Jae Chu

Prize: Gold in Animation

Description: This animated series utilizes a style of collecting textures and a color scheme corresponding to the four seasons to present this year's cover stories from the Original Vision magazine in the form of "organic animation," showcasing the beauty of indigenous culture. The video is designed with low saturation, gentle, balanced, and healing elements, emphasizing the harmonious coexistence of people, culture, nature, and space, showcasing flowing landscapes, immersing viewers in the natural atmosphere, and enjoying the emotions of symbiosis with the land.



## Noise Landscape // 雜訊地景

**National Taipei University of Technology, Taiwan**

Lead Designer(s): Che-kuang Chuang

Prize: Gold in Animation

Description: This artwork is a collaboration between the artist and AI. The artist used 3D tools to create a surreal installation of Taiwan's topography with glitch effects to represent different thoughts in the sociality. AI was utilized to "denoise" the image based on prompts related to social events, technology, and economy. It remake the images and use its own way to find the meaning behind the installation and subconscious of the artist.



## The Well Family

**Swinburne Living Lab, Australia**

Lead Designer(s): Cam Macaboo

Prize: Silver in Animation / Bronze in ComputerGenerated Character

Description: Health Ability asked the Swinburne Living Lab to promote their broad service offering to clients (babies to seniors). Meet the Well family. Animated stories showcase their journey towards better lives through health Ability's services.

Our creative endeavour sought to artfully communicate the holistic and welcoming nature that permeates their process. The movement is fluid and dynamic, mimicking the ebb and flow of nature itself. Scenes are shot organically in one continuous move.



### Regular Pattern Lab / Animation

**Mingxin Cheng, United States**

Lead Designer(s): Mingxin Cheng

Prize: Silver in Animation

Description: The animation for Regular Pattern Lab showcases their pet-friendly, innovative print lab with 5 cats and 1 dog, using simple line illustration and unexpected transitions to create an interesting and funny video.



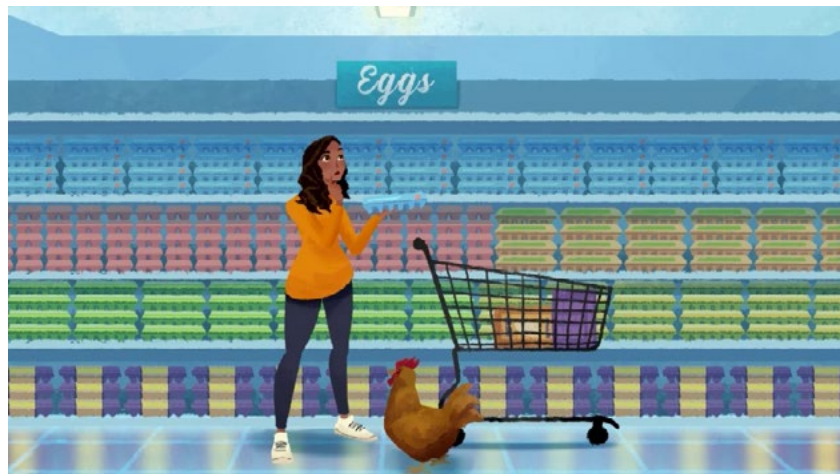
### One Two One Two

**Sanli People (Shenzhen) Technology Co., Ltd., China**

Lead Designer(s): Jun Qu

Prize: Gold in ComputerGenerated Character / Silver in Animation

Description: "One Two One Two" is a marketing short film-themed New Year creatively explored by Bananain. The protagonist of the short film is a specially designed rabbit image. The happy cheer of "One Two One Two(want to)", it is calling for the desire full of strength, for example, "I hope love arrives", "I hope everyone is suddenly rich", "I hope to break through the clouds", "I hope the pandemic finishes soon", "I hope to be able to land"... The audience is invited to share the New Year's wishes and pass on the New Year's hope.



### Choose Better Eggs

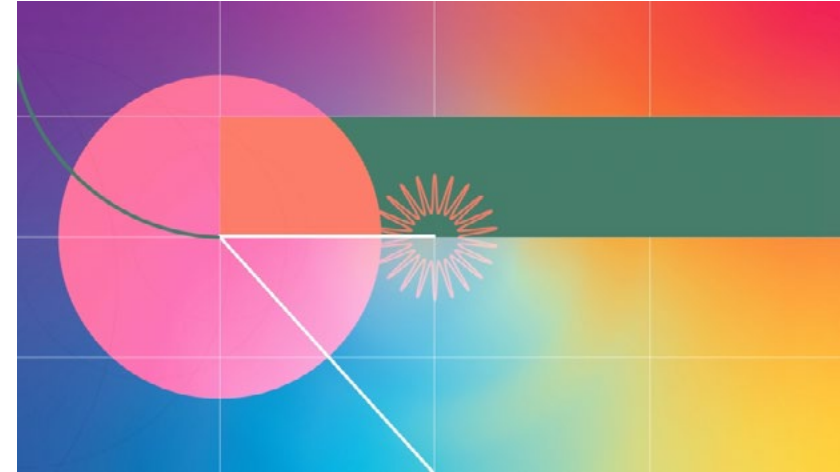
**The Garden Creative, United States**

Lead Designer(s): Scott Rinebold, Art Direction

Prize: Silver in Animation

Description: We were asked by the Animal Welfare Institute to create a spot for their paid social campaign. The goal was to show egg labels and provide clarity behind the lifestyles of the hens on them, to motivate buyers to buy pasture raised.

The real story is filled sad images, so we intentionally decided to animate the spot, telling the story in a less morbid, more engaging way. We love this innovative spot with high-end illustration, motion graphics, and SFX.



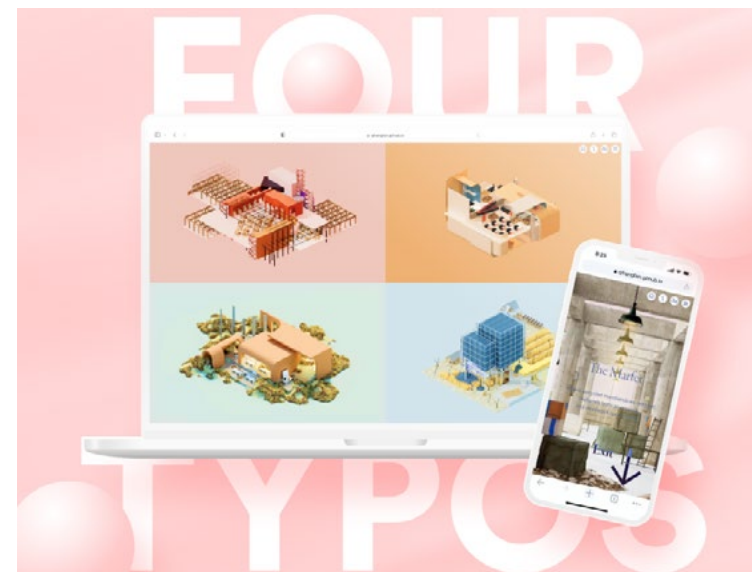
### When a Circle Starts to Dream

**Freelancer, United States**

Lead Designer(s): Peiyao(Heather)Tang

Prize: Silver in Animation

Description: My creative journey began with a dream. In the dream, geometric shapes kept transforming. The scene became increasingly surreal and colorful, which inspired me to turn my dream into a conceptual animation. I put a lot of effort into exploring and researching the color and rhythms. I depicted a conceptual psychedelic dream where each frame stands alone yet remains connected to the whole. The shapes exude symmetrical beauty, with subtle asymmetries reminding the audience of its artificial origins.



### Four Typologies

**Qihang Fan, United States**

Lead Designer(s): Qihang Fan

Prize: Gold in Mobile / Web Application Design / Silver in Website Design / Bronze in Animation

Description: Contemporary fashion houses practice an upcycling handicraft workflow, but their factory typology is insufficient to support the nonlinear designers' activities. This interactive media design introduces the new decentralized and localized Garden Factory Typologies that evoke humanity and resist industrial mechanization trends. The design results from the overlapping fields of architecture, digital media, user experience, and immersive web design, allowing audiences to discover design features responsively regarding both micro and macro observation levels.



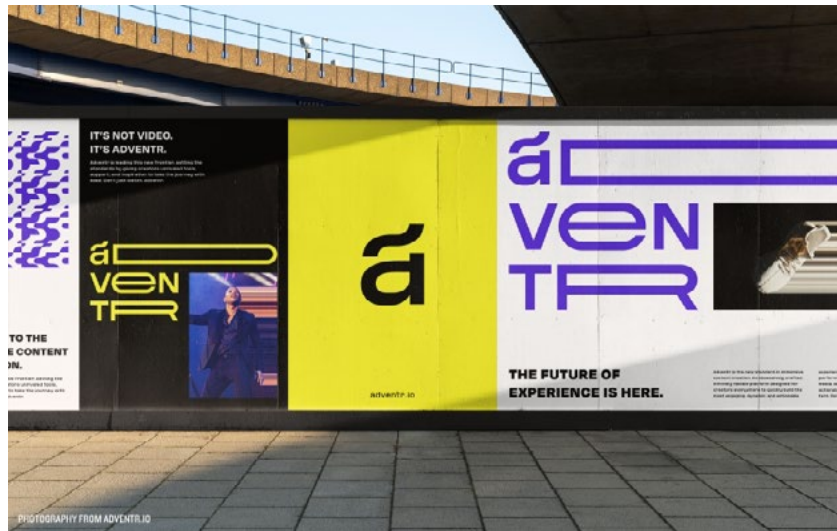
### Byte

**Freelancer, United States**

Lead Designer(s): Weiyi Ma

Prize: Bronze in Animation

Description: The swift development of the internet and related information and communication technologies has manifested an information explosion—a rapid increase in the amount of published information—into reality. The ongoing explosion requires people to have better skills in managing information more effectively. The project 'Byte' explores possible form changes in information and language structure concurrent with the acceleration of social development.



## Adventr

**Noise 13, United States**

Lead Designer(s): Elaine Chaw & Jerome Harris  
Prize: Gold in Brand Identity

Description: Adventr is a platform of endless possibilities. Empowering creatives to bring an entirely new realm of experiences to life, they believe that the next generation of interactive, connected media should be accessible to everyone.

We were approached to create a brand that would articulate the rebellious and cool freedom of exploration, calling to action the creative seeker in us all. We honed in on a typographic representation centered around the concept of movement and interaction, visually showcasing the transition between choices users can take when immersing themselves in the content.



## Women's Surf Film Festival

**Shanti Sparrow, United States**

Lead Designer(s): Shanti Sparrow

Prize: Gold in Brand Identity / Bronze in Signs, Exhibits and POP / Bronze in Posters

Description: After a year break due to the pandemic, the Women's Surf Film Festival was back once again to celebrate female filmmakers and wave riders. It was important after the break to tap into the idea of thriving through adversity. This year's visual language is inspired by tarot cards but instead of divine figures the focus is on the surfers, artist and creators. This is to symbolize our power to drive our fate and create our own path. That these women are their own goddesses.



## Acture activeert | Re branding

**Acture, Netherlands**

Lead Designer(s): Rosh Studios

Prize: Gold in Brand Identity

Description: After 14 years Acture became market leader by disrupting the social security market. Due to this development as well as newly started labels and mergers, the brand identity was outdated and no longer matched the core values, ambition and identity of the company.

ROSH has developed a new brand that goes hand in hand with the new identity. Core values and pillars have been translated into abstract forms. By using grid guidelines, the shapes can easily be combined and supplemented with personal photography and striking colours to translate their core strength: Activating employees.



## Zhijiang International Youth Art Festival 2019

**IMAGRAM Design, China**

Lead Designer(s): Peitao Chen

Prize: Gold in Brand Identity / Silver in Corporate Identity

Description: Zhijiang International Youth Art Week takes "Youth, View and World" as its core concept. The logo graphic uses the eyeball and the earth to design and evolve, and explores the "worldview" and "youth view" of the young people of the era. "View" is a "view" that maps the world view of young people and the concept of youth in the world. "View" is also "watching". It is a pair of eyes full of curiosity and desire. It implies the questioning and confrontation of the identity of young people in reality.



## OHDAT Labs Branding Design

**Yibang Design, China**

Lead Designer(s): Yangshan Shui, Duo Ruan

Prize: Gold in Brand Identity

Description: OHDAT Labs initiates and promotes the transfer to the Web3 world of renowned Web2 IPs. Bridging the past and the future, the virtuality and the reality.

The brand style made for OHDAT Labs is colorful, vanward and fun. The brand logo idea was inspired by the classical arcade game "Whac-A-Mole" and integrated the image of the Lotus Throne which represented diversity of the team and industry. And what's so interesting about "Whack-a-Mole" is that it's so much like we are hit by a creative moment just like we are surprised by the Web3 world.



## Vyrii | Brand Identity for Recreation Complex

**Bloom Büro, Ukraine**

Lead Designer(s): Oleksandra Bobak

Prize: Gold in Brand Identity

Description: Vyrii [Vyriy] (ua – Вирій) is a recreation complex on the shore of a lake in the forest near Lviv, Ukraine. In the interior design were used local materials, so in our work we wanted to emphasize the beauty of nature. We used the element of the letter "й", which is one of the symbols of Ukrainian language, as a variable element to characterize the complex. They also become graphic elements according to the thematic classification of products and communication in social media.



### Logo Design for the Ultratech Studio

**NZR - New Zones of Retail, Poland**

Lead Designer(s): Aliaksandra Nazarkina

Prize: Gold in Brand Identity

Description: We are NZR, an international retail design and branding studio founded in 2015. The project we are excited to present is the branding of Ultratech Studio, a company specializing in innovative technologies for enhancing business processes. The resulting style and logo are a distinctive fusion of graphic elements and a custom font, meticulously crafted to resonate with the company's core values. We opted for a color palette comprising white and graphite, complemented by simple and strict geometric shapes, in order to convey the brand's audacity and its forward-thinking approach.



### Greensparc

**Noise 13, United States**

Lead Designer(s): Xiaoxiao Ma & Zili Ma

Prize: Silver in Brand Identity

Description: As Greensparc's brand partner, our strategy was to develop a cohesive brand that highlights their unique positioning in creating a green and equitable future. Through clear messaging and community imagery, we added a human feel to the data center landscape, showcasing their core values of connecting power, access, and communities. Our design included a brand system, connected graphics, and system tools for sales and partner communications, which have helped the company make new connections, attract more partners, and excite the community as they plan for their first launch locations in Alaska.



### FabricNano Rebrand

**Ascend Studio, United Kingdom**

Lead Designer(s): Paul Croxton

Prize: Gold in Brand Identity / Gold in Corporate Identity Rebranding

Description: FabricNano is empowering a sustainable future, powered by enzymes. We created a new brand for this game-changing startup that focuses on harnessing the power of the cell. This led to an entire design system with 'DNA' grids and a logo that encapsulates the core of the concept. A minimal aesthetic is complemented by a vivid blue to infuse a burst of positive energy, alongside problem and solution images that illustrate the scale of their challenge and ambition.



### Metro Cafe / Brand Identity Design

**Tsandesign, Taiwan**

Lead Designer(s): Tsan He Chang

Prize: Silver in Brand Identity

Description: Metro Cafe is a boutique coffee shop that specializes in providing a comfortable resting space for both domestic and international travelers. People meet here during their journeys and share their exciting stories, just like the multi-layered richness of specialty coffee. This unique brand characteristic sets MetroCafe apart from other coffee shops. The design team drew inspiration from the core ideas of "travel" "encounters" and "sharing" to transform MetroCafe into a imaginative, and open mind and sharing boutique coffee brand with a sense of modern fashion.



### Poulette Rotisserie

**Ceren Burcu Turkan Design Studio, Netherlands**

Lead Designer(s): Ceren Burcu Turkan

Prize: Silver in Brand Identity

Description: Poulette means chicken in French and was the perfect choice for a casual take-away and dining restaurant from Australia. The restaurant's branding and color palette were inspired by the aesthetics of old French restaurant signs and facades, while incorporating a modern twist.

The chicken illustration created for the brand can stand alone as a representation of the restaurant's identity, without the need for any accompanying text. The playful nature of the icon is balanced by the use of simple typography, which lends a modern and timeless quality to the logo.



### Center for Design Discourse (C4DD)

**Sajad Amini Studio, United States**

Lead Designer(s): Sajad Amini

Prize: Silver in Brand Identity

Description: The Center for Design Discourse (C4DD) is an in-development research hub in the vibrant downtown area of Chicago Loop. C4DD incubates research projects, hosts public lectures and symposia, and publishes works in diverse domains within Graphic Design, Industrial Design, Game Design, UXD, and others. The C4DD aims to establish a design discourse encompassing four primary domains: research, discourse, production, and publication (The number "4" in the title represents these four avenues) to generate a positive social impact by promoting innovative design practices and addressing societal needs.



### 3 Forks Bar and Restaurant

**Ellen Bruss Design, United States**

Lead Designer(s): Ellen Bruss and Ken Garcia  
Prize: Silver in Brand Identity

Description: 3 Forks is a restaurant and bar in Moonlight Basin, Big Sky, Montana. It was named after the Three Forks ski run at the resort, which it overlooks. One of the steepest runs at the resort, our brand celebrated the stunning scenery and the heart pumping adventure that the run offers.

Black, cream and red with vintage black and white images, combined actual photos of the run were selected, delivering an old-school ski vibe. Spirited merchandise was created, including bar dice, coasters, custom paperclips, matches and even a 3 Forks chandelier.



### Not A Lone

**The Cabinet, Hong Kong**

Lead Designer(s): Malou Ko  
Prize: Silver in Brand Identity

Description: ICYSCs provides 21st century integrated hub in every district in Hong Kong for kids from age 6-24 to learn STEM, wellness, sustainability and innovation, career and life development. We designed a mascot, "Si Jai 匙仔", who is the shape of a keyhole. It represents the action in moving onto the unknown challenges and new knowledge. Si Jai has The Thinker Eyes, a pair of confusing eyes illustrating the think process, processing different possibilities and answers.



### Hand over Hand

**Yiwen Zhang, United States**

Lead Designer(s): Yiwen Zhang  
Prize: Gold in Online Advertising Design / Silver in Brand Identity

Description: As a pioneer in special education services, Hand Over Hand helps students excel academically and socially while unwaveringly supporting and profoundly dedicating to the future of global education and the challenges faced by 21st-century society. Regarding the visual groundwork for conceptualizing brand innovation and future marketing challenges, the main issue is how to ensure consistent marketing and messaging lead to consistent brand identity. By reimagining a passionate, vibrant, fun, inclusive, and diverse brand image, we built a brand that continuously inspires and assists people.



### Academy of Imagination

**Nmillercreative, United States**

Lead Designer(s): Nancy Miller  
Prize: Silver in Brand Identity

Description: Actualizing a culture of ingenuity, the Academy of Imagination team holistically blends the ancient alchemical process of Imaginal Intelligence and the findings of modern depth psychology with the emerging capacities of new technologies, enabling its consulting business products to transcend stale narratives in commerce and culture and tell new stories that will inspire sustainable corporate behaviors and innovative procedures responsive to society's current challenges.



### MFIT Rebrand

**uwu studios, United States**

Lead Designer(s): Ziqi Liu  
Prize: Gold in Corporate Identity Rebranding / Silver in Brand Identity

Description: My rebranding of the Museum at FIT in New York introduced a contemporary vibe. Drawing from classic button patterns and garment techniques, I devised a versatile geometric design framework, using buttons as symbols for connection and unity — reflecting the museum's dedication to diversity and creativity. This transformation incorporated a flexible visual system with a fresh, vibrant aesthetic. To capture the dynamic essence of the fashion industry, I utilized Processing for code-driven design, generating a myriad of unique patterns, encapsulating fashion's ever-evolving spirit.

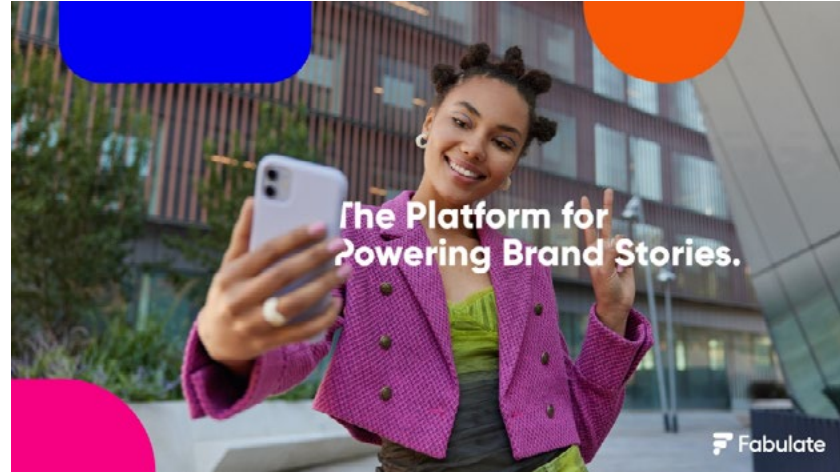


### Healix Rebrand

**Ascend Studio, United Kingdom**

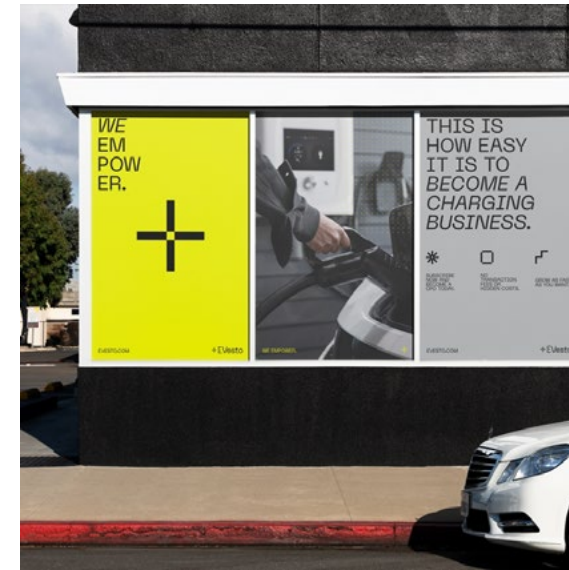
Lead Designer(s): Isabel Major  
Prize: Gold in Corporate Identity Rebranding / Silver in Brand Identity

Description: Rebrand and new identity for Healix health insurance. Our creative direction was inspired by a helix shape; creating an enveloping symbol that formed the basis of a global identity system. Natural colour tones paired with a corporate sans-serif font (Neue Montreal by Pangram Pangram) gives a balanced, professional and dynamic identity solution that projects the new strategic direction of 'protection and wellbeing, wherever you may be.'



### Fabulate: The Platform for Powering Brand Stories

**SLATE, Australia**  
 Lead Designer(s): Julienne Pancho  
 Prize: Gold in Logos, Trademarks and Symbols Design / Bronze in Brand Identity / Bronze in Corporate Identity Rebranding  
 Description: Fabulate, a platform that streamlines content creation, management, and distribution for the media industry, was in search of a new look that reflected its bold and youthful spirit. Together, we envisioned a world where storytelling is effortless and fun. Inspired by the shape of text bubbles in messages, this new look represents the endless stream of ideas, conversations, and narratives that are possible with Fabulate. This creative concept, dubbed 'Conversations to Narratives', captures Fabulate's skill in linking clients with the best content creators and publishers to achieve their goals.



### Launching EVesto: Empowering Success in the EV Industry

**Wild Digital, Netherlands**  
 Lead Designer(s): Sara Barahona  
 Prize: Bronze in Brand Identity  
 Description: EVesto ensures seamless integration of EV charging into the business models of their B2B customers. They offer a low cost, no-commission, plug and play software in order to empower any business to venture into the world of EV charging. EVesto needed to launch a brand and website that wasn't too technical but still conveyed their values. We based the logo concept of EVesto on the Celtic Ailm symbol, representing strength and endurance. It conveniently resembles the Plus Sign which symbolizes positivism, power, and, in electrodynamics, the positive electric charge.



### Non-Binary Nature Symposium

**STUDIO XXY, United States**  
 Lead Designer(s): Xinyi Shao  
 Prize: Bronze in Brand Identity  
 Description: Non-Binary Nature is a symposium where people from diverse disciplines, including feminism, literature, archaeology, psychology, philosophy, and biology, come together to discuss the theory of queer ecology. The logo represents the name "Non-Binary Nature" and suggests the seriousness and openness of the topic and the symposium. The shifting and changing graphic movement indicates the in-betweenness of the subject and inspires people to think about possibilities beyond strict binary categorizations.



### TOKYO GIANTS

**Sony Music Solutions inc., Japan**  
 Lead Designer(s): Kenichiro Shirota, Masaki Oshiro  
 Prize: Bronze in Brand Identity  
 Description: The Tokyo Giants are Japan's oldest baseball team. The year 2023 will mark the 89th anniversary of the founding of the team, and "89" means baseball in Japanese. To make the 2023 season the "Year of Baseball," we set the season concept as "89 is my life." The series of visual posters expresses the drama of baseball. In addition, Giants Women's Baseball was launched. For the first time in the history of the baseball team, a joint male-female visual was created.



### Avtosh Doner \*2107

**300dollarsperinch, Azerbaijan**  
 Lead Designer(s): Nuriman Zakiroghlu  
 Prize: Bronze in Brand Identity  
 Description: Avtosh Doner is a famous street food brand in Azerbaijan. The purpose of Avtosh Doner is to provide people with the most delicious doner quickly and conveniently. Targeting primarily young people and car enthusiasts, Avtosh Doner aims to provide people with the fastest and most delicious street food experience, based on the values of speed and taste. The entire concept is inspired by Lada 2107 the beloved car of car enthusiasts in Azerbaijan as well as the structure and design of the doner and street lights.



### Dreavita Mental Wellness Branding

**Cansu Dagbagli Ferreira, France**  
 Lead Designer(s): Cansu Dagbagli Ferreira  
 Prize: Gold in Corporate Identity / Silver in Stationery / Bronze in Brand Identity  
 Description: Dreavita is a progressive and inclusive wellness brand dedicated to providing mental wellness for all, fostering growth, resilience, and belonging. Branding concept was born from the idea of strong nature and we called it "Simplicity inspired resilience". As the patterns of nature hints us to consistency, strength and growth, the branding aims to pass these messages through affirmations and minimal design approach. Visual identity features linear layouts and lean typography with a touch of hand drawn personality.



## Ganga River Film Festival

**Gjzone, United States**

Lead Designer(s): Tianyun Jiang

Prize: Bronze in Brand Identity

Description: Ganga River FF is a virtual film festival in Ganga River, Varanasi, India. It's a black-and-white-only film festival that gives the audience a delightful experience of vintage movies.

Varanasi is one of the oldest living cities in the world. This festival pays homage to its long history by recalling, in parallel, the history and origins of film.

The festival tagline, "Flow in Monochrome," speaks to the psychedelic nature of the festival's typographic theme while also textually alluding to the selection of black and white films that will be spotlighted during the festival.



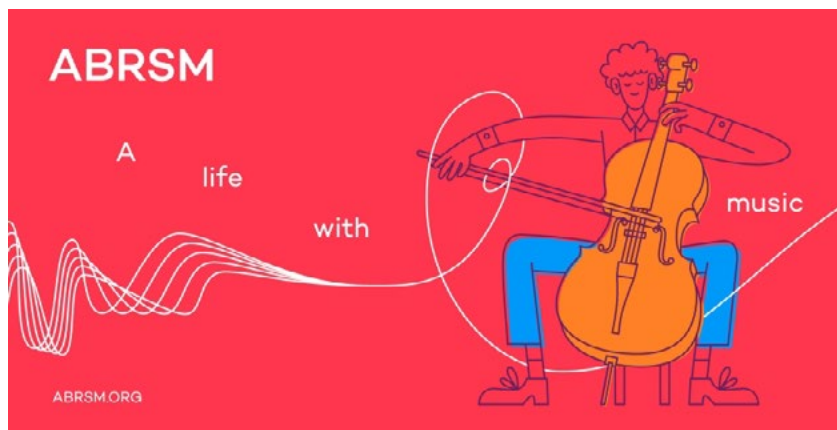
## Mint Skin Brand Identity

**Mindful Design Collective, Singapore**

Lead Designer(s): Daynor Storrier

Prize: Bronze in Brand Identity

Description: Mint Skin - a fresh faced brand identity aimed at a youthful market.



## ABRSM Brand refresh and new website

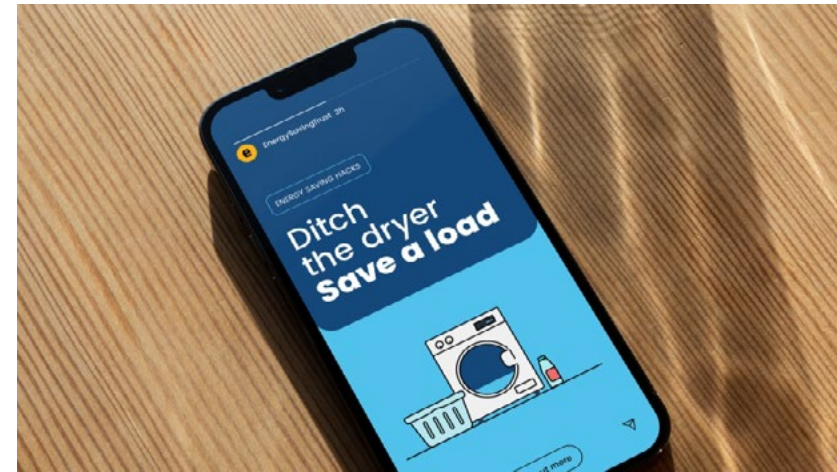
**Everything Connected, United Kingdom**

Lead Designer(s): Alex Kelly

Prize: Bronze in Brand Identity / Bronze in Website Design

Description: ABRSM - A music icon reimaged. In 2022, The Associated Board of the Royal Schools of Music (ABRSM) selected Everything Connected to lead them through a brand refresh exercise, ahead of a review and relaunch of their website.

Eleanor Hampton, Director of Marketing & Communications said, "We knew we'd need to work with a team that could help us to balance our heritage with our ambition to be more confident, more inclusive and to bring music back into our brand."



## Energy Saving Trust Brand Development

**Red Stone, United Kingdom**

Lead Designer(s): Christopher Davis

Prize: Bronze in Brand Identity

Description: Energy Saving Trust is dedicated to promoting energy efficiency, low carbon transport and sustainable energy use. Their services are increasingly sought by consumers seeking trusted information on reducing energy consumption.

The brand's personality 'everyday expert' was emphasised to make them more approachable and trusted - to help audiences take informed, sustainable actions.

The existing visual concept is the switch, symbolising energy savings, which we refined to be more useful and adaptable.



南昌高新  
白鹤共生馆  
SIBERIAN CRANE  
SYMBIOSIS MUSEUM  
NANCHANG  
赣通白鹤 双栖共生

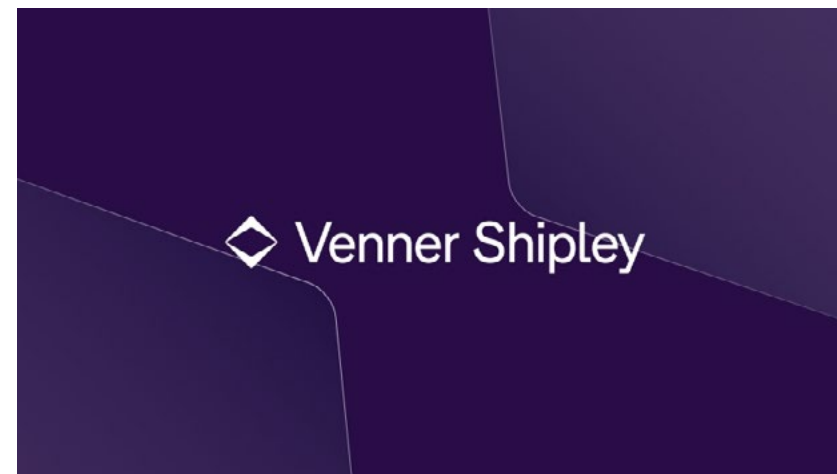
## White Crane Symbiosis Museum of Nanchang

**Yensu Cultural Creativity (Beijing) Inc., China**

Lead Designer(s): Jumseo Pang

Prize: Bronze in Brand Identity

Description: Located along PoyangLake in Nanchang China, this museum exemplifies the harmonious coexistence between cranes and nature. The hall's design draws inspiration from two standing cranes, creatively capturing their resting and active postures. The exterior facade of the coexistence hall is crafted by overlapping outlines of the crane's abdomen and four-legged stance. A gracefully curved line descends from the crane's back, intersecting with the ground to form a symbolic perfect circle, representing Earth as our shared home.



## Venner Shiplely Rebrand

**Ascend Studio, United Kingdom**

Lead Designer(s): Harry Stewardson

Prize: Bronze in Brand Identity

Description: Full rebrand for Venner Shiplely, one of the Europe's leading IP law firms. We were inspired by the notion of 'unique perspectives' and built the logo and design system around moving 'planes' - used to represent different points of view. The graphics provide a sense of motion and depth as well as connoting a technical edge. Married with a human tone this delivers a dynamic, approachable and authentic brand. Deliverables included logo & identity, guidelines, website design, social campaign, stationery, collateral and signage.



## Empathy & Innovation. Legacy & Transformation

**Conran Design Group, India**

Lead Designer(s): Mayuri Nikumbh

Prize: Bronze in Brand Identity

Description: Cadila Healthcare Limited, now known as Zydus Lifesciences Limited, underwent a brand transformation to align with their growth plans to become a global life sciences company known for innovation. The new brand purpose emphasized empowering people to live healthier lives through innovation and empathy. The identity reflected the company's evolution, combining legacy and transformation. The brand architecture was also unified to create a cohesive and credible portfolio.



## 2022 International Conference on Medical Design

**Freelance, United States**

Lead Designer(s): Yulu Chen

Prize: Bronze in Brand Identity / Bronze in Wayfinding & Environmental Graphics

Description: As an independent designer, I proudly crafted the visual identity for the 2022 International Conference on Medical Design. The color palette of calming blues and energizing greens symbolizes healthcare's tranquility and progress. A gradient effect conveys the flexibility inherent in medical design, mirroring healthcare's constant evolution. Timeless sans-serif fonts were chosen for readability, aligning with the conference's goal of accessible knowledge.



## WePlay Academy League

**WePlay Esports, United States**

Lead Designer(s): Dmytro Drapikovskiy

Prize: Gold in Broadcast Design

Description: Launched by WePlay Esports in 2021, the goal of the WePlay Academy League tournament circuit was to provide a development platform for the next generation of esports professionals. The participants — junior CS:GO rosters of leading esports organizations — competed, discovered the rules for participating in LAN tournaments, and interacted with the audience and press.

When developing the tournament identity, the WePlay team strived to create a design that would reflect the project mission, as well as its educational nature and the participants' youthful vigor and enthusiasm.



## WePlay Ultimate Fighting League

**WePlay Esports, United States**

Lead Designer(s): Dmytro Drapikovskiy

Prize: Silver in Broadcast Design

Description: In 2021, the WePlay team took the first step towards working with fighting game disciplines by launching the WePlay Ultimate Fighting League, a long-term tournament project for professional fighting game players.

In terms of intensity, passion, and energy, fighting games are in no way inferior to and sometimes even beat traditional sports. So while working on the WePlay Ultimate Fighting League design, the team sought to emphasize the emotion and spectacle inherent to fighting game disciplines: emotion and drive above all else, every frame being pure entertainment and making one's blood boil.



## GengGeng

**Sanli People (Shenzhen) Technology Co., Ltd., China**

Lead Designer(s): Jun Qu

Prize: Silver in ComputerGenerated Character

Description: GengGeng is Bananain's mascot, and the stem on its head is its super sensory organ, which refers to Bananain's use of somatosensory science to help humans solve daily problems. GengGeng plays different roles in Bananain's special planning, which presents Bananain's funny and humorous side.



## Destination Manipal, Jaipur

**Eumo DesignIntelligence LLP, India**

Lead Designer(s): Shanoo Bhatia

Prize: Gold in Interactive Media

Description: The Manipal University Experience Centre offers visitors an immersive journey through the university's history, facilities, and global impact. With advanced technology like projection-mapping, surround sound and immersive screens, it creates an interactive and engaging experience. The centre emphasizes the university's commitment to inclusive learning and tackling global challenges. It has become a successful attraction, elevating the brand and attracting students worldwide.

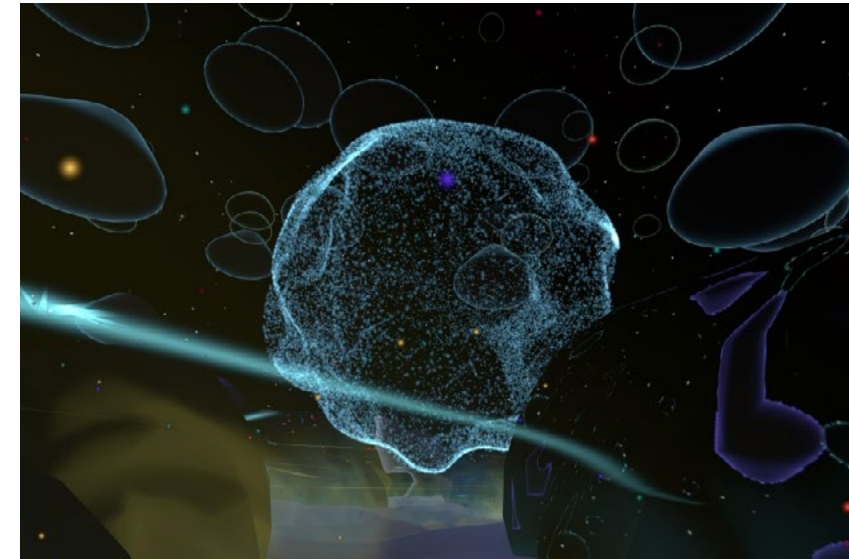




### Visual Concept Promotion of TypeFace

**IMAGRAM Design, China**  
Lead Designer(s): Peitao Chen  
Prize: Gold in Interactive Media

Description: TypeFace literally means a group of real-time dynamic interactive works based on the font design created by oneself. The work responds to the present in the way of "present ongoing co-creation". It is the present of existence, the present of interconnection of all things, and the present of loneliness of all beings. It is a "self-reflection" visual game domain, a "present ongoing The literal co-creation source of "style", a "dynamic experiential" interactive experimental field.



### SinkInSync

**VLab, United States**  
Lead Designer(s): Xin Feng, Tiange Wang  
Prize: Bronze in Interactive Media

Description: People tend to synchronize heart rates, breathing and neural rhythms during intimate physical and emotional exchange, which in turn enhances their mutual feelings of social connectedness. In a world of rising remote interactions, we experience a lack of in-person interactions that precondition socially-induced synchronization. Inspired by this phenomenon, we created SinkInSync, a VR-based cross-person EEG neurofeedback experience towards augmenting emotional social connectedness via externally-induced brainwave synchronization between pairs of individuals.



### Arkive: Reviving the Lost Stories of Chavez Ravine

**Freelancer, United States**  
Lead Designer(s): Fengyi Liu  
Prize: Silver in Interactive Media / Bronze in Interface Design

Description: Arkive illuminates the history of Chavez Ravine, a vibrant Latino community replaced by Dodger Stadium, through a sensory-rich exhibition. Using dual screens and interactive radio dials, it immerses audiences in the neighborhood's past. In a world where cultural narratives face erasure, Arkive safeguards these stories via a secure, collaborative digital ecosystem. By encouraging public contributions, it fosters continual preservation, ensuring these invaluable narratives endure for future generations.



### The Derry Girls Experience

**Epic Design, Ireland**  
Lead Designer(s): Dara Lynne Lenehan  
Prize: Bronze in Interactive Media

Description: EPIC Design has the wonderful challenge of bring the well know Derry Girls comedy series to life through the design, project management and delivery of a temporary exhibition. The exhibition and programme of events were to run for a year. EPIC utilised the small temporary exhibition space to the best of their abilities by recreating the sets of the show through props and furniture, but also using an AR application that permitted the visitors to look into Erin's bedroom and Sr.



### Writing with Bamboo

**Sichuan Fine Arts Institute, China**  
Lead Designer(s): Zhen Zeng  
Prize: Silver in Interactive Media

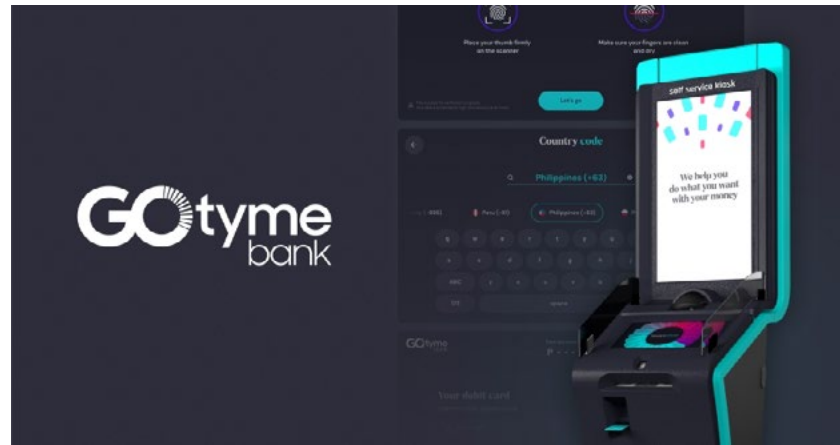
Description: This is a Chinese handwriting interactive installation based on human-AI collaborative design. In the digital age, the handwriting temperature on paper is fading away. This work guides the public to revisit the writing experience by constructing a hybrid interaction between reality and the virtual world. The work is divided into two parts. The first part is the bamboo-style typeface designed by the human designer in collaboration with AI. The second part is an interactive installation that mixes actual writing and the virtual bamboo forest.



