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# Argentinian illustrator wins international award for label design excellence

Estefanía Ríos Martínez honored at 2024 Pelikanor Award for her work integrating illustration into product branding

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Estefanía Ríos Martínez, an illustrator based in Mendoza, Argentina, has been recognized in the 2024 edition of the Pelikanor Award. Her studio received a distinction in the category for Best Illustration Applied to a Label for her work titled "Praelas."

The Pelikanor Award is an international competition that honors excellence in professional illustration. It focuses on works used in various commercial and creative contexts, including product packaging, publishing, advertising, and graphic design. The award aims to highlight the role of illustration as a key visual element in these industries.

This year’s selection process involved a unique voting system where all participating illustrators evaluated each other’s submissions. This peer-review method helped determine a shortlist of works that were then reviewed by a master jury. The jury selected the top entries in each category based on artistic quality, originality, and relevance to the applied medium.

Ríos Martínez’s recognition places her among a group of international professionals whose work stood out for its creativity and execution. Her label design for "Praelas" was noted for its effective integration of illustration into product branding, demonstrating how visual art can enhance consumer engagement and brand identity.

The Pelikanor Award continues to serve as a benchmark for illustrators worldwide, offering visibility and validation within the global design community. This year’s edition brought together artists from various countries, reflecting the growing importance of illustration in both traditional and digital media.