**PENTAWARDS 2020 WINNERS ANNOUNCED**

**2020 winners of the world’s leading packaging design awards revealed in first ever virtual Pentawards Gala Ceremony**

* Air Co’s sustainable luxury design wins the top Diamond – Best of Show award
* Backbone Branding, Design Bridge, ShenZhen Lingyun Creative Packaging Design Co., Ltd, Depot Branding Agency, Xiaomi, Estudio Maba and Anthem take home the most awards
* Backbone Branding, Armenia, crowned Design Agency of the Year for second consecutive year

**London, 24th September 2020:** The winners of this year’s prestigious Pentawards were revealed during a virtual Gala Ceremony hosted live on Thursday 24 September. Top winning agencies include Backbone Branding and Design Bridge each with 5 awards, ShenZhen Lingyun Creative Packaging Design Co., Ltd, Depot Branding Agency, Xiaomi, Estudio Maba and Anthem, all of which won 4 awards.

This year’s Special Awards, which recognise ultimate excellence in packaging design, were also handed out:

* **Best Newcomer of the Year** – Caparo Design Crew, Greece
* **Design Agency of the Year** – Backbone Branding, Armenia
* **Designer of the Year** – XiongBo Deng, ShenZhen Lingyun Creative Packaging Design Co.,Ltd, China
* **NXT-GEN, Best Student Work** – Robert Dadashev, British School of Art & Design, Russia

Now in its 14th year, the 2020 competition received over 2,000 entries from 60 countries across five continents, with the United Kingdom, Spain, Russia and China receiving the highest number of awards. Out of all the entries, over 400 were [shortlisted](https://pentawards.com/2020/en/page/shortlist-2020) by the competition’s [international jury](https://pentawards.com/2020/en/page/international-jury-2020) and revealed to the public.

The full line-up of the 2020 winners can be seen [here](https://pentawards.com/directory/en/page/the-winners) in the new Pentawards Portal.

**Adam Ryan, Head of Pentawards commented:**

“The work submitted in this year’s Pentawards competition is without a shadow of the doubt, the strongest, most innovative and powerful I have ever seen. I am excited to be part of such an inspiring industry continuously pushing the boundaries. This shows regardless of the challenges the world is facing, the power of design is needed now more than ever.”

Founded in 2007, Pentawards is committed to recognising excellence in design, providing a source of inspiration and connecting the global packaging community through its competition and events.

This year’s winners will also be featured alongside the 2019 winners in The Package Design Book 6 by Taschen, released early 2021. The 2021 competition will open with Super Early Bird rates on 1st February 2021.

**More information on the top winners this year:**

**DIAMOND – BEST OF SHOW, AIR CO by AIR CO, US**

When it came to selecting the 14th winner of the Diamond – Best Of Show Award, the judges were unanimous. Air Co’s packaging and design is as forward thinking, modern and transformative as the approach to creating the brand and company itself.

With a mission to be the most sustainable alcohol brand in the world, the packaging for the world’s first carbon negative vodka brand, Air Co., is both reusable and 100% sustainable. Keeping the vodka as the star, the label is placed towards the top of the bottle giving ample space to display the liquid. By placing the label lower, the vodka is the first to meet the eye. The label itself is simple, custom-made, natural and non-toxic and can be removed easily so the bottle can be used for other purposes like a water bottle, flower vase or candle holder.

On the Diamond winner, the judges said:

‘We talk about the future of luxury and sustainable luxury, and this is it’ – *Clem Halpin, President of the Pentawards Jury*

‘Air Co feels like its leading a new era of design. The packaging itself is stunning and really represents its fantastic backstory. The whole package is ground-breaking.’ – *Steve Honour, Design and Visual Identity Leader, Innovation, Europe & Africa at Diageo – UK*

**BEVERAGES PLATINUM, Pridem’s Gin by Enpedra Estudio, Spain**

The design concept for Pridem’s premium gin centres around the idea of a sailor, to represent and celebrate freedom and is something which is set to become iconic. The beautiful design is made up of two complex elements: a striking stopper shaped like a sailor’s hat that gives the product personality and emphasises its uniqueness, and a label that is made up of four separate parts that wrap completely around the frustoconical bottle.

**BEVERAGES PROFESSIONAL CONCEPT PLATINUM, Happy Ghost by Pavla Chuykina, Russia**

As the first ever Professional Concept Platinum award, this playful design is something that can be easily replicated for products going into market. The idea is of a ghost that first made an appearance in 1916 that has been spotted in recent years on the shelves of liquor stores. To create this character, the design uses a deep indentation at the bottom of the bottle and adds a pair of ghostly eyes to it, whilst the glass creates a dark fog and mystical atmosphere.

**FOOD PLATINUM, NongFu Wangtian by ShenZhen BOB design, China**

What struck the judges with this piece is the simplicity and effectiveness of the design. The creative idea of this product packaging is that by combining the shape of chilli to the container, it brings the experience of picking chillis directly to the customer. Its distinctive and fun design will make it the first to be noticed on the shelves, enticing consumers to buy it to try it out and share with friends and family.

**BODY PLATINUM, Chioture by Shanghai Nianxiang Brand Design & Consulting Co., Ltd., China**

This base makeup kit for CHIOTURE, a vibrant and youthful makeup brand, focuses on the unpacking process of the product. Factoring in the simple and fun characteristics of the brand, an innovative design was used to effectively demonstrate the product’s features: a beautiful and adorable soft light camera. The user unscrews the ‘lens’ and then pulls out the ‘handle brush’ on the right, which can then be placed on the ’Brand Icon Viewfinder’ in the upper left corner of the camera if on the go.

**OTHER MARKETS PLATINUM, HEMA by Magnet Design, Netherlands**

This charming range of packaging for Dutch retailer HEMA contains summer water inflatables. The design concept is to show a range of summer products that look like they have been dropped into mini swimming pools, and there’s even a steel step that leads into the pool on the front, bringing the image to life. All toys have been designed exclusively by HEMA and represent the retailers most famous icons like HEMA’s smoked sausage, Takkie the Dog, tompouce pastry and summer ice creams. HEMA’s overall ambition is to stop putting plastic products into plastic packaging, so carton boxes were being chosen to package and protect the products inside.

**LUXURY PLATINUM, Hennessy by Felipe Pantone - Appartement 103, France**

Released globally at a limited quantity of 70 pieces, this Collector's Edition from Hennessy was created in partnership with the world-renowned and pioneering street artist Felipe Pantone. The result of this collaboration is a super clean, shiny white PET box that once opened reveals the whole world of Felipe Pantone through a prism of graphical elements and textures. At the centre of the experience, the consumer is invited to build their own art sculpture around a customized Hennessy V.S bottle which is printed with the latest cutting-edge digital technologies in CMYK. The exclusive carafe stands on a pedestal in the centre of a grid of moiré-finished rods that consumers themselves can place, move and interchange to alter the bottle's optics.

**Useful Links**

To view all 2020 winners, visit: <https://pentawards.com/directory/en/page/the-winners>

Main website: [www.pentawards.com](http://www.pentawards.com)

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**About Pentawards:**

Founded in Belgium in 2007, Pentawards was the first and is now the leading competition exclusively devoted to recognising excellence in global packaging design.

Now in its 14th year, the Pentawards competition has received in excess of 20,000 entries from over 64 countries globally since launch. Each year the Gala Ceremony is held in a different location around the world, with 2020 being the first virtual event, and the winners are featured in the exclusive The Package Design Book.

Committed to recognising excellence in design and connecting the global packaging community, alongside its annual competition Pentawards also hosts a variety of international conferences and events.