### CSG Research Base Exhibition Hall

**CSG & CSG Digital Media Technology Co.,Ltd. & THINKING CREATIVE, China**  
Lead Designer(s): Rax Yao  
Prize: Bronze in Interactive Media

Description: CSG Enterprise Exhibition Hall, which implements the theme of environmental protection and future energy, integrating culture and science Technology, Green and Innovation. Create a dignified and cutting-edge display space. The open and transparent matrix browsing space meets the visual comfort of team visits and provides a diverse interactive experience for important visitors.

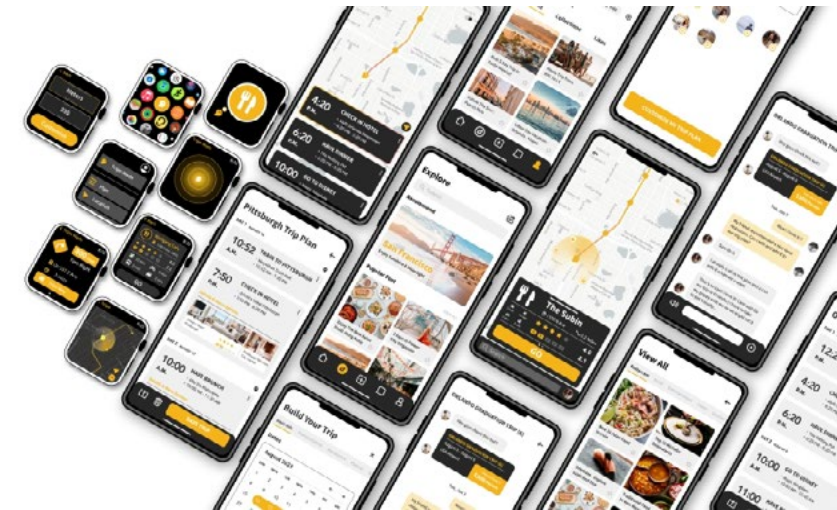


## GoTyme Bank Kiosk

**GoTyme, Viet Nam**

Lead Designer(s): Silvano D'Orazio  
Prize: Gold in Interface Design

Description: GoTyme Bank Kiosk is a self-service machine that enables Filipinos to open a bank account and instantly get a physical debit card at thousands of convenient locations. It also allows current GoTyme Bank customers to check their account in situations where they do not have reliable internet access, and have their card replaced if it expires or gets lost or stolen. The kiosk is the "physical" component of GoTyme Bank's "phygital" (physical and digital) banking approach, enabling the business to cater to more types of users and to previously unaddressed needs.

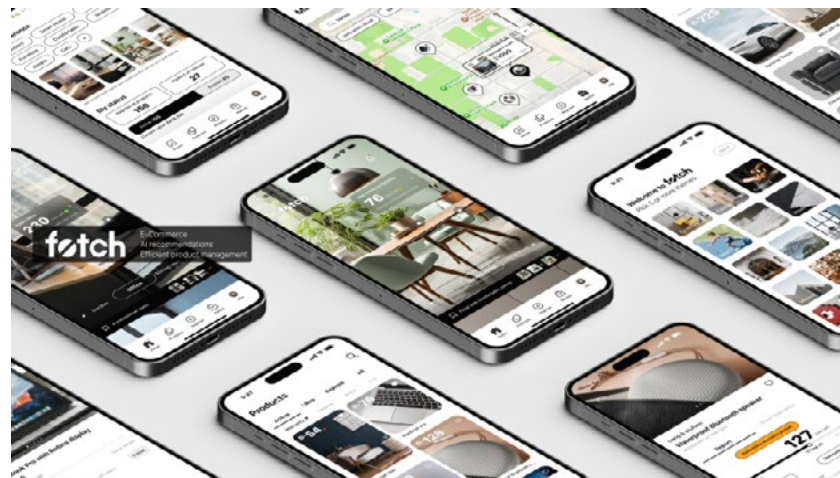


## TripO.O

**Sirui Li, United States**

Lead Designer(s): Sirui Li  
Prize: Silver in Interface Design

Description: TripO.O is a cutting-edge app meticulously crafted with travelers in mind. Rooted in its commitment to revolutionize the travel experience, this application harnesses the power of technology to ensure that travelers can immerse themselves fully in their journey. It's designed to intuitively highlight and bring forward all the intriguing points of interest, ensuring that adventurers never overlook any hidden gems during their travels.

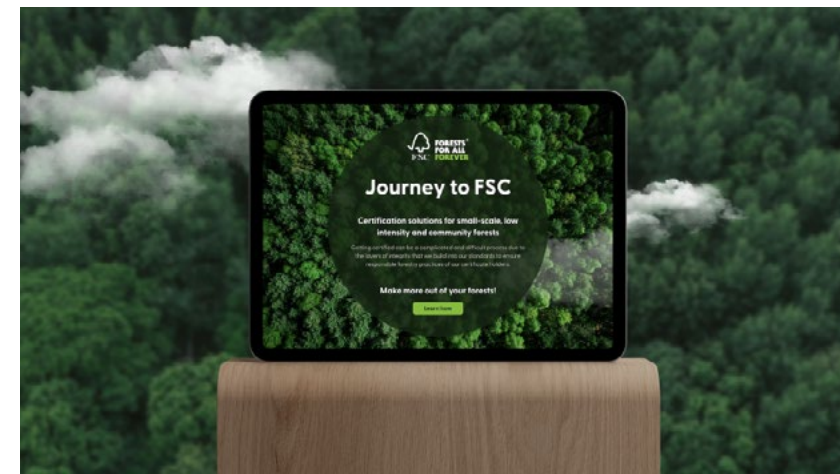


## fetch

**invisiblevisiblelab, United States**

Lead Designer(s): Jung Joo Sohn  
Prize: Gold in Interface Design

Description: In a rapidly advancing tech world and an expanding consumer market, the service 'fetch' aims to integrate sustainable e-commerce, AI recommendations, and efficient product management. Our goal is to revolutionize how users buy, sell, and manage second-hand items, promoting sustainability and affordability through an AI-driven marketplace. Fetch uses AI-generated images and a user-friendly warranty system to help users visualize products in their own space, making it easy to manage all items.

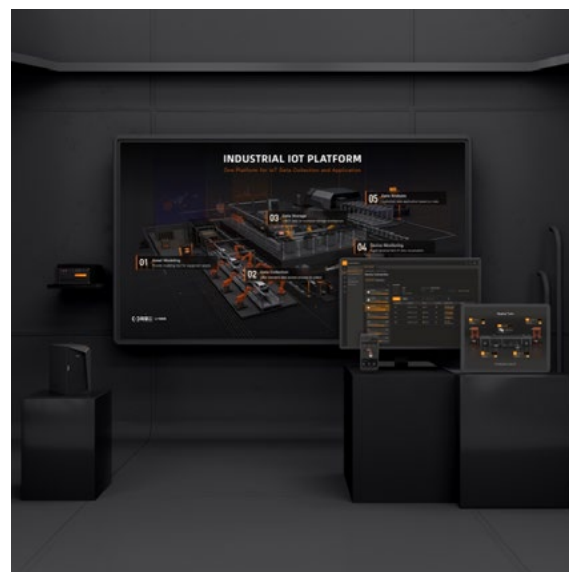


## Journey to FSC

**Future By Design, Serbia**

Lead Designer(s): Fantasive and Future By Design  
Prize: Silver in Interface Design / Silver in Mobile / Web Application Design / Bronze in Website Design

Description: As the leader in sustainable forestry, FSC is trusted by NGOs, businesses, and consumers worldwide to protect healthy, resilient forests for all, forever. Small-scale and community forests are at the heart of FSC. The specific challenges that these groups face are not only linked to the requirements of FSC certification but also to access markets that value sustainability. To rise to these challenges, we worked with the FSC on the redesign of their digital assets and developed an online game.



## Alibaba Cloud Industrial Internet of Things

**Alibaba Cloud Design, China**

Lead Designer(s): Jiachun Du  
Prize: Silver in Interface Design

Description: Alibaba Cloud Industrial Internet of Things Platform targets at digital transformation for the manufacturing industry. It can greatly improve the collaboration efficiency of production equipment and production workflow, which can help factories reduce costs and increase productivity.

[Key Design Innovations]

- 1.Plug and play improvements for easier setup.
- 2.Multi-end integrated collaboration. We integrate our softwares and hardwares into a collaborative system.



## sentoms

**Shani Abass, United Kingdom**

Lead Designer(s): Shani Abass  
Prize: Gold in Mobile / Web Application Design / Bronze in Interface Design

Description: sentoms are multimedia pain icons (incorporating sound, motion, and color) that can be edited and used to log pain symptoms via mobile and wearable applications. They are designed to increase specificity in clinical pain communication and supplement verbal descriptions, which can often be misinterpreted.

The apps also include resource libraries, messaging with healthcare providers, and curated physical and therapeutic exercise plans with progress tracking.



### Cookoo

**YYC Design, United States**

Lead Designer(s): Yuchuan Yu

Prize: Bronze in Interface Design

Description: Cookoo is your intelligent AI cooking companion. It effortlessly generates recipes from a variety of inputs, including ingredients, images, and personal habits. Seamlessly integrated with smart cookware, Cookoo simplifies ingredient selection, preparation, and cooking, ensuring precision in every step. As you cook, real-time guidance and learning enhance your culinary skills. Post-cooking, enjoy visual meal suggestions and easily share your culinary experiences and recipes with friends.



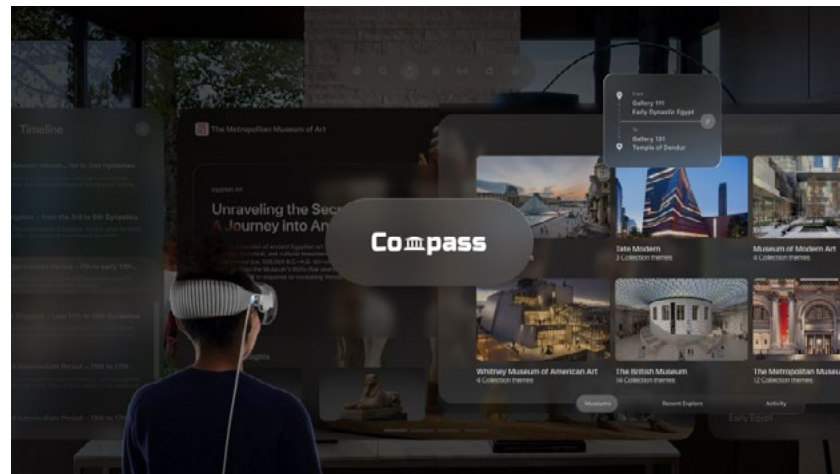
### SeAH Group Affiliates Website Renewal Project

**Ninefive, Korea, Republic of**

Lead Designer(s): Younghee Jo

Prize: Bronze in Interface Design / Bronze in Website Design

Description: The website construction for SeAH Group's ten subsidiaries achieves a seamless blend of individual characteristics with the overarching brand philosophy. "One SeAH" is the guiding principle, ensuring each homepage stands out with its unique strengths and forward-looking vision. The initiative highlights customized key visuals and videos that reflect ongoing innovation and strong brand messaging. In the UI design, a sophisticated uniformity is infused with distinctive elements for each subsidiary, crafting a cohesive yet individualized online presence.



### Compass: Next-Gen VR Museum Exploration (UX)

**Luping Wang, China**

Lead Designer(s): Luping Wang

Prize: Bronze in Interface Design

Description: Compass is an innovator in the virtual museum field, offering affordable, accessible, and highly interactive experiences that ignite students' curiosity and help them gain a deeper understanding of world cultures and history. Through special interactive devices that incorporate gesture control, controller operations, and gaze focus, Compass provides a richer interactive experience. As the future of education, Compass actively promotes diverse learning, creating engaging virtual learning journeys for every student, inspiring curiosity, and delivering fun and value.



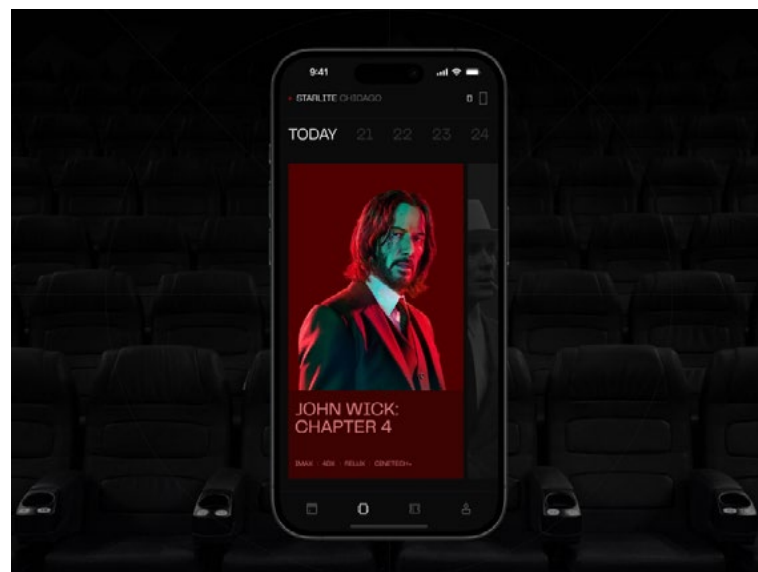
### Reindeer Consultant

**GCNY Marketing, United States**

Lead Designer(s): Joseph Blumenfeld

Prize: Gold in Mobile / Web Application Design

Description: Reindeer Consultant is a group of highly qualified tax professionals. Their mission is to provide small businesses with easy access to government benefits like tax credits and refunds. When developing a brand, we start with a discovery phase, a deep dive into the industry to gain a better understanding of the market and trends. Our findings were that the finance sector is arguably the most important yet hardest industry to foster trust in. Our goal was not only to build that confidence in Reindeer but also depict the sheer amount of expertise and knowledge the company has.



### SPOT — Movie Ticketing App

**Freelance, Ukraine**

Lead Designer(s): Vladislav Koshelnik, Anastasia Fesiuk

Prize: Bronze in Interface Design

Description: SPOT – where movie moments become unforgettable memories, and modern cinema experience begins with convenience. We've identified the frustrations that moviegoers encounter and dedicated ourselves to simplifying the process. SPOT is your essential app for discovering, booking, and sharing movie nights with friends and family, all while bidding farewell to the inconveniences of traditional ticket booking. Welcome to a new era of cinematic ease.



### Women in Number APP

**Chenyuu Studio, United States**

Lead Designer(s): Chenyu Yang

Prize: Gold in Mobile / Web Application Design

Description: When walking and being alone, women are more vulnerable and likely to feel fear more than men. It is hard to be vigilant all the time for women who walk alone. Fear of crime limits women's behavior in public spaces. Create an App for women to allow them to get to their locations by walking with people to increase comfort and safety.



### Studen

**Imply Studio, United Arab Emirates**

Lead Designer(s): Imply Studio

Prize: Silver in Mobile / Web Application Design  
Description: Studen helps you with homework in two ways:

1. Leave a question  
Studen will automatically choose an expert for you.
2. Use search  
Our base includes complete solutions from various experts

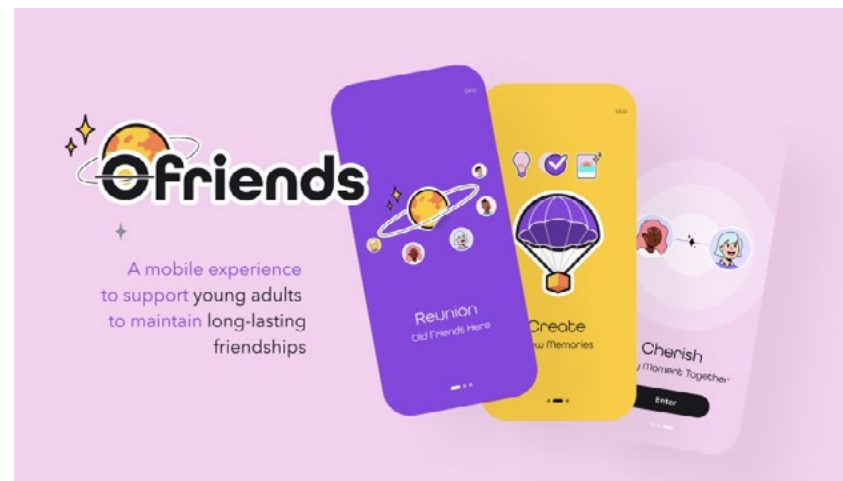


### “Discovering Great Kaohsiung” 5G XR Guide System

**Bright Ideas, Taiwan**

Lead Designer(s): Bright Ideas

Prize: Bronze in Mobile / Web Application Design  
Description: Discovering Great Kaohsiung is a 5G XR Museum Guide service that provides an innovative museum tour experience using LiDAR optical radar technology and AI spatial recognition technology. Developed by Bright Ideas and the Kaohsiung Museum of History, this tour guide presents 35 sets of 2D/3D animation models, 52 Kaohsiung landmark anchor points, 28 interactive quiz questions, and 100 sets of knowledge notes through an 11-inch iPad tablet. With personalized route planning suggestions, users can explore the exhibition freely and have fun while learning about the cultural stories of Kaohsiung.

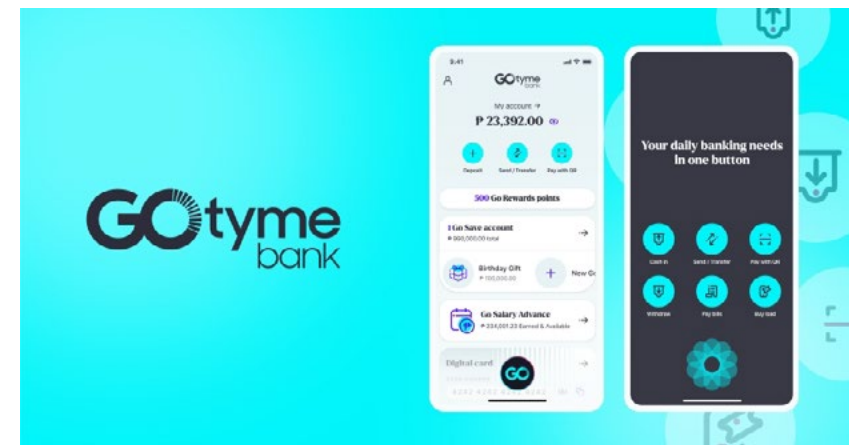


### O'friends

**Ycstudio, United States**

Lead Designer(s): Yichen Wang

Prize: Silver in Mobile / Web Application Design  
Description: O'friends is a mobile application that supports young adults in maintaining long-lasting friendships. Recognizing the challenges that young adults always connect with from long distances, O'friends aims to provide a solution to foster and nurture meaningful relationships. The design is centered around the idea of connection and convenience. Working through a virtuous circle of cherishing old memories, conveying feelings, and creating new memories, helps young adults maintain a sense of closeness with their friends, regardless of the physical distances or busy schedules that may separate them.

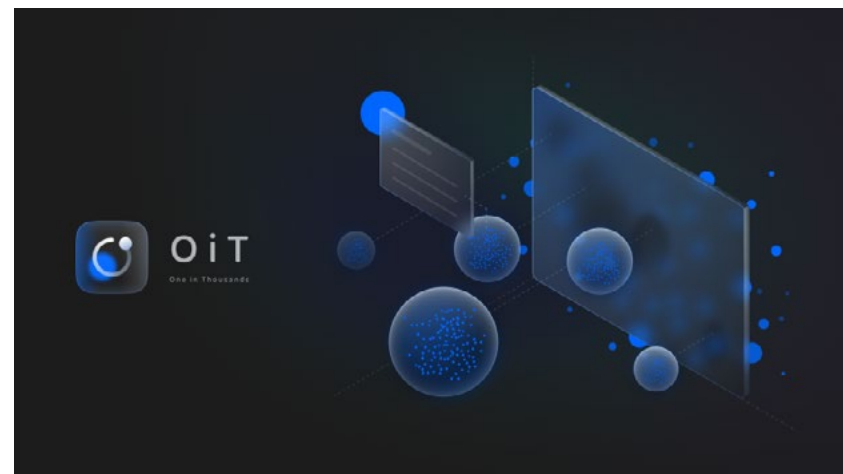


### GoTyme Bank App

**GoTyme, Viet Nam**

Lead Designer(s): Silvano D'Orazio

Prize: Bronze in Mobile / Web Application Design  
Description: GoTyme Bank App is a mobile application that makes banking simple, accessible and rewarding for all Filipinos, from the financially literate to the unbanked. Integrated with one of the country's biggest retail network and loyalty rewards program, the app lets users earn rewards for every transaction, further empowering them to achieve financial goals. GoTyme offers a banking experience that is perfectly in sync with users' needs and expectations: discoverable functionalities, messages delivered using our customers' language, processes broken down to simplest forms and support.



### OiT - One in Thousands

**N/A, United States**

Lead Designer(s): Yunsheng Zhou

Prize: Silver in Mobile / Web Application Design  
Description: OiT is a tablet-based data visualization dashboard designed to assist users in making informed decisions by facilitating both objective and subjective sorting of thousands of AI-generated solutions. It harnesses the capabilities of Intelligence systems & GenAI to generate a multitude of potential solutions and streamlines the process of distilling them into the most relevant and effective options. OiT revolutionizes the user interface, providing an innovative and unparalleled by introducing a 3D map and visual models of cells and seeds.

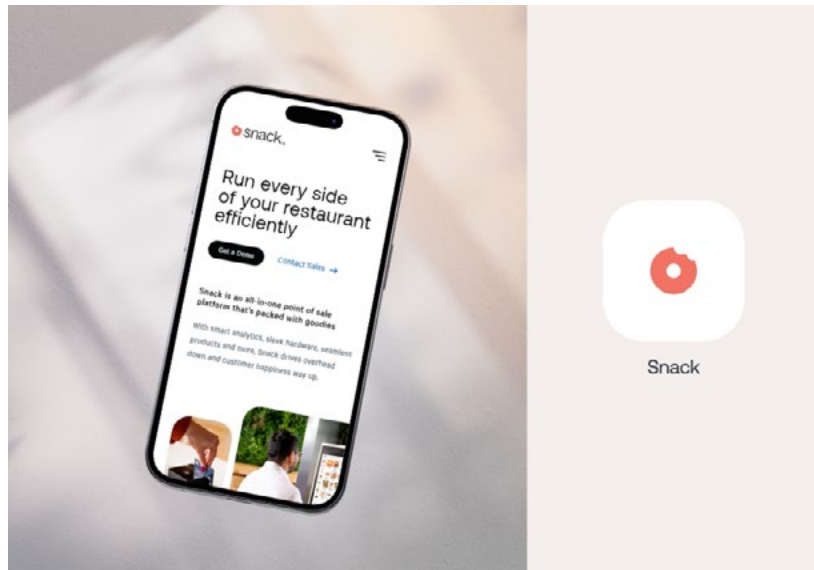


### Another

**Zhike Design, China**

Lead Designer(s): Xiaoqin Ma

Prize: Bronze in Mobile / Web Application Design  
Description: In order to help transgender children determine their psychological gender as soon as possible, and solve their doubts. I designed an app to help trans children make friends, get information, and discuss issues. Let them have a community, gain a sense of identity, and help them grow up worry free. At the same time, they can sign up for activities to help them get out of home, integrate into society, and regain confidence.



## Snack

**GCNY Marketing, United States**

Lead Designer(s): Joseph Blumenfeld

Prize: Bronze in Mobile / Web Application Design  
 Description: The Snack POS brand was created to empower food businesses with an easy to use point of sale system. Snack's management system has all their needs taken care of in one place. Food ordering, accounting, self-serve kiosks, mobile pay, third party delivery apps, and even data analytics are available instantly and combined seamlessly. Our goal was to get this message across quickly with a sleek, modern looking, and easy to update website that moves as fast as the food industry does.

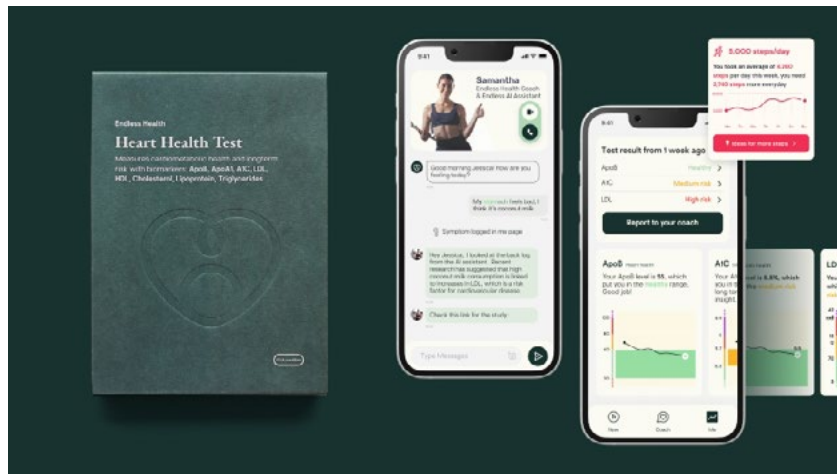


## UpStyle

**Y+ Design Studio, United States**

Lead Designer(s): Yiqi Yan, Wenbo Zhang  
 Prize: Bronze in Mobile / Web Application Design

Description: The fashion industry is wasteful. While fashion companies have been investing in sustainable materials to reduce environmental issues, the throwaway culture is left under-addressed. UpStyle targets the intersection of the rising upcycle fashion trend and expanded applications of Generative AI. We aim to build up streamlined digital infrastructures integrated into an application tailored to the fast fashion industry to deliver viable, scalable solutions to reuse, repair, and refurbish apparel to extend the longevity of fashion items and prevent them from ending up in landfills underutilized.



## Endless Health

**Endless Health, United States**

Lead Designer(s): Zhiyao Zhang

Prize: Bronze in Mobile / Web Application Design  
 Description: Endless Health App is an innovative application equips you with the tools you need to take command of your cardiovascular and metabolic well-being. Accordingly, we meticulously select color schemes, typography, icons, and layout to ensure the infographic not only aligns with the app's overall aesthetic but also enhances user comprehension. They are responsible for creating a harmonious visual language that communicates the app's purpose and functionality, making it more user-friendly and enjoyable to navigate.

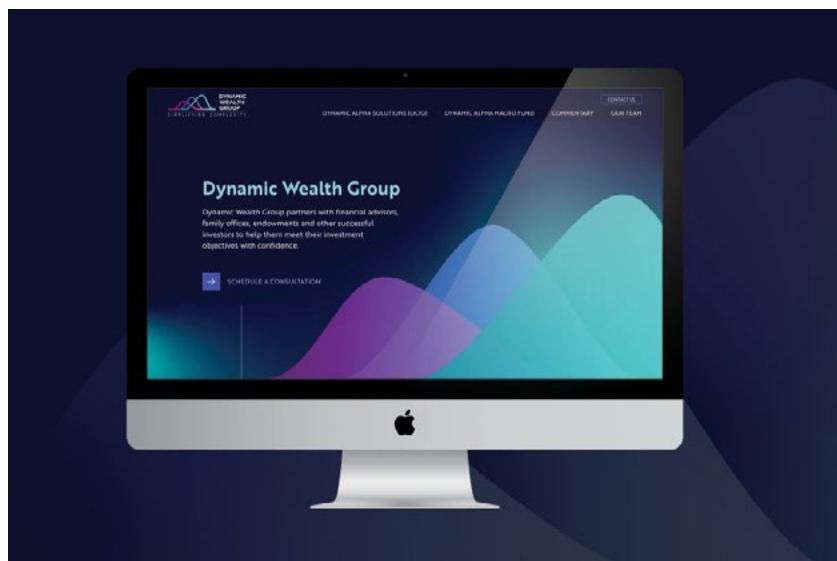


## EvocalINVEST campaign

**Davel Creative Agency, United States**

Lead Designer(s): Karlen Avetisyan  
 Prize: Silver in Online Advertising Design

Description: Davel Creative agency created a campaign for Evocabank's new investment app, EvocalINVEST. The app allows users to buy and sell securities, shares, ETFs, and bonds on the financial markets of more than 20 countries. The campaign includes a variety of marketing channels, including digital advertising, social media, and public relations. The ads highlight the benefits of EvocalINVEST, such as its ease of use, its wide range of investment options, and w fees.



## Dynamic Wealth Group

**Leibowitz Design, United States**

Lead Designer(s): Yichan Wang

Prize: Bronze in Mobile / Web Application Design  
 Description: Dynamic Wealth Group is a forward-thinking financial firm launching their new mutual fund. We created a series of three websites for them, building on their existing brand. Our design drew inspiration from their logo, using animated data curves and gradients to flesh out Dynamic's modern look. These visual elements work with icons and data visualization solutions to guide visitors' journeys, adding a fluid, contemporary edge to the brand. This synergy of design and technology fortifies Dynamic's path towards future growth and innovation.



## Maison Spoiled Rebrand

**Plus972, United States**

Lead Designer(s): Djiun Wang

Prize: Silver in Online Advertising Design  
 Description: Maison Spoiled is fueled by five generations of diamantaires, standing as a testament to the allure of diamonds, capturing their essence and transforming the clients that wear them. Maison Spoiled partnered with Plus972 to craft a new brand identity and photo campaign, reimagining every visual touchpoint from the art direction to web design and marketing strategy. We focused on building the brand's unique narrative across web, digital media, and print.

## Vaccines are another part of growing up



### Vaccines are Another Part of Growing Up

**JSI Research & Training Institute, Inc. (JSI), United States**

Lead Designer(s): Elizabeth Gruber

Prize: Bronze in Online Advertising Design

Description: Vaccines Are Another Part of Growing Up is a multi-media, multilingual campaign developed by JSI on behalf of the County of Santa Clara Public Health Department. The campaign encourages routine childhood immunization and likens vaccination to important childhood milestones, like a child's first words or first birthday. The campaign's concept, messaging, and visual design were informed by community-based research, including focus groups with members of the priority audiences.



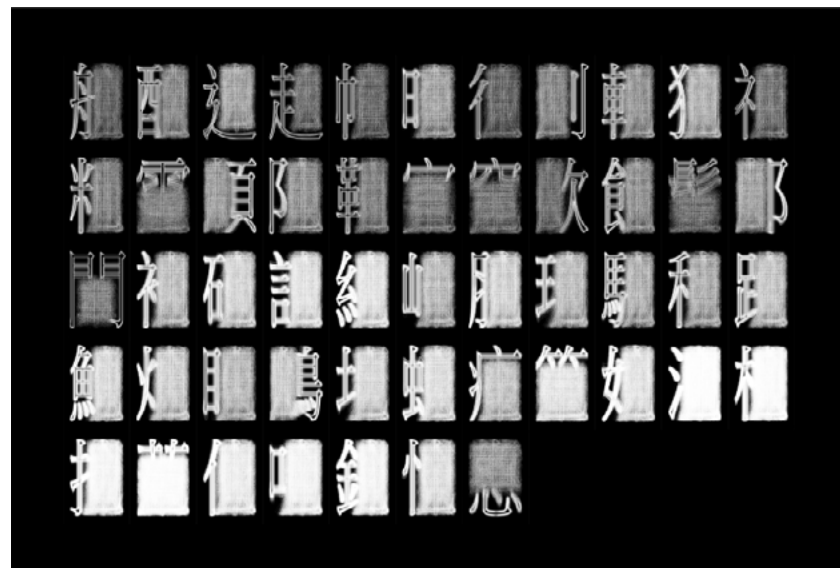
### The Imperial Patek Philippe

**Phillips, United States**

Lead Designer(s): Martin Schott, Mark Mayer, Gertrude Wong

Prize: Bronze in Other Graphic Designs

Description: In May 2023 Phillips in Association with Bacs & Russo sold a Patek Philippe reference 96 Quantieme Lune once belonging to Aisin-Gioro Puyi, the last Emperor of the Qing Dynasty, for HK\$49 million/US\$6.2 million in Hong Kong. The marketing campaign included a video trailer produced in collaboration with Imaginary Forces; viewings in New York, London, Taipei, Singapore and Hong Kong (interior by Lekoni and Dietlin), a catalogue set (production by CA Design); further a documentary directed by Arthur Touchot, featuring animations by Pastèque Productions (presented on a vpak).



### Hanzi Gong

**Weihui Design, Taiwan**

Lead Designer(s): Jenwei Huang

Prize: Gold in Other Graphic Designs

Description: The Chinese character is the most ancient language within the four main writing systems in the world, among which, it is even the only language that is in use today. "Hanzi Gong" is inspired by Kangxi Dictionary (1716), containing 47,035 characters (in Traditional Chinese) and categorized by 214 radicals. Through computer algorithms, the wireframe with thousands of words is thus created with 18,046 characters and 50 (1) radicals, with in total 51 series of art works.



### Obj-activity

**justcolors, United Kingdom**

Lead Designer(s): Chiara Zhu

Prize: Bronze in Other Graphic Designs

Description: We are surrounded by designed objects that make us do a sequence of actions everyday. Obj-activity is an homage to the world of things and design objects, things are "firmed points of existence" according to the philosopher Byung-chul Han. In a world based on "infospheres" the existence of design continues to have relevance and importance against the immateriality of information. The project is a collection of hybrid objects that play with a name both in Italian and English.



### Taino Hoops

**Marvel, United States**

Lead Designer(s): Yutong Wu

Prize: Silver in Other Graphic Designs

Description: The design is inspired by the rich heritage of the Taino culture and the lively colors of the Puerto Rican flag. Using vibrant reds, whites, and blues, reminiscent of the flag, the court transforms into a dynamic canvas. It features Taino symbol of "the sun", seamlessly blending athleticism with cultural artistry.



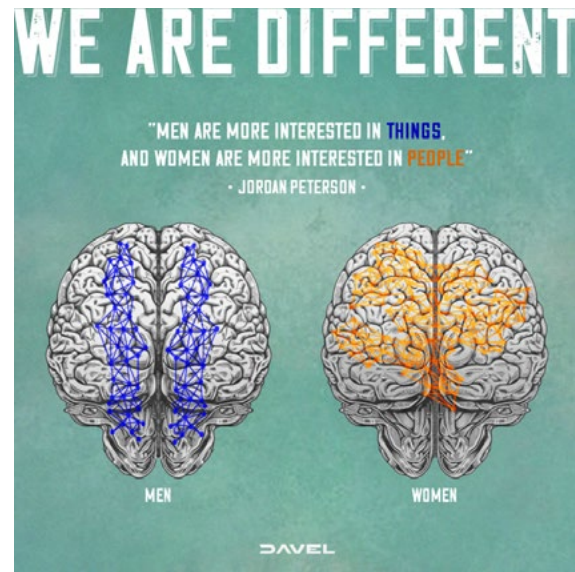
### VIVO X Fold2 | X Flip Outdoor Campaign

**VIVO, China**

Lead Designer(s): OUTPUT

Prize: Gold in Social media campaign

Description: This device faithfully replicates two mobile phones in a 1:1 ratio, creating a super folding giant screen that reaches up to 8 meters in height and nearly 12 meters in length. It is one of the world's largest single-volume mobile phone installations. By incorporating technologies such as radar tracking, human body capture, and naked-eye 3D, along with rich digital content and the iconic Shanghai Bund scenery, the screen produces stunning effects of blending reality and virtuality, enabling interaction between people and the screen.



### Embracing Masculinity

**Davel Creative Agency, United States**

Lead Designer(s): Cristine Jabrayan

Prize: Silver in Social media campaign

Description: The "Embracing Masculinity" campaign is about pushing men to fearlessly embark on journeys to uncharted territories, even exploring the vast cosmos. Realizing that construction workers are fearless, hardworking men that build our communities. It's about understanding our interconnectedness is due to brilliant engineers like Tesla, who contributed to the electrical system. Honoring firefighters and their unwavering courage & sacrifice. And finally, it's about the warriors and soldiers who selflessly serve(d) to protect us.



### New News Branding

**Danyang Ma, United States**

Lead Designer(s): Danyang Ma

Prize: Bronze in Social media campaign

Description: The New News is a daily broadcast for 8-to-12-year-olds that discusses the most important (inter)national and local events, mixed with lighter yet informative news and tidbits. It will help kids grow up to be well-informed, engaged and critical citizens. The design is inspired by an illustrative, playful, and interactive approach for kids to relate to. With stickers being a key element of the branding, kids will have an engaging experience on the platform.



### UNFPA: Ending Child Marriage in Africa

**Future By Design, Serbia**

Lead Designer(s): Future By Design

Prize: Bronze in Social media campaign

Description: In East and Southern Africa, 31 percent of girls are married as children before they turn 18, signaling an unabated violation of girls' human rights. Child marriage compromises the health, education, and safety of girls. It often prevents them from achieving their full economic and social potential, and it places girls at increased risk of sexual violence, risky early pregnancies, obstetric fistula, and HIV. Our studio provided creative direction, layout, and design for the UNFPA's latest assessment of the regional model law on child marriage and its implementation.



### Matignon New Website

**Troisdeuxun, Switzerland**

Lead Designer(s): Matthieu De Morsier

Prize: Gold in Website Design

Description: At troisdeuxun.ch, we are proud to unveil the all-new digital face of Cliniques Matignon. As they embarked on a journey of visual identity transformation, our team dedicated months to meticulously crafting their website. We aimed not only to mirror their renewed brand ethos but also to provide a seamless digital experience for their clientele. The website boasts multilingual capabilities, ensuring that no matter where one hails from, the message of Cliniques Matignon is accessible.



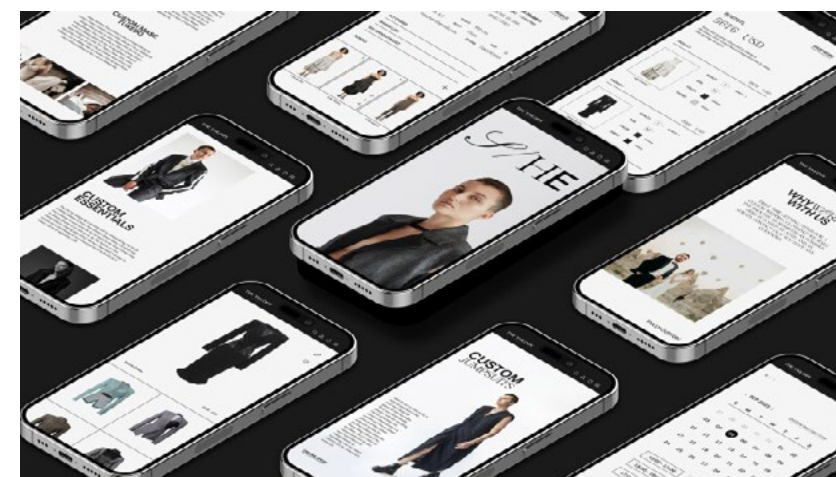
### Diesel.com E-commerce

**Frank Studio, Italy**

Lead Designer(s): Frank Studio Team

Prize: Gold in Website Design

Description: Diesel has always thought outside the box, so for the launch of its new e-commerce it had to provide a unique user experience. So, we broke with tradition and completely banished black from the entire interface replacing it with the bright red of the logo to make it bold and identifiable. We combined this with a grid-like structure with asymmetric elements and dynamic micro interactions. We designed all sections of the site including those dedicated to the brand's sustainability goals such as the Diesel Library and Secondhand sections as well as the loyalty program: House of Diesel.



### The Tailory New York

**Yiwen Zhang, United States**

Lead Designer(s): Yiwen Zhang

Prize: Gold in Website Design

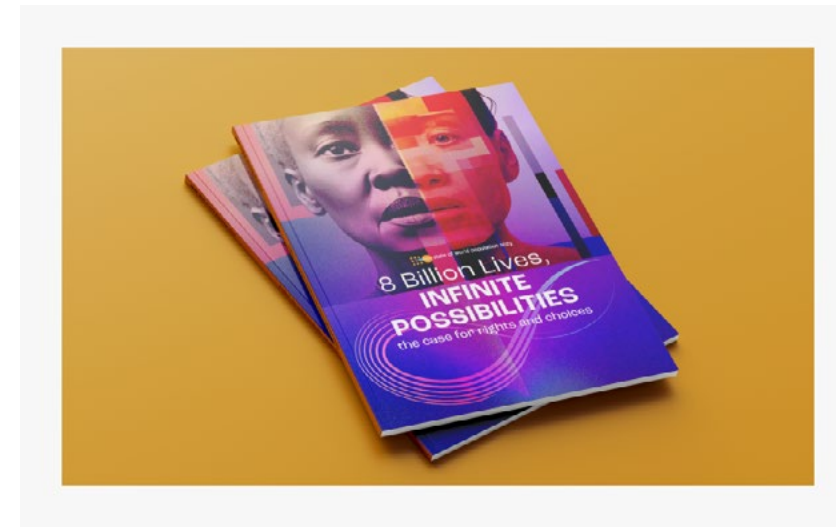
Description: The Tailory New York believes that gender-neutral defines fashion. Serve customers all around the world with tailoring and alterations through appointments and retail. The combination of the artistry of traditional tailoring techniques and the innovation of modern design aims to address the challenges that the conventional ready-to-wear industry is facing, such as lack of personalization, quality instability, environmental and ethical issues, and so on.



### Designing a Brand and Website to Boost Conversions

**Wild Digital , Netherlands**  
Lead Designer(s): Hans Muelders  
Prize: Silver in Website Design

Description: Orbisk is a tech start-up on a mission to make the world's food system more sustainable by helping professional kitchens to get a grip on their food waste with the use of AI technology. Orbisk needed a website that showcased their solution, provided users with a great experience, and boosted the conversion rate. We gave Orbisk its unique character by pairing energetic colours that reflect sustainability with a bold typeface and original hand-drawn icons.



### State of World Population 2023

**Prographics Inc., United States**  
Lead Designer(s): Tina Larson Hill  
Prize: Silver in Website Design / Silver in Annual Reports  
Description: UNFPA's 2023 State of World Population report focused on the global population reaching an historic 8 billion people, highlighting fears of both over- and under-population and the resulting impact on bodily autonomy and gender equality. We visualized this topic with AI-generated illustrations conveying both anxiety and hope, and with clean data visualization, novel typographic selections, a disability-accessible color palette, and digital textures.



### GoodJob Films Website

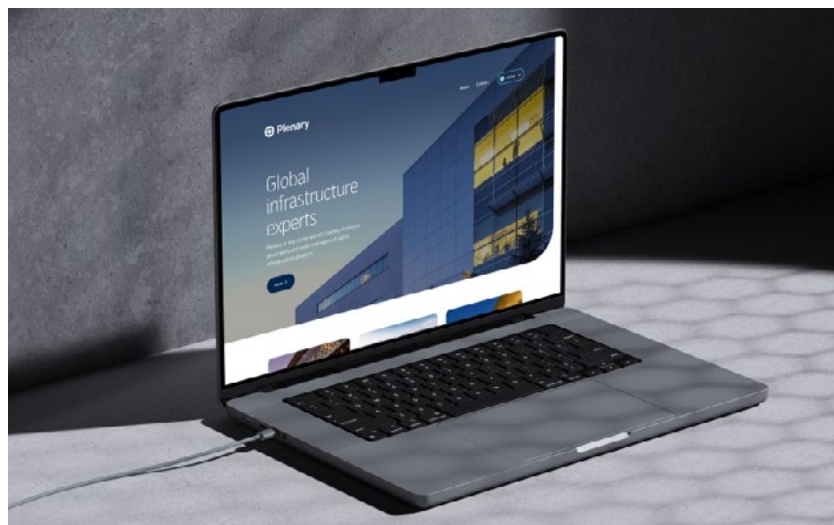
**Corl West LLC, United States**  
Lead Designer(s): Lauren Holmes  
Prize: Silver in Website Design

Description: GoodJob Films is a captivating website that combines exceptional design with the power of storytelling. Seamlessly blending artistic flair and user-friendly navigation, the site welcomes visitors with dynamic visuals and engaging animations. Its modern minimalist aesthetic, responsive design, and thoughtfully curated portfolio highlight the team's expertise in filmmaking. With interactive features and a commitment to collaboration, GoodJob Films creates an inclusive space that fosters connection and appreciation for the art of storytelling.



### The Tooth Co. Brand Identity

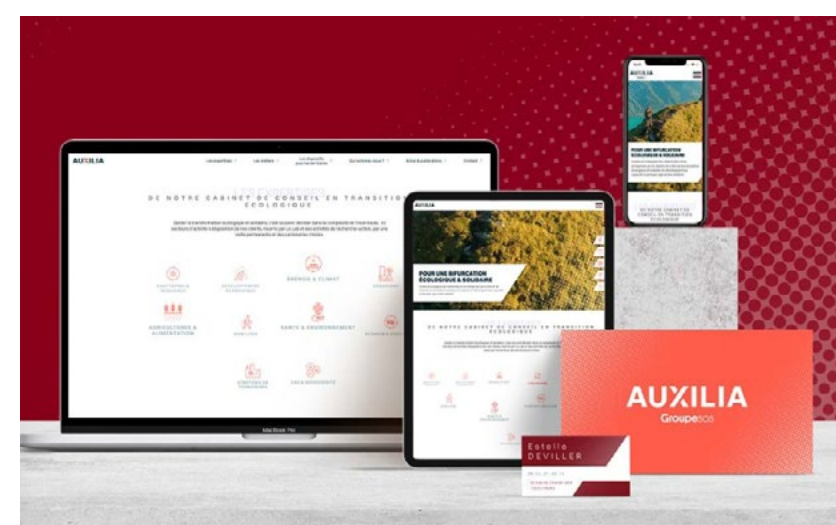
**Test Monki, United States**  
Lead Designer(s): Suzy Simmons  
Prize: Bronze in Website Design  
Description: The Tooth Co. is a premier modern dental studio located in Irvine, California. Our client, Dr. Conor Perrin, wanted the brand identity to convey the high-end, luxury boutique feel that the practice offers every patient.



### Plenary Group

**Avenue, Australia**  
Lead Designer(s): Flavio Argemi  
Prize: Silver in Website Design

Description: Plenary, one of the world's leading investors, developers and managers of public infrastructure, partnered with Avenue to design an engaging and information rich global website solution. The website showcases Plenary's extensive expertise and experience across its global divisions encompassing North America, Australia, Asia, the Middle East and Europe. The headless web solution offers advanced functionality such as dynamic search, content filtering and PDF case study generation.

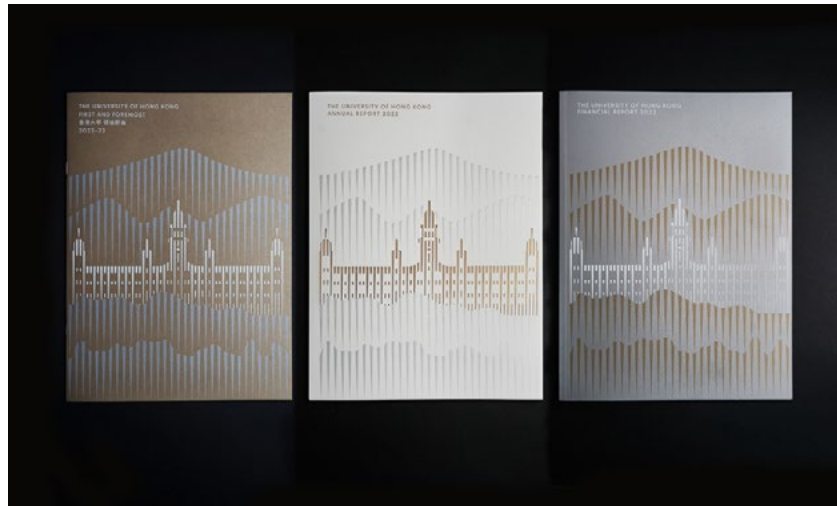


### Auxilia (Groupe SOS)

**Made for you, France**  
Lead Designer(s): Fanny DE BRAY  
Prize: Bronze in Website Design

Description: Auxilia is the first social (or impact) consulting company that supports all territories, from the most rural to the large metropolises, in their strategies and ecological and solidarity transition projects. The management calls on Made for you to create a website that is both efficient and eco-designed, which can coherently and attractively carry Auxilia's overall value proposition by developing a new strong identity; clarify communication (about fifteen expertise and three different professions); and enhance its visibility and conversion rate.





### The University of Hong Kong Annual Report 2022-23

#### THE CABINET, Hong Kong

Lead Designer(s): Malou Ko  
Prize: Gold in Annual Reports

Description: 2022 is the celebration of HKU's 111th Anniversary. Carry on with the 111th Anniversary brand feeling, we kept the gold colour as the core colour. We added white and silver to the colour palette to represent the high level of HKU.

The ascending lines indicating the moving beyond and above. It captures a motion of improvement. Different landscape represents different aspects. The signature HKU Main Building is in the middle implying the origin of ascend.



### Annual Report 2022

#### Dugg Design, Norway

Lead Designer(s): Hege Sjørusen  
Prize: Silver in Annual Reports

Description: The annual report for 2022 is devoted to the large-scale rehabilitation of Scandic Holmenkollen Park Hotel in Oslo. The iconic dragon building has been restored to its former glory. An eye-catching and fun way to show it was to create a pop-up of the hotel. The blue color is the same as on details on the building.



### Milchwerk Crailsheim-Dinkelbühl eG - Annual Report

#### Guendisch & Friends GmbH, Germany

Lead Designer(s): Hannah Lindörfer  
Prize: Silver in Annual Reports

Description: Milchwerk Crailsheim-Dinkelsbühl eG, a premier Kashkaval and grilling cheese producer based in Crailsheim, entrusted us with their annual reports. Beyond just numbers and facts, we crafted a contemporary business report capturing their diverse product range. From photo shoots to comprehensive design, we provided a compelling, modern presentation of their story.



### Comvita Annual Report 2022

#### Insight Creative, New Zealand

Lead Designer(s): Brian Slade  
Prize: Silver in Annual Reports

Description: To represent a successful year 3 of a 3-year strategy, our design idea was to advance the previous 2 reports. The obvious references, a 3-photo shape, a physical 10% larger report & the progression to gloss stock to show achievement.

The cover's Mānuka flower reflects a 'blossoming' company revealing its full potential, while inside, free flowing honey represents success in key markets. Four feature pages emphatically declare positioning & confidence.

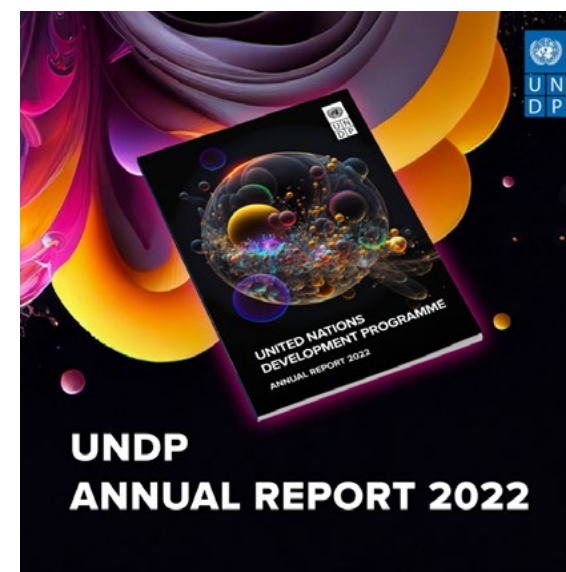


### Graphic Design for China Southern Airlines CSR2022

#### Beijing Pengtu Culture and Art Communication Co., Ltd., China

Lead Designer(s): Peng Wang  
Prize: Silver in Annual Reports

Description: Design Interprets China Southern's Achievements in Social Responsibility. Fits the cultural character of "Sunshine China Southern" and upholds the corporate mission of "Connecting the World, Creating a Better Life. Colorful Route Design Presents "Sunshine China Southern Airlines". The report incorporates two major design elements: airline routes and the color of sunshine. Comprehensive & Multi-dimensional Design. The report in a cross-media format. The printed version of the report is published in a FSC certified environment, supporting forest resource conservation and promoting sustainable development.



### UNDP Annual Report 2022

#### United Nations Development Programme, United States

Lead Designer(s): Brand and Marketing Team at BERA, UNDP

Prize: Bronze in Annual Reports

Description: The UNDP (United Nations Development Programme) Annual Report for 2022 provides a comprehensive overview of the organization's activities, achievements, and impact throughout the year. It highlights key initiatives, projects, and partnerships undertaken by UNDP to promote sustainable development and address pressing global challenges.



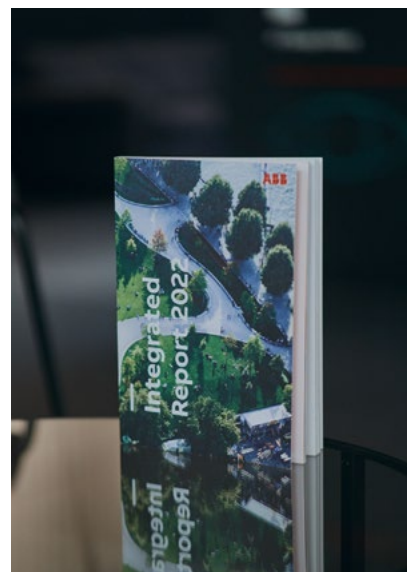
### ESG Report 2022 (made in 2023)

**Bois Mario, Italy**

Lead Designer(s): Mario Bois, Italy  
Prize: Bronze in Annual Reports

Description: The ESG Report is part of a process of rebranding. It played the leading role in this process, thanks to the understanding by the company that it was time to update its communication. Many steps were made in this direction:

- I drew the new company logo
- I set the institutional colors and fonts (used either in this report)
- I set the guidelines for company communication and plant rebuilding
- I followed and made all the project, concept, editing, printing (208 pp.)



### ABB Integrated Report

**Admind Agency, Poland**

Lead Designer(s): Krzysztof Klimek  
Prize: Bronze in Annual Reports

Description: We present the "Integrated Report," a showcase of our annual report design expertise. This project serves as evidence of excellence and is crucial to the development of the ABB brand, which is supported by Admind. This outcome is the result of meticulous care and unwavering commitment, and it is supported by the satisfaction of ABB. We look forward to seeing how it performs in the International Design Awards competition.



### Memories of the East Street in Xi'an

**Local Bendi, China**

Lead Designer(s): Qun Song  
Prize: Gold in Books

Description: Xi'an's East Street is located in the middle of the quadrangle. It has been the most important city street in Xi'an since the Ming Dynasty. The book "Memories of the East Street in Xi'an: Images, Words and Narratives" is a systematic record of the architectural form, street life, and cultural and commercial aspects of East Street. It attempts to create an archive of urban life in a folkloric and personal way, showing the daily life of Xi'an citizens and the city behind them.

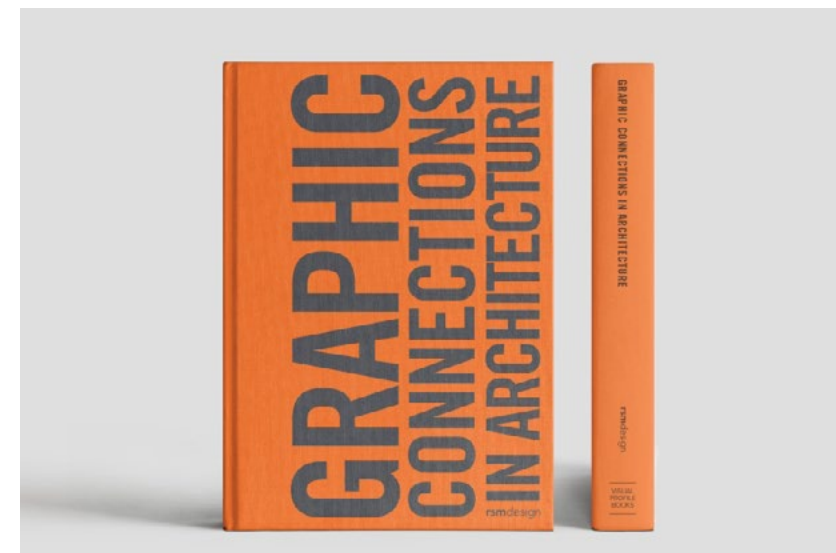


### Hui House: Unveiling Endangered Legacy

**PEAR & MULBERRY, United States**

Lead Designer(s): Yumeng Li  
Prize: Gold in Books

Description: This book depicts Hui-style architecture, the only Chinese architectural school that fuses southern lofted structures with northern courtyard layouts, a fading heritage, and a vital part of China's cultural tapestry. Utilizing 3D slicing and acetate fiber printing, the "windows" of each page transform 2D views into a 3D Hui-style panorama, "unveiling" not only architectural details with spatial reference and proportionality, but also the research of Hui houses from the misty Huizhou region.

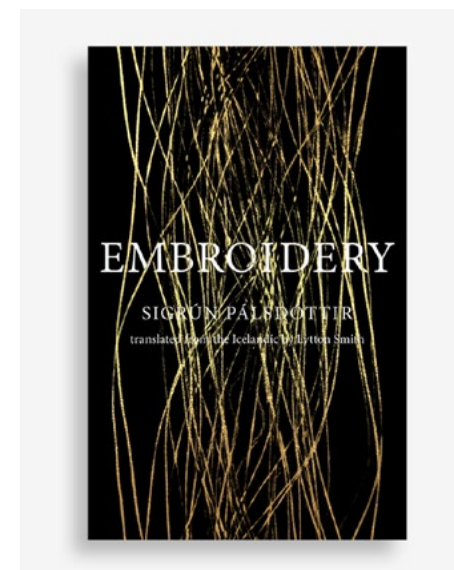


### Graphic Connections in Architecture

**RSM Design, United States**

Lead Designer(s): RSM Design  
Prize: Silver in Books

Description: Graphic Connections in Architecture highlights the work of RSM Design, an architectural graphic design studio specializing in environmental graphic design, wayfinding, and branding. The work of RSM Design is the transformative process that turns bricks, glass, steel, and concrete into a place with soul and style. We create places for people to linger, we guide them to new destinations, we facilitate shared experiences. The work of RSM Design lives at the intersection of the grandeur of architecture.



### Embroidery

**ANNA JORDAN, United States**

Lead Designer(s): ANNA JORDAN  
Prize: Silver in Books

Description: Book cover. A historical novel about Icelandic relics, gold embroidery, unveiling, theft, and a young woman's fate. In the cover, the title text intertwines with golden threads.



### NEUF50: Half a Century of Building Storeys

**NEUF architect(e)s, Canada**

Lead Designer(s): Annabelle Beauchamp

Prize: Silver in Books

Description: A retrospective book, "Un demi-siècle et toujours NEUF / Half a Century of Building Storeys", was published for the firm's 50th anniversary. This imposing tome (26.6 x 21.8 x 5.4 cm) comprises 600 pages of bilingual texts as well as images of the past and the future, all demonstrating the diversity of the firm's completed projects across Canada, the Americas, in Europe and in Asia. Archives, photographs, anecdotes and interviews retrace the evolution of the organization in parallel with the development of Montreal's built landscape.



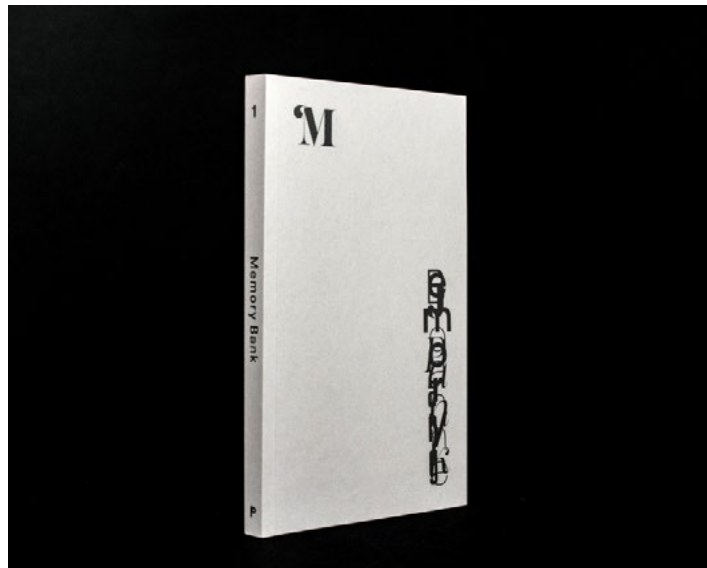
### Award-Winning Book of ICPDC 2020

**IMAGRAM Design, China**

Lead Designer(s): Peitao Chen

Prize: Silver in Books

Description: The original intention of the design is to hope that the portfolio is like an inspiration notebook created by every dyeing pattern designer and fashion designer, which can be brought into the bag anytime and anywhere, so that it is easy to read and carry. This portfolio is a collection of excellent works, is also an inspiration book on every designer's workbench, recording every moment of creative burst, which is visible and unfettered in daily life, but unique.



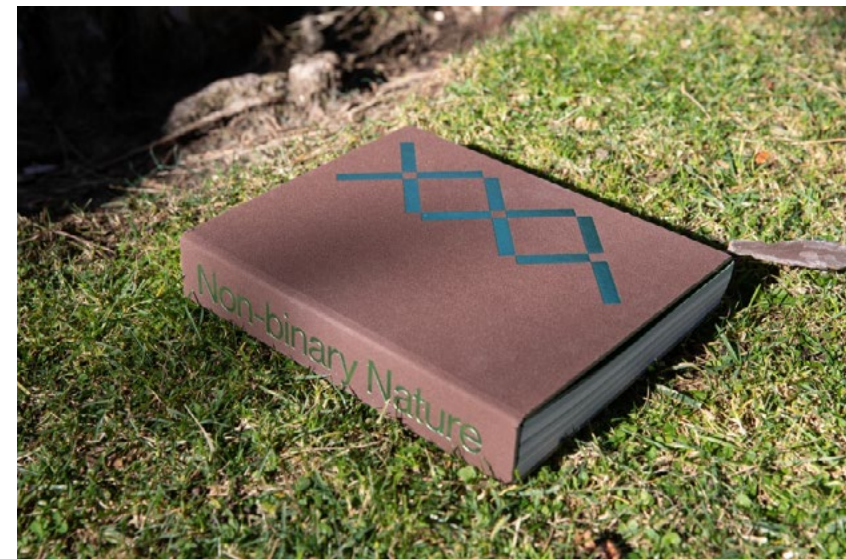
### Memory Bank

**Prypress, Singapore**

Lead Designer(s): Joanne Pang

Prize: Silver in Books

Description: Memory Bank is an experimental foray to consider the book as a memory bank, a vulnerable space where memory images collapse and expand. Recent drawings on paper by Joanne Pang are deconstructed and archived. Pages traverse through the density of past in search for new meanings. Printed in limited edition of 50 copies, every cover is unique, echoing the nature of memory as being in a constant state of flux.



### Non-Binary Nature

**Studio XXY, United States**

Lead Designer(s): Xinyi Shao

Prize: Bronze in Books

Description: The term "queer ecology" refers to a loose, interdisciplinary constellation of practices that aim, in different ways, to disrupt prevailing heterosexist notions and institutional articulations of sexuality and nature. The book explores queer ecology through multiple angles, including ecofeminism, queer archaeology, biopolitics, psychology, and biotechnology. Rich and wide range of materials were curated and contained in the form of book to provide informed and compelling experience.



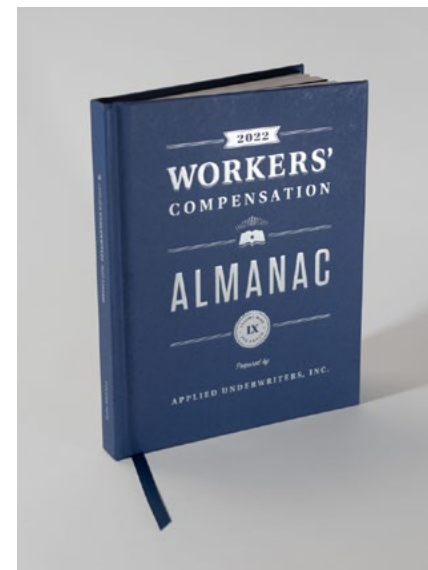
### Ofmom Brandbook

**Coree Beijing Company Limited, China**

Lead Designer(s): Choi Seungkook

Prize: Silver in Books

Description: Ofmom Brand Book is designed to deliver the story of the company and brand to consumers by placing the history and brand values starting from 1967 into one book. Ofmom Brand Book not only contains the general story of the company such as brand story, logo storytelling, corporate philosophy and missions, which are common with other brand books, but also includes the unique research patents and features and plannings of various new products.



### 2022 Workers' Compensation Almanac, Volume IX

**Applied Underwriters, Inc., United States**

Lead Designer(s): Nate Wells

Prize: Bronze in Books

Description: The Applied Underwriters Workers' Compensation Almanac (now in its ninth edition) is the insurance industry's essential guide to everything worth investigating in the world of workers' compensation, including articles and charts covering the current years' market trends, legislation and other interesting analysis. But content is not all analytical: The Almanac also includes challenging puzzles, fascinating factoids and offers readers the chance to earn prizes when engaging with Almanac content.



### Boom Times for the End of the World

**ANNA JORDAN, United States**

Lead Designer(s): ANNA JORDAN

Prize: Bronze in Books

Description: Book cover. 26 of Scott Timberg's essays, drawn from across his career, chart his growing concern about the increasingly precarious fate of America's creative class. Cheerful but precarious type zig zags in an echo-like rhythm, a booming noise in space.



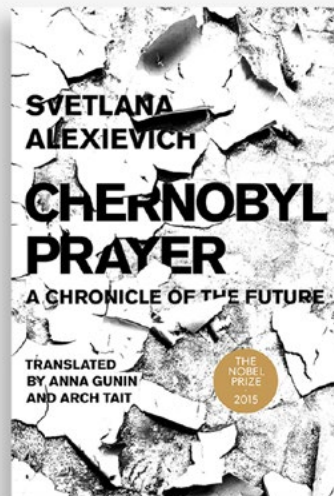
### CURV Book

**Etho Studio, Canada**

Lead Designer(s): Robin Oshiro

Prize: Bronze in Books

Description: CURV is the world's tallest Passive House—the leading standard for energy-efficient buildings. Etho designed, wrote, and art-directed 'The Shape of a New Era' to showcase this achievement. The imagery was given a dream-like quality, while technical specifications were styled like those of high-performance cars or computers. The book's design reflects the timeless yet cutting-edge nature of the building, with a modern typeface that emulates its shape.



### Chernobyl Prayer

**ANNA JORDAN, United States**

Lead Designer(s): ANNA JORDAN

Prize: Bronze in Books

Description: Book cover. In April 1986 a series of explosions shook the Chernobyl nuclear reactor. While officials tried to hush up the accident, Svetlana Alexievich spent years collecting testimonies from survivors - crafting their voices into a haunting oral history of fear, anger and uncertainty, but also dark humour and love. In the cover, type rises up from the debris of the disaster, much like the author uncovering the survivors' stories in the interviews.



### Chinese Surnames

**( vitamins | studio ), United States**

Lead Designer(s): Hou Zhen

Prize: Bronze in Books

Description: Surname is a unique dictionary that aims to bridge the cultural gap between Chinese and English surnames. Unlike traditional translation dictionaries, this book does not solely rely on translation cliches but explores the original meanings and stories behind Chinese names. Drawing upon the original meanings and narratives of Chinese names, we have erected a cultural bridge that illuminates the similarities and differences between these two great linguistic traditions.



### Taiwan High School Civics Textbook Design

**Silversea Design, Taiwan**

Lead Designer(s): Hui Chiu Lin

Prize: Bronze in Books

Description: This is a collaborative project with Aestheticell aimed at transforming Taiwan's high school civic education textbooks to make them visually appealing and effectively convey information. We have incorporated a significant number of infographics throughout the entire textbook design, and also invited illustrators to collaborate with us in creating clear and concise visual illustrations for various complex knowledge concepts. Additionally, we've reduced the colors in the textbooks.



### BOX HERMANN HESSE

**Leonardo Iaccarino, Brazil**

Lead Designer(s): Leonardo Iaccarino

Prize: Bronze in Books

Description: Three indispensable books of Hermann Hesse, assembled for the first time in a luxury box. Covers communicate the essence of each book through a single symbolic image of the content (no textual information on the front cover). The books follow a gradation that is both chromatic and chronological, transforming the box into a "Hesse's rainbow". [Demian (1917) Yellow > Siddhartha (1922) Orange > Steppenwolf (1927) Purple]. The 3 books together form the author's name through the junction of their spines.



### Font Manuals of TypeFace

**IMAGRAM Design, China**

Lead Designer(s): Peitao Chen

Prize: Bronze in Books

Description: The four font manuals correspond to four groups of interactive dynamic works on site, which are the display manuals of four fonts, using 70% + monochrome black to make upper and lower case letters can be presented on the same page, so that each set of fonts can be fully presented while ensuring the minimum cost of printing and paper, each font manual is divided into three major sections: letters, numbers, and symbols, and has the background and description of the creation of on-site interactive works.



### Publicitic - Art and Money | AR Editorial

**noncommon.design, Romania**

Lead Designer(s): Zsolt Kolcsar

Prize: Bronze in Books

Description: As the previous few years have seen countless art market scandals, in 2023 Publicritic considered it was time to explore the topic of ART & MONEY, reflecting on the world of both autonomous and applied art markets changing as we move towards a more digital future. On the cover of the catalogue, art is represented by typography using different kinds of letters. Money appears as a pixel coin rain, coated with spot UV varnish.



### Green

**good morning inc., Japan**

Lead Designer(s): Katsumi Tamura

Prize: Gold in Calendars

Description: The Green calendar is designed with the theme of houseplants. Assemble the flowerpot-shaped base and insert the plants to easily enjoy life with greenery. Quality designs have the power to modify space and transform the minds of its users. They offer comfort of seeing, holding and using. They are imbued with lightness and an element of surprise, enriching space. Our products are designed using the concept of "Life with Design".



### Sofa

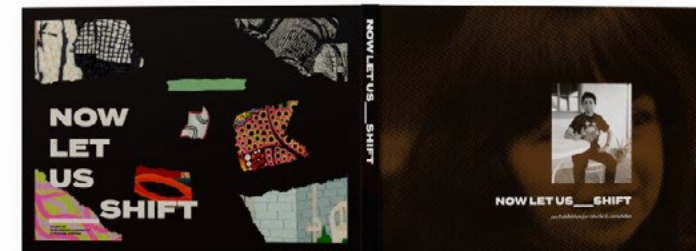
**good morning inc., Japan**

Lead Designer(s): Katsumi Tamura

Prize: Silver in Calendars

Description: The Sofa calendar is designed with the theme of the sofa, an integral part of everyday life in people's living rooms. Set the six cushions decorated with images of seasonal flowers on top of the sofa base. When the month is finished, flip over the cushion and move it all the way to the back.

Quality designs have the power to modify space and transform the minds of its users. They offer comfort of seeing, holding and using. They are imbued with lightness and an element of surprise, enriching space.



### Now Let Us Shift

**Alexandria Canchola + Michael Cortez, United States**

Lead Designer(s): Alexandria Canchola, Michael Cortez

Prize: Gold in Catalogs

Description: This exhibition catalog chronicles a powerful celebration of the life and indelible work of Gloria E. Anzaldúa (1942 – 2004), the influential Chicana feminist and cultural theorist, through an immersive visual art exhibition that promises to captivate hearts and minds. Titled "Now Let Us Shift," this exhibition presented in Del Mar College's Art Gallery.



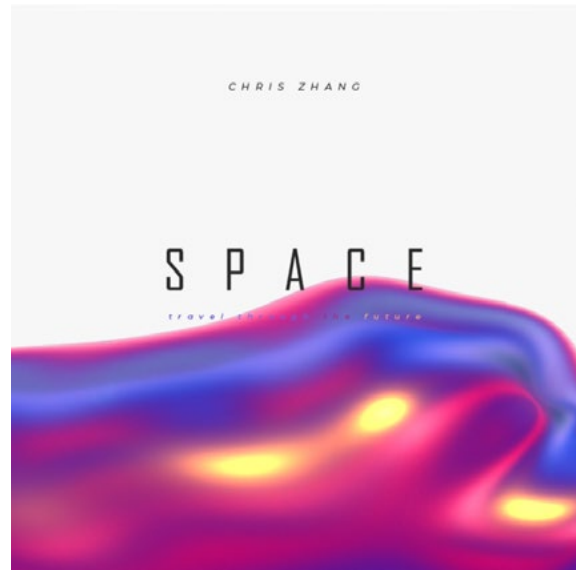
### A Live Document

**Identity Lab, Austria**

Lead Designer(s): Philip Reitsperger

Prize: Gold in CD, DVD & Record Sleeves (Record Cover or Record Artwork)

Description: Blank Manuscript has been praised for its ability to combine various musical styles, including progressive rock, jazz, classical, and folk music. Their music is often described as cinematic and atmospheric, with a strong emphasis on melody and harmony. Complex song structures, unconventional time signatures, and various instruments, including guitar, bass, drums, keyboards, woodwinds, and strings, characterize the band's music. In addition, the band members often switch instruments during their live performances, contributing to their unique sound.



## Space | Travel Through the Future

**Individual, United States**

Lead Designer(s): Zichun Wang

Prize: Silver in CD, DVD & Record Sleeves (Record Cover or Record Artwork)

Description: SPACE | travel through the future is a CD package design for the individual musician Chris Zhang's first mini album. In this concept, I am using an acid metal design as the main design element. High-saturated and high-contrast colors echo the futuristic theme, creating a psychedelic, unstable atmosphere for the audience.



## Menwen Playing Cards

**Triangler Co., Ltd., Taiwan**

Lead Designer(s): Jiang Xin Zhang

Prize: Bronze in Collateral Material

Description: Menwen is a healing jewelry brand. We extended the brand's delicate visuals and incorporated mysterious elements such as owls, hourglasses, arches, and the North Star to create exclusive branded playing cards for them. We delicately drew the images of the Ace, Jack, Queen, and King cards with diverse magical elements and suit symbols such as roses, tailor scissors, and crystal balls to enrich the atmosphere of the magical kingdom. Every detail is full of surprises and worth exploring.



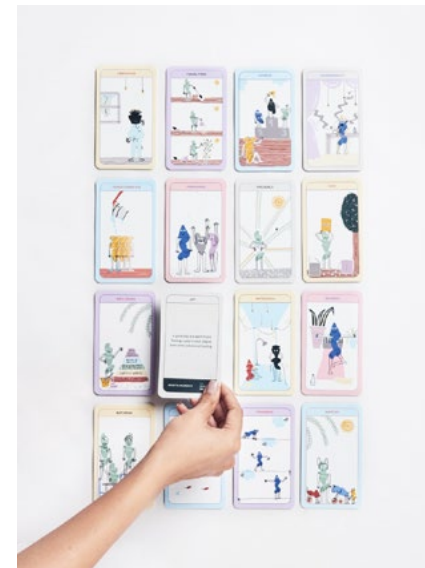
## Re-Route Festival

**Plus Collaboratives, Singapore**

Lead Designer(s): Mervin Tan, Cheryl Sim

Prize: Silver in Collateral Material

Description: A reimagined brochure set of collectibles at different zones and a navigational map encouraged visitors to move through festival activities and build a festival atmosphere in response to the festival's objective of exploring the functioning cultural precinct. A participatory mechanism in the form of red filter glasses was added to spark curiosity and encourage digging deeper into the site through the details of the brochure after capturing attention quickly with large bold red typography.



## The Mindful Moments Cards

**Studio Paperheads, India**

Lead Designer(s): Anushkha Advani

Prize: Bronze in Collateral Material

Description: The Mindful Foundation is a not-for-profit organisation whose mission is to educate and enlighten an individual's mindfulness journey. They approached Studio Paperheads for their branding where they envisioned them as an intersection of the five senses. They created The Mindful Grow Kit which includes the Mindful Moments cards to help a person sow the seeds of mindfulness and cultivate a positive belief system. The design style is minimalistic which highlights emotion and humour.



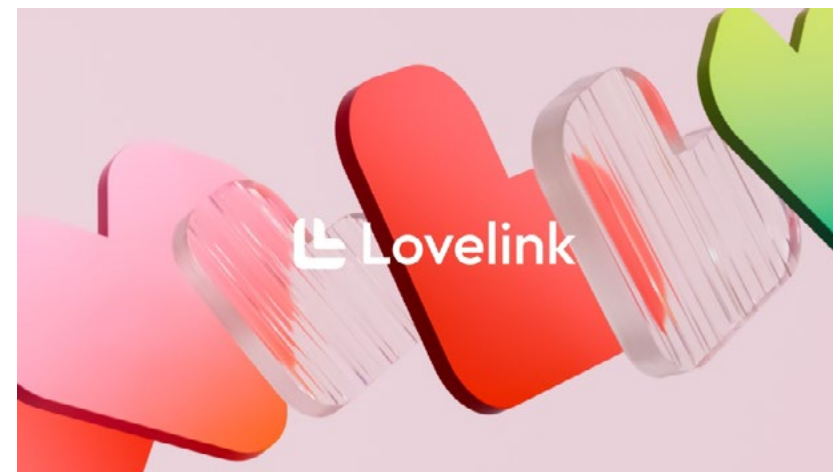
## Buromilan Brand identity

**jekyll & hyde, Italy**

Lead Designer(s): Marco Molteni, Margherita Monguzzi

Prize: Silver in Collateral Material

Description: Milan Ingegneria evolves itself after 10 years becoming BUROMILAN. "Behind the impossible" is the new payoff, which moves the brand's positioning to a more emotional level. jekyll & hyde designs a minimalistic and international visual identity for the company, capable to unify engineering and creativity. The basis elements of the visual identity are: color, typography, and the triangle, which is the simplest basis shape of engineering, but capable of building endless possibilities.



## Lovelink

**Duooobrand, China**

Lead Designer(s): Walker Wang

Prize: Gold in Corporate Identity

Description: Lovelink is the largest dating group in China, which was integrated in 2022. We have developed a visual system based on love to convey the concept of "achieving beautiful love". The logo uses a series of L's to form a heart, and the visual system uses a heart shape to continuously convey love, replicate love and achieve love.



### Gorilla IT – All systems go

**Total Design, Netherlands**  
 Lead Designer(s): Edwin van Praet, Martijn van den Brakel  
 Prize: Gold in Corporate Identity / Silver in Brand Identity  
 Description: The visual identity represents all elements embedded in the Gorilla IT brand identity. It can translate complex information into a clear story for their busy target audience. The logo represents the 'IT' element and the Gorilla leadership characteristics, making it a word mark and symbol in one. The different visual elements and icons show the smart and active brand personality. They enable a sales savvy digital design system and transform complex data charts and processes into an easy comprehensible overview.



### Nan Fung Group SEWIT Branding

**THE CABINET, Hong Kong**  
 Lead Designer(s): Malou Ko  
 Prize: Bronze in Corporate Identity  
 Description: Nan Fung Group established "SEWIT" as a sustainable framework that engages the entire company and our stakeholders with five strategic pillars: Social Cohesion, Environment, Wellness, Innovation, and Technology. Turning purpose into impact through a thread of good acts. The identity design falls back to the founding of the company, cotton yarn production. The 5 pillars of vision are represented in 5 different colours of fabric patches. There are threads sewing them together, forming a better planet.



### Sintez

**Siberian Design Centre, Russian Federation**  
 Lead Designer(s): Victor Klimenko  
 Prize: Silver in Corporate Identity  
 Description: "Sintez" is the first merch with the symbols of the flora and fauna of the Tomsk region. The name of the collection was chosen not by a chance: synthesis is the combination of local nature so as to form a whole. The letter "S" is the first letter in the names of Sintez and Siberia; in the silhouette of the plant recognises the cranberry, plentifully growing in the swamps of the Northern Hemisphere; the topographic map of the region connects the design elements, and the coordinates indicate the geographical location of The Great Vasyugan Mires and the capital city of the region.



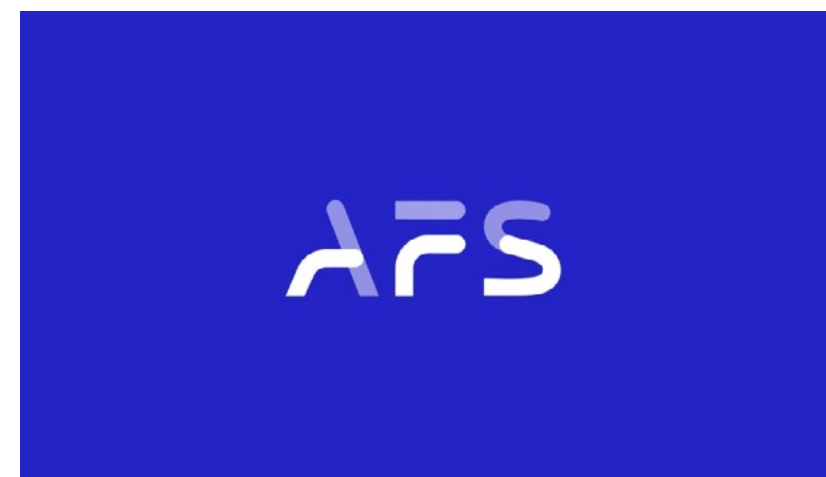
### Yichuan Shang Group

**Shenzhen Yixin Visual Brand Consulting Co., Ltd, China**  
 Lead Designer(s): TAORAN  
 Prize: Bronze in Corporate Identity  
 Description: Yichuan Shang Group is a Chinese architectural design enterprise; Combined with the enterprise name and the architectural design industry attribute, Lubansuo (intellectual toy) evolved from the wooden structure of Chinese ancient buildings. Based on the structural characteristics of Lubansuo's parts, abstraction design was carried out for the first Chinese character in the enterprise name, "Yi (translated into English, " Art " ), so as to obtain brand symbols with Chinese traditional architectural culture genes.



### HEYHEYSTAR COFFEE

**IMAGRAM Design, China**  
 Lead Designer(s): Peitao Chen  
 Prize: Silver in Corporate Identity  
 Description: "Hey" is the initial way of greeting from unfamiliar to familiar, which can be extended to "H" "Hi" "Hey" "Hello" The unique recognition effect of the series cooperates with the brand font to strengthen the brand exclusivity. This concept is also incorporated into the design of the brand coffee cup. Three types of greetings are printed on the surface of the cup body. When the cup cover is put on, only the font of "Hey" appears, which is the first word of brand name.



### AFS, We help money improve the world

**Total Design, Netherlands**  
 Lead Designer(s): Rogier Bisschop  
 Prize: Bronze in Corporate Identity / Bronze in Logos, Trademarks and Symbols Design  
 Description: For such a fixture in the world of financial services, AFS was too invisible and modest. AFS's long held values, and their idea of sharing success within the team, fit the sustainability challenges of today. We outfitted them with a new positioning and style to add confidence in their communication. And thus, reaching younger people. Everything was updated: brand story, visual identity and communication style. The energy market is currently the most challenging market and everything is geared towards AFS being able to stand out strongly in it, bringing capital and opportunity together.



## FEM Fitness

**Grande Development Limited, Hong Kong**

Lead Designer(s): Matthew Li

Prize: Bronze in Corporate Identity

Description: A branding service for a fitness centre that is exclusively made for women with female-only customers and personal trainers. The brand name "FEM" is taking the initials of "Femininity Empowers Movement" to embrace the brand's core values and to raise awareness of women's well-being, so as to evocate a culture of naturally beautiful and empowering femininity through fitness and workout services. The logo uses a unique pattern of curvy shapes to symbolise the idea of women's silhouette, with a subtle brand color of muted teal green, coral and grey to deliver a sense of softness and peace.



## Emerge

**Insight Creative, New Zealand**

Lead Designer(s): Brian Slade

Prize: Bronze in Corporate Identity

Description: Te Auaha asked us to design their festival of creativity, a celebration of emerging talent across 9 disciplines. They needed: (1) an enduring name & identity that could become synonymous with creativity & emerging talent; and (2) a compelling launch campaign to drive attendance.

E/MERGE speaks to emerging talent & the merging of disciplines. The campaign hero is BlobStar, a unique character made of 9 objects. Each 'blobject' was produced in 3D & bought alive in print, animation & physical form.



## TruArt

**NHN Design, United States**

Lead Designer(s): HYENA NAM

Prize: Bronze in Corporate Identity

Description: TruArt is an art education company that offers innovative art education for children, from Kindergarten to elementary school. Embracing the belief that every child possesses innate artistic ability and a spirit of creation, the company's mission is to nurture and develop their creativity. The branding concept was thoughtfully crafted to effectively communicate the company's mission. By creating a brand identity that conveys playfulness, fun, and vibrant youthful energy, TruArt seeks to inspire children to explore and express their artistic talents freely.



## Loves Dog Brand Identity

**Creatik, Australia**

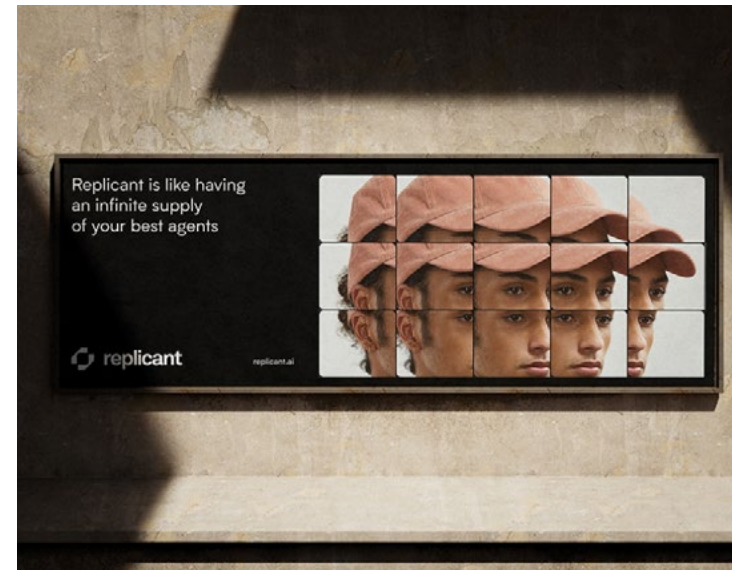
Lead Designer(s): Kylie Gould

Prize: Bronze in Corporate Identity

Description: The primary objective of this project was to design a distinctive and memorable brand identity that resonated with dog enthusiasts and effectively communicated the essence of 'Loves Dogs.'

The brand name 'Loves Dogs' was dreamt up by our client, communicating the brand's heartfelt passion for our four-legged companions. To create the perfect logo, we needed an iconic illustration of a dog that would embody warmth, happiness, and companionship.

Typography was also crucial and required careful selection to complement the visual element and evoke a sense of friendliness and approachability.



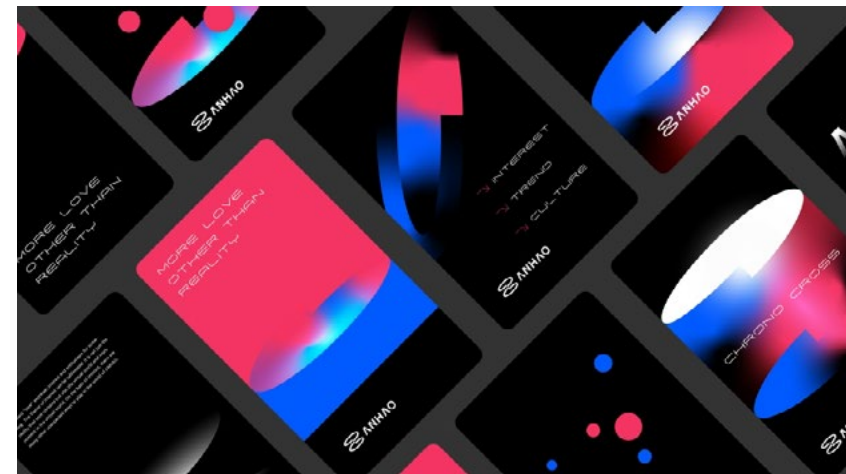
## Replicant

**Fireart Studio, Poland**

Lead Designer(s): Fireart Studio

Prize: Gold in Corporate Identity Rebranding

Description: The new brand identity is based on 2 key insights. First, we discovered that "replicant's" brand essence lies in conversational design, which combines science and art, humanity and technology, logic and emotion. Hence, the new visual language is all about the polars—warm and cold colors, sharp and rounded shapes, realistic and abstract photography styles. Second, in contrast to competitors that provide just a single aspect of contact center automation, "replicant" provides an entire ecosystem that works and learns on its own.



## Anhao

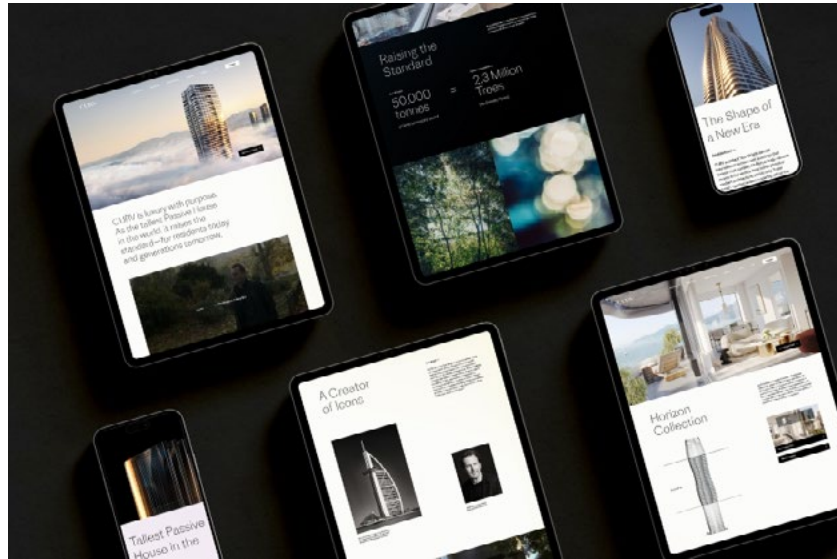
**Mor Design, China**

Lead Designer(s): Shuang Ma

Prize: Silver in Corporate Identity Rebranding

Description: The sign is not a regular circular shape with a subtle adjustment in radians according to the spatial relationship. This adjustment maximized the beauty of the radian in spatial relations, and found the best effect after several attempts. The closure of the ring is staggered, reflecting the uncertainty of the cosmology. When two circles are put together, it will produce a wonderful visual illusion. The simple and regular shape will enable the logo to be easily displayed on all media.





## CURV Rebrand

**Etho Studio, Canada**

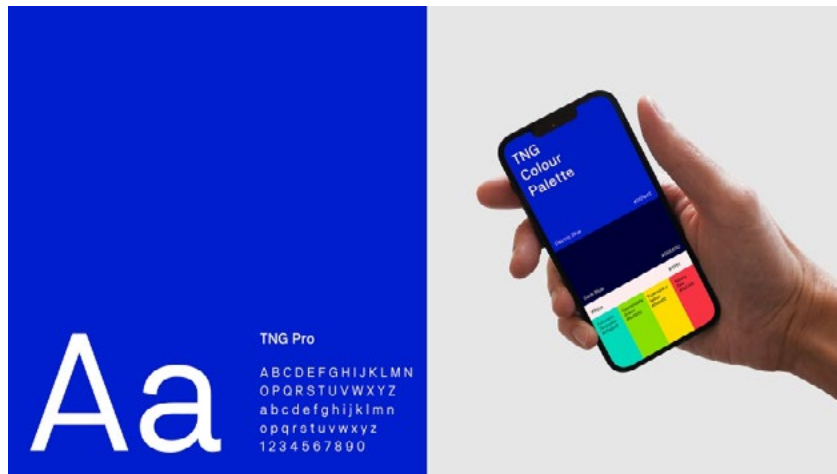
Lead Designer(s): Robin Oshiro, Anna Bohn  
 Prize: Silver in Corporate Identity Rebranding  
 Description: ETHO rebranded CURV, the tallest Passive House in the world—the leading standard for energy-efficient buildings. Other than the logo, all materials were created from scratch. The rebrand centered around four themes: 1. The Shape of a New Era: a series of sky-like gradients related to the Passive House benefit of ultra-filtered air; 2. The Future of Living: dream-like renderings and photography; 3. Technical Excellence: with specs borrowing the visual language of high-performance cars or computers.



## NakedLab Rebranding

**The Cabinet, Hong Kong**  
 Lead Designer(s): Malou Ko

Prize: Bronze in Corporate Identity Rebranding  
 Description: NakedLab provides products that create the ultimate comfort environment for our sleep. The logo is redesigned to a softer and relax handwriting. For the brand graphic elements, we use an arch shape which looks like a window or a door to bedroom or vacation. We also created a set of hand drawn icons to show different product features and categories. Further brand adaptations e.g. packaging, key visuals, red packets, POSM display... are all expressing the softness and lightness of the brand.



## TÜV NORD GROUP, Inspired by Knowledge

**Total Design, Netherlands**

Lead Designer(s): Eddy Wegman  
 Prize: Silver in Corporate Identity Rebranding  
 Description: TÜV NORD GROUP has stood for safety for over 150 years. They expanded into more than 70 different brand entities globally. With the strategic direction to grow closer as a group, we developed a unifying visual identity. Bold, technical, yet human-driven. The wordmark is a label of quality and trust. It empowers the individual brands and creates unity for the GROUP. The clean typeface and electric colour set come together in a recognizable and adaptive design system.



## Val de Loire - France; Full Rebranding

**Hypersthène, France**

Lead Designer(s): Hypersthène Team  
 Prize: Bronze in Corporate Identity Rebranding  
 Description: Consulted by the Val de Loire - France brand, we were asked to redesign the territory's visual identity. The objective was to breathe new life and promote the brand both nationally and internationally, while making it easily usable and adaptable to private and public players in the territory.



## Firda – Learn your way through life

**Total Design, Netherlands**

Lead Designer(s): Agreeth Wiersma  
 Prize: Silver in Corporate Identity Rebranding  
 Description: Two colleges in Friesland and Northern Flevoland merge into one educational institution, Firda. Firda doesn't just prepare you for life but makes an active and positive contribution to the region. By combining knowledge and relationships, Firda has become more efficient, more visible and more prominent. Cooperation, personal responsibility and small-scale initiatives are leading to a healthier and happier life and community. Firda's new brand identity celebrates connection.



## NYGDESIGN Brand Design Upgrade

**NYGDESIGN, China**

Lead Designer(s): 琪李  
 Prize: Bronze in Corporate Identity Rebranding  
 Description: On our fifth anniversary, we have upgraded a brand new image system of NYGDESIGN and redefined NYGDesign-style of "FRESH". We believe that, as a team taking FRESH as the core, the brand design upgrading should not be only about numb changing, but about creating sets of visual systems and tools for the group that can embrace change and encourage to make more surprise. We hope that this upgrade will not only further express the core values of the team clearly, but also inspire us to continue to create more fresh designs for the Greater Bay Area.



### 2022 More Wine Campaign

Applied Underwriters, Inc., United States

Lead Designer(s): Nate Wells

Prize: Gold in Direct Mail

Description: The first piece used a play on the expression "see the world through rose-colored glasses," and had an actual pair of glasses with rosé wine-colored lenses that folded out as the mailer was opened. It featured an eye chart, but hidden in the chart was a secret message, revealed when wearing the glasses. The second mailer landed one month later. It began as a standard-sized wine bottle, then expanded to be comically large, with a long label extolling the virtues of wine.



### Heart Foundation Exhibition - Exhibition

Insight Creative, New Zealand

Lead Designer(s): Brian Slade

Prize: Gold in Displays

Description: TFH wanted a visitor experience to foster conversations about heart health. Our spatial concept, Heart to Heart, saw 3 storytelling zones intersect at the Māori pou: (1) the physical heart - a giant fibreglass heart, 3D projection & heartbeat engage visitors, driving them to an interactive screen to see the workings of the heart. (2) heartfelt conversations - emotional video stories, tips & an animated quiz. (3) THF's story and impact.



### Jamal Cyrus Exhibition Design

Symmetry LLC, United States

Lead Designer(s): Robin Dietrick

Prize: Silver in Displays

Description: At the Mississippi Museum of Art, the title graphic for Jamal Cyrus: The End of My Beginning indicated the power of the artwork, which is dense with content, at times somber. White walls allowed space for consumption and contemplation. An accent blue referenced both regality and commonality, while a central area featured raisin-colored walls that tied together related installations. Hands-on activities visually complemented the exhibition and encouraged deeper understanding.



### LAX-MKT

Mitang Culture & Creative Company Limited, China

Lead Designer(s): Xiaoyin Zhang

Prize: Bronze in Displays

Description: To most of us "relax" is universal, we get lazy occasionally and yet we want to live the most out of it. This is where the concept of Project for Lax came from. Design with Chinese Gen-Z in mind. We created a virtual convenience store run by the Storekeeper, his staff, and 2 pets. The surrounding area is the habitat of dozens of relatable characters such as Wonder Boy, Lucky Girl, etc. who have different interests and backgrounds. They live in a vibrant community composed of landmarks including Galaxy Disco, The Breeze Car Wash, etc.



### RPDC Design Week

Xiaohongshu, China

Lead Designer(s): REDesign@Xiaohongshu

Prize: Gold in Key Art

Description: The main visual element of this design week is highly identifiable. Each circle represents a different individual colliding with each other, creating various sparks of inspiration. The circles open and converge, recording the splendid moments of the participants' joint creation. We give it eyes and let it walk, like we are in the middle of "Designing". At the same time, the elements that constitute the visual illustration are simple and characteristic, making it easy to reorganize and extend, so that the style is consistent and the complete image is complete and unified.



### 2022 Yunlin International Puppet Theater Festival

San Yeh Wen Limited Company, Taiwan

Lead Designer(s): Yen Pochun

Prize: Silver in Key Art

Description: The 2022 Yunlin International Puppet Theater Festival adopts the theme of Shocking Kung Fu. The design combines puppet contours with the Chinese character, lining up the traditional male role, female role, painted-face role, elderly male role, and comic clown on a scale from small to big. Through the visual effect of magnification using perspective, the design simultaneously preserves traditional signs, and adds a sense of innovation in the attempt to expand puppet theater culture to the globe and facilitate exchange with cultural festivals worldwide to realize the goal of cultural diffusion.



### 2022 Taoyuan Land Art Festival

VANGUARD Visual Design LTD., Taiwan

Lead Designer(s): SHAO-WEI CHUANG

Prize: Bronze in Key Art

Description: This year, the festival return to the source of the entire Taoyuan—Daxi District—, with the Dahan River as the main axis. The sinuous curves, reminiscent of a meandering river, weave through the arches, guiding the viewer's gaze from corner to corner. The arches are inspired by the physical features of Daxi District in the collective memories of local residents, such as the old streets, bridges, and tunnels. The arches along the curves symbolize the connection between the people of Daxi and their local geography.



### Oh my! O-NiKU

Triangler Co., Ltd., Taiwan

Lead Designer(s): Chi-Yao Tang

Prize: Silver in Logos, Trademarks and Symbols Design

Description: O-NiKU, a BBQ brand for the young generation, embraces creative food combinations and meat-centric parties. The rebrand showcases a dynamic script logo on a versatile red polygon, symbolizing authentic dishes. The polygon motif extends to business cards, signage, and interior decor, reflecting the brand's lively personality. The theme wall features a meat ceremony with servers presenting ample meat and signature side dishes. Inspired by traditional Japanese ceremonies, the dining environment exudes a joyous and celebratory atmosphere, honoring the incredible and inventive flavors of yakiniku.



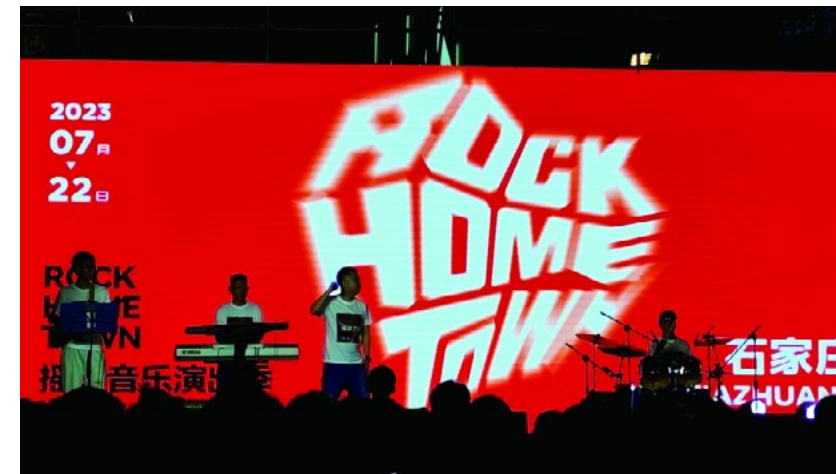
### Elephant Films

Wenzhou Idea Advertising Co., Ltd., China

Lead Designer(s): Kuaiyu Tang

Prize: Gold in Logos, Trademarks and Symbols Design

Description: The logo cleverly combines a halved film clip with an elephant, enhancing the brand's industry characteristics. The overall design of the logo is elegant, concise, easy to recognize, and has strong visual impact.



### Rock Home Town (摇滚之城)

Shijiazhuang Yanjun Design Co., Ltd. (石家庄市晏钧设计有限公司), China

Lead Designer(s): Yan Jun (晏钧)

Prize: Silver in Logos, Trademarks and Symbols Design

Description: Rock/Rock Home Town, literally translated as "Rock/Rock Home" in English. Taking the outline diagram of Shijiazhuang as the design prototype, integrating the two main design elements of ROCK HOME TOWN and the Chinese character "stone", and integrating Chinese and Western compatibility, this solid and young city's true (stone) heart is created: this bright red, beating, surging and hot rock heart, dancing with the powerful sense of Shijiazhuang people.



### Halliburton Labs

Coley Porter Bell, United States

Lead Designer(s): John Malozzi, James Ramsden

Prize: Gold in Logos, Trademarks and Symbols Design

Description: Halliburton has been an integral part of the energy sector since its founding in 1919 with the launch of its new energy accelerator Halliburton Labs, the brand needed to better project clarity and authenticity as a service provider in traditional energy. We created a new identity that signals Halliburton's involvement in new energy solutions. The logo, color palette, imagery style, typography and design system expresses the energy, inventiveness, and determination crucial to creating "The future of energy".



### CHEECI

Kgdesign, China

Lead Designer(s): Gong Yuhan

Prize: Silver in Logos, Trademarks and Symbols Design

Description: CHEECI is the most influential art coating brand in southwestern China. The LOGO is composed of the letters CHEECI intricately nested within a halftone-processed letter C. Through the application of the halftone pattern, it visually represents the process of transforming art coating from nothing to something. The density and arrangement of dot textures also convey the posture of paint molecules dispersing and aggregating. By employing varying proportions and combinations of the halftone pattern, it brings forth a solid visual impression and an exceptionally strong visual impact for the brand.



### XYG Window

**XYG Studio, United States**

Lead Designer(s): Xinyue Guo

Prize: Silver in Logos, Trademarks and Symbols Design

Description: Fusing elements from ancient literati with modernity, XYG Window is a visual identity design that seeks to demonstrate the feasibility to create modern visual communication based on traditional art and cultures. After deconstructing the Chinese characters, the strokes were reorganized following the style of traditional seals. Then the decorative elements were eliminated to embrace modern simplicity. Finally, the design was polished with grids and the Fibonacci spiral.



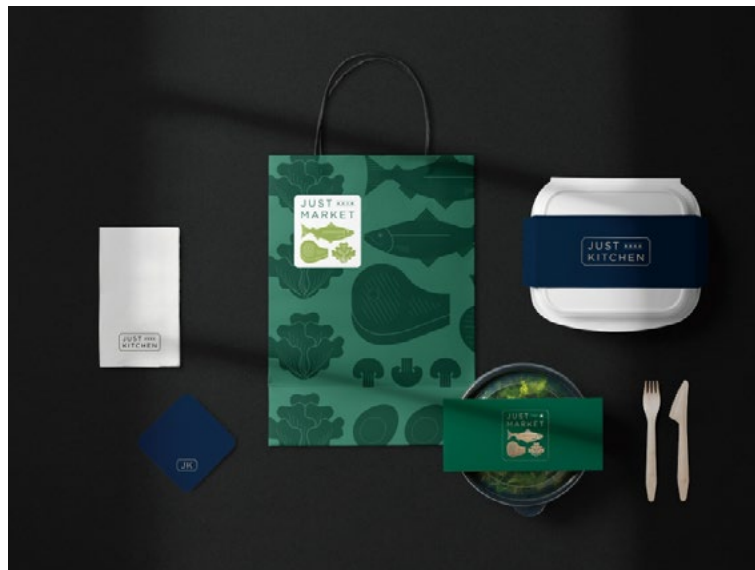
### Proud Sports

**Kgdesign, China**

Lead Designer(s): Gong Yuhan

Prize: Bronze in Logos, Trademarks and Symbols Design

Description: PROUD SPORTS is a sports brand based in the United Kingdom, dedicated to encouraging the LGBTQIA community to participate in sports freely and proudly, regardless of their sexual orientation. The inspiration for this logo design is drawn from the winding trails of cross-country running, incorporating the brand's initials, PS, into the design. Given the LGBTQIA nature of the brand, we aim to imbue this logo with a diverse and welcoming visual effect.



### Just Kitchen

**Triangler Co., Ltd., Taiwan**

Lead Designer(s): Yi Wang

Prize: Bronze in Logos, Trademarks and Symbols Design

Description: Just Kitchen Group is a cloud-based food and beverage brand with two sub-brands: "Just Kitchen" for food delivery and "Just Market" for selected markets, offering high-quality culinary experiences. The rebranding enhances the overall brand image and defines the core value. "Just Kitchen" features a calm blue color that exudes grandeur and quality, complemented by speed lines and star symbols symbolizing swift food delivery. "Just Market" showcases authenticity through vivid illustrations of fresh fruits and vegetables.



### Caresse

**Ceren Burcu Turkan Design Studio, Netherlands**

Lead Designer(s): Ceren Burcu Turkan

Prize: Gold in Packaging

Description: The brand has 3 different tea blends for different times of the day, le matin (morning), après - midi (all day) and le soir (evening). Ceren created small illustrations for each blend for their suggested drinking time for packaging design.

Main package is copper colored metal tins that can be reused and is environment friendly, we also created paper re-fill packages for brands target client, socially responsible and environmentally conscious people who value luxury brands that celebrate their passions and individuality in a way that can be visually shared on social media.



### Okasang

**Triangler Co., Ltd., Taiwan**

Lead Designer(s): Yi Wang, Chen Hsing Li

Prize: Bronze in Logos, Trademarks and Symbols Design

Description: OKASANG is known for its exquisite wood ear fungus drink. The brand's new logo, packaging, and color palette exude a sense of harmony, balance, and elegance. The gift box, specially crafted for the 59th Golden Horse Awards, showcases the brand's commitment to sustainability with its all-paper design. The meticulously constructed packaging reflects the brand's fusion of roundness and elegance. Inspired by the "sun and moon," the design elements symbolize harmony and beauty.



### Ciderbil

**Ceren Burcu Turkan Design Studio, Netherlands**

Lead Designer(s): Ceren Burcu Turkan

Prize: Gold in Packaging

Description: It all started when my cousin, Erbil Algan, decided to make his own beer out of curiosity. Despite everyone loving his amazing beer, I, Ceren, absolutely hate beer. To accommodate my preferences, he made me batch of cider and told me to create label design for it while it was getting fermented. Being a graphic designer, I took the task seriously and created a complete brand identity for Ciderbil(yes pun intended). This small batch of cider consists of 44 bottles, and although the brand isn't real, the cider was delicious.



### Premium Truffle Re-branding and Labels

**Aeon Studio, Croatia**

Lead Designer(s): Dejan Ilić

Prize: Gold in Packaging

Description: Premium Truffles is a family-owned business that has been producing high-quality truffles for generations. The company was founded by Luciano, who passed down his passion for truffle hunting and his expertise in the field to his grandson, Paulo. Together, they have continued the family tradition of producing some of the finest truffles in the world. Recently, the company underwent a re-branding process, which included the creation of new labels and logo for their products.



### Katsuno Embroidery Starter Kit

**Andkuo, United States**

Lead Designer(s): Sherry Kuo

Prize: Gold in Packaging

Description: Katsuno, a family-owned business in Japan, sought a new packaging design for their embroidery kits to appeal to future generations. The kits have been created in a book format for easy access and display, featuring illustrated characters on the packaging, including a grumpy lion, a pair of matching toucans, and a sleepwalking hedgehog atop a cactus, all taking pleasure in the mundane. This new design has successfully appealed to contemporary consumers, allowing them to share the joy of embroidery while paying homage to the past and leaving "threads" for the future.



### Steeping Conversations

**Plus Collaboratives, Singapore**

Lead Designer(s): Cheryl Sim and Mervin Tan

Prize: Gold in Packaging

Description: Steeping conversations is a modern reinterpretation of a traditional Southeast Asian gifting of symbolic memento keepsake designed to tell Fujifilm's commitment to a partnership for holistic print solutions. The Nanyang-inspired giftset contains 4 distinctly shaped tea capsules containing different flavour profiles. Each of them engages the receiver in retrieving the tea with hand gestures representing different partnership characteristics, reinforcing a business commitment to be more than a printer supplier.



### Zebra Beer

**Shenzhen Lingyun Creative Packaging Design Co.,Ltd., China**

Lead Designer(s): Xiongbo Deng

Prize: Gold in Packaging

Description: Zebra craft beer is a brand-new younger beer brand subordinate to kardenberg wine industry (AnHui) Co.,Ltd.We have made the following new shapes. Change the shape of the bottom of the container, because the probability of drinking beer after freezing is higher. In the drinking process, with the temperature rise brought by the external environment, the seeping water stains can leave a unique mark on the desktop or table, so that people can firmly remember the name of this product.



### Elysian Eclipse Limited Edition Package

**Exxeo, United States**

Lead Designer(s): Iman Maghsoudi

Prize: Gold in Packaging

Description: EXXEO creates themed collections blending tangible luxury with digital assets, offering a unique Phygital experience. Project Eclipse revives the piano for the digital age, merging traditional form with digital integration. The Eclipse Piano, co-developed with Kawai, symbolizes this leap. Extending into VR, it provides immersive experiences for NFT owners. The Elysian Eclipse album, created with Vincent Lyn, complements these virtual worlds. The music, housed in a sculptural package mirroring the piano's sleek lines, offers a full-circle Phygital journey.



### Xiaohongshu 2023 New Year Gift Box

**Xiaohongshu, China**

Lead Designer(s): REDesign@Xiaohongshu

Prize: Silver in Packaging

Description: The gift box include a satchel, blanket, doll, agenda book and red packet. We put the gift in the satchel, which simplified the outer packaging. Special materials such as fluffy and suede are used in the design of satchels and other gifts, echoing the feeling brought by the rabbit image in terms of texture and touch. The theme of the gift box is " \Hao / \Hao / 2023", the superposition is often used to express beauty and completeness in Chinese context.



### Packaging Design of Daqu Wine

深圳红鹿文化创意设计有限公司, China

Lead Designer(s): 陈粤君

Prize: Silver in Packaging

Description: The use of corn stalk pulp environmental materials for creativity, corn stalk pulp material dissolution speed, showing the enterprise concept of environmental protection. Also express the product at the forefront of the market, leading the market. The one-layer structure is formed by paper pulp to show mountain contours, which express the unique brewing environment of Luzhou and the convergence of three rivers. Through the use of white pulp and a new simple design style, can stand out in the Sichuan market, forming a unique image.



### "Outside The Box Toolkit" VIP Gift

Triangler Co., Ltd., Taiwan

Lead Designer(s): Chi Yao Tang

Prize: Silver in Packaging

Description: The VIP gift for TPAC's opening ceremony was designed as an interactive tool kit, capturing the essence of exploring cultural boundaries in the performing arts. It features a countdown diary and courage-boosting fairy floss, along with other items, inspiring individuals to surpass their daily limitations. The design integrates the spherical and cubic architecture of the theater, employing black and white tones for a futuristic and sci-fi ambiance.



### TPYE Tea Packing

厦门道威尔设计, China

Lead Designer(s): Jianjie Li

Prize: Silver in Packaging

Description: Collect the tea flavors of each region in the nature of the mountains, and freely contain them in one box. In the square inch of the package, the flexible tea fragrance and mountain atmosphere are retained, and a visual opportunity is carefully created to connect the urban humanities and the nature of the mountains through the public senses. The visual design is based on the concept of "returning to the roots", comparing the outer box to the soil, and restoring the original ecology of tea rooted in the soil with the inner box, creating a minimalist sense of nature that is true and pure.



### GuoXian (Fruit Wine)

Shenzhen Lingyun Creative Packaging Design Co.,Ltd., China

Lead Designer(s): Xiongbo Deng

Prize: Silver in Packaging

Description: This is a series of fruit wine packaging design from Sichuan, China, called "GuoXian". The brand has given the four products the nicknames of "wind", "flower", "snow" and "moon" to enhance the oriental flavor of the products. When designing, we also started with the four characters of "wind", "flower", "snow" and "moon", combined the corresponding raw materials of the product with the product name of "GuoXian", and created four new visual symbols as the main logo of the product.



### Okasang Gift Box

Triangler Co., Ltd., Taiwan

Lead Designer(s): Chen Hsing Li

Prize: Silver in Packaging

Description: "Riyue Fuyuan Beverage" is a joint gift box for the 59th Golden Horse Awards, created by OKASANG. This exclusive edition features 13 mushroom essences, creating a nourishing drink. The packaging blends roundness, softness, and elegance, symbolizing mushroom essence's warmth and strength. Inspired by the "sun and moon," the design elements echo rounded edges, showcasing beauty and balance. The outer box exudes Golden Horse's solemnity with black art paper and partial foil stamping.



### Queran "Ag+" Face Wash

IMAGRAM Design, China

Lead Designer(s): Peitao Chen

Prize: Silver in Packaging

Description: The whole package is wrapped with a pure silver printing process, which directly conveys the silver visual identification. The chemical symbol of silver ion is extracted visually. "Ag+" is used as the symbol of the product's selling point, so that the main function and selling point of the product can be directly and quickly passed on to consumers in terms of symbols and colors. The font layout intentionally treats each message as a free ion, surrounding and adsorbing on each surface block. The edges of the wireframe graphics are fully in line with the silver ion physical adsorption function.



### Giverney Garden

Zhejiang Vocational College of Art, China

Lead Designer(s): Huizi Tian

Prize: Bronze in Packaging

Description: The product is mainly composed of three hand creams with different effects and tastes. The target group of users is women with certain purchasing power. In the illustration design, the work integrates a large number of plant elements, giving people the impression of natural and pure products; And choose an elegant serif font. The dark color of the text and the whole picture set off the mysterious atmosphere of France, mobilized the sense of smell, and deepened the visual tone of aromatherapy products.



### Gen by Shimizu Tea Farm

Frames Design Ltd., Hong Kong

Lead Designer(s): Hanson Chan

Prize: Bronze in Packaging

Description: Seeking to revolutionize the experience of one of the oldest drinks in history. The most widely consumed beverage in the world next to water, tea is still largely produced and distributed much as it was two centuries ago, often at the expense of freshness. Gen is a tea-commerce company that is seeking to revolutionize the experience of one of the oldest drinks in history by bringing it directly to the consumer. Frames has designed a bold new identity, packaging and website for the online retailer that will help establish it as a global brand.



### Bamboo Slips Liquor

Qianying Niu, United States

Lead Designer(s): Qianying Niu

Prize: Bronze in Packaging

Description: Bamboo slips liquor connects history, ancient Chinese calligraphy, sustainable material, and zen culture together. This design centers around "Zen," using black as the main product color to emphasize purity and profoundness. The design blends the cultural reading experience with the purity and excellence of the liquor together, uncovering the rich story which blossoms at every sip of the liquor.

This is also the first Chinese liquor to use a non-label design.



### The Thread

Gjzone, United States

Lead Designer(s): TIANYUN JIANG

Prize: Bronze in Packaging

Description: This packaging is designed as a gift box for the Hongkong 2022 Maxim Mooncake. This design boasts a dark and golden color code that exudes sophistication and luxury. Inspired by traditional Chinese book covers, the logo evokes a sense of nostalgia. The threads in the background, symbolic of the "linkage between people," embodies the essence of the Mid-Autumn Festival, where friends and families reunite to celebrate under the radiant moonlight. Opening the gift box is like stepping into another realm.



### Great Wall Five-Star 2023 Rabbit Year Zodiac Wine

Beijing Herun Detang Culture Media Co. Ltd, China

Lead Designer(s): Lin Suikai

Prize: Bronze in Packaging

Description: The illustration design on its label draws inspiration from the pattern "jade rabbit mashing herbal medicine" in the "twelve decorative patterns" on the dragon robe of emperor Qianlong in the Qing dynasty, which is collected in the Palace Museum.

When the box cover is opened from both sides, it resembles the shape of a Chinese fan with the blessing "great success and prosperity" written on it, the round embossment on the box cover resembles a rising bright moon, a picture of "the moon rising over the sea" will burst upon your view.



### Rellet Hyaluronic Acid Skin Repairing Essence

Shandong Freda Biotech Co., Ltd, China

Lead Designer(s): Shandong Freda Biotech Co., Ltd

Prize: Bronze in Packaging

Description: Rellet Hyaluronic Acid Skin Repairing Essence embodies a subtle and elegant style with its unique and distinctive design, staying true to the brand's design philosophy that resonates with Eastern aesthetics. Drawing inspiration from nature, the design incorporates elements of lotus flowers and rippling water, simplifying textures and forms to capture the essence of purity and softness, creating a visually soothing and gentle experience. The interplay between curved and straight surfaces, as well as the combination of different materials, enriches the visual and tactile experience.



### Single Malt Whisky

**Berliner Brandstifter GmbH, Germany**

Lead Designer(s): Milena Gerber

Prize: Bronze in Packaging

Description: The exceptional Berlin Brandstifter Single Malt Whisky matured for 3 years in the Black Forest in former bourbon barrels, before receiving the perfect finishing touch for another year in the aged gin red wine barrels used by Brandstifter.

The bottle design reflects the quality of the Single Malt Whisky through its materials and design. The colors of a dark, warm green, representing the bourbon barrels in the Black Forest, combined with a warm gold that perfectly highlights the color of the whisky.



### Mazhan Modem/Router Packaging Design

**Farassoo Tech, Iran**

Lead Designer(s): Shakib Alipour

Prize: Bronze in Packaging

Description: Unveiling the Faratech Mazhan Modem/Router isn't just an ordinary moment; it's an encounter with luxury, innovation, and attention to detail. Our all-black packaging is a statement in itself. Larger than its competitors, it commands attention and sets the stage for what's inside.

Minimalist, with a subtle brand logo on the front, it opens with doors opposite each other, adds a tactile delight, enhancing the experience of ownership. As you open the doors, the router is revealed, nestled within the same texture and proportions that define the product itself.



### Non-Binary Nature Poster Series

**Studio XXY, United States**

Lead Designer(s): Xinyi Shao

Prize: Gold in Posters

Description: While queer sexuality is frequently criticized as a crime against nature, nature is exploited and considered lower than culture. Queer ecology critiques the heterosexist notion of nature and dualistic ways of thinking. The project invites viewers to appreciate the non-binary world and challenge prevailing heterosexist discursive and institutional articulations of sexuality and nature. The poster series explores the theory of queer ecology and promote the key ideas from the theory.



### World Music Wednesdays

**Jinming Gao, United States**

Lead Designer(s): Jinming Gao

Prize: Gold in Posters

Description: A series of posters for the Chicago Folk Music Festival.

All based on the black and white tones of piano keys. A new grid system was created.

Deconstructing the binary notation used in folding music and the number "8" in the month of August, respectively. The information about the performances is transformed into elements that harmonize like melodies and rhythms.



### Far° — Festival of living arts

**WePlayDesign, Switzerland**

Lead Designer(s): Sophie Rubin, Cédric Rossel

Prize: Gold in Posters

Description: The far°, festival of living arts, explores the fields of theater, dance, performance, and all kinds of new artistic practices. For its 38th edition, named "Faire connivences," the festival marks its transition through its artistic program, but also through the transfer of responsibility between the permanent teams of far°. Faire connivences promotes chance encounters, unexpected and unusual. Through the surrealistic graphic games offered by the "cadavre exquis," the 2022 identity proposes a new reading of the elements around us by linking them together in a playful and incongruous way.



### Show Type

**hufax arts / FJCU, Taiwan**

Lead Designer(s): Fa-Hsiang Hu

Prize: Gold in Posters / Silver in Print Advertising

Description: Use Chinese characters representing Eastern culture to deconstruct & reconstruct the characters for "Art\_unlimited" as a curtain for young people on the new stage. Using contemporary internationalist design techniques, layers of Chinese character strokes are deconstructed to create a three-dimensional space & relationship between performers & the stage, presenting the artistic trend & momentum of the new generation of Taiwanese performers. The symbolic roles also roam among the stage curtains, Let the physical movements of performance art with the aesthetic beauty of calligraphy strokes.





### Los Días que Vivimos

**Alejandro Gil, Spain**  
 Lead Designer(s): Alejandro Gil  
 Prize: Silver in Posters  
 Description: Poster for a documentary about the days after the volcano explosion in La Palma and how the lava, the ashes and the gas affects to the live of the islanders.



### 2023 Orange Beneficence

**hufax arts, Taiwan**  
 Lead Designer(s): Fa-Hsiang Hu  
 Prize: Silver in Posters / Bronze in Print Advertising  
 Description: This is an important annual symposium event at Fu Jen Catholic University, focusing on healthy living and care for older adults with cognitive decline. It is hoped that through the exchange of opinions between industry, government and academic research, awareness can be raised among the elderly and cognitively degraded user groups. Focus on and point out areas where the design field can make an effective contribution.  
 We use the simple shapes and words of graphic design to convey the close connection and impact of people's memories and design vocabulary.



### Justice

**Gareth Fry Design, United States**  
 Lead Designer(s): Gareth Fry  
 Prize: Silver in Posters  
 Description: This composition is inspired by the work of the Equal Justice Initiative (EJI) which is "committed to...challenging racial and economic injustice" (eji.org). Measuring 2 ft. x 3 ft. and wrapped with real barbed wire, the design features 12 individuals who were originally sentenced to life without parole or to be executed. Some are not entirely innocent but all fell foul of a system that disadvantages those unable to properly defend themselves.



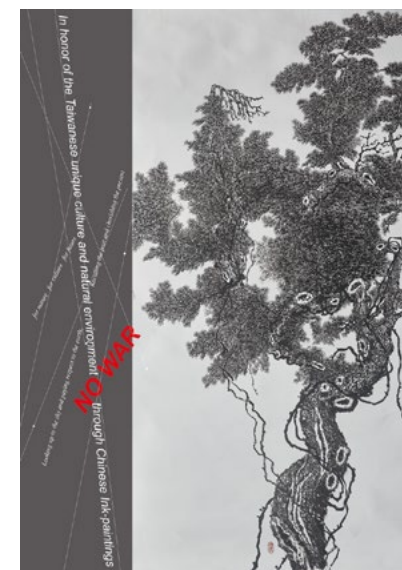
### Danger! Poster Series

**Latrice Graphic Design, United States**  
 Lead Designer(s): Vicki Meloney  
 Prize: Silver in Posters  
 Description: Danger Poster Series • This poster series warns of the dangers of demonizing diversity and gender equality. It is packed with symbolic icons while hosting a call to action in each of the four corners. The powerful woman in the center, confronts the viewer holding the olive branch of peace and the arrows of war, leaving the viewer with a choice. The eye of truth beams from her soul and casts a gaze reminding us that humanity will prosper in the light of inclusion.



### Berlin Tsushin Vol.001-050

**Aizawa Office Inc., Japan**  
 Lead Designer(s): Yukihiko Aizawa  
 Prize: Silver in Posters  
 Description: This poster was created to commemorate the 50th issue of "Berlin News" which reports on daily life in Berlin. A map of Berlin is arranged on the typography saying BERLIN, as if looking into the daily life of Berlin. In case of Berlin which was divided under occupation, the public fonts were established both in East Berlin and West Berlin. Based on the location of the article, Berlin East and Berlin West were used to arrange regional style. The city of "chaos" has been transformed into a city of "order and sensibility" in the present day and is visualized in the graphic design with uniformity.



### Paying Tribute to the Unique Culture and Natural.

**Hsiuping University of Science Tech, Taiwan**  
 Lead Designer(s): Wen-Chun Fong  
 Prize: Bronze in Posters  
 Description: Taiwan has many high mountains and diverse natural ecology, and has the National Palace Museum in Taipei certified by the United Nations. The poster design uses Ink-painting to depict centuries-old tree species that have grown in the mountains of Taiwan. There are giant trees that are cold-resistant and have lush foliage, and there are still large trees that remain standing even after their branches and leaves have withered. Taiwan has world cultural heritage and natural ecological diversity.

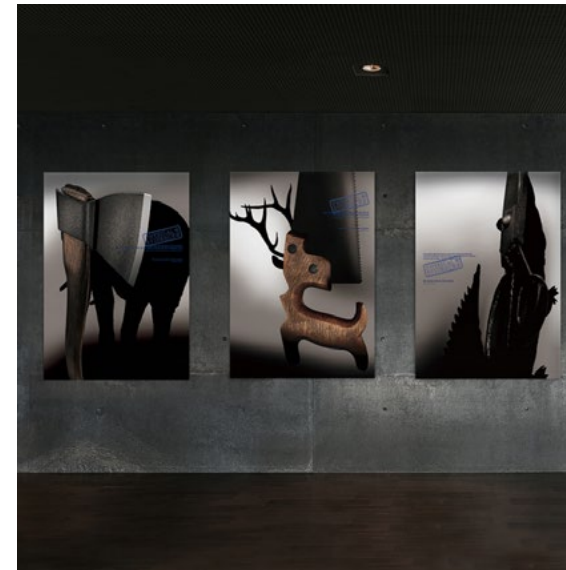


### Wealth & Aesthetics

#### CHINA CICC WEALTH MANAGEMENT SECURITIES COMPANY LIMITED, China

Lead Designer(s): Zhu Hong, Dong Yu, Zhang Cuiju, Li Xiaotong  
Prize: Bronze in Posters

Description: This poster is a groundbreaking masterpiece in the financial industry, with the slogan "Wealth & Aesthetics Are Indispensable", reinterpreting the aesthetics of investment from a new perspective. Through its unique modular composition, it visually communicates the essence of portfolio management, breaking away from the conventional impressions of the traditional financial industry and making progress and development. It carries the mission of societal and cultural inheritance, promoting the public to form a correct view of money and values.



### Physical Evidence

#### Kai Yi Wen Hua, China

Lead Designer(s): WuLujun, Lu Ye  
Prize: Gold in Print Advertising

Description: Posters take "elephants, crocodiles and deer" as the main elements, and "axes, scissors and saws" are combined with animal bodies to create posters with tools that harm animals, which is to examine human behavior through "material evidence" and call on people to protect wild animals. The poacher anesthetizes the elephant and splits its head with an axe before taking out the complete ivory. Crocodile skin becomes soft after being treated by various methods, and scissors cut out different shapes.



### Light Between Mediums Exhibition Poster

#### Szuling Studio, Taiwan

Lead Designer(s): Szu Ling Liu, Pei Han Chen  
Prize: Bronze in Posters

Description: Physics states that light is composed of different wavelength colors. When sunlight passes through droplets in the atmosphere, the droplets act as multiple spherical lenses, refracting and reflecting the light to form a rainbow in the sky. The Light between mediums exhibition concept takes "light" as the origin of all colors. Through the artists' observations and imaginations of everyday life, two completely different creative styles refract a rich and vibrant artworks.



### The 24 Solar Terms Fashion Paper-cut

#### Zaimu, China

Lead Designer(s): Zhao Wen  
Prize: Silver in Print Advertising

Description: This work is a fashion blockbuster made for "TRENDS", combining long-standing traditional culture and modern fashion, making each picture combine at least two solar terms and fashion items corresponding to the solar terms of the time, using fashionable and modern expression techniques. Subvert the cognition of traditional culture. Excavated a large amount of traditional content of the twenty-four solar terms, combined with modern art forms from an international perspective, chose the traditional paper-cut craft, and added new method to create.



### Posters for Democracy of Brazil

#### Leonardo Iaccarino, Brazil

Lead Designer(s): Leonardo Iaccarino  
Prize: Bronze in Posters

Description: After the fascist Bolsonaro's government in Brazil (2018-2022), the 2022 presidential elections have become a moral election, putting at stake the future of democracy in Brazil. As part of a personal campaign, I developed a serie of posters posted weekly on Instagram. A synthetic and minimalist communication using direct elements such as the candidate's name (LULA), the "L" (for Lula), the workers' party symbol (star) and the candidate's number (13) associated with a palette of elementary colors with black, red, white and yellow.



### Cities and Nature

#### Kai Yi Wen Hua, China

Lead Designer(s): Wu Lujun, Lu Ye  
Prize: Bronze in Print Advertising

Description: The moment when the trees fell down, the tall buildings sprang up. The poster takes the section of tree stumps as the main element, and the tall buildings and cities are built on tree stumps against the growth rings, indicating that the urban expansion is all at the expense of nature. It is expected to arouse people to protect forests and nature, to balance the relationship between urban expansion and nature protection. The meaning of modern human civilization should include: the restraint of urban expansion and the sustainable development.



### REVUE Redesign

ampersand.studio, Luxembourg

Lead Designer(s): Guido Kröger

Prize: Gold in Print Editorial

Description: "Revue" is a German-language illustrated magazine published weekly (since 1945) in Luxembourg.

During +1 year of work, the new-look has been carefully created to make sure the publication reflects the changing way readers consume magazines.

With a cleaner look, it incorporates new forms to provide editors with dynamic ways to tell stories of varying shapes and sizes and easy access points that are valued by readers – while expanding through more freedom in structure and choice of topics.



### Rhythmic Structure of Typography

Yiwen Zhang, United States

Lead Designer(s): Yiwen Zhang

Prize: Gold in Print Editorial / Gold in Books

Description: For centuries, art and music have been helping people explore conflicts and themes that influence their actions, thoughts, and emotions. This project studies the positive impact of punk culture on social mental health. Based on the DIY, rebellion, and self in the punk spirit, it forms a coherent and interactive musical narrative style through solid visual language. Its innovative and inclusive concept provides a creative outlet for the rise of art therapy in modern society, allowing the public to express their thoughts, emotions and experiences in an unconventional and unfiltered way.



### Asian Scientist Magazine - Mental Health Issue

Wildtype Media Group Pte Ltd, Singapore

Lead Designer(s): Shelly Liew

Prize: Silver in Print Editorial

Description: In Asian Scientist Magazine's January-June 2023 issue, we focus on mental health challenges among healthcare workers who served on the frontlines of the COVID-19 pandemic.

Our cover illustrates the hidden nature and gravity of this issue within the healthcare sector. At the height of the global public health crisis, healthcare workers were working round the clock to meet the demand for quality patient care, while simultaneously struggling to cope with the mental toll of their job.



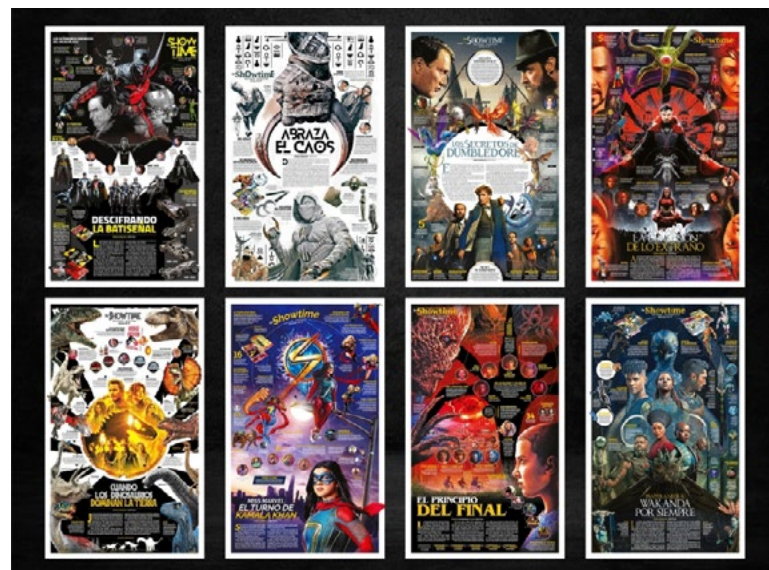
### A\*STAR Research - Precision Medicine

Wildtype Media Group Pte Ltd, Singapore

Lead Designer(s): Yipei Lieu

Prize: Silver in Print Editorial

Description: For its September-October 2022 edition, A\*STAR Research gives a comprehensive look into Singapore's National Precision Medicine program – a groundbreaking initiative that challenges the conventional "one-size-fits-all" approach to healthcare. Our cover represents the three-fold goal of precision medicine: to deliver the right treatment for the right patient at the right time. By harnessing the power of technologies like genomics, we can tailor treatments and diagnostics to better meet patient needs.



### Cinema Infographics 2022

Jonathan Atilio Flores Figueroa, El Salvador

Lead Designer(s): Jonathan Atilio Flores Figueroa

Prize: Silver in Print Editorial

Description: The following infographic designs were created for the Art & Culture section of Diario El Salvador in 2022 by Atilio Flores. The infographics were published on a double page with topics about cinema, TV and streaming in the newspaper.



### Herba Magazine

Vitamins.Studio, United States

Lead Designer(s): Zhen Hou, Tianyun Jiang, Doga Bircan, Jihoon Kim

Prize: Silver in Print Editorial

Description: "Herba Magazine" is a monthly magazine for all kinds of herb that brings excitement and calm, flavor and spice, danger and comfort to our lives. In each issue, you will find our selection of three herbs as heroes of the month, from their history to special recipes, rituals and even spiritual beliefs that are commonly uncommon to other herb magazines out there. We wish to create a community where unknown herbs are shared and appreciated.



### «un-heilig» (un-holy: What is still sacred to us?)

**Dreamis Gmbh – Storytelling & Corporate Design, Switzerland**

Lead Designer(s): Marc Philip Seidel

Prize: Silver in Print Editorial

Description: For the 15th. anniversary of the Foundation, the exhibition "un-holy" (un-heilig) opened at the Swiss Museum Eduard Spörri (April 2022-June 2023). Works of art from the last 100 years were shown: classic figures of saints, tomb sketches and studies with a serious claim of Eduard Spörri and artist friends were juxtaposed with the fresh and varied works of contemporary Swiss artists without moral sermons. The awarded poster in most minimal design asks oneself: «What is still sacred to us?» and calls to reflect own habits, thoughts, expressions like «Holy strowbag» and opens the dialogue.



### Supercomputing Asia - Capping Carbon on Asia's Supercomputers

**Wildtype Media Group Pte Ltd, Singapore**

Lead Designer(s): Shelly Liew

Prize: Bronze in Print Editorial

Description: Great computing power once came with great energy liability — but as Issue 13 of Supercomputing Asia demonstrates, sustainability no longer takes the backseat in the development of supercomputers across Asia. Our cover story looks into strategic changes being implemented to curb the environmental impact of high performance computing. The cover illustration is a reimagined version of a computer's motherboard, symbolising the industry-wide move to put sustainability at the core of innovation.



### Tools of the Trade

**BroadcastMed, United States**

Lead Designer(s): Jennifer Barlow

Prize: Bronze in Print Editorial

Description: With the headline "Tools of the Trade," we liked the imagery of the Swiss Army knife, so we asked our illustrator to add dental tools to replace some of the items while retaining the obvious look of a Swiss Army knife. The corkscrew tool was cleverly turned into the threads of a dental implant to retain some familiarity there as well. We were thrilled with the result - an image that demonstrated a wide variety of dental tools incorporated into one central piece.



### Hey Barista Magazine

**Oatly, United States**

Lead Designer(s): Scheffe Shields

Prize: Bronze in Print Editorial

Description: The coffee world is home to some of the most interesting people we know. Hey Barista is a print magazine to explore those people's passions, musings, and more. The design of our second issue, which takes inspiration from workbooks, was crafted with the vibrancy of this community in mind, from intimate photography to hand-written title treatments and playful notations in the margins. Whether we're getting dolled up with an Aussie barista/drag queen for a night out, or cycling the streets of Barcelona with delivery workers, our aim is always to do the creativity of the coffee community justice.



### Collection Exhibition

**Rou Jiao Design, United States**

Lead Designer(s): Rou Jiao

Prize: Bronze in Print Editorial

Description: For this project, I conceived of an exhibition that investigates collections. I chose "Everyday Carry" items as mine. This project includes a timeline, a booklet, and a website. It covers the design process from print media to screen. The biggest challenge was how to smartly take the grid from horizontal to vertical, bonding the design together.



### Creative Jam

**Insight Creative, New Zealand**

Lead Designer(s): Brian Slade, Josephine Ross

Prize: Gold in SelfPromotion

Description: 2022 was tough so we wanted our end of year client gift to be something easy that made a difference for those in need. The idea - a gift that spreads the love. Creative Jam became the expression for donating our time & creativity to help a Kiwi charity out of a sticky spot. The packaging has a bold, visually playful tone, enhanced by a glossy print finish. The hero message is expressed in a simple typographic arrangement & fluid 'JAM' type.



### Matariki

**Insight Creative, New Zealand**

Lead Designer(s): Edwin Hooper

Prize: Silver in SelfPromotion

Description: To celebrate NZ's first Matariki holiday, we wanted to promote a deeper understanding of three core Māori principles. The single-minded theme of collaboration led to a documentary-style video of the creative process, as our designer worked with a Māori artist. The collaboration became the design inspiration for 3 graphic expressions:

1. Intergenerational knowledge, depicted by a family of trees.
2. The impact on people when wellbeing is out of balance.



### Selections from 36 Days of Type

**80east Design, United States**

Lead Designer(s): Trevor Messersmith

Prize: Silver in SelfPromotion

Description: Selections from 2023 36 Days of Type / self-promotion piece on Instagram



### Radiant Revelations Tarot

**Tarot Studio of Anrik, United States**

Lead Designer(s): Yang Zhou

Prize: Bronze in SelfPromotion

Description: This set of illustrated tarot artwork presents a modern and colorful interpretation of the traditional tarot deck. The bright and vibrant colors combined with the graphic illustration style create a sense of energy and excitement while still honoring the traditional elements of tarot reading. Each card offers a mysterious meaning, and each of them evokes a unique emotion and energy that dwells in the depth of the mind. This makes these tarot cards visually appealing and spiritually powerful.



### Poster Series: From Void to Being, We Create

**Our Studio, United States**

Lead Designer(s): Shuang Wu, Xinran Zhou

Prize: Bronze in SelfPromotion

Description: This poster series embodies OUR STUDIO's essence – "from void to being, we create", bridging cultures and representing diversity. Inspired by the structure of OUR logo, the posters transform Chinese Hanzi's square structure into English typefaces and feature bold glyphs that describe modern Taoism-inspired words containing the character "our (吾)".



### YCIS Signage System

**Yuhe Architectural Design Consulting Co.,Ltd, China**

Lead Designer(s): Ke Song

Prize: Gold in Signs, Exhibits and POP

Description: April 2022, we began the design of the signage system for the project of YCIS. The client requires that the signage system must be integrated with the brand culture of YCIS, and be suitable for children of different age groups. By interpreting the core concept of YCIS, and combining the traditional cultural ideas of the Book of Changes and the "the Round Heaven and Square Earth", we decided to use "square" as our basic design element. So we created a signage system using pixels and blocks for teachers and students in YCIS, which will bring them a sense of community and strength visually.



### How Dare You Make Me Feel This Way

**Dana Dijkgraaf Design and Studio met met, Netherlands**

Lead Designer(s): Dana Dijkgraaf, Lennart Bras, Casper Notenboom

Prize: Silver in Signs, Exhibits and POP

Description: The exhibition How Dare You Make Me Feel This Way focuses on trans and queer joy. It is not an accusation, but a vote of gratitude. How dare you make me feel this way? So fine and full of wonder, but also so searching and confused? The exhibition is curated - with the guidance of the museum - by a group of people that came together as a 'public in residence'. For the design we choose to give it a warm, open and inviting character. The title design is inspired by the stories of the curators in which tell underline the fact that art can really touch your heart and it can get under your skin.



### Starbucks Signage System

**Taylor Creative Impressions, United States**

Lead Designer(s): Lynda Riley

Prize: Bronze in Signs, Exhibits and POP

Description: Starbucks turned to Taylor Creative Impressions to create a modular sign system that added sophistication and elegance to their brew classes and tasting experiences. The bar top and freestanding sign holders provided clear information and created a fun, engaging atmosphere that reflected Starbucks' passion and expertise. The material selections, such as walnut and copper, echoed the sensory cues associated with coffee, enhancing the experience. A successful partnership resulted in a visually stunning and highly functional sign system that added to the overall coffee-drinking experience.



### The Brink Agency

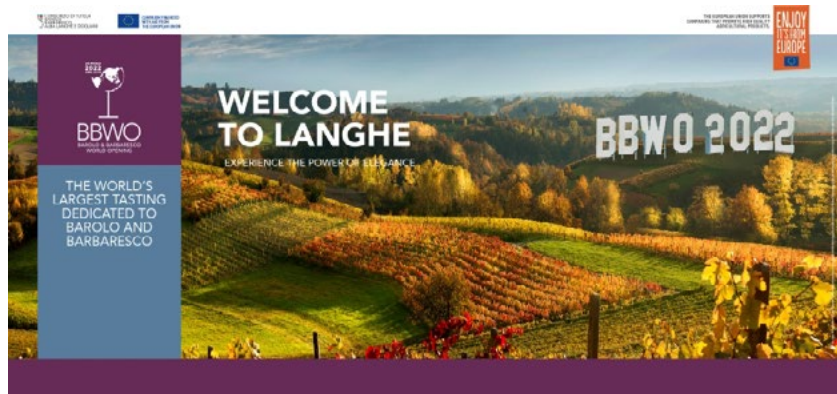
**The Brink Agency, Netherlands**

Lead Designer(s): Simon Koop

Prize: Silver in Stationery

Description: We specialize in identity, development and 3D technology to make your business a more meaningful experience. Transforming & building brands to make their story accelerate.

Our mission is to support the brands of the future to cut through the noise with top digital solutions, bold and effective Dutch design.



### BBWO - Welcome to Langhe

**Ironika Srl, Italy**

Lead Designer(s): Beppe Incarbona

Prize: Bronze in Signs, Exhibits and POP

Description: "Welcome to Langhe" is the claim of BBWO held in Los Angeles in April 2022, Barolo&Barbaresco World Opening the most significant event in the US to present over 200 Barolo and Barbaresco producers, organized by the Consortium of Barolo with Ironika.

The Los Angeles cinematographic iconography, the "Hollywood Sign", for the occasion was transformed into the brand and into the key visual of the event itself.

A result that visually united the wonderful Langhe landscapes to the Hollywood hills, in a spectacular gastronomic "movie" aimed at the American audience passionate about good wine.



### Rebranding for Child Development Institute (CDI)

**Shikatani Lacroix Design, Canada**

Lead Designer(s): Kim Yokota

Prize: Bronze in Stationery

Description: CDI, a children's mental health agency in Toronto, underwent transformation with SLD to unify its brand and 4 sub-brands, symbolizing innovation, compassion and community. The brand architecture seamlessly connected all sub-brands to the main one. The butterfly in the logo represents transformation, hope and life, mirroring the positive changes CDI brings. Sub-brand logos, created under a harmonious umbrella, incorporate the main brand's colors while maintaining uniqueness.



### Sappi's 2022 Holiday Kit

**Sappi North America, United States**

Lead Designer(s): Executive Creative Director: YanYan Zhang

Prize: Gold in Stationery

Description: Sappi's 2022 Holiday Kit was inspired as a reminder for individuals to slow down and connect on a personal level around the holiday season. This simple yet impactful design ties back to haptics, which enables us to attach significance to the things we touch. Its luxurious outer shipping box houses a beautiful inner box that features a top tray with a set of greeting cards, envelopes and file folders with stickers. The solid floods of color create elegant backdrops for the natural imagery and finishing techniques to shine, and the foil is supported by a matching proprietary metallic ink.



### Razor Creative Brand Identity

**Razor Creative Solutions, Canada**

Lead Designer(s): Roberto Carreiro

Prize: Bronze in Stationery

Description: Razor Creative Solutions began as a one-man graphic design firm. Today, it's a six-person studio specializing in digital and social media. "Sharp" and "cutting edge" are terms that define us.

Razor's new brand image plays with the sharp-edged simplicity of an open circle, slicing it diagonally and offsetting the resultant semi-circles to represent the unique perspectives of client and designer, centred around a common goal. This is anchored by a prominent execution of our name, projecting confidence and strength that complements the logo's strict geometry.



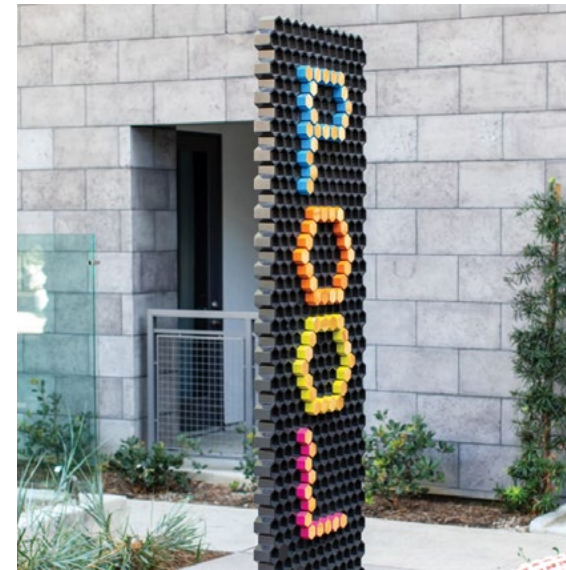
## Port Phillip Creative Wayfinding

**Arterial Design, Australia**

Lead Designer(s): Jan Nowell

Prize: Gold in Wayfinding & Environmental Graphics

Description: Arterials recent creative wayfinding project within the St Kilda Arts precinct, aimed to increase awareness of, and traffic between, the vibrant creative industries and communities based throughout St Kilda and surrounding areas, and enable easy wayfinding between popular pedestrian hubs. Identified as ST KILDA Arts Precinct, the wayfinding unites all creative industry locations, highlighting walking distances, accompanied by a simple "you are here" map.



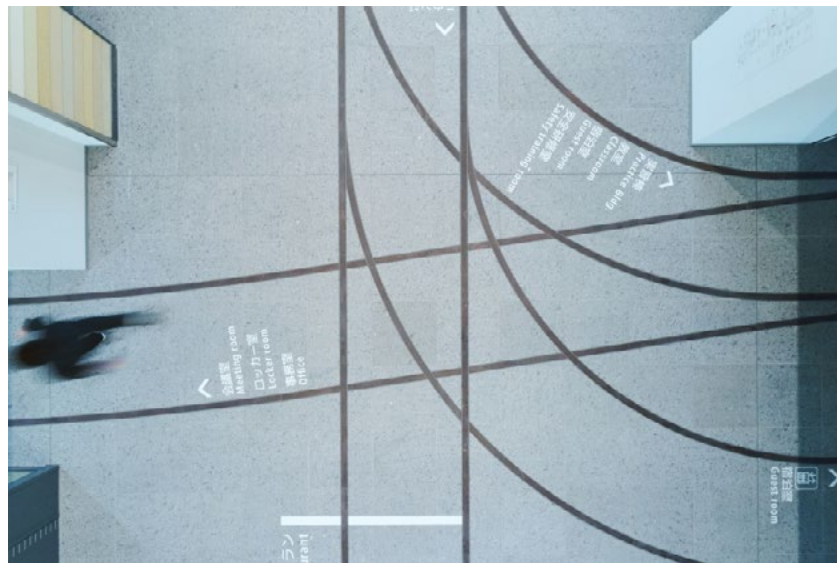
## Persea

**RSM Design, United States**

Lead Designer(s): Suzanne Redmond Schwartz

Prize: Silver in Wayfinding & Environmental Graphics

Description: The design team was driven by Persea's unique location in Vista, California, north of San Diego. The city of Vista is known as the "avocado capital of the world." The vision for the project was inspired by the thriving agricultural production in the area, as well as the evolving craft beer industry. The team's scope of work included wayfinding and identity signage including the leasing office, pool area, fitness center, golf lounge and clubhouse.



## Totetsu Training Institute

**Motive Inc., Japan**

Lead Designer(s): Takuya Wakizaki

Prize: Gold in Wayfinding & Environmental Graphics

Description: Totetsu Kogyo Co., Ltd., founded at the request of the former Ministry of Railways to maintain and reinforce Japan's rail system, is a general construction company with far-reaching expertise in the field of rail-related construction.

We created a wayfinding system at the Totetsu Training Institute, which the company built to help preserve its legacy of unique expertise, enhance its technological prowess, and develop highly capable human resources.



## Innovation Tiandi

**REHOEGD Signage, China**

Lead Designer(s): Hui Wu

Prize: Silver in Wayfinding & Environmental Graphics

Description: This signage system design is dedicated to Optics Valley Innovation World by integrating the community's "living concept of international and high-quality", which is in line with the Chinese people's pursuit of "the harmony of nature and humans". The design of the signage system is inspired by the "circle" in the brand LOGO and artistic creation, which surrounds the theme of PHANTOM BODY ROUND, allows the design to become a part of the landscape.



## Brentwood School

**RSM Design, United States**

Lead Designer(s): Cody Clark

Prize: Silver in Wayfinding & Environmental Graphics

Description: Brentwood School is an independent K-12 day school in Brentwood, Los Angeles. The team was invited to complete a donor recognition signage program to complement the contemporary architecture. During the design process, the team was influenced by the values of the school: creativity, diversity, and excellence. The design team chose hues of red and blue for the signage and brought in warm wooden features to juxtapose the modern materials. The balance of the school's values and the architecture led the team to create a signage system that honored the donors that contributed to the school.



## Canberra Wayfinding and Interpretive Signs

**HeineJones Studio Pty Ltd, Australia**

Lead Designer(s): Mike Heine and Steve Jones

Prize: Silver in Wayfinding & Environmental Graphics

Description: HeineJones worked with the National Capital Authority (NCA) in providing research, wayfinding and signage design services including the preparation of a NCA Wayfinding Strategy Report and NCA Signage Manual.

HeineJones developed a visual wayfinding system encompassing multiple levels to enable people to find their way and orientate themselves, including the layout of the city, topography, landscape, local landmarks, architecture, lighting and orientation points.



## TUYAN

**Kuidesign, China**

Lead Designer(s): Design Kui

Prize: Silver in Wayfinding & Environmental Graphics

Description: Combination: As a inheritance and continuation, some logos adopt the process of pure copper oxidation and corrosion to produce the artistic effect of natural rusting.

Color: We extracted the basic color of the brand from the Ding kiln white porcelain, silk painting and clothing of the Song Dynasty.

Guidance System: The project site is a long and narrow space. Inspired by "big pearls and small pearls falling on a jade plate", a light text form is conceived.



## Nanshan Ecological and Cultural Park

**Chongqing Qianda Zhengzhi Advertising Co., Ltd, China**

Lead Designer(s): Yunxi Guo

Prize: Silver in Wayfinding & Environmental Graphics

Description: A truly exceptional child-friendly park should not only be aesthetically pleasing but should also nurture children's interest in art, cultivate their passion for science, and instill an awareness of environmental conservation. Drawing inspiration from the natural beauty of Chongqing's Nanshan region, the design seamlessly blends various spatial scenes and natural resources. The guiding concept is "Nature as a Giant Building Block Game", to extract elements from the flora and fauna of the natural world, and to create vivid, minimalist, and highly functional geometric shapes.



## CR Land Building

**Graphia International Limited, Hong Kong**

Lead Designer(s): Graphia Brands

Prize: Silver in Wayfinding & Environmental Graphics

Description: This project is a Grade A office building in a prime location in Shanghai. With an architectural emphasis on a 'neo-constructivist' style, the client aims for a building that distinguishes itself from the other Grade A buildings in Shanghai.

Our approach used an interpretation of architectural forms with the aim of presenting our messages on abstracted architectural forms; using simple elements extracted from the architectural palette assembled with great attention to detail.



## Fort Worth Stockyards

**RSM Design, United States**

Lead Designer(s): Harry Mark FAIA

Prize: Bronze in Wayfinding & Environmental Graphics

Description: The design team partnered with developers, local historians, and preservation experts to revive the historic Fort Worth Stockyards. The team worked on the visioning for the new Stockyards Heritage Trail, a walking path planned for the site, featuring new interpretive and wayfinding signage using repurposed materials from the buildings. This walk guides visitors along historic routes through the site to original artifacts, walkways and historic architecture, deepening the understanding of Fort Worth's history by inviting them to explore new areas of this important living museum.



## Campus Griffenberg

**University of Wuppertal, Germany**

Lead Designer(s): Ferhan Hizli

Prize: Silver in Wayfinding & Environmental Graphics

Description: 50th anniversary – Inspired by the brutalist architecture on campus, steles were designed that are characterized by their sculptural aesthetics. Signage and architecture merge into a design unity and auratize each other. The letter signs on the façades form the centerpiece of the system and were integrated into the design of the steles to achieve a consistent and easily memorable information visualization.

The signage of barrier-free areas has been used for the first time in the visual communication of the university since it was founded in 1972.



## Hangzhou Gate, Hangzhou

**Graphia International Limited, Hong Kong**

Lead Designer(s): Graphia Brands

Prize: Bronze in Wayfinding & Environmental Graphics

Description: Hangzhou Gate will be the tallest H-shaped twin towers in China. It consists of offices, hotels, retail and residential areas. Whilst our scope of work is for the whole site, this submission is for the clubhouse area. The clubhouse was designed to project a high-end boutique hotel feel, with subdued lighting and rich finishes.

The signage needed to be available yet restrained, and to continue this mood of sophistication. Our solution was to approach the signage as extensions of the interior fittings, make use of ambient-style lighting as design elements, and thus maintain the experience.





### Horsham Interpretive Sculpture

**HeineJones Studio Pty Ltd, Australia**

Lead Designer(s): Steve Jones and Mike Heine  
Prize: Bronze in Wayfinding & Environmental Graphics

Description: The 'Horsham City Entrances Sculptural & Wayfinding Signage' project, a six-meter-tall sculpture in the Wimmera region, celebrates Horsham's identity. Designed by HeineJones, it blends agriculture and native flora, featuring four colored structures with laser-cut words that reveal interpretive stories. This project contributes to Horsham's waterfront revitalization, offering a unique and engaging experience for residents and visitors alike.



### FUTURE LIFE

**Sanli People (Shenzhen) Technology Co., Ltd., China**

Lead Designer(s): Jun Qu  
Prize: Gold in Zines And Flyers / Gold in Collateral Material

Description: Bananain has introduced a brand publication titled "FUTURE LIFE" with the theme of "Sunscreen series -°C". Now means the future. The global temperature keeps rising, two suns have appeared over the Earth, heat waves have come to strike humans, and cities have officially entered the replica mode, so humans have begun to map out a cooling plan. We define it as a fashion magazine, a clothing guide, a sun protection guide, or a possibility for a future lifestyle.



### MGM Qingdao Signage Design

**SIGNCHECK Limited, China**

Lead Designer(s): Christy Lam  
Prize: Bronze in Wayfinding & Environmental Graphics

Description: The iconic golden lion, universally recognized, is seamlessly incorporated into every meticulously crafted sign by SIGNCHECK. Through each signage, functionality merges seamlessly with the quintessence of the MGM brand, enabling the golden lion to elegantly dance, embodying the time-honored tradition of entertainment excellence at every fleeting moment. The splendid wave-shaped signage, constructed from impeccably polished blue metal and glass with water-inspired textures, glistens translucently with the shifting daylight.



### Mystical Yokai: Kawai x Kawaii

**Cherie Chan, United States**

Lead Designer(s): Cherie Chan  
Prize: Silver in Zines And Flyers

Description: Mystical Yokai: Kawai x Kawaii stems from a bilingual project merging urban navigation with Japan's rich yokai culture. The concept originally included crafting life-sized wooden ema signs to guide visitors through historical sites, forging a connection between yokai and the ancient city. In this Kyoto edition, we introduce five local yokai legends, presenting their stories through illustrations and ukiyo-e art. Offering a unique perspective, the zine allows readers to explore yokai's multifaceted image in history and pop culture.



### When Innocence Hurts

**uwu studios, United States**

Lead Designer(s): Ziqi Liu  
Prize: Gold in Zines And Flyers

Description: "When Innocence Hurts" is a zine crafted for the non-profit organization, Vera, spotlighting an alarming concern: children with disabilities are 2.9 times more likely to suffer sexual abuse. Disturbingly, those with intellectual and mental health challenges face a 4.6 times higher risk. In "When Innocence Hurts," every design choice is intentional. Hand-written messages imitate the innocent, child-like scrawl, acting as a poignant reminder of the young voices yearning to be heard.



### Klipp App Promotion

**Brainworld 360 Agency Gmbh, Austria**

Lead Designer(s): Mike Reiter  
Prize: Silver in Zines And Flyers

Description: For this concept, we relied on state-of-the-art techniques, including artificial intelligence, to create special motifs. Our experience with AI and Photoshop enabled us to give each artwork an individual touch. We attach great importance to a clear visual recognition value. In our choice of words, we focus on coolness, charm and a pinch of humour. The Klipp hair salon chain, with over 180 locations, is certainly one of the first hairdressers in the German-speaking world to use artificial intelligence on advertising material.



### Dadaocheng Cultural Map

**Silversea Design, Taiwan**  
 Lead Designer(s): Hui Chiu Lin  
 Prize: Bronze in Zines And Flyers  
 Description: "A new cultural day tour in Dadaocheng for youngsters" is a map design created to celebrate the reopening of the "Taiwan New Cultural Movement Memorial Hall." It focuses on the surrounding Dadaocheng area and showcases the activities of modern-day intellectuals compared to those of the past. The map provides a one-day travel itinerary highlighting the area's historical landmarks. With a foldable design, the front and back pages of the map correspond to each other.



### AlphaGo - Title Sequence

**Savannah College of Art and Design, United States**  
 Lead Designer(s): Muskaan Sethi  
 Prize: Gold in Animation / Silver in Broadcast Design  
 Description: "AlphaGo" is a documentary that captures the story of the first computer program to defeat a professional human Go player. I portrayed humanity and AI in this specific context through various symbolic motifs such as the blending of the monitor and the game board. To pay homage to the documentary's featured player, Lee Sedol, I incorporated a cigarette, to capture his essence and to signify his smoke breaks during the intense games. Overall, I wanted the environment for the sequence to be ambiguous, allowing the spotlight to shine on the objects themselves and evoke a sense of intrigue.



### 局前街小学百廿校庆

**汀南社设计, China**  
 Lead Designer(s): 沈 伟伟  
 Prize: Silver in Books / Bronze in Zines And Flyers  
 Description: 常州市局前街小学的前身是明隆庆六年 (1572年) 由常州知府施观民创建的龙城书院, 为常州城区规模最大、最为著名的书院。百年局小, 以其丰厚的历史文化积淀和执着昂扬的气势, 在常州教育史上谱写了如歌的百年。



### Universal Studios

**Savannah College of Art and Design, United States**  
 Lead Designer(s): Anushka Nigam  
 Prize: Gold in Animation  
 Description: "Blast into the Fourth" is an animated ad campaign that plunges viewers into the vibrant 4th of July festivities at Universal Studios, with new rides created to feature the enchanting Harry Potter and Bastille castle ride, the patriotic Flag Park with its dazzling decorations, the thrilling Jurassic World "Raptors' Roar", and the mesmerizing night lights that illuminate the festival. The 4th of July inspired color palette and illustrations create stunning visuals, immersive soundscapes, digital and web design elements that evoke the emotions and sensations that define this special day.



### 3rd Concert Voces Tokyo "CATHEXIS:3"

**Ranunculus Design Works, Japan**  
 Lead Designer(s): Kaori Ichige  
 Prize: Bronze in Zines And Flyers  
 Description: This flyer was created as the 3rd concert flyer sponsored by "Voces Tokyo" led by music director Yoshinori Koba. The flyer was designed with an image concept that would be filled with the joy of singing. "AI" in the title of the new song is read as "ei-ai," but in Japanese it can also be read as "a-i" = love. Considering the selected lyrics, the theme is "hug" with the hope that nothing can beat "love". Since the event was scheduled to be held during the Christmas season, the color scheme was red, blue, and gold to express joy and congratulations.



### Forgotten Whispers

**Artcenter College of Design, United States**  
 Lead Designer(s): Eleanor Yang  
 Prize: Silver in Animation  
 Description: The video depicts an adventure story of a world in ruins, where time passes normally and people age and die, but through a broken clock, it leads to a magical world where there is no concept of time and creatures thrive without death. The story takes the viewer through various fantasy scenes in a forest and underwater before settling on an abandoned pocket watch, representing the halt of time once again.



### Drink Masters Title Sequence

Savannah College of Art and Design, United States

Lead Designer(s): Haze Nguyen, J.C. Petrofsky  
Prize: Silver in Animation / Bronze in Broadcast Design

Description: Drink Masters is a series on Netflix featuring the best bartenders in competition to find the most accomplished mixologist. The show is intense, competitive and features beautiful cinematography of artistically decorated cocktail presentations. This title sequence takes you through the liquid abstract makeup of the winning drink and sets the tone for the show. Portraying an elite feeling with the clean visual, but including a building sense of chaos and rising tension to reflect key points in the show.



### The Haunting of Bly Manor

Savannah College of Art and Design, United States

Lead Designer(s): Manuel Cruz  
Prize: Bronze in Animation

Description: A collaborative project reimagining the title sequence for the Netflix Original series, The Haunting of Bly Manor. We redesigned it to emphasize the series' intertwining connections of horror, emotion, and complex storytelling. Our design focuses on depicting places of significant importance in the series, which serves as a device to foreshadow the overarching plot without revealing the story at hand. Stylistically, the project is a combination of different styles such as illustration, 3d techniques, and 2d animation; allowing the charming, yet unsettling feel of The Haunting of Bly Manor.



### Who Are You? - Lyrical Visualization

Savannah College of Art and Design, United States

Lead Designer(s): Muskaan Sethi  
Prize: Silver in Animation

Description: Mehro's song "who are you" is about self-discovery. I wanted to convey these themes through halftones because of its ability to represent a balance between extremes and opposites. By combining dots of different sizes and densities, a harmonious blend of light and dark tones are created, symbolizing the idea of finding equilibrium and embracing the diversity of contrasting elements. Additionally, the breaking down of an image into dots portrays physical and metaphorical fragmentation.

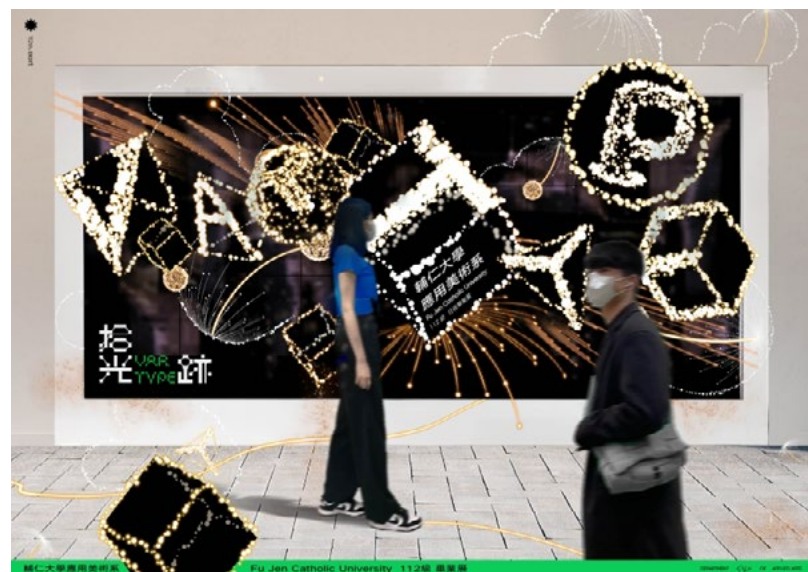


### Good Future

Rmit, Australia

Lead Designer(s): Mingwang Cao  
Prize: Gold in Brand Identity

Description: The Good Future graphic concept aims to convey the idea of protecting children in times of war. The "Good Future" graphic calls on the public and the government to care for and protect these children. The Good Future graphic incorporates the form of sign language. The sign language is rich and natural, combining a graphic representation of sign language with the theme of child protection in war. The representation of the hand is profound and versatile.



### VAR.TYPE

Fu Jen Catholic University, Taiwan

Lead Designer(s): Xing-Ing Zeng  
Prize: Bronze in Animation

Description: "Follow Sparks to Trace our Own, Unique Way" Our inspiration is like the core of dandelion. Connect, shuttle, bloom. Explore while soaring, gathering until it blooms. Connect through creation to create the special image of us, Department of Applied Arts.



### ReBud Healing Garden

Pratt Institute, United States

Lead Designer(s): Jingling Zheng  
Prize: Gold in Brand Identity

Description: ReBud creates inclusive spaces that provide opportunities to connect with nature and cultivate positive values, such as mindfulness, compassion, and resilience. Through the healing garden, ReBud aims to inspire hope, support recovery, and foster a sense of belonging. ReBud offers a variety of therapeutic activities including yoga sessions, intimate musical performances, book club gatherings, and outdoor painting and sketching sessions.



## OM\*T

**Savannah College of Art and Design, United States**

Lead Designer(s): Piper Wishart

Prize: Gold in Brand Identity / Gold in Packaging

Description: Om\*t is a concept juice brand that prides itself on not hiding behind the fine print. Many beverage companies claim to be all-natural and healthy but have hidden ingredients and preservatives that aren't freely shared with customers. With this brand, the focus is the idea of the asterisk\*, a multi-functional mark that can both add and subtract. The asterisk can censor inappropriate words acting as a visual bleep (i.e. sh\*t, d\*mn) as well as direct attention to additional information like footnotes or citations.



## Blossom

**Pratt Institute, United States**

Lead Designer(s): Lingfei Cao

Prize: Silver in Brand Identity

Description: "Blossom" is a branding design and optimization project for a small flower shop that does not have a physical store space and sells flowers along the streets. The logo of "Blossom" has three forms, starting from the overlapping letters constrained by the city and then stretching out to display the complete word. Finally, it blossoms into a flower-shaped "O." The illustrated part of the decoration card adopts "flowers growing in the city." The vase is designed in the shape of a building, with corresponding flower species indices as the windows to show the concept of a city-grown flower shop.



## Selo

**Billy Blue College of Design, Australia**

Lead Designer(s): Alicia Devereaux

Prize: Gold in Brand Identity / Bronze in Logos, Trademarks and Symbols Design

Description: The ultimate design for Selo features a contemporary logo that blends modern aesthetics with a nod to Balkan identity, utilising a deep blue reminiscent of the ocean. The incorporation of messy sketches adds a unique artistic touch, creating a captivating visual representation that elegantly captures the essence of a sophisticated dining experience steeped in community, family,



## Greenwise Rebrand

**Savannah College of Art & Design, India**

Lead Designer(s): Jayna Shah

Prize: Silver in Brand Identity

Description: The new brand direction centers around the concept of a square. A captivating repeat pattern to foster exploration and inspire diverse interpretations, connecting the farm to the table. This approach combines illustrations and photography to create a harmonious visual experience. The organic color palette utilized throughout the rebrand reinforces Greenwise's core values of growth, energy, and well-being. Every touchpoint was thoughtfully considered during the process, ensuring a cohesive framework that extends from the store signage and the shopping experience to the delivery of goods.



## Othermatter

**School of Visual Arts, United States**

Lead Designer(s): Hyunji Jun

Prize: Gold in Website Design / Silver in Brand Identity

Description: Othermatter is an online platform to introduce fashion designers to innovative biomaterials that can minimize the environmental impact. Our goal is to make it easy for fashion designers to explore and source various materials and enable them to collectively change the fashion industry more sustainable. Our logo comes from the form of a living cell, which can be fabricated into a fabric swatch or the iconic modular typography. Neon point color communicates the creativity and energy of the pioneering interdisciplinary fashion design field.



## Moon Cheer

**Savannah College of Art and Design, United States**

Lead Designer(s): Michelle Wu

Prize: Silver in Brand Identity

Description: The Moon Festival is the second most important holiday in many Asian countries, right after Chinese New Year. It's essentially a Chinese Thanksgiving, however, most Americans are unfamiliar with this festival. Moon Cheer hopes to change this, through an information card and an exclusive product line. Meet Moon, the mascot of Moon Cheer. He's a bunny, one of the symbolic animals of the festival. Using bright colors to manifest a sense of celebration and fun, little mooncake shapes adorn the lavender-blue night sky, echoing the traditional fireworks that light up the night.



### Underwear Uncovered

Savannah College of Art and Design, United States

Lead Designer(s): Michelle Wu, Dyson Stoks, Renjia Wang  
Prize: Silver in Brand Identity / Bronze in Packaging

Description: This project is a data visualization that analyzes the trends behind women's underwear in America. Each colored thread represents one of the top 100 underwear products and track the brand, cut, material, price, and rating given by reviewers of each, exposing the intimate secrets behind what women really prefer in their underwear. This cheeky packaging comes in six variations which represent the six most popular underwear cuts, and the outer packaging pattern represents the keywords that popped up most frequently in the reviews of a respective cut.



### Poppi: Flavors that POP

Savannah College of Art and Design, United States

Lead Designer(s): Alexandra Suarez, Isabella Cascio  
Prize: Gold in Online Advertising Design / Bronze in Brand Identity

Description: This is a stop motion video campaign for the brand of soda Poppi. For this campaign the focus was on the flavors. Showing the different flavors in a very visual and appealing way. The theme is colorful and really highlighting the flavors and the fruits they derive from because Poppi does use fresh fruit juice. This campaign is graphic, text and color heavy. Included is the presentation with concepts, the hero shots and videos.



### RISD Grad Show 2022 Identity

Rhode Island School of Design, China

Lead Designer(s): Zengqi Guo | Yingxi Ji  
Prize: Gold in Signs, Exhibits and POP / Gold in Posters / Bronze in Brand Identity

Description: The graduate student body at RISD has highly diverse interests and practices, the remarkable explorations of a wide range of materials, and the ability to work multi-disciplinary through different materials and media. To demonstrate the rich interwoven relationships between design disciplines, we used forms from the diverse disciplines to draw every letterform in the logo "RISD GRAD SHOW" and used the logo as a compilation to simulate and appreciate the various visual aesthetics in work by graduate students from all the areas of art and design.

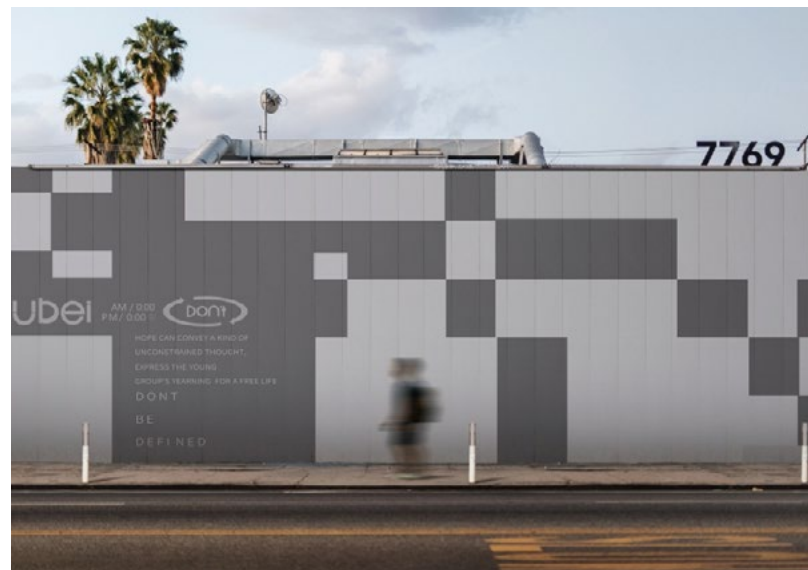


### Objekts

Billy Blue College of Design, Australia

Lead Designer(s): Alicia Devereaux  
Prize: Bronze in Brand Identity

Description: Objekts' visual identity harmonises vintage charm with modern appeal, embodying curated eccentricity, inclusivity, and storytelling. Muted hues evoke nostalgia and elegance, while linework drawings portray unique narratives behind homewares. The logo seamlessly merges vintage fonts and artistic elements, bridging eras. Diverse homewares showcase inclusivity. Balancing tradition and modernity, Objekts promises curated experiences, aiming to stir emotions and inspire storytelling.



### Undefined

Henan Kaifeng Science and Technology Media College, China

Lead Designer(s): Jiang Shihao  
Prize: Bronze in Brand Identity

Description: "Not defined" focuses on the psychological suggestion of users and the expression of product semantics, and more directly reflects a harmonious relationship between users and products. Representative elements keep a balance between products and users, and users can obtain the use information of products by capturing elements. It "communicates" with the product while presenting it in an undefined form.



### SKY Castle Brand Package

Savannah College of Art and Design, United States

Lead Designer(s): Isabelle K Winarto, Tiffany Tedy  
Prize: Gold in Broadcast Design

Description: "Sky Castle" is a 2018-2019 South Korean television series that aired on JTBC. The story centers on four wealthy families, but the show focuses explicitly on the women of the family who oversee these homes and how they micromanage everything. This title sequence for the show focuses on the desires and avarice of upper-class families and how everything revolves around academia through a design language that juxtaposes the disquieting tone of the TV show with playful imagery.

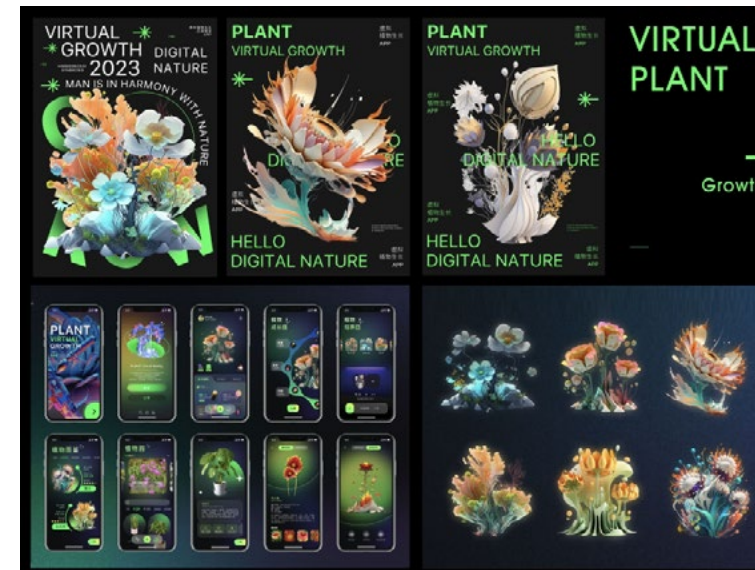


## The Last Countdown

**Hansung University Design & Arts Institute, Korea, Republic of**

Lead Designer(s): Hong Seokwon

Prize: Gold in Interactive Media / Silver in Print Advertising / Silver in Social media campaign  
 Description: The Last Countdown is a public participation campaign that conveys the urgent situation of cultural properties located overseas. At the same time that the Cultural Heritage Administration participates in overseas auction bidding, we transmit a countdown reflecting the actual auction time to public transportation electronic signs that people in their busy lives frequently encounter, so that people who are aware of the urgent situation of the cultural property in question can use the QR code in real time.



## Virtual Plant

**Dongguan City University, China**

Lead Designer(s): Sinong Ding

Prize: Gold in Interface Design / Gold in Posters  
 Description: The "Virtual Plant" project includes poster design, interface visual design and graphic aided design. People can experience life through digital plants, giving people a new sense of visual experience. At the same time, it provides users with an APP with various functions related to reducing carbon footprint and promoting environmental protection. Users can unlock different virtual plants to give users a sense of satisfaction and participation. In general, "Virtual Plant" constitutes a futuristic visual picture through modeling element graphics and modern colors and layouts.

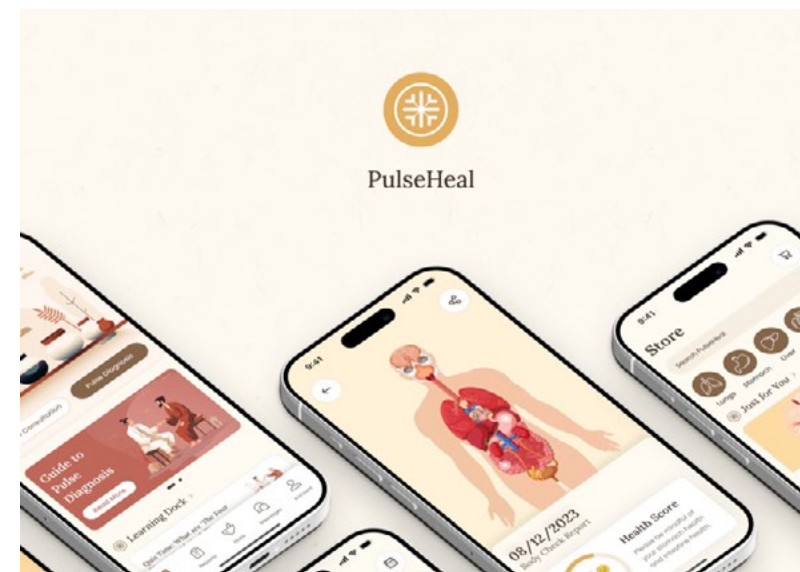


## The Second Funeral

**Politecnico Di Milano, China**

Lead Designer(s): Zeng Jingqi

Prize: Silver in Interactive Media / Silver in Interface Design / Silver in Mobile / Web Application Design  
 Description: The service is designed to assist individuals in managing their digital legacy by providing users with a safer and easier way to handle their estate, reducing the risk of accidental death and post-death data breaches. Users will be able to consolidate and manage their digital information dispersed across different platforms. In addition, the program will design a memorial space based on the information users wish to make public, providing a more appropriate and profound way for people to honor their loved ones in a way that is consistent with their online lifestyle.



## PulseHeal

**Cornell University, United States**

Lead Designer(s): Xiesiyuan Shu, Jessica Kewei Lin, Sirui Li  
 Prize: Silver in Interface Design / Bronze in Mobile / Web Application Design  
 Description: PulseHeal is a comprehensive health-oriented platform that integrates diagnosis, recommendations, and procurement of Traditional Chinese Medicine (TCM). Users have the option to evaluate their physical condition through a comprehensive diagnosis, gain access to personalized reports and recommendations, and conveniently purchase universal or tailored traditional Chinese medicines online. PulseHeal fosters Chinese culture and enhances users' physical fitness gently and effectively.

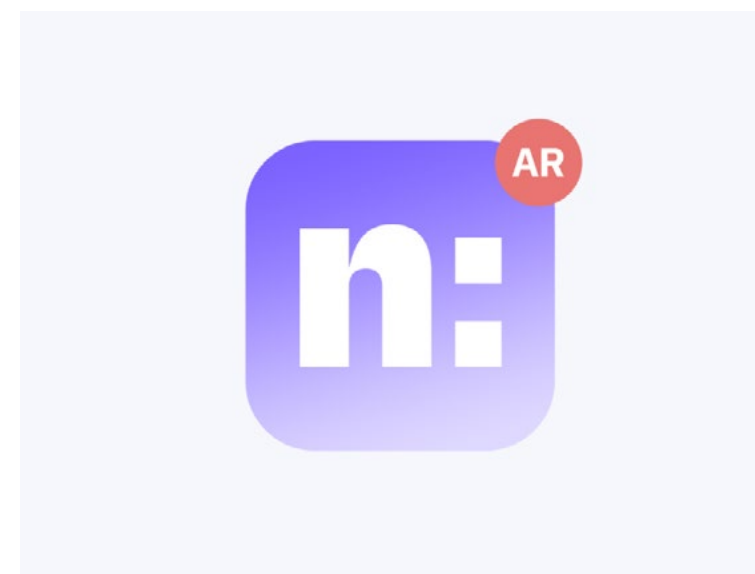


## Art Serves as a Form of Happiness

**School of The Art Institute of Chicago, United States**

Lead Designer(s): Meng Chu Huang

Prize: Bronze in Interactive Media  
 Description: This project is dedicated to spreading happiness through masterpieces. Art is often seen as a therapeutic outlet, meant to bring joy and delight to its audience. In a world where reality can be challenging, why not embrace works inspired by happiness? This doesn't mean we deny the existence of sadness; rather, viewing joyful art can stimulate and support us in coping with life's challenges. These hand-drawn illustrations and bookmarks are designed to brighten your day.



## Node - AR Tool For Urban Planning

**University of Michigan, United States**

Lead Designer(s): Brendon Gross

Prize: Bronze in Interface Design  
 Description: Node is a participatory urban planning platform that leverages Augmented Reality to allow community residents to discover local urban planning projects and contribute their feedback in an engaging, time-efficient way. Urban planners understand the importance of getting feedback from community members in the process of city development. However, they face challenges in getting diverse and representative feedback. Node closes the communication gap between urban planners and community members making public engagement more equitable.



### Deconstruction of Readiness

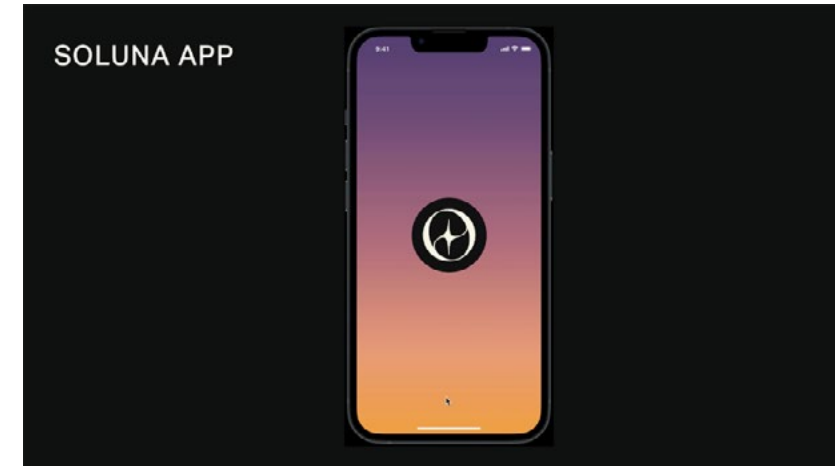
Savannah College of Art and Design, United States

Lead Designer(s): SCAD Student

Prize: Bronze in Interface Design / Bronze in Website Design

Description: 'Readiness' is a state of being prepared for an activity. While often perceived as a subtle moment, it can also unfold as a process. The data visualization "Deconstruction of Readiness" delves into the intricacies of human behaviors behind 'readiness.' It breaks down my readiness states into MOVING FORWARD, PAUSE, and STOP, reflecting their effectiveness, and explores the inner and outer factors that correlate.

The project is NOT to boost productivity or to cull time-wasting habits but to identify and appreciate the patterns in daily lives.



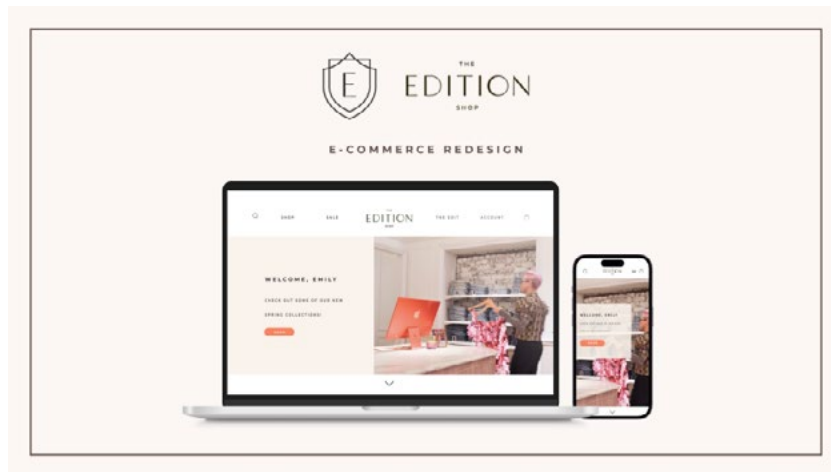
### Soluna Hotel App Mock-up

Iowa State University, United States

Lead Designer(s): Andrea Quam, Pete Evans and Michael Ford (faculty)

Prize: Silver in Mobile / Web Application Design

Description: This mock-up of an application for a fictional luxury hotel was developed to support a design proposal put together by an interdisciplinary design team of graphic, industrial, and interior design students. This app supports thoughtful consideration put into the details of their design proposal. The app features showcase considerations for: hotel check-in & digital phone entry to rooms; controls within the room— such as temperature & lighting; dinner reservations and ordering; and digital support for a NASA themed mobile learning unit — whose base was adjacent to hotel and KSC.



### The Edition

Savannah College of Art and Design, United States

Lead Designer(s): Lara Kim, Lucilla Fell

Prize: Gold in Mobile / Web Application Design

Description: After analyzing the website of a local boutique, The Edition, we sought to design a new webpage that exudes luxury and has strong information architecture through primary and secondary research and user testing.



### Meme United Football Club

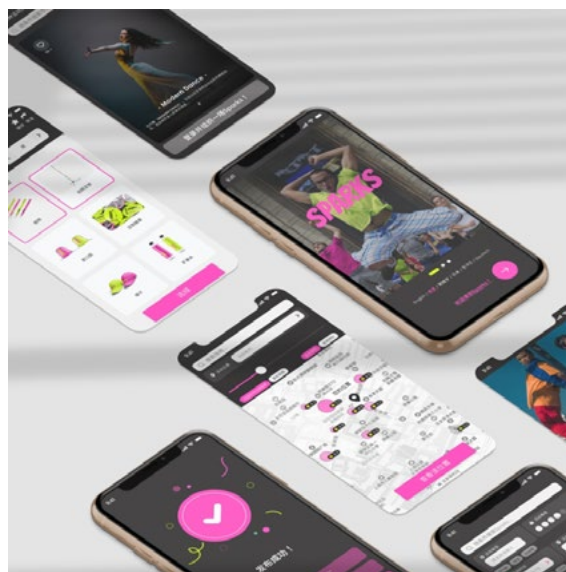
Artcenter College of Design, United States

Lead Designer(s): Yaheng Li

Prize: Silver in Mobile / Web Application Design

Description: I'm a huge soccer fan, I like to browse all kinds of interesting posts online after the matches, no matter win or lose, all very funny! Nowadays there are more and more funny memes on the internet coming from various languages.

So I decided to design a forum (website and app) that supports memes in multiple languages, with a dictionary embedded inside the app. I hope to make this application more playful visually, cause people who like football memes are usually not taking games and players performances in a serious way.



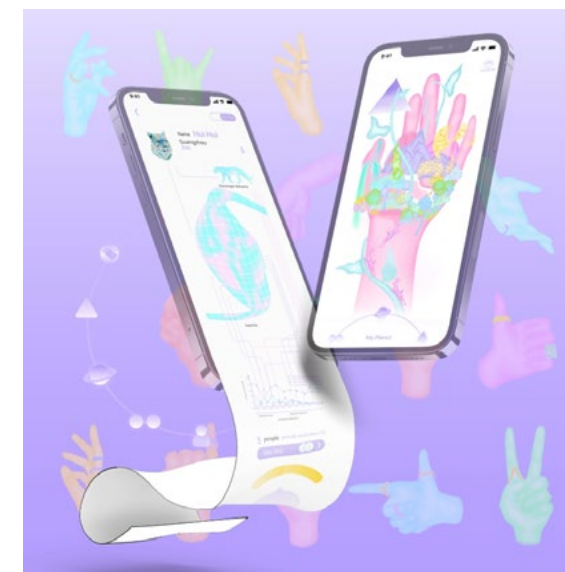
### Sparks

Artcenter College of Design, United States

Lead Designer(s): Huali Qu

Prize: Gold in Mobile / Web Application Design

Description: In the heart of expanding metropolises, "Sparks" emerges as a beacon for holistic well-being. Drawing inspiration from China's "广场舞" communal culture, this pioneering platform harnesses tech to reconnect urbanites with their innate need for movement and community. Beyond a tool, it's a movement — revitalizing urban life by facilitating outdoor fitness events, bridging isolation, and fostering essential social ties. Dive into "Sparks" and experience a profound fusion of physical health, connection, and vibrant urban existence.



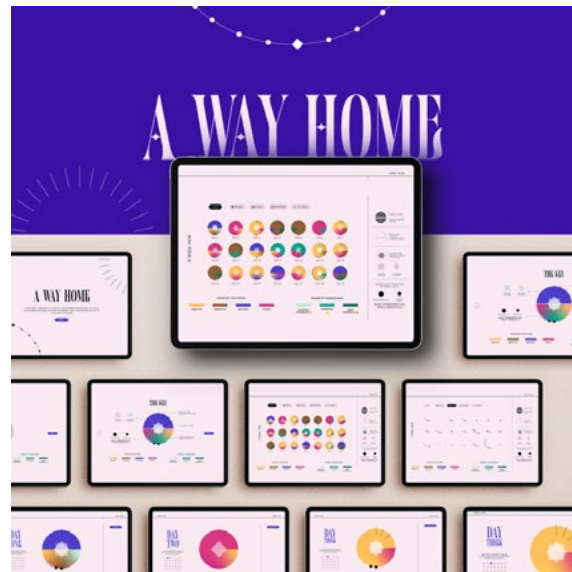
### HandPaw

Chengdu University of Information Technology, China

Lead Designer(s): Chengrong LU

Prize: Bronze in Mobile / Web Application Design

Description: The meaning of any existence is not to be admired by others. Animals in most urban zoos suffer from physical and mental health issues due to confinement. This project aims to establish an equitable human-animal interaction model, breaking traditional observer-observed dynamics. Using monitoring, data analysis, and PAE-coding-system, real animals connect with virtual counterparts. Users interact through blowing, sounds, and touch on their phones, experiencing the joy of virtual animal care while their donations help improve the lives of real animals in zoos.



### A Way Home - Interactive Data Visualization

Savannah College of Art and Design, United States

Lead Designer(s): Kavya Sridhar  
 Prize: Bronze in Mobile / Web Application Design  
 Description: "A Way Home" is a prototype for an interactive data visualization representing an overview of my experience being away from home. The infographic represents my overall and fluctuating moods through the day for 40 days - with a particular emphasis on feelings of homesickness; and most importantly, how it interacts with and impacts my call behavior, frequency of calculating the time zone in places I call home (India and UK), and the time I take out for myself to do something outside my daily, mundane routine.



### We Travel not to Run Away from Life.

Art and Design Lab, Korea, Republic of

Lead Designer(s): Jiyul Kim  
 Prize: Bronze in Online Advertising Design  
 Description: Traveling isn't just an escape; it's a journey to self-discovery and rejuvenation. Amidst life's chaos, a break is vital for mental well-being and enhanced productivity. Traveling isn't merely an expense; it's an investment in personal growth, exposing us to diverse cultures, languages, and lifestyles. I've crafted an ad series echoing the theme: "We travel not to run away from life."



### Scott Sensations - Wine & Gallery Event

Savannah College of Art & Design (Scad), United States

Lead Designer(s): Seung Joo Lee  
 Prize: Silver in Online Advertising Design / Bronze in Print Advertising  
 Description: Scott Sensations is a family-owned vineyard & winery based in Scotland founded back in 1923. With a mountaintop view during the day and an outstanding view of the Northern Lights during the night, Scott Sensations values every opportunity they have to share the beauty of Scotland's nature with their customers. Celebrating 100 years of serving the finest wine and mountain views of Scotland, Scott Sensations has partnered with aurora photographer Tor-Ivar Naess to host an ethereal wine-tasting & gallery night themed to reminisce the Northern Lights.



### Adolescent Depression in China

Pratt Institute, United States

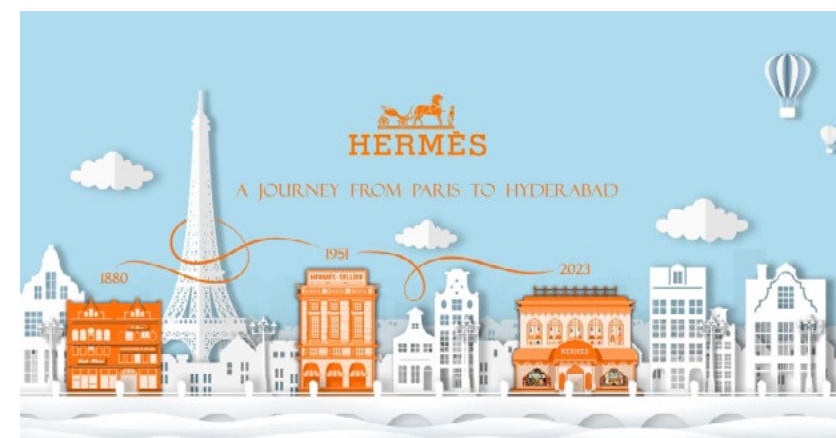
Lead Designer(s): Wanqing Zhang  
 Prize: Gold in Other Graphic Designs  
 Description: I analyze the reasons behind the parents' behavior from the perspective of history, social opinion, and traditional Chinese culture. Considering that depression as a mental illness is not as easily understood by society as a physical illness, I am trying to help the general public better understand what depressed people go through by simulating the symptoms of depression.



### Mind over Matter

The Savannah College of Art and Design, India

Lead Designer(s): Varsha Sriram  
 Prize: Bronze in Online Advertising Design / Bronze in Social media campaign  
 Description: Mind OVER Matter is an initiative to spread the message of "beauty has no age, anyone can be beautiful" through a campaign with the aim to encourage everyone to feel beautiful the way they are!



### Hermes Journey Campaign

Savannah College of Art and Design, United States

Lead Designer(s): Anushka Nigam  
 Prize: Gold in Other Graphic Designs  
 Description: An ongoing project aims to fuse the timeless heritage of Hermès with the rich tapestry of India, celebrating the grand opening of the new Hermès store in Hyderabad. Through a captivating animation production, we weave a visual narrative that embodies the essence of collaboration between these two worlds. We embrace Indian motifs as seen in store pop-up display, a vibrant palette with watercolor effects used as assets for inviting Indian audience, historical elements to convey the story in animation teaser, and traditional craftsmanship, seamlessly intertwined with Hermès' signature elegance.





### Video Game Museum

Lead Designer(s): Lu Chen  
 Prize: Silver in Other Graphic Designs  
 Description: VGM (Video Game Museum), a visual masterpiece designed for the retro game museum, employs vibrant colors, striking contrasts, and intricate textures to create a visually dynamic and exhilarating environment. Through skillful graphic manipulation and layout design, it constructs an exhibition experience that exudes a sense of era and individuality, immersing visitors in the world of gaming.  
 Company: Chen Lu



### Typography Experiment

Savannah College of Art and Design, China  
 Lead Designer(s): Yongtai Huang  
 Prize: Bronze in Other Graphic Designs  
 Description: I explore the composition of typography.



Whirling Bamboo Shadow  
 竹影婆娑

### Whirling Bamboo Shadow - Chinese Typeface Design

汕头大学长江艺术与设计学院, China  
 Lead Designer(s): Danni You  
 Prize: Silver in Other Graphic Designs  
 Description: The gentle breeze stirs, causing bamboo shadows to sway. In the light breeze, bamboo leaves dance gracefully. With the changing natural light, shadows on the wall blend the tangible and the ethereal, static and dynamic, forming a unique artistic concept for the typeface. Chinese Typeface Design, inspired by Whirling Bamboo Shadows, draws from bamboo leaves' form and growth patterns. It uses transparency variations to depict the interplay between solidity and ethereality and integrates animation to convey the captivating bamboo shadow whirling effect.



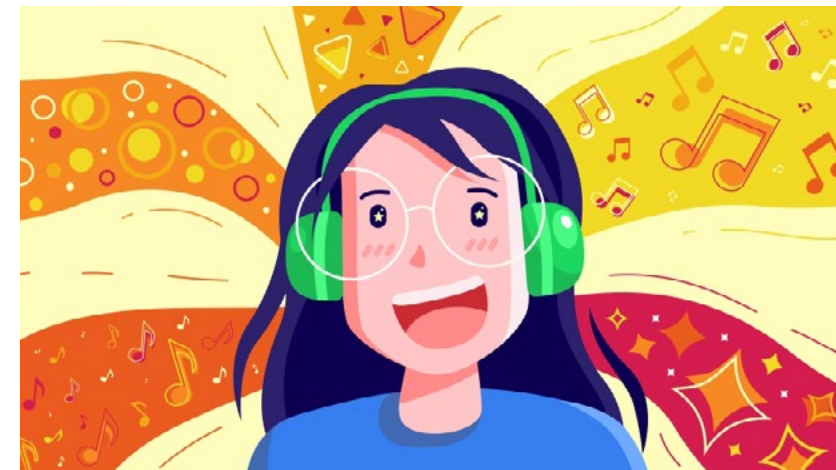
### Sober Harmony

Savannah College of Art and Design, United States  
 Lead Designer(s): Isabella Sottile  
 Prize: Silver in Books / Bronze in Other Graphic Designs  
 Description: Sober Harmony tells two stories simultaneously: Bruno Munari's design principles from his "Design as Art" essay and Italo Calvino's descriptions of Venice from his book Invisible Cities. The wood covers and hanging thread invite you to interact with the form. Each layout explores the conversation between these two narratives and the connection between the design and form of the book.



### Wear Crocs in a Wheelchair

Hansung University Design and Arts Institute, Korea, Republic of  
 Lead Designer(s): Bo Min Kim, Seon In Son  
 Prize: Silver in Other Graphic Designs  
 Description: [Wearing Crocs on Wheelchair] is a wheelchair Mobility rights campaign. This project suggests a new perspective to non-disabled people, not a negative look at wheelchair disabled people. We want to improve the negative perception by providing empathy to them and recognizing that it is a natural right. We look at the wheelchair like shoes and drill holes in the wheelchair spoke guard like the shoe brand Crocs, so that the non-disabled and disabled can share it together through Jibbitz.



### Spotify: Library of Emotions

Savannah College of Art and Design, United States  
 Lead Designer(s): Anushka Nigam  
 Prize: Gold in Social media campaign  
 Description: Embark on an extraordinary journey through the colors of human emotion in the animation campaign- Spotify: Library of emotions. This captivating narrative unfolds through the eyes of the protagonist, brought to life by the very hand that designed it. Watch as facial expressions morph to reflect the ebb and flow of feelings, all while the music plays on. Whether on a bus, in the gym, or immersed in the nostalgic strains of retro, disco, or classical tunes, our story is a testament to the indomitable power of music to shape our emotional landscape and feeling the rhythm.



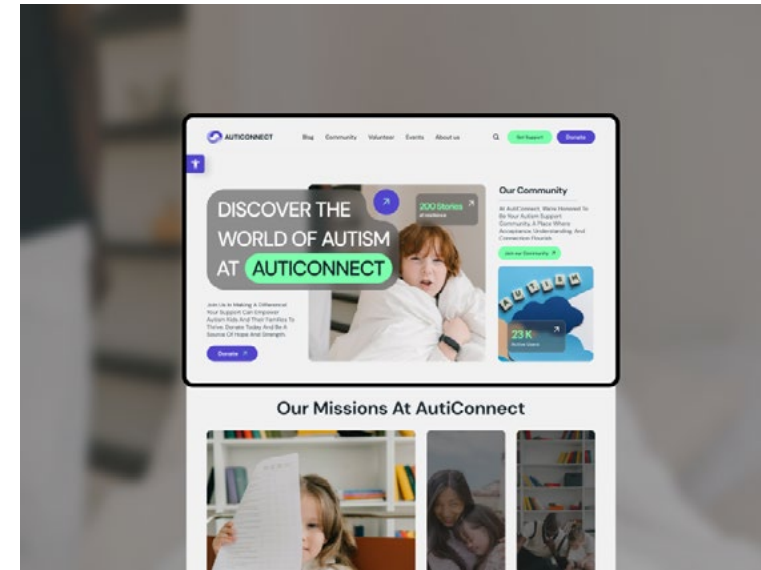
## National Geographic Brand Extension Campaign

Texas Christian University, United States

Lead Designer(s): Morgan Goerke

Prize: Silver in Social media campaign

Description: I had previously made a print advertisement for an extension of National Geographic's brand to sell clothing and outdoor gear. To expand that advertisement even further, I created a social media campaign. The idea is to "Step outside the yellow box," which utilizes National Geographic's infamous logo to encourage its audience to explore the world rather than just reading about it.



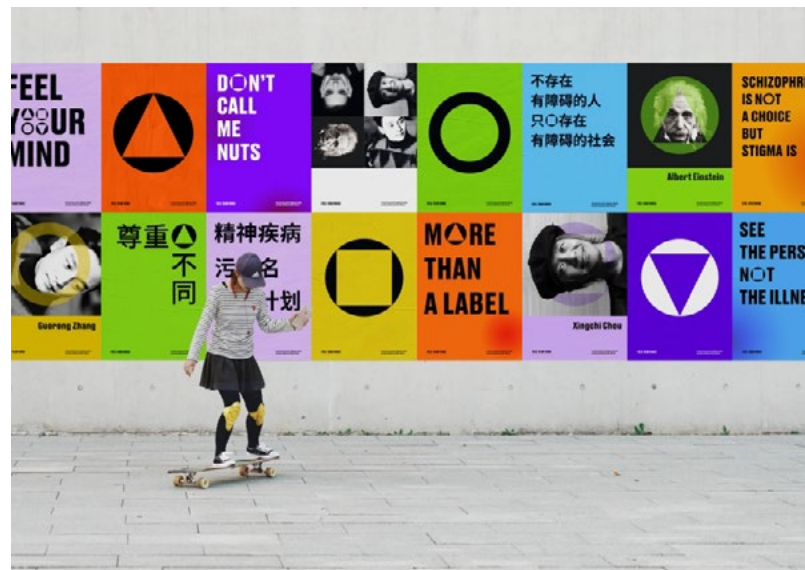
## Auticonnect

Iran University of Science and Technology, Iran

Lead Designer(s): Golnaz Alaei

Prize: Silver in Website Design

Description: Auticonnect is more than a website; it's a vibrant community and a wellspring of knowledge dedicated to fostering understanding and support for autism. Designed with inclusivity in mind, Auticonnect serves as a nurturing space for autistic individuals and their families, providing a wealth of resources, heartfelt stories, and a supportive network.



## Remove Public Stigma of Mental Illness in China

Savannah College of Art and Design, United States

Lead Designer(s): Yibei Chen

Prize: Bronze in Social media campaign

Description: Public stigmatization of mental illness in rural China demonstrates common stereotypes and negative attitudes towards individuals with mental illness, which leads to severe social discrimination and rejection such as social isolation, withholding employment and opportunities, and less respect. This project will take advantages of graphic design strategies to build up an anti-stigma program, which aims to bring general knowledge of mental illness to rural residents, establish the immersive exhibit and provide design support, and partner with Chinese government to develop an mobile App.



## fancythatshit.com

Htwk, Germany

Lead Designer(s): Martin Tomaschewski

Prize: Bronze in Website Design

Description: Fancythatshit.com is a website (written in hard code) for a design label with three product lines: Fashion, Gaming controller and a aphrodisiac drink called "Unicornfucker". The clothing is provided together with the company Contrado via dropshipping. The gaming controller was specially developed for the Playstation5. In the future, users should be able to post interesting clothing with a selfie or crazy campaigns via the hashtag #fancythatshit.



## The Museum of Soul

University of Edinburgh, United Kingdom

Lead Designer(s): Xiaotong Huang

Prize: Silver in Website Design

Description: The Museum of Soul is a non-commercial website that engages users in a fun way to learn about artworks and the stories behind them. Users can obtain different artwork recommendations through quizzes according to their MBTI type. The website hopes that users can learn about art, try artistic creation, understand the aesthetic of art creation and heal themselves through this website.



## course阿要選哪堂?

Ming Chuan University, McU, Taiwan

Lead Designer(s): Yung-Chun, Chuang

Prize: Bronze in Website Design

Description: Our website helps students find their perfect courses. Users can rate and give feedback on courses and professors. Previously, course information was scattered on social media and forums, making it time-consuming to gather useful details. We've added a virtual course selection system, allowing you to easily find courses by marking them as favorites on each course's review page.



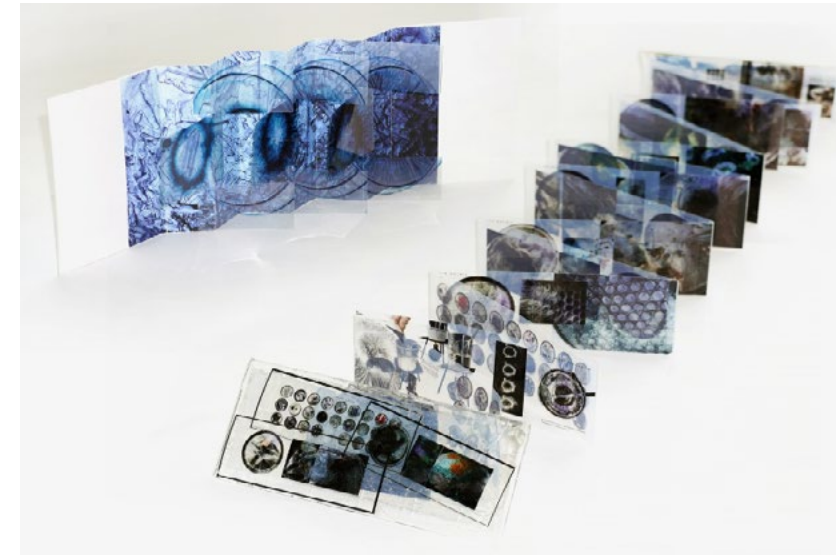
### A Fetish for Beauty, Event Invitation

Savannah College of Art and Design, United States

Lead Designer(s): Anna Christian

Prize: Gold in Announcements

Description: An invitation to the reception and fundraiser celebrating the opening of the Walter Van Beirendonck: A Fetish for Beauty exhibition at the SCAD FASH Museum.



### Crystallization: The De(En)coding from Entropy

Harvard University / Graduate School of Design, United States

Lead Designer(s): Yumeng Li

Prize: Gold in Books

Description: Decoding the lab experiments in this art book series allows readers to experience the process of crystal formation, which opens up a journey of the unknowns: fleeting and unpredictable. Encoding the chaotic macro reactions, entropy reduction movements at the particle level are neatly formed. Such controversy becomes the philosophy of this project, which seeks to mirror the paradox of life and nature. The uniquely designed 3.5D structures sequence the crystal topology dynamically.



### SCAD FASH Invitation: On Pointe

Savannah College of Art and Design, United States

Lead Designer(s): Chasity Benitez Perez

Prize: Silver in Announcements

Description: Christian Siriano celebrated his 15th anniversary as a fashion designer this past year. His Spring 2024 collection showcases a diverse line of fabrics, colors, and styles. Reconnecting with his first inspiration, Siriano brings the element of ballet to his work in an array of ribbon and tulle. The invitation features the florals draping down the dress and the foiling captures the iridescence. Close-up photos of the dress adorn the front cover and the reply card, showing off the details of the dress.



### Constellation Myths

Savannah College of Art and Design, United States

Lead Designer(s): Caitlin Scheib

Prize: Gold in Books

Description: Constellation Myths is a book that tells the story of the constellations, how they came to be, and where their names came from. Each spread is made purely out of typography, resulting in compelling visuals that relate to the constellation story that is being told. The constellations are also represented visually by their name on an entire spread, showing what the constellation looks like in the sky at night. The book itself is bound as a Continuously Convoluting Carousel, allowing for the book to be interactive and reveal more constellations as they turn through the book.



### Discomfort Design

Pratt Institute, United States

Lead Designer(s): Lingfei Cao

Prize: Gold in Books

Description: Discomfort Design investigates the study and use of discomfort in communication design. This book collects all my thesis about discomfort design and explores possibilities of using discomfort in publication design. The book should be read from back to front, right to left. To control discomfort levels, when you open the book, you can see the instruction and the "Is it the first page?" sign to tell you how to read it and where to start. When flipping pages, slight slopes of the papers change while sections change.



### Republic of Apartments

Artcenter College of Design, United States

Lead Designer(s): Nayoung Kwon

Prize: Silver in Books

Description: To many Koreans, an apartment is the most sought-after item, with more than 80% of the population living in one. My book is a six-chapter exploration of this phenomenon. In it, I discussed the history and attributes of Korean apartment living. I used raw materials such as hardboard and naked binding to evoke the image of a concrete building. I also created a new grid system of uniform rectangles intended to mimic the look of apartment windows viewed at a distance.



### Symbiosis in the Badlands

**Ming Chi University of Technology, Taiwan**

Lead Designer(s): Chao-Ming Yang

Prize: Silver in Books

Description: The badlands have ancient rock formations and diversity of life. Using book as a medium, we employ innovative illustrations and visual design to depict the landscape and flora and fauna of the badlands, conveying the beauty of Taiwan's badlands and expressing the concept of sustainable coexistence between humans, land, and things.



### Grandma Museum

**University of Bergen, Norway**

Lead Designer(s): Kuan-Cheng Yeh

Prize: Bronze in Books

Description: Grandma Museum is rooted in the memories between myself and my grandmother. By using memory as a validation to understand the cultural context and my identity, as well as a reminder for people to preserve their cultural identity through my personal narrative. The book is an interpretation of time, the process of recalling memory. Flipping through the pages, it's like walking through a memory tunnel, rummaging through the memories by reading life stories piled up layer by layer by time.



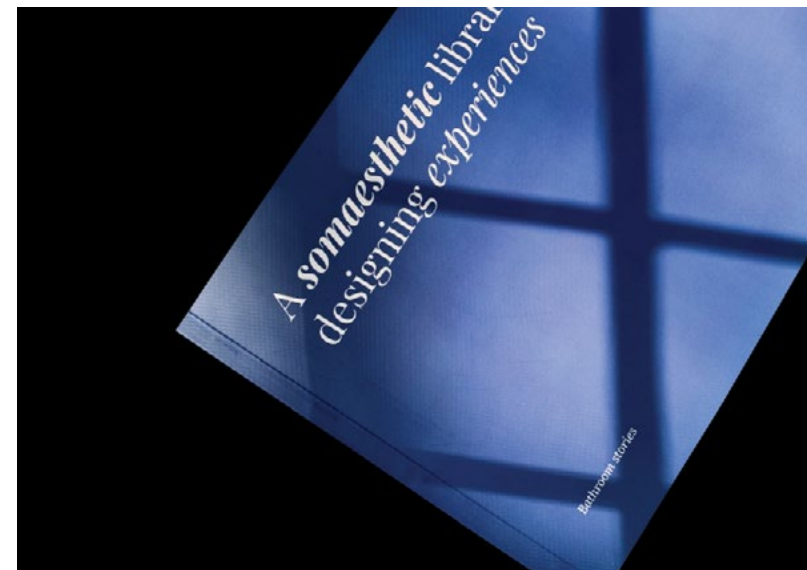
### My Grandmother

**Savannah College of Art and Design, United States**

Lead Designer(s): Di Wang

Prize: Bronze in Books

Description: A children's picture book about childhood combined with stone clay and digital forms of painting.



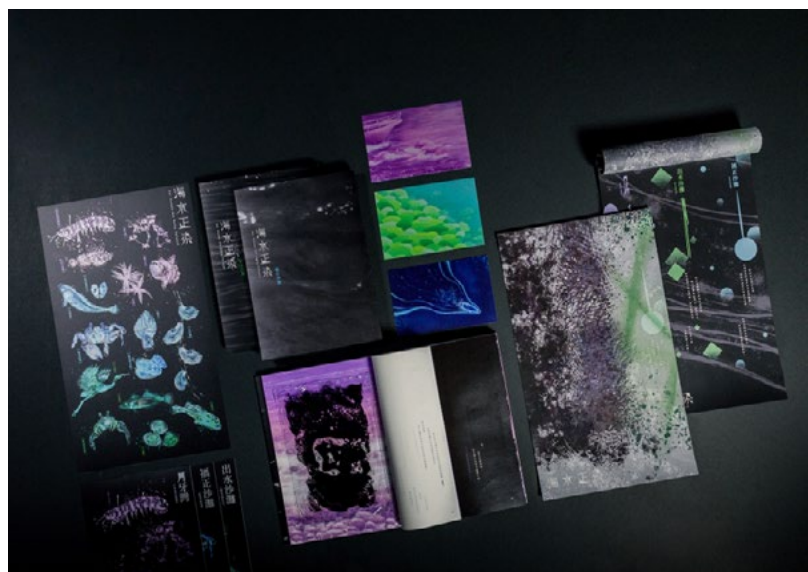
### A Somaesthetic Library for Designing Experiences

**Srishti Manipal Institute of Art, Design and Technology, India**

Lead Designer(s): Nupoor Sapre

Prize: Bronze in Books

Description: A 6000 word paper. Our everyday interactions and experiences in real life extend way beyond screens. I believe that to encapsulate these nuances and to design for better solutions holistically, breaking the barriers of what is conventionally known as user-interaction or user-experience design is particularly necessary. By studying the body somaesthetically as well as understanding bodily movements and interactions in the context of rituals and practices we inadvertently perform, I aim to achieve the practice of creating meaningful, engaging experiences through informed design and research.



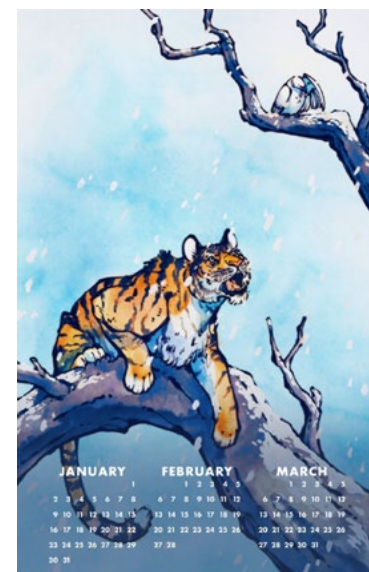
### Our Oceans Are Being Polluted

**Ming Chi University of Technology, Taiwan**

Lead Designer(s): Chao-Ming Yang

Prize: Bronze in Books

Description: Takes SDGs marine ecological protection issues as its core creation. By investigating the current situation of marine pollution in Taiwan, we express the fact that seemingly beautiful coasts and creatures are being ruthlessly destroyed by humans. Utilize composite media in book and periodical design to achieve an interactive reading experience. In terms of illustrations, translucent and partial dots are used to convey that if the pollution continues, the beautiful ecological environment will no longer exist, thereby appealing to readers the importance of ocean protection.



### Calendar

**Savannah College of Art and Design, United States**

Lead Designer(s): Roan Adognravi

Prize: Bronze in Calendars

Description: Illustration by SCAD Student



### Simple Wins

**Savannah College of Art and Design, China**

Lead Designer(s): Yongtai Huang

Prize: Gold in Catalogs / Bronze in Collateral Material

Description: I designed the exhibition catalog and collateral about Scandinavian furniture design.



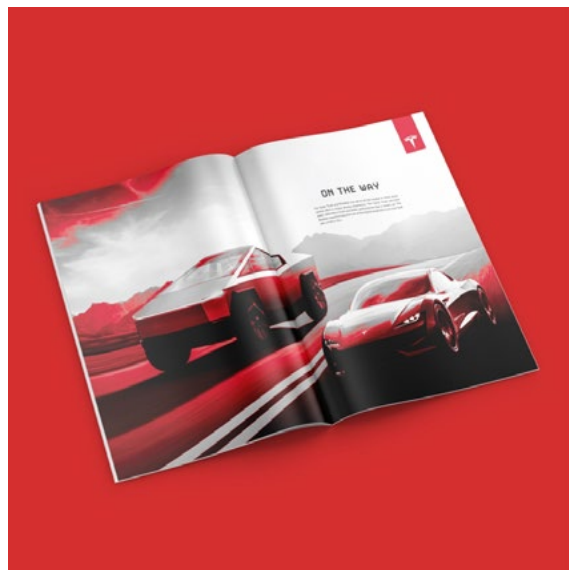
### Album Packaging of Sigur Rós

**School of Visual Arts, United States**

Lead Designer(s): Tzu-Chieh (Kate) Wu

Prize: Gold in CD, DVD & Record Sleeves (Record Cover or Record Artwork)

Description: Typography and music share many commonalities, such as pacing, rhythm, contrast, and tension. This project is to experiment with combining Ambient Music with the visual look of the Bauhaus movement into a single album packaging. I noticed that they have a significant commonality in their emphasis on minimalism and the use of technology in creative expression. Thus, in this case, I chose to recreate the visual of 'Takk....' an album by the Icelandic post-rock band Sigur Rós, and utilized the geometrical and minimalistic style of the Bauhaus movement throughout the whole design system.



### Tesla Catalog

**Texas A&M University-Corpus Christi, United States**

Lead Designer(s): Christopher Gonzales

Prize: Silver in Catalogs

Description: For this project, we had to create a catalog for a chosen brand that would represent and showcase their products. It was my challenge to gather all the images, graphics, and written content that would be used in the making of the catalog. I had guidelines that also needed to be included in the catalog, such as a lifestyle spread, a grid of products, and at least 15 of the items sold by your chosen company.



### Spotify Song Cover: Ten More Days

**Savannah College of Art and Design, United States**

Lead Designer(s): Killian Hu

Prize: Silver in CD, DVD & Record Sleeves (Record Cover or Record Artwork)

Description: Illustration by SCAD Student



### Post Archive Faction (PAF) Catalog

**Texas A&M University Corpus Christi, United States**

Lead Designer(s): Jared Rios

Prize: Bronze in Catalogs

Description: Post Archive Faction is a fashion brand based in Seoul, Korea that was formed in 2018. Their brand's releases are structured as if they were software updates, focusing on a numbering system for each drop. The catalog aims to introduce consumers to release "5.0" while also previewing other products from the previous releases (4.0+ and 4.0.). The theme for this release is "Silhouettes you can feel." The catalog aims to primarily focus on the unique designs and textures to match the brand's identity.



### Soluna Hotel Identity

**Iowa State University, United States**

Lead Designer(s): Andrea Quam, Pete Evans and Michael Ford (faculty)

Prize: Gold in Corporate Identity

Description: This parent mark and its supporting child marks (for a fictional luxury hotel) were developed to support a design proposal developed by an interdisciplinary design team of graphic, industrial, and interior design students. The design proposal answered a fictional RFP from NASA asking for place-making ideation for their Kennedy Space Center Visitor's Center and surrounding area. The main Soluna Hotel identity featured here has supporting identities for different attractions within the hotel such as Horizon's restaurant and Aqua Spa.



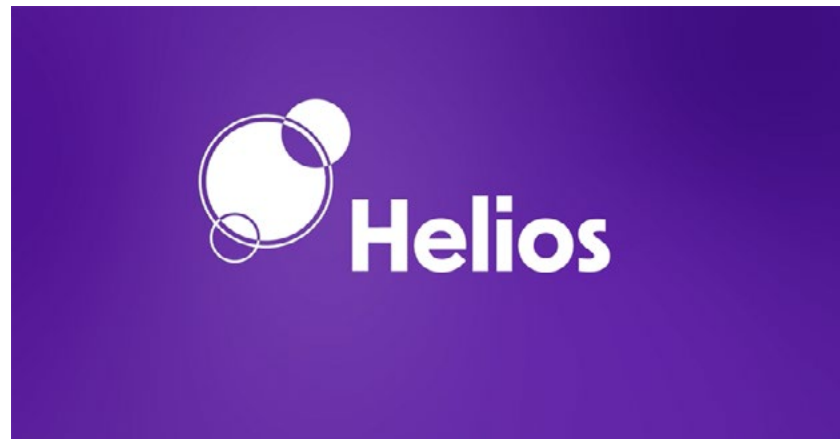
### “ZanCuoRen”咱厝人

Brand University of Applied Sciences, China

Lead Designer(s): 菁宁郑

Prize: Silver in Corporate Identity

Description: “Zan Cuo Ren” is a Minnan folk market brand. Taking Xiamen tourism as an entry point, it integrates Minnan culture with Xiamen tourism, promotes the inheritance and development of Minnan culture, and enables more art forms to be passed on. The concept of “Zan Cuo Ren” comes from myself, because I am an authentic South Fujianese in Xiamen. I want to make the traditional culture of South Fujian more vigorous, younger and more personalized through design.



### Helios and Supporting Marks

Iowa State University, United States

Lead Designer(s): Andrea Quam, Pete Evans and Michael Ford (faculty)

Prize: Silver in Corporate Identity

Description: This dynamic mark for a fictional hotel was created to support a design proposal developed by an interdisciplinary design team of architecture, graphic, industrial, and interior design students. The design proposal answered a fictional RFP from NASA asking for place-making ideation for their Kennedy Space Center Visitor's Center and surrounding area. The main Helios Hotel identity anchors the dynamic development of space-themed aspects of the hotel named Asteria and Luna.



### Mental Health America Rebranding

Artcenter College of Design, United States

Lead Designer(s): Nayoung Kwon

Prize: Gold in Corporate Identity Rebranding

Description: Mental Health America (MHA) is America's leading nonprofit organization. A problem they faced was their old, unified, and unprofessional brand image. Until now, mental health treatment has been focused on traditional therapy and medication, but due to advances in technology, it is expected that there will be new treatment approaches in the future. By rebranding MHA, I plan to not only give them a fresh and approachable brand identity that reaches the widest audience but also re-position them as the leading organization for future treatments of mental health.



### Treehotel

Art Center College of Design, China

Lead Designer(s): Ellie Wang

Prize: Silver in Corporate Identity Rebranding

Description: The Treehotel located in Harads, Sweden is a place that combines nature, ecological values, comfort, and modern design. The idea behind the Treehotel is to offer high-standard accommodation in a harmonious place where guests can relax and renew their energy while surrounded by unspoiled nature. It is a childhood dream utopia where guests can escape the bustling city while enjoying the slow-paced lifestyle and unique Scandinavian landscape.



### Keyframes Conference

Academy of Art University, United States

Lead Designer(s): Wen-Chia Chang

Prize: Bronze in Corporate Identity

Description: This is a student project aimed at designing a conference material for a design conference. The goal is not only to demonstrate conceptual and visual design skills but to fit the needs of the conference. I redesigned the materials for a conference called "Keyframes Conference." This conference is a creative animation, film, and VFX conference where people can interact with animators and filmmakers. My design direction was to use the materials three industries will encounter and build a sense of imagination.



### Toss Beer

Savannah College of Art and Design, United States

Lead Designer(s): Michelle Puri

Prize: Gold in Packaging / Silver in Corporate Identity Rebranding

Description: This beer packaging design was inspired by Javanese Wayang puppetry. The puppet shows are usually centralized around the Hindu Mahabharata, so I've decided to tell that story through the illustrations of the beer in the style of Wayang. When choosing the name, I wanted to call it something that would be recognized by local Javanese people, and "toss" is a very casual way to say cheers amongst friends and family. With the logo, I wanted to show iconic elements of Wayang puppetry, so we have the shape of the headdress you would usually see in Wayang and a snake which is commonly used in shows.



### Alegria DeLaVida Rebranding

**Savannah College of Art and Design, Latvia**  
 Lead Designer(s): Vitalijs Kuceba  
 Prize: Bronze in Corporate Identity Rebranding  
 Description: Alegria DeLaVida is a transportation company that was established on April 10th, 2013 as a family business. Their headquarters are located in Latvia, however, their truck is working in Scandinavian countries such as Norway, Sweden, Denmark, etc. This company started in 2013 having only one truck and a quick-made logo by the co-founder of the company. Now they are working with companies such as Scanfor, Linea Diagonal International, and Kigsrod having about 15 trucks.



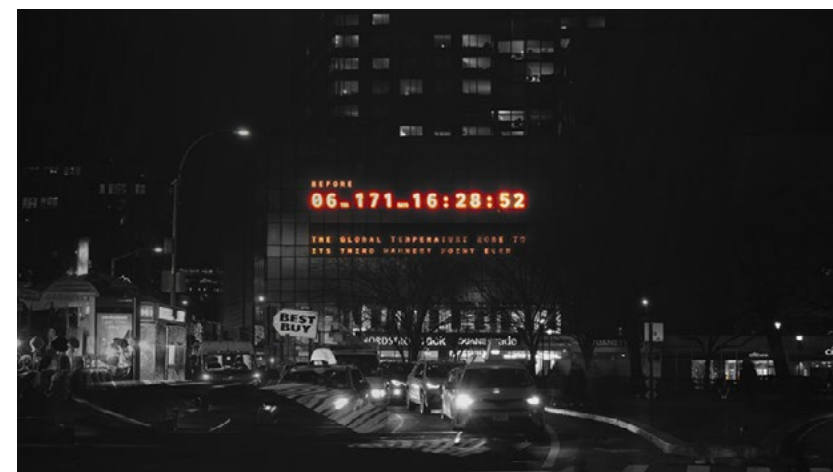
### Minju Kim: Edward's Christmas Premium Invitation

**Savannah College of Art and Design, United States**  
 Lead Designer(s): Edward Cabalona  
 Prize: Bronze in Direct Mail  
 Description: Rising in fame from her win in Netflix's show, Next in Fashion, Minju Kim debuts her 2021 Fall/Winter Collection with an exhibition. Incorporating patterns from different outfits, the invitation is meant to emulate the genius of Minju Kim. The shine of the foils reflect the snow from the winter holidays. As you unfold the sleeve and invitation you gaze upon a snowflake. The location of the event takes place at the Savannah College of Art and Design Fashion Museum.



### Monochrome- SCAD Fashion Invitation

**Savannah College of Art and Design, United States**  
 Lead Designer(s): Daniela Arce  
 Prize: Gold in Direct Mail  
 Description: Crafting an invitation for a fashion event at SCAD Fashion featuring the collection of the dress that inspired the design. I decided to name this event "Monochrome," as the designers themselves took a trip to Peru, which is where they got inspiration. Vandevorst backstage said: "In our Belgian way, we took out all the colors," in an interview with Vogue. This invitation features various techniques such as die-cuts and foiling throughout. Unraveling the several layers make it intricate and exciting to unpack to those guests they are mailed to!



### Intime

**School of Visual Arts, United States**  
 Lead Designer(s): Yoon Bee Baek / Crystal Shin / Weiyun Chen  
 Prize: Gold in Displays  
 Description: The Climate Clock, facing Union Square in Manhattan, is one of the city's most iconic public artworks. It counts down the critical time window to achieve zero carbon emissions. But according to New Yorkers, it's also considered "a very meaningful clock that no one really looks into."  
 Our solution was to empower the numbers by resonating with the real-lives of individuals. Our team reframed its number within a different timeset of past, present, and future by simply adding conjunctions of time and stories surrounding the clock.



### Neenah Paper Promotion

**Savannah College of Art and Design, United States**  
 Lead Designer(s): Janhavi Jeevan  
 Prize: Silver in Direct Mail  
 Description: This paper promotion for Neenah® highlights well-known ballets, Swan Lake and Don Quixote. A scene from the ballet is shown in the form of a tunnel book to make the promotion a more immersive experience. The promotion also includes a brief summary of the ballet and is packaged with colors and designs which represent each ballet. This paper promotion not only serves as a unique way of promoting Neenah paper, but also serves as a collectible for the recipient.



### ACCUMULATE

**崑山科技大學, Taiwan**  
 Lead Designer(s): Hou, Yi-An  
 Prize: Gold in Key Art  
 Description: 「平凡的故事，是開啟生活與設計的契機」  
 想像「生活」中發生的所有事，是層層往上堆疊的，那或許是一件簡單的事、一句令人難忘的話、一本發人深省的話、一首歌曲、一齣電影、一場合作...。不同大小事所築起的便是「疊」。我們在生活中不斷的探究設計，獨立思考並縝密分析，拋出疑問、提出假設，透過彼此的交流對話，任由千萬種痕跡層層堆疊，自我的訓練思維不斷流動，並畫下剎那共同向上築起，而層層疊起的足跡、平凡的故事，是開啟生活與設計的契機，讓強調成長的過程 — 疊，精神持續累加.....。



### Madras Inspired

**The Savannah College of Art and Design, India**

Lead Designer(s): Varsha Sriram

Prize: Gold in Key Art

Description: Having seen the city, the street art, the typography and graphics have evolved a lot. There is a pattern which relates to the visual graphics and typography to the city. Typography is something that has always inspired me for the love of letters and I always wanted to do something using that which connects my passion as well as my interests. The essence of the alphabets A-Z is to understand the many things of Madras which we don't generally talk about.



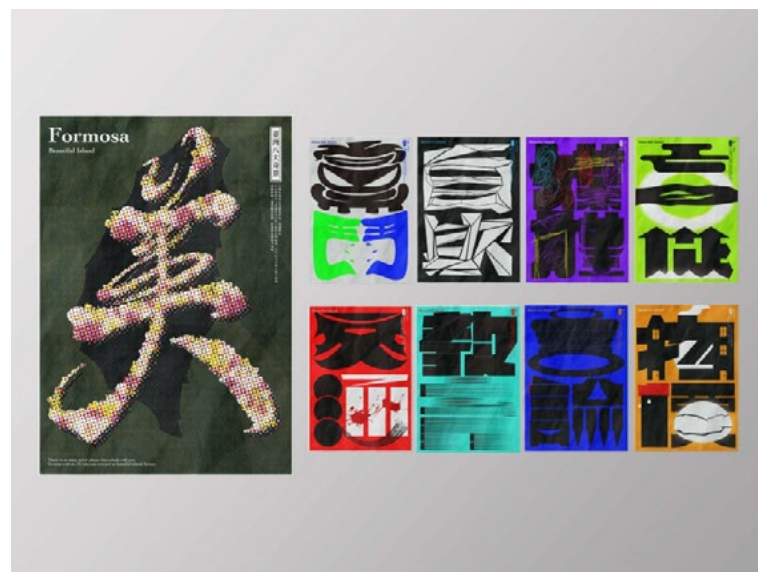
### Surface Design

**Savannah College of Art and Design, United States**

Lead Designer(s): Ruei Shah

Prize: Silver in Key Art

Description: Illustration by SCAD Student



### Formosa - The 8 Issues about Taiwan

**Fu Jen Catholic University, Taiwan**

Lead Designer(s): Chang-Lin Zhou

Prize: Bronze in Key Art

Description: Taiwan is acclaimed as the beautiful 'Treasure Island' —Formosa. Despite Taiwan's portrayal as 'beautiful,' its surface does not always reflect the full truth. Behind its beauty lie many overlooked issues. The posters utilizes mixed media for printing and post-processing. It integrates the structure of Chinese font with corresponding issues in Taiwan, emphasizing a fusion between stroke simplicity and imagery as the primary creative approach. When the artwork unfolds, it reveals eight different issues hidden behind the 'beauty' portrayed in the poster.



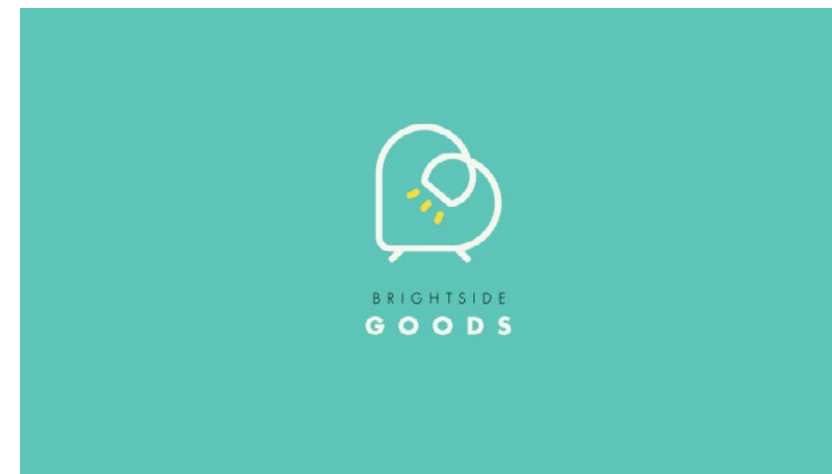
### The Chaplin Diaries

**The Savannah College of Art and Design, India**

Lead Designer(s): Varsha Sriram

Prize: Bronze in Key Art

Description: The zine is a typographical style based one on the life of the great star, Charlie chaplin. The editorial was designed to be an 8 page paper, with the front and back cover presented above. This started with the process of collecting information on his life, designing typography and words based on the theme.



### BrightSideGoods

**California College of The Arts, United States**

Lead Designer(s): Bilan Liu

Prize: Gold in Logos, Trademarks and Symbols Design

Description: Bright Side Goods is an eco-friendly brand that creates products for homes made from recycled or upcycled materials. The project aims to design a visual design system that reflects the brand's values and stands out in a crowded market. The final logo design uses a combination of a lamp and a chair to represent the furniture company and features a heart-shaped B. The brand targets urban dwellers and eco-conscious people between the ages of 24 and 55.



### Avenir Type Specimen Deck

**Savannah College of Art and Design, United States**

Lead Designer(s): Michelle Puri

Prize: Silver in Logos, Trademarks and Symbols Design

Description: This project was an experiment on the font Avenir where I was given the freedom to create a deck of playing cards inspired by the topic of beauty.





### JIADI Perfume

**Pratt Institute, United States**

Lead Designer(s): Wen-Chi Hsueh

Prize: Silver in Logos, Trademarks and Symbols Design / Silver in Packaging

Description: JIADI is an oceanic perfume brand. Salty waves merge with fresh land scents, evoking the ocean's depths. Multifaceted scent notes reflect the ocean's changing moods. Enjoy the refreshing ocean mist and sun-kissed sand, immersed in blissful silence.



### An Ceramic studio

**Duytan University, Viet Nam**

Lead Designer(s): Nguyen Ha Uyen

Prize: Bronze in Logos, Trademarks and Symbols Design

Description: Designing a logo for an An Ceramic Studio, a Vietnamese pottery studio in Danang. The logo simulate the distinct forms of handmade pottery. A ceramic vessel is composed of fingerprints, symbolizing the craftsmanship and creativity of artists, as well as the surface texture of ceramics.

The logo uses the deep orange color of clay to describe the closeness and rusticity, with the handwriting font giving the raw feeling of the unique, creative and delicate handmade ceramic production method.



### The National Gallery (London)

**School of The Art Institute of Chicago, United States**

Lead Designer(s): Meng Chu Huang

Prize: Silver in Logos, Trademarks and Symbols Design

Description: The National Gallery (London) brand redesign is to move beyond the typography-only logo and elevate the institution's visibility and international recognition as a national art gallery. The new logo, a double "L" frame composed of seven lines, represents the collection's paintings spanning the 13th to 19th centuries. The museum's mission is to preserve and enrich this distinct collection, offering a unique view of art history.



### Tianjin Academy of Fine Arts Art Block

**Tianjin Academy of Fine Arts, China**

Lead Designer(s): 昭颖 林

Prize: Bronze in Logos, Trademarks and Symbols Design

Description: Taking the surrounding area of Tianjin Academy of Fine Arts as the renewalscope, it is committed to building the first Open University in our city and realizing the urban renewal project of "scenic spot - campus - block - community" linkage. The design aims to enable the Tianmei Art Block to bring exciting and inspiring art to the mainstream audience while simultaneously experiencing the emerging blend of culture, business and tourism. The vibrant, eye-catching identity highlights the strong artistic atmosphere of Tianmei Art Block and mobilizes the new vitality of the old city.



### Meme Yenbai Rose Apple Liquor

**Duy Tan University, Viet Nam**

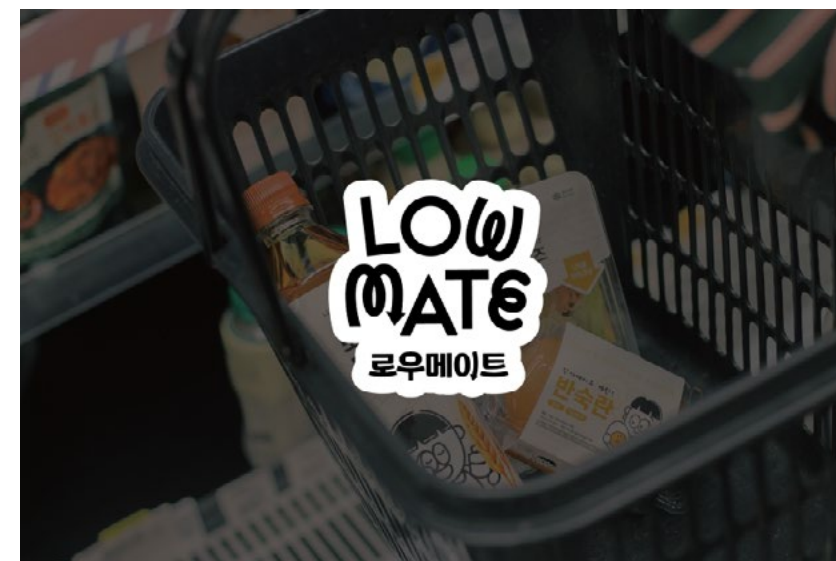
Lead Designer(s): Tran Vu Quynh Thi

Prize: Bronze in Logos, Trademarks and Symbols Design

Description: Product: Yenbai Rose Apple Liquor - a local specialty from the Northwestern highlands of Vietnam.

The name "mê mê" (deeply intoxicated) encapsulates the feeling not just of the unique taste but also the passion for the region.

The logo creatively uses repeated letters "M" and "E," incorporating traditional costume Northwestern patterns. The repeated "mê" combined with an inclined effect captures the essence of being intoxicated, experiencing the unique local flavors.



### Low-Salt Ready-to-eat Brands for Teenagers

**Hansung University Design and Arts Institute, Korea, Republic of**

Lead Designer(s): Choi HyeYoung

Prize: Bronze in Logos, Trademarks and Symbols Design

Description: Korean teenagers often eat at convenience stores to quickly solve their meals due to their busy studies. However, convenience store convenience foods in Korea contain excessive sodium. So consuming them for a long period of time has a negative impact on the health of adolescents.

Created to solve this problem, LOWMATE is a convenience store-only low-salt convenience food brand designed for better eating for teenagers. LOWMATE has the slogan "Dining Friend for Me," and has the concept of a fun dining life with various characters in low school with food.



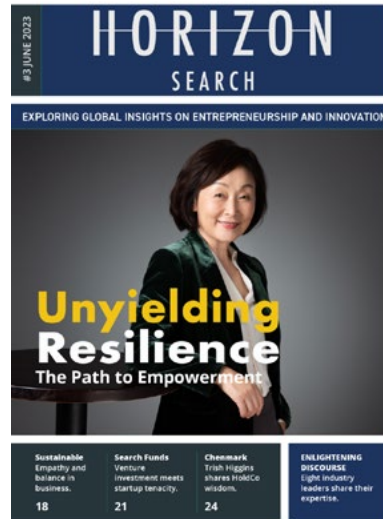
### Haeundae Shining Time Beach Combing Campaign

**Hansung University Design and Arts Institute, Korea, Republic of**  
 Lead Designer(s): Hwiseo Park  
 Prize: Bronze in Logos, Trademarks and Symbols Design  
 Description: The "Haeundae Shining Time" campaign aims to encourage local residents to participate in local environmental cleanup activities by promoting easy and easy cleanup activities and to create a sustainable tourism environment by positively affecting tourists visiting the region.  
 The campaign slogan is Haeundae Shining Time. The meaning of Haeundae, which shines cleanly through beach cleanup activities. It means that everyone who makes a better area together shines.  
 Lastly, the design concept of the campaign contains vitality and sustainability through beautiful waves in Haeundae, Busan.



### Alice Through the Looking Glass Package Design

**Savannah College of Art and Design (Scad), United States**  
 Lead Designer(s): Quynh Le  
 Prize: Gold in Packaging  
 Description: The project involves designing a package for a movie that reflects the narrative and holds a CD, thumb drive, or QR code for the audience to watch the movie. The package should also include a booklet with information about the movie. Alice Through the Looking Glass is the selected movie, which follows Alice as she travels back in time to save the Mad Hatter. The package should capture the whimsical and surreal nature of the story with bold colors, and illustrations of memorable characters.



### Horizon Search Magazine

**The University of British Columbia, Canada**  
 Lead Designer(s): David Lovejoy  
 Prize: Gold in Newsletters  
 Description: My magazine provides a global platform for knowledge exchange and inspiration in the realms of leadership, entrepreneurship, and alternative investments. Drawing from a rich array of interviews with professionals, academics, consultants, and founders worldwide, we offer in-depth insights into the dynamics of various industries. Our goal is to foster cross-pollination of ideas, enabling business leaders at all stages to glean valuable perspectives and drive forward their own ventures.



### Pinch Dipping Sauce

**Texas A&M University Corpus Christi, United States**  
 Lead Designer(s): Jared Rios  
 Prize: Silver in Packaging  
 Description: Pinch is not your ordinary dipping sauce. Created as an alternative to spice up your at home meals, Pinch aims to bring new flavors to homes across the United States for those daring to try. Each sauce bottle is individually packaged in a box that contains a sticker, a brochure of products, and also functions as a one time dipping tray. All of this is communicated through our wacky mascot, Boring Bob, who will do anything it takes to get just a pinch of our delicious dipping sauce.



### Artemisia's Poised Poison

**Savannah College of Art & Design, United States**  
 Lead Designer(s): Quincy Farris  
 Prize: Gold in Packaging  
 Description: Drawing inspiration from a 17th century poison maker, Artemisia weaves an intricate narrative through typography-driven absinthe bottle labels and corresponding antique luggage. This conceptual product line uses historical storytelling and vintage aesthetic details to reflect the tale of a woman secretly providing poison to help women escape abusive relationships.



### Zero

**Maryland Institute College of Art, United States**  
 Lead Designer(s): Soumya Wagle  
 Prize: Bronze in Packaging  
 Description: Ordinary objects, ubiquitous in our daily lives, often have little to no branding. Zero is an imaginary brand—combining science and humor—that crafts ordinary products for extraordinary atmospheres—zero gravity, to be precise. The Zero Kit contains 14 products, all of which are denoted by a unique code. The Kit comes with a handy user manual, enlisting the functionality of each product. The products' names suggest what sets them apart from normal brands.



### eco-nissi

**Hansung University Design and Arts Institute, Korea, Republic of**

Lead Designer(s): Jaehyun Lee, Minrak Kim

Prize: Bronze in Packaging

Description: Eco-nissi, an eco-friendly toothbrush brand made from corn, provides oral care solutions that are safe and clean from environmental damage caused by harmful ingredients such as plastic and microplastics. The Eco-nissi brand aims to inform consumers about eco-friendly toothbrushes by utilizing biodegradation principles and technology. Since it is made from natural ingredients of corn, when discarded after use, it can be used as compost to create a natural circulation structure.



### Quarantine Tales

**Artcenter College of Design, United States**

Lead Designer(s): Yaheng Li

Prize: Gold in Posters

Description: Documenting what I feel of the covid experience in China generally, a feel of suffocation. The COVID has brought me lots of pain and unhappy lockdown experiences. It reminds me of the novel The Decameron which contained 100 stories in the Black Death in medieval age. Also the video meeting software Zoom grew super fast because of forced isolation between each people. I created 2 characters, one in 14th century and the other one in 2020, as dual-narrative timelines.



### Steep

**Maryland Institute College of Arts, United States**

Lead Designer(s): Isha Chennuru

Prize: Bronze in Packaging

Description: Steep reimagines tea in harmonious variants for every mood. The refreshing visuals of diffusion hint at the experience of brewing tea that seamlessly wraps around the pack. Coupled with delicately dispersed typography, it alludes to the calming feeling of drinking tea, making Steep a distinct brand. Steep your mood.



### Caroni Bird Sanctuary National Park

**Savannah College of Art and Design, United States**

Lead Designer(s): Sade Gervais

Prize: Gold in Posters

Description: Illustration by SCAD Student



### SAIC Spring 2023 Architecture Lecture Series

**School of The Art Institute of Chicago, China**

Lead Designer(s): Jiarong Song

Prize: Gold in Posters

Description: This is a student assignment for producing a large-format, multi-fold poster that requires carefully differentiate the content to emphasize hierarchy, sequence, and meaning. For this project, I experimented with creative ways to arrange and elevate the data sets by exploring organizational approaches appropriate to a theme of a modular structured building using lines and color blocks.



### Voice- Where is my Home

**Rmit, Australia**

Lead Designer(s): Mingwang Cao

Prize: Silver in Posters

Description: Design concept: The whole world is constantly being destroyed by human activity, climate change caused by global warming is intensifying, glaciers are melting and forest vegetation is being destroyed, resulting in a large number of animals losing their homes in order to survive, and frequent wars have displaced countless people. Bears, penguins and children represent for the ecological environment and the peaceful and happy life of people respectively.



### Introduction to Typography

San José State University, United States

Lead Designer(s): Lifu Zhao

Prize: Silver in Posters

Description: Design a series of posters aimed to promote lectures on typography being held at the Letterform Archive, a center in San Francisco that showcases and offers hands-on access to a curated collection of over 40,000 items related to lettering, typography, calligraphy, and graphic design, spanning 2,000 years of history.



### Sensory Sensitivity Stages

Purdue University, United States

Lead Designer(s): Alexandra Jacobson

Prize: Silver in Posters

Description: For this typography project, I focused on Sensory Processing Disorder (SPD), a condition characterized by challenges in processing sensory stimuli. Sensory sensitivity, which involves heightened responses to sensory input, often leads to discomfort, distraction, or avoidance. In the series, I employed color contrast variations to accentuate the stages of sensory sensitivity, demonstrating how identical stimuli can affect individuals differently. Additionally, these posters incorporate Augmented Reality, introducing sound variations that correspond to each stage of sensory sensitivity.



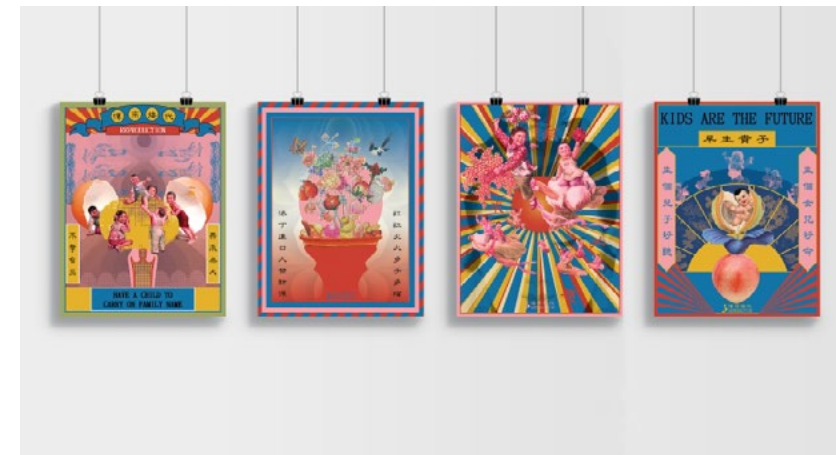
### 24/7 Our Hour

Hong Kong Polytechnic University, China

Lead Designer(s): Jimin Hur

Prize: Silver in Posters

Description: '24/7 Our Project' is a collaborative coursework project between students from Hong Kong Polytechnic University and Hongik University in South Korea. This project required us to design posters for an imaginary concert based on a playlist selected by the students. Our group created 2 posters that represent the 2 main music genres chosen: Relax & Chill, and Energetic. We selected songs for the concert lineup based on different times of the day. We used overlapping layers to capture the essence of each genre.



### Reproduction Co.

Carnegie Mellon University, United States

Lead Designer(s): Wendy Yu

Prize: Silver in Posters / Bronze in Corporate Identity

Description: This is a speculative design project that envisions a company that turns women into carefully analyzed commodities. It is intended to satirize and critique the phenomenon of objectifying women and women trafficking in rural areas in China. The four promotion posters of this company address themes of religion, food symbolism, female fertility, and son preference, appealing to a different aspect of the "target audience". Metaphors and symbols are used throughout, such as the uterus and eggs, the vase silhouettes, the Child-Sending Guanyin.



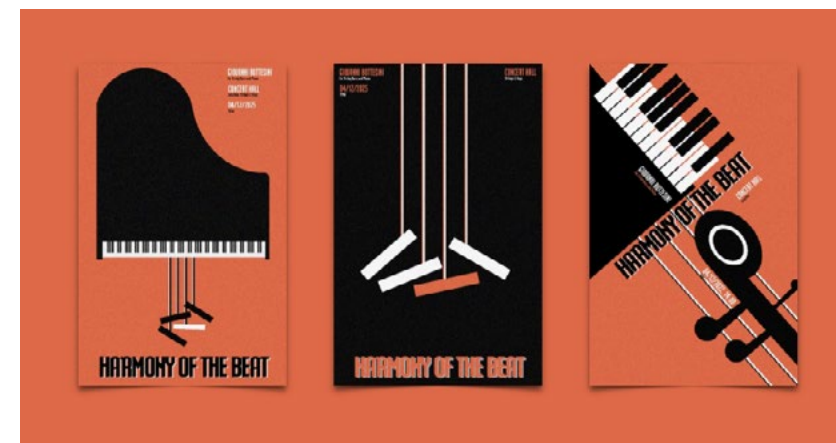
### Say it Loud

Pratt Institute, United States

Lead Designer(s): Jingling Zheng

Prize: Silver in Posters / Silver in Print Advertising

Description: "Say It Loud" is a powerful project centered around rumors, starting with the collection of participants' stories about rumors. These stories are then presented through illustrations, utilizing a visual language that resonates with the audience, effectively bringing to light the unnoticed and concealed acts of bullying. The goal is to raise awareness about unnoticed campus bullying and encourage active community participation. By inviting participants to share anonymous experiences through letters, we aim to inspire empathy and motivate confronting this issue.



### Srings & Keys Library

Pratt Institute, United States

Lead Designer(s): Ruoyu Tang

Prize: Bronze in Posters

Description: "Welcomes all people with a love and ambition for music. We expect you to experience your own musical journey here."



### Conceptual Approach

Savannah College of Art and Design, United States

Lead Designer(s): Choey Fu (Yanxin Fu)

Prize: Bronze in Posters

Description: Illustration by SCAD Student



### Eating Disorder

Savannah College of Art and Design, United States

Lead Designer(s): Xinyi Liu

Prize: Bronze in Posters

Description: Illustration by SCAD Student



### All Nations Coffee Co. Conceptual Poster

Savannah College of Art and Design, United States

Lead Designer(s): Ashlee Bailey

Prize: Bronze in Posters

Description: Illustration by SCAD Student



### Neenah Paper Promotion

Savannah College of Art & Design, India

Lead Designer(s): Jayna Shah

Prize: Gold in Print Advertising

Description: Neenah, a premium paper company that offers writing, cover, specialty, and private watermark paper. To promote Neenah Paper, I designed a cross-promotional piece featuring the work of world-renowned artist Yayoi Kusama, who has been an inspiration to me since the beginning of my art & design journey. The interactive and engaging piece showcases Kusama's patterns and quotes on concentric, grommeted circles. By utilizing production techniques like foiling, die cutting, and spot lamination with a Cricut and heat gun, the design elevates Kusama's artwork and highlights the quality of Neenah Paper.



### Savannah, Your Entertainment District

Savannah College of Art and Design, United States

Lead Designer(s): Ilisha Sharma

Prize: Gold in Print Advertising

Description: Savannah, the hubbub of excitement, filled with history and art is the go-to getaway for people of all ages and walks of life. Yet it is surprising how it does not have an entertainment district. So, I decided to create it one. Savannah, Your Entertainment District, is named so, for with so much variety in culture, art and activities, it is the entertainment capital. It's identity is inspired by Savannah's most prominent features, the curves by Forsyth's fountain, the linear lines by the hanging moss, orange by its historical sites, blue by the Savannah River and green for its rich foliage.



### Top That

Texas A&M University-Commerce, United States

Lead Designer(s): Abigail Killough

Prize: Gold in Print Advertising

Description: Wiener Schnitzel has over 16 toppings as well as two different buns which allow for over 100 septillion combinations. Thus, Top That, was created as a play on words. These wiener dogs doing unfathomable tricks portray just how crazy this number is as well as connecting back to Wiener Schnitzel with the fact that they're wiener dogs.



### Put Dust in it's Place BOXIE CAT Add Campaign

Texas A&M University - Commerce, United States

Lead Designer(s): Lexi Oliver

Prize: Silver in Print Advertising

Description: "Put Dust in its Place" is a playful approach to the everyday chore that is litter upkeep. "there is a place for dust and your home isn't one of them" is a phrase inspired by the disdain I have for the layer of litter dust created from the excessive kicking of my cat after doing his business. When I saw the opportunity to combine by experience with a related campaign, I was excited to put my vision to paper. I present to you, cats kicking up dust in an appropriate setting.



### 屋外 Without Boundaries

Ming Chi University of Technology, Taiwan

Lead Designer(s): Chao-Ming Yang

Prize: Silver in Print Editorial

Description: Our experimental newspaper challenges stereotypes and perceptions about homelessness. We aim to provide a fresh perspective and deeper understanding of the unhoused, breaking down common impressions. The interactive design enhances the reading experience, fostering empathy and inspiring positive change. Together, let's bridge the divide and embrace the idea that we are all individuals deserving of dignity and compassion.



### A Higher Level of Living

Utah Valley University, United States

Lead Designer(s): Megan Barnum

Prize: Gold in Print Editorial

Description: A Higher Level of Living is a publication about the natural tendency to compare ourselves to others. Through its engaging visual and literary style, the narrative leads readers to a powerful realization: making comparisons is unfair, and our perceptions are often far from reality. This transformative journey is represented by a progressive shift in the tone of the design, symbolizing the positive change that comes from letting go of comparison. Rather than succumbing to pride and envy, readers are encouraged to cultivate genuine happiness for others and embrace a more fulfilling way of life.



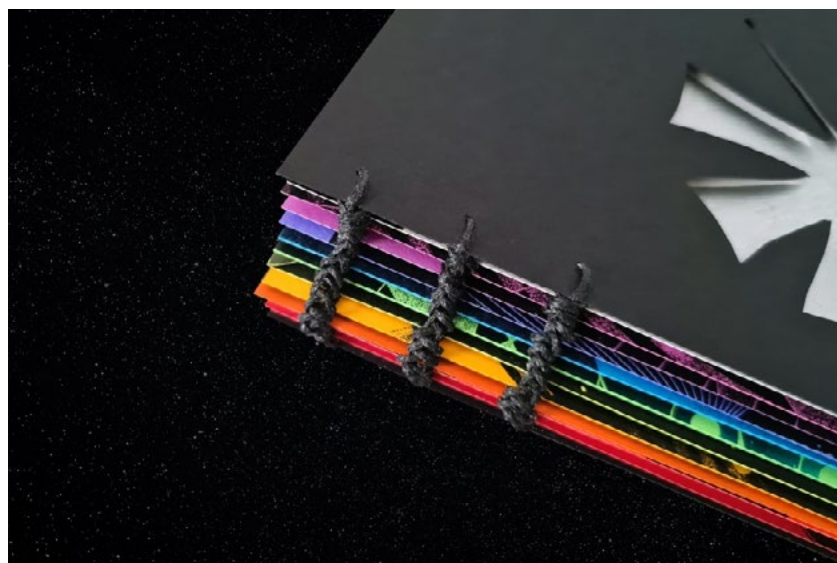
### Absoluteness in Graphic Design

Pratt Institute, United States

Lead Designer(s): Ruoyu Tang

Prize: Silver in Print Editorial

Description: Designers use straightforward, mediocre, and superficial visual language and text to output the content to readers. And the audience receives directly what the designer wants to convey. In this book, I want to clarify that designers can create infinite possibilities for the audience to imagine, instead of limiting the audience's thinking. Today, designers need to use design elements smarter, and they also need to trust their audiences to "imagine" and "feel" the beauty behind their designs.



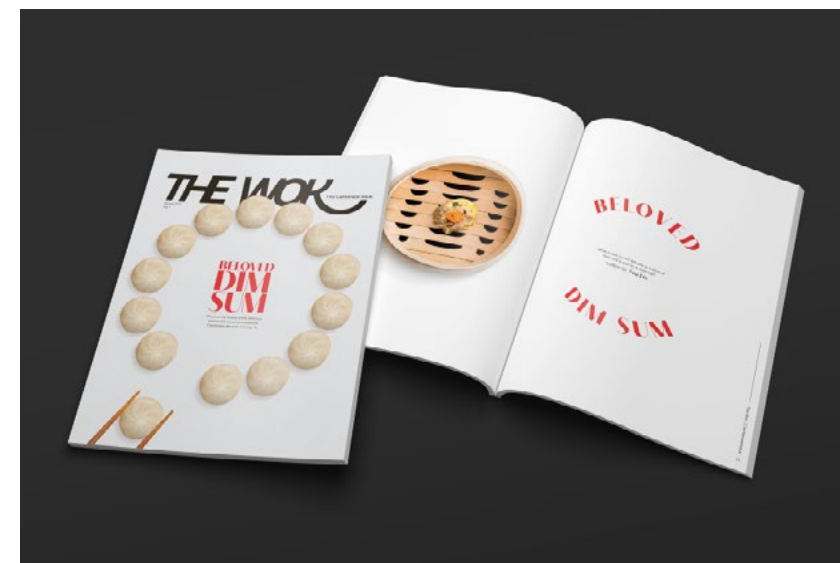
### The Celestial Archivist

Savannah College of Art and Design, United States

Lead Designer(s): Aarushi Menon

Prize: Gold in Print Editorial / Gold in Books

Description: The Celestial Archivist is a conceptual booklet created as a hypothetical promotion for the Neenah Astrobrights line of papers. It compares the role of the night sky as the archival medium of the universe's history to the role of paper as the archival medium of humanity's history.



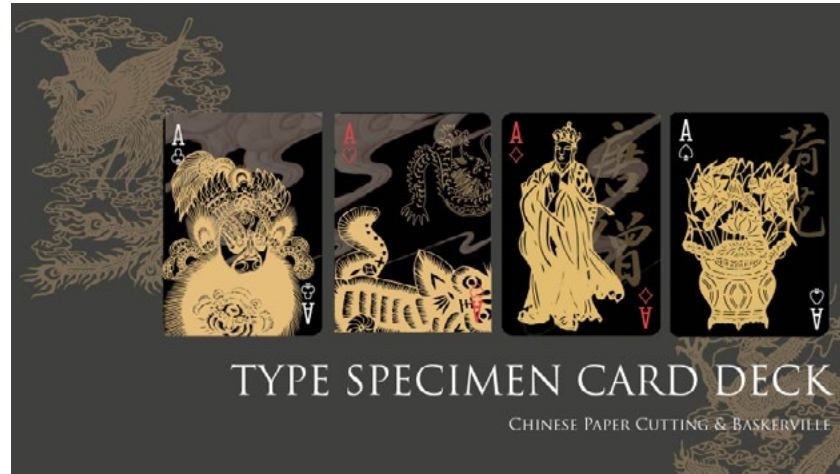
### The Wok Magazine

Texas A&M University - Corpus Christi, United States

Lead Designer(s): Grace Prusha

Prize: Silver in Print Editorial

Description: The Wok is a fictional quarterly Chinese cuisine magazine with a minimalist style. Each issue features a prominent Chinese cook, recipes, and the history of a highlighted cultural region. With a minimalist look, information is presented in a simple and sleek way that is accessible to larger audiences. The magazine has a circle motif, to represent the special food item featured on the magazine: dim sum. This motif also serves as symbolism for connection and unity of the Chinese American community and the combination of Chinese and American flavors.



### Type Specimen Card Deck

Savannah College of Art and Design, United States

Lead Designer(s): Sichy Zhang

Prize: Silver in Print Editorial

Description: Card design using elements of traditional Chinese paper cutting. As well as introducing information about the font Baskerville using a variety of font typography. Categorizes the card colors and paper-cutting patterns. They are Zodiac (HEART) Peking Opera faces (CLUB) Traditional Chinese mythological figures (DIAMOND) Plants (SPADE)



### Domesticated

Utah Valley University, United States

Lead Designer(s): Sarah Utley

Prize: Bronze in Print Editorial

Description: I put down my knitting and paused my podcast to ask myself: can I be both a domestic goddess and a feminist? Silly as it seems, these two aspects of my life always seemed at odds with each other. "Feminine" crafts are often only appreciated in one context: a woman at home. Was my love for them living beneath my privileges as a 21st-century woman? This publication—woven together with motifs of feminine handiwork such as cross-stitch and quilting—explores the paradox between empowering women and disparaging traditional crafts.



### STOP! XIE XIE!

Kun Shan University, Taiwan

Lead Designer(s): Yu-Ru Hung

Prize: Gold in SelfPromotion

Description: Tidy up 20 species of land crabs in Pingtung, and classified into five families according to the general family. In order to show the patterns habits of different crabs, the patterns and colors of these crabs are visually transformed by a strong clash of colors; and four types of three-dimensional origami structures are designed for the standing appearance and characteristics of different families of crabs. Combined with the unique profile of each crab we have compiled, allow the land crabs with different names to bring more people's attention to them with their own characteristics.



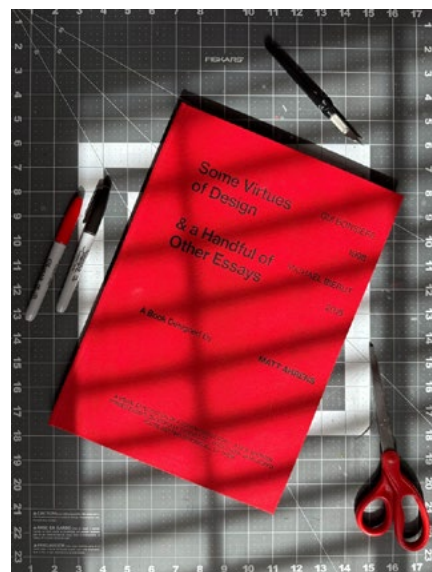
### Neenah Paper Promotion - Insect Cards

Savannah College of Art and Design, United States

Lead Designer(s): Gracie Rubringer

Prize: Gold in Collateral Material / Silver in SelfPromotion

Description: This promotion showcases a variety of paper options provided by the paper company Neenah. The promotion features original digital illustrations of beetle species, each accompanied by an informative fact sheet. These promotional materials are enclosed within a handmade enclosure crafted from Neenah paper, featuring a die-cut of leaf motifs that align with the theme of the promotion. The promotion incorporates elements of foiling, applied to intricate designs drawn from attributes of the featured insects.



### Some Virtues of Design

Savannah College of Art and Design, United States

Lead Designer(s): Matt Ahrens

Prize: Silver in Books / Bronze in Print Editorial

Description: I was tasked with creating the design, layout, printing, and binding of a book for Typography II. Mind you - I've never created more than a handful of editorial spreads, let alone bind a book before. I was scared. Since these text selections themselves might not necessarily keep the reader on the edge of their seat, I really wanted to be experimental with my big, chunky, type explorations. I thought that the combination of bold colors and even bolder type, paired nicely with the structure of my grid and everyone's favorite, Helvetica.



### Neenah Paper Promotion

Savannah College of Art and Design, United States

Lead Designer(s): Zoe Jones

Prize: Silver in SelfPromotion

Description: This was a paper promotion project for the Neenah Paper company. Within this project we had to utilize dcutting and foiling while considering what would make someone want to keep this paper promotion? I chose to display famous designers and their work to create mini posters that can be collaged on a wall.



### Tenacious Plant Institute - Taiwanese Wild Vegetable Exploration Combo Packs

Kun Shan University, Taiwan

Lead Designer(s): Xin-Ya Guo

Prize: Bronze in SelfPromotion / Bronze in Packaging

Description: We hope that using the issue of food crisis as the starting point, children can use the three combo packs (planting combo pack, adventure pack, stamp pack) to learn about wild vegetables through entertainment. The practice should allow children to understand the importance of food in the process of growing plants and achieve the goal of advocating sustainable development.



### Make a Toast with Givonic

Savannah College of Art and Design, United States

Lead Designer(s): Demi Gomez

Prize: Silver in Signs, Exhibits and POP

Description: Givonic is a new geometric sans serif and clean variable font. The typeface is versatile to blend into your design, making it great for branding, titles and books. I designed a specimen card deck to advertise Givonic in a very fun and colorful way, using Mocktails and Cocktails as a vehicle for my content. This card deck showcases the different weights and styles of Givonic, along with unique details and features.



### SCAD Northwest Branding & Wayfinding

Savannah College of Art and Design, United States

Lead Designer(s): Boris Schneersohn

Prize: Gold in Wayfinding & Environmental Graphics

Description: The objective was to create a brand identity and wayfinding system for SCAD Northwest. SCAD Northwest is an area comprised of four college buildings belonging to the Savannah College of Art and Design. These buildings provide students with a collaborative environment to work and learn in various majors. The SCAD Northwest branding identity embodies the collaborative spirit and flexibility of this vibrant community of young designers, creating a variable visual system.



### Read&Roam | Wayfinding for SLV

RMIT, Australia

Lead Designer(s): Tina Hui

Prize: Silver in Wayfinding & Environmental Graphics / Silver in Collateral Material

Description: The design changes old, confusing signs at the State Library Victoria into simple shapes and colours. This makes it easier for visitors to find their way around and have a fun interactive experience. "Read&Roam" cards serve as a navigation guide, offering visitors an overview of their exploration possibilities. Each card is associated with a specific zone, the process is as straightforward as aligning the chosen card with the corresponding zone's banner.



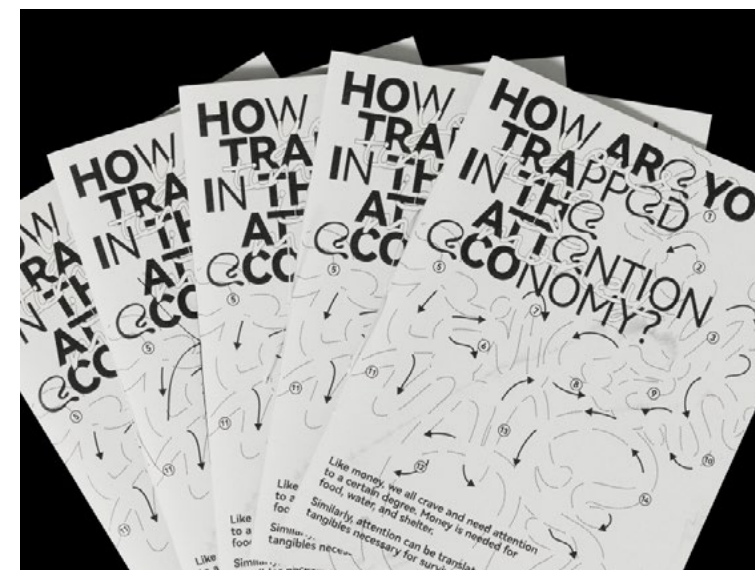
### Cowra Railway Precinct

Billy Blue College of Design, Australia

Lead Designer(s): Alicia Devereaux

Prize: Silver in Signs, Exhibits and POP / Bronze in Wayfinding & Environmental Graphics

Description: The Cowra Railway Precinct's branding draws from its heritage and surroundings. The logo merges the station's terracotta hues with local wattle's yellow, symbolising history and nature. It's a community haven, melding old and new. A strategic marketing approach showcases the precinct's charm. The plan relocates parking, creating gathering spaces. The station and institute become workshops, while an amphitheater hosts performances. Paths connect zones, adorned with sculptures.



### Attention, Please

Royal College of Art, United Kingdom

Lead Designer(s): Mu Tian

Prize: Gold in Zines And Flyers

Description: For social media operators, people's attention is the basis for their survival. I found that brightness and blandness of colour greatly affects people's attention and emotions. I tried to use 'black and white' as the main colour palette to the diverse and colourful but empty information that dominates the internet. The water is a metaphor for the network of relationships that link society, and the different volumes of ink symbolise the textual information that people have viewed, mapping the time and wealth that people have wasted by social media.



# honorable mentions



## Constructivism Exhibition Brochure and Poster

Savannah College of Art and Design, Latvia

Lead Designer(s): Vitalijs Kuceba

Prize: Silver in Zines And Flyers

Description: In Constructivism, the role of the artist was re-imagined – the artist became an engineer wielding tools, instead of a painter holding a brush. For the Constructivists, artworks were part of a greater visual program meant to awaken the masses and lead them toward awareness of class divisions, social inequalities, and revolution. The Constructivists believed that art had no place in the hermetic space of the artist's studio. Rather, they thought that art should reflect the industrial world and that it should be used as a tool in the Communist revolution.



## Are you Normal Today?

Jinwen University of Science and Technology, Taiwan

Lead Designer(s): Yen Cheng-Wei / Chen Ying-Ru

Prize: Silver in Key Art / Silver in Website Design / Bronze in Zines And Flyers

Description: In this digital era, our lives have accelerated. As a result of this, feelings of tiredness and stress are common symptoms experienced by modern people. Are these symptoms part of your daily life as well? Through gathering data over the web, we have identified the top 12 commonly experienced symptoms. Though these symptoms might be overlooked, as they are not serious diseases, they are burn-out symptoms because of prolonged stress. Using humor and science, we raise awareness and understanding about these symptoms in an entertaining way.

Aakash Jethwani *Fiotee - Shopify Store For A D2C Brand*  
 Aaron Chang *The Bright Field Of Inherit History All-Digital Exhibition Platform*  
 Adam Wells *Kansas City Monarchs Poster*  
 Admind Krzysztof Klimek *Annual Report 2022 For Accelleron*  
 Aiqiji Team *Tacja Vis Design*  
 Alejandro Gil *Geiser*  
 Alex Wang *Dg Wellbeing X Docgo On Demand - Branding/Ci*  
 Alexandria Canchola *Coastal Action Network*  
 Ali Mohammad Nilforoushan *Soffio Di Como*  
 An Jie Zhang *Lakeside Art (Pet Funeral Service) - Logo Design*  
 Andre Teh-Hsi Chen *Super Star: National Sports Performance Event*  
 Andrea De La Garza *Rebranding Most Natura*  
 Andreas Guendisch *Coffee Espresso - Advertising Campaign*  
 Andreina Hornez *All Things Beautiful*  
 Angela Morelli *The Water We Eat*  
 Angus He *S.E.S Rebranding*  
 Anita (Ningjing) Sun *Ai Taxonomy Website*  
 Antoine Puyfages *Lacq-Orthez - Rebranding*  
 Anushkha Advani *Concept By Sowe*  
 Ashley Ho *Furry Wonder - Freeze Dried Raw Pet Food*  
 Augustina(Ao) Liu *Selfeel*  
 Ayesha Ewing *Quicken*  
 Baichengfu Team *Itg Keerun*  
 Benjamin Farrar *32Nd Atac Globe Awards Program*  
 Beppe Incarbona *Barolo En Primeur 2023*  
 Bernarda Nibera Conić *Album Cover Art & Design : Andromeda*  
 Bin Wu *Mdf Tea Agency*  
 Binbin Ma *Love Brain*  
 Binger Li *Virtue Dx Branding Design*  
 Bogdan Nikitin *Linkmatch*  
 Bojun Tan *Project Imago*  
 Bolen High *Helix Collective Logo*  
 Boshi Liu *Queen'S Holic Website Design*  
 Brenton Cannizzaro *Ballarat In The Know*  
 Cansu Dagbagli Ferreira *Ecohiny Bamboo Toilet Paper Branding*  
 Ceren Burcu Turkan *Florentine Trattoria*  
 Chekuang Chuang *Metaworld Conceptual Visual Design*  
 Chen Gao *Student Competition 51St Annual*  
 Chen Yu *My Earth ! My Baby!*  
 Chenyu Yang *R.E.M Beauty Rebranding*  
 Cherie Chan *Multisweet Visual Identity*  
 Ching Kai Lee *The Red Eyes*  
 Chi-Yao Tang *Z Lab*  
 Chris Corneal *Bad Bear! Down!*  
 Chris Williamson *Ilkon. Ilkeston Contemporary Arts*  
 Christina Tao *Zeroi Fashion*  
 Christopher Wright *Island Getaway Rum*  
 Chuan Cheng *Montera*  
 Chunxuan Yu *Mina - Your Health Expert*  
 Chun-Yi Lu *Shimen Dam Brand Concept Identity Plan*  
 Clinton Carlson *Colwell & Cuyler Brand Identity*  
 Cristeen Park *Impact*  
 Cunyu Zhang *兰朵医美*  
 Dan Soporan *Wine Label*  
 Dannel Macilwraith *The Woody Show Website Case Study*  
 Darwin Apps *Afr100*  
 Dava Guthmiller *Galvanize*  
 Daynor Storrer *Luk Beautiful Branding*  
 Dejan Ilić *Vide Brandy Labels*  
 Design Kui *Archermit*  
 Dongping Xie *H2O "Source Of Life" Water Culture And Art Museum*

Dwie Yudha Satria *Collaboration For Energy Line Expansion*  
 Eddie Bastos *Jones Dairy Farm Website Redesign*  
 Edwin Van Praet *Ing, Unbanking A Bank*  
 Elliot Gerard *Nflpa Community Mvp 2022*  
 Elza Sagura *Render Meets | Brand Identity For A Meetup Project*  
 Emily Ford *7Up Global Brand Restage*  
 Erika Wu *Xiaohangkeng Visual Identity*  
 Erin Flynn *Applied Surety Underwriters Website*  
 Erin Proud *Modernizing A People-Centered Nutrition Brand*  
 Eugene Boey *Mysentosa App*  
 Eva Yarza *Hijos De Rivera Brand Design*  
 Fa-Hsiang Hu *Art\_Unlimited*  
 Fanny De Bray *Egrego*  
 Feixue Mei *Visiting Artist Poster Series 2023*  
 Feng Huang *Heisan*  
 Fengyi Liu *Downbeat Reimagined*  
 Ferhan Hizli *University Library Of Wuppertal*  
 Filippos Fragkogiannis *Vercetti Regular*  
 Fiona Li *Botite Plus*  
 Frank Studio *Brand Identity*  
 Freda Biotech *Shenan*  
 Ge Zhang *Namito*  
 Ginny Warren *Nplf Literary Award Gala*  
 Graphia Brands *Unic, Shenzhen*  
 Habacuc Rodríguez *Arrechisimo*  
 Hajime Tsushima *Fudo Labo Collection*  
 Han Xu *Elephant & Moon Resort*  
 Hanson Chan *Mount Nicolson*  
 Haolai Zhou *Moco Pet Brand Identity*  
 Harry Horstmann *Cdu Hamburg Brand Identity*  
 Heng Luo *Sanhe Fuyun*  
 Henrik Lange *Netraket Wordpress Agency*  
 Henson Tong *Master Works E-Commerce Website*  
 Hoon-Dong Chung *Contact 02*  
 Hsiao Che Hou *Lord Jiaqing And The Journey To Taiwan*  
 Hua Chia Wei *Fungi:The Food Expert*  
 Hugh Broughton *Sciencelogic-Servicenow Integration White Paper*  
 Hui Chiu Lin *Reference Bookstore Branding Design*  
 Huijiao Jin *Qinshihuang Cpa*  
 Hui-Yu Ho *All Sound Production Website*  
 Ida Cheinman *Amfo Brand Refresh*  
 Ivan Pavlovic *Terradea*  
 Iwan Gozalie *Something Good Inside!*  
 Jai Wadhwani *Craftmycv*  
 James Dawson *Atraxo - Strategy, Branding & Identity Design*  
 Janna Carney *Ministudio Brand Identity*  
 Jeff Au *Exceptional Audio Brand Experience Design, Positioning, And Strategy - Effect Audio*  
 Jennifer Adler *The Sh\*T That Takes Up Space In My Head*  
 Jennifer Barlow *A Bold Vision For The Future*  
 Jennifer Ribnicky *Ap® Spanish*  
 Jia Zhou *Hdm2*  
 Jian Sun *Korea 195 Grapefruit Biscuit Packaging Design*  
 Jian Wang *Shenlianhangkong Logo Design*  
 Jingchuang Chuanmei *Smiley O*  
 Jinming Gao *Aeon Nest*  
 Jinrong Li *Geward*  
 Joseph Blumenfeld *Yona Love*  
 Junlong Wu *F.D Industrial Park*  
 Kaifan Ye *People In The Building*  
 Kaori Ichige *Joint Concert*  
 Katelyn Strumolo *Relax, WeVe Got You!*

Ke Luo *Shrine Coffee: Where Coffee Becomes A Ritual*  
 Kim Minsu *Copy Is Creation*  
 Kruti Reddy *Trading Lagues*  
 Kuan Yang *Logo Design Of Binzhou City*  
 Kylie Gould *Pre-Match Meal*  
 Kyoung Yong Lee *Kyungpook National University Promotional Print*  
 Leo Gesess *Grizzetti Galoppo*  
 Leonardo Iaccarino *Box Umberto Eco*  
 Linh Nguyen *The Hippocratic Oath Booklet*  
 Ma Shiqing *Biore Free & Gentle Makeup Remover Series*  
 Maddie Zitzmann *Alice L. Walton School Of Medicine*  
 Mali And Friends *Open Air Scent Co.*  
 Malou Ko *Polyu Design Hatch Awards Identity Design*  
 Man Xu *Westlake University Undergraduate Website*  
 Marco Molteni *Alcor Brand Identity*  
 Mark Hutton *Oran Whisky Packaging*  
 Martin Schott *Dropshop*  
 Mason Smith *Heart Foundation Exhibition - Interactive*  
 Matt Valuckis *Geminus Head Start 2023 Annual Report*  
 Mehrnoush Zeidabadi *Miscarriage Corner*  
 Meile Zhu *A Painted Airplane Represents Innovative Shenzhen*  
 Meng Chih Chiang *Masks Of Fruits*  
 Meng Lan *Way To Drive: Navigating Foreign Roads Safely*  
 Mengqiu Hu *Calmi - Stress Tracking And Management Companion*  
 Michelle Kwok *Tetley'S Live Teas*  
 Minglong Yu *Brand Design Of Dalian City*  
 Mingquan Chen *Renew Packing*  
 Mirjana Arlaud *The Green Climate Fund: Inspiring Climate Action*  
 Nan Hu *Design Of The Twelve Scenic Signs On The Canal*  
 Nan Jia *Cicpa*  
 Nancy Miller *2023 American Advertising Awards Gala Collateral*  
 Nile Livingston *The Colored Girls Museum | Wallpaper Illustration Design*  
 Ning Zhang *Greenlinetrade*  
 Oleksandra Korobova *Rikki Tikki Branding*  
 Patrice Civanyan *Bloon*  
 Patrick Finley *Life Ring Roundation*  
 Paul Booth *Prevent Fires*  
 Paul Leibowitz *Presilium Private Wealth*  
 Peiyao Tang *Loud Cafe Brand Design*  
 Peng Gao *World'S First Shell Helix Label-Less Lubricant*  
 Peter Grogan *Echoes Of Sarajevo VR*  
 Philip Reitsperger *Transformative Communication & Design*  
 Philipp Maier *Steirische Eisenstrasse Logo*  
 Ping Xu *Glowgenie Cosmetics - Brand Identity*  
 Pingyu Zhan *No. 335*  
 Plus Advertising Co.,Ltd *2023 Wusu Beer Music Festival*  
 Qichao An *Ideamix Lab Fruit Tea*  
 Qin Luo *"Rapanul" Chilean Red Wine Product Packaging Design*  
 Qingqing Lyu *Goldenbay Art Centre Logo And Branding Design*  
 Qingyang Xu *Neckstal Adventure*  
 Qiucheng Cao *Innoglas Ar: Revolutionizing Production Management*  
 Qiuyu Li *Hearing Extraordinary Dream Logo*  
 Rahul Kumar *Simplifying Finance & Farm Advisory For India*  
 Revati Damle *The Great Lakes Water Authority (Glwa) 2022 Annual*  
 Richard Marshall *Age-Friendly Employer Pledge*  
 Roberto Carreiro *Callgroup Brand Identity & Social Media Campaign*  
 Robin Dietrick *Portraits Of A Place Exhibition Design*  
 Ronn Lee *Latibule Branding & Packaging Design*  
 Rou Jiao *Overdose*  
 Rozina Vavetsi *Après Ski '23*  
 Samhita Bhatkar *Between Walls Branding*

Sandy Chou *A Guide To Court Procedure*  
 Sanoop T *Kravin'*  
 Selena Potila *Courage Incorporated Logo*  
 Shantanu Suman *Chote Miya Restaurant Signage And Mural Design*  
 Shaobin Lin *Chacui Fruit Tea*  
 Shaobo Li *Kylin Linux Os Desktop Environment Design-"Heyin"*  
 Shao-Wei Chuang *2019 H.O.T. Islands Music Festival*  
 Shawn Goh Chin Siang *New Life'S Journey*  
 Sherry Kuo *Pâtisserie Chez Mikki Packaging*  
 Shijia Luo *Sweet Tooth*  
 Shimin Cao *Sichuan University Museum Visual Identity Design*  
 Shiyu Beijing *The First Gateway To China Service Brand Design*  
 Shuyi Liu *Stardust Weaver*  
 Simon Hessler *Badrum För Alla!*  
 Stephanie Kuga *Nick'S Minecraft*  
 Suzanne Loewen *Uline Happy New Year 2023 Email*  
 Suzy Simmons *Howdy Pediatric Dentistry Brand Identity*  
 Sydney Patterson *The Monarch At Hall Park*  
 Sónia Santos *Mata Fidalga*  
 Taifeng Jinyin *Panda Tea Treasure*  
 Takehiro Kiriama *National Poster Competition For High School Students 2023*  
 Tamrah Chalom *Initiative Navigator*  
 Tao Chen *Zipeng Mountain B&B*  
 Tao Luo *The Tea Affairs Of West Lake*  
 Taro Nishimaki *B.League All-Star Game 2023*  
 Thinking Interactive *Experience Design Of City Energy Experience Retail Store Singapore*  
 Tianhui Ye *Adriana Hoyos Gem Collection Visual Design*  
 Tianqing Team *Nanning Meteorological Bureau Digital Weather Science Museum*  
 Trevor Messersmith *Toronto Poster For Show Us Your Type*  
 Tyler Barnes *You Will Never Be A Mariachi Album Art*  
 Victor Klimenko *Siberian Industrial Design Days*  
 Vincent Honrodt *Berlin Dark Dry Gin*  
 Walker Wang *Uniview*  
 Wei Jiang *Zongchuan 1929*  
 Weiping Liew *Emily'S Day In The Family Justice Courts - Activity Book And Children'S Video*  
 Wen-Chia Chang *Digit - A Cryptocurrency Wallet*  
 Wen-Chun Fong *Comfortable Private Space.*  
 Weplaydesign - *Les Concerts Du Mercredi 22-23*  
 William Duijzer *Evolving The Quist Wintermans Architekten Brand*  
 Wu Zhiqiang *Guanhe Ancient Street - Xian Metaverse*  
 Xiaowei Feng *1903 Tsingtao Time Craft Brew*  
 Ximena Ureta *Azur Millésime / Make A Mark 2023*  
 Xin He *Yuanshi-Autonomy Website Design*  
 Xingji Meizu *Flyme Auto*  
 Xinxun Liao *Unicef*  
 Xiongbo Deng *Yanchuan Vodka*  
 Yan Qin *Haiyun Brand Identity Design*  
 Yanguang Xie *Hanhi Commercial Show Rebranding*  
 Yasser Parihar *Hyphen: Blending Nature & Science Through Skincare*  
 Yatbiua Chum *Split-Open Plant & Late Elegy*  
 Ye Lu *The Pass Code Of Covid-19*  
 Yexin Cai *A Few Lines Of Verse And A Can Of Burning Solids*  
 Yi Chen *Redears Bayberry Town Pale Ale Beer*  
 Yi Liu *New Year'S Gift Box Of Mandarin Oriental,Guangzhou*  
 Yichan Wang *Edtutor*  
 Yichen Wang *Tracing*  
 Yihuang Zhou *Caston Coffee Roasters*  
 Yijia Xie *Handshake Typeface*  
 Yiwei Lin *Relief.Ai*  
 Yiwen Tu *Rhythm Of Structure*  
 Younghee Jo *Roll The Dice! Samsung.Com Promotion Hub Page*

Yu Gao *Burger House Brand Identity Visual Design*  
 Yuan Liu *Lucky Charm*  
 Yuchuan Yu *Uv Free*  
 Yukihiko Aizawa *Wellnest Home*  
 Yuqun Huang *Slashie | The Pursuit Of A Colorful Life*  
 Yurii Lazebnikov *Nfl Tuesday Night Gaming*  
 Yutan Li *Foodprint: A Tool To Enhance Road Trip Experience*  
 Yutong Wu *The Evolving Shoreline*  
 Zari Chipman *San Antonio Philharmonic Branding*  
 Zengning Zengning1 *Blood Nourishing Angelica Syrup Packaging*  
 Zhangjia Zheng *Emosense*  
 Zhen Hou *Pillow-Cat Books*  
 Zhongjin Caifu *Wmdc*  
 Zhongyang Zheng *Zhuliguan(Bamboo Culture Hotel)*  
 Zilin Zhou *Paypal Biometric Id Verification*  
 Ziyu Xu *Tick Planner*  
 晏钧设计 晏杰 陈水月洞天  
 沈伟伟 *Pereran 普丽兰*  
 粤君 陈颐昌烧坊

Abigail Killough *Cookie Con Screen Printed Poster*  
 Adriana Colón *Century Of Design: Dada*  
 Alicia Devereaux *Grow Co*  
 Andrea Quam *Vanguard: Promo Reel For Interdisciplinary Design*  
 Angie Garcia Jimenez *Patrimonial Churches Of Guayaquil*  
 Anh Nguyen *Brisbane 2032 Olympic And Paralympic Games*  
 Bao Ngoc Vo Ky *Hmong Spring Festival*  
 Bhavna Chandramouli *Logo Identity For Jackie Wolf Schmidt*  
 Brett Roth *Book Cover For Breathing Lessons By Anne Tyler*  
 Brian Diep *Phantom Toll Booth Dust Jacket*  
 Cai Jiatong *The Worldly 人间世*  
 Carissa Kalisek *Cirque Italia Poster*  
 Cate Roman *Afropunk Event Branding And Promotional Posters*  
 Cathy Lin *Shining Stars*  
 Cayce Hu *The Seven Valleys*  
 Chao-Ming Yang *Near & Dear*  
 Chasity Benitez Perez *Century Of Design: International Typographic Style*  
 Chi Fan Liu *Period Tracking App-月月友*  
 Chi Hieu Phan Thi *Soncha Teahouse*  
 Chiara Odgers *Lord Of The Flies*  
 Chienyi Lee *Access Art Studio*  
 Christopher Gonzales *Velocity Baseball Magazine*  
 Daniela Arce *Eos Body Lotion Redesign*  
 David Lovejoy *Horizon Search*  
 Devyani Pare *Music Video Environments*  
 Dewi Owen Hughes *Graffeg 23*  
 Di Wang *In The Mood For Love*  
 Eleanor Yang *Apres*  
 Ellie Wang *Cocoon*  
 Fangfang Han *The Tube*  
 Fateme Mohammadi Maklavani *Tribal*  
 Gareth Fry *Life After*  
 Gia Han Au *Yearoftheox*  
 Grace Prusha *Mechanical Making Series*  
 Hannah Solomon *Scad Fashion Invitation*  
 Hongfei Chen *Pillow Shelter*  
 Jaden Hicks *Vienna Secession Usps Stamp And Brochure Series*  
 Jae Deok Choi *Imperfect*  
 Jaewon Lee *Company: Create Your Custom Meal Experience*  
 Janhavi Jeevan *Bodoni Type Specimen*  
 Jared Rios *Deadstock Magazine*  
 Jeonghwan Kwon *Stamp Series - The New Typography*  
 Jiarong Song *Publication Design For Felice Varini*  
 Jiayun Zhang *Spring Cover Series*  
 Jihoon Kim *Amorphous*  
 Jing Sun *Yuan Yang Xi Shui*  
 Jingchuan Jin *China Eastern Airline Rebranding*  
 Jiyul Kim *Dart : Nft Marketplace*  
 Jonathan Ramsingh *'Ground Breaking Ceremony' Invitation*  
 Junyuan Liu *Redtory - Graffiti Paintbox*  
 Kiyoung Lee *Lucky Star: A Toy Customization App*  
 Lauren Toler *Two Left Ears*  
 Lee Yoonseo *Jamsil Baseball Stadium 45Th Anniversary Promotion*  
 Leong Po Ling *Mong Yoo Doe Won 夢遊桃園 Fantasy Dreamscape*  
 Lexi Oliver *Reptile Super Show Event Poster*  
 Lingfei Cao *% Supermarket*  
 Lixin Wang *Polarview*  
 Luying Li *Spread The "Yue" Drama 传“越”大戏*  
 Minah Kim *Greet*  
 Mohammad Shokrollahi *Moodfood*  
 Mohammad Zarei *Keyhan*  
 Monire Rahimpour *Not The Environment*

Morgan Goerke	<i>Fairway</i>
Mu Tian	<i>Clash Of Colors</i>
Myoung Nohyeun	<i>Spaceline Shoong</i>
Ngoc Huyen Dao Thi	<i>Dream Stream Camping</i>
Niamh Hughes	<i>Pawpal – Your Top Doggie App</i>
Nicole Lin	<i>Expectation</i>
Nicole Tocco	<i>Sci-Find</i>
Parnia Malekpour	<i>Mitra</i>
Quincy Farris	<i>Octopals</i>
Reuxn Yao	<i>Uncreative Portrait_What_If_I_Am_A_Nobody.Zip</i>
Ruby Thelot	<i>A Plague In Cyberspace</i>
Runbao Du	<i>Mini-Guardian</i>
Ruo Tian Fu	<i>Environment Creation In Unreal Engine 5</i>
Scad Student	<i>Character Design Falcon And The Eagle Whisperer</i>
Seokun Kwon	<i>Chef On Tap</i>
Seung Joo Lee	<i>Korean Heir</i>
Shobhitha Saravanan	<i>Quiver</i>
Shuoyue Wu	<i>北京赌拆指南 - Beijing Demolition And Compensation Guide</i>
Sinong Ding	<i>Urban Philosophy</i>
Soumya Wagle	<i>Slurp! Noodles</i>
Sumin Ga	<i>Purme Social Farm Rebranding</i>
Thanh Thao Nguyen	<i>Double Happiness Weeding Bridal Shop</i>
Tsu-Min Hsiang	<i>雙十桃花, 滿園綻放   2023 Taiwan National Day In Taoyuan</i>
Uyen Nhi Tran	<i>Kids Art Class</i>
Van Dung Le	<i>Cafefe (Shop)</i>
Varsha Sriram	<i>The Mad Event</i>
Victoria Contreras	<i>Chow Could This Happen!?!?</i>
Victoria Zhang	<i>Emda</i>
Viktoriiia Leonenko	<i>Wild Bay Kombucha Packaging And Rebrand</i>
Vitalijs Kuceba	<i>Sabon Specimen Book And Poster</i>
Wan Yu Lee	<i>Be A Fish In Kukup</i>
Wen-Chi Hsueh	<i>Oli Art Building Toy</i>
Xiao Wang	<i>Nanjing Massacre Fact Record Book</i>
Xiaouu Ji	<i>Sisyphus</i>
Xingtong Liu	<i>Bettergrub</i>
Xinyi Gong	<i>Death And Its Verbs</i>
Xinyu Qiao	<i>Plasticized Life</i>
Xinyue Zhang	<i>Gee!</i>
Xv Lingcong	<i>Nanshan Milk Packaging</i>
Yaoguang Huang	<i>Covid-19 Express</i>
Yi Sun	<i>Map Of George Eastman Museum</i>
Yian Hung	<i>We Are Interpreters</i>
Yingjie Mu	<i>The Atlas Of Barbarism</i>
Yingxin Shang	<i>Obliterate</i>
Yonglin Huang	<i>Day-To-Day</i>
Yoojin Lee	<i>Fine</i>
Yoon Bee Baek	<i>Metrics</i>
Youwon Shin	<i>Danha, Exhibition Invitation</i>
Yu Yu	<i>Renting A Car</i>
Yu-Chieh Sun	<i>Ecare Pro</i>
Yue Ci Luo	<i>Lóng Hǒu Lǐ Gònɡ</i>
Yue Kwan Cinda Ki	<i>Her. Chocolate</i>
Yuehang Jiang	<i>From Futurism To Future 未来终端</i>
Yuki Ochiai	<i>Poems Of A Machine</i>
Yumeng Li	<i>Cognidiet™</i>
Yuying Liu	<i>Immersive Experience: Unleashing Musical Originality</i>
Zengqi Guo	<i>Harbin Ice And Snow Festival Campaign</i>
Zheng Guan	<i>Neo-Chinese Style Chagee.</i>
丹妮 尤	<i>From Tradition To Modernity: Blessing, Prosperity, Longevity, Happiness And Wealth</i>
晓怡 何	<i>月光 Clair De Lune</i>
王泽闻 王	<i>Daixu</i>
墨洋 林	<i>子弹飞</i>



# IDA

DESIGN  
AWARDS

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