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# GASH x NFT

#胖胖猿  
#CHUBBYAPE



# GIVoice

橘人誌



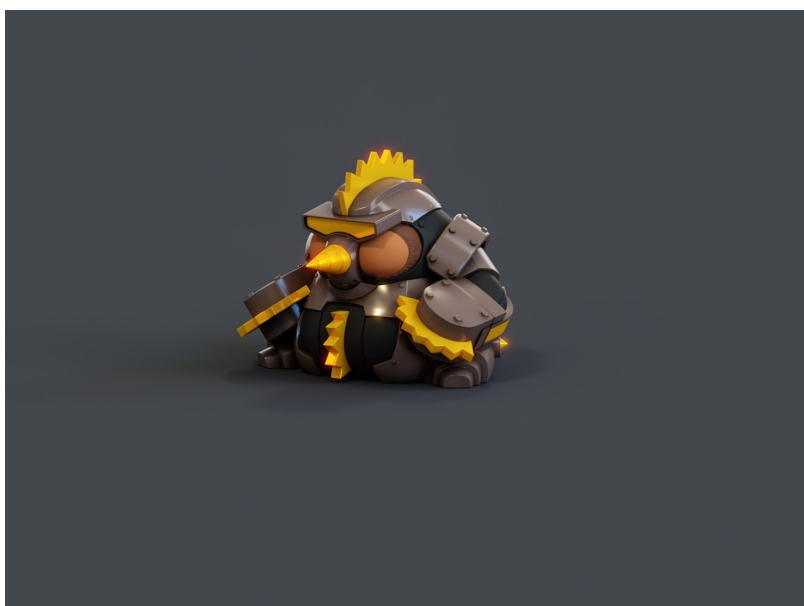
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# GASH x NFT: GASH Announces Entering the New Era of NFT by Vigorous Chubby ape

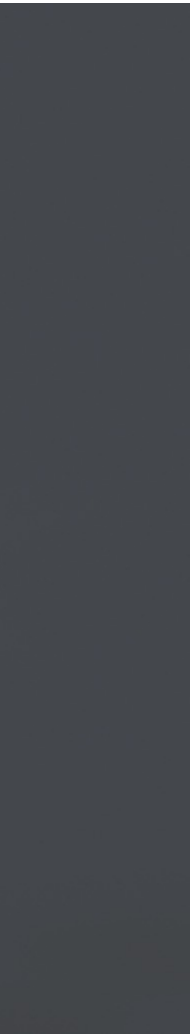
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NFT, which is rooted in blockchain technology, has become mature after a long period of development, and has begun to take off in the game industry in the form of Gamefi blockchain games. At the same time, the high price phenomenon created by the "Boring Ape" launched by Yuga Labs and its follow-up effect once again make NFT a popular topic among the public.

Through the new technology, professionals in various fields would all love to drive another wave of economic growth, making 2021 a turbulent year of NFTs. Meanwhile, GASH of Gamania Group launched Chubby ape NFT with Gamefi mechanism, which has an epoch-making significance.







▲ GASH launched Chubby ape NFT with Gamefi mechanism, proclaiming the arrival of a new epoch. | Photo Credit: GASH

### **A Discrete Strategy Rooted in Market Observation**

Chou Fan-hsiang, Chief Operating Officer of GASH, pointed out that Gamania Group has always been driven by innovation. In 2018, GASH tried to operate the props trading market with the concept of a decentralized exchange. However, the mechanism used at that time was not yet mature, so the results were limited. Also, even if GASH has an early intention to develop such products, and the current supporting market conditions for NFT development are more complete, GASH is still very cautious about officially launching the first self-produced NFT project.

He pointed out that although the NFT market is popular, it is affected by low-quality projects, and many people are beginning to have doubts on it, which indirectly affects their willingness to collect associated items. He said, "Many people found the

market profitable, so they started to do many similar things or imitated others, which affected consumers' confidence in the NFT market."

Taking into account the rights of consumers, GASH, in order to boost the confidence of the holders, whether assisting other brands to launch NFTs or developing its own NFTs, follows the following four assessing criteria: demanding blockchain technology quality, requiring mature and well-known IP, carrying with sustainable empowerment, and accompanying physical products. GASH strives to launch every NFT project with irreplaceable real value.

## **Drive the Value of Originality with Chubby ape NFT**

Many NFT collaboration inquiries made by business partners who are interested in NFT often raise the question of what the difference between GASH and other platforms is. Chou Fan-hsiang indicates that the current task of the company is not to simply build a store-style secondary trading platform, but to play a role in providing all-round product planning for Taiwanese creatives through the strength and insight of Gamania Group and GASH in this field.

He further pointed out that the current NFT projects with collection potential all require complete and in-depth detailed planning. With accurate market observation and sufficient implementation experience, GASH is able to provide a one-stop service, extending from product planning to follow-up marketing campaigns, and to tailor a suitable model for each project, standing itself out from other NFT platforms in the market.

He said, "GASH can provide comprehensive assistance from the analysis of product attributes, customized design as well as technology development, the establishment of the pioneer official website, and the empowerment planning of products, to the operation of Discord communities or clubs."

In addition, different from the designs of the other games in the current market, Gamefi focuses on "Play to Earn" for players to make efforts and earn their tokens. GASH has a deep understanding that "fun" is what keeps people coming back. Therefore, GASH's product development also follows the main axis of "Play for Fun and Earn". By comprehensive operation, GASH selects and carefully produces each project in order to fully demonstrate the market charm of original IP NFT.

Under this premise, GASH and Wyrd Media collectively and officially released Chubby ape NFT on April 30th. This NFT is based on the character IP of "The Fat Monsters

Raised by Grandma" drawn by Taiwanese creator, Jay Rock. As the first product launched by Gamania Group, it has a meaning more indicative than those of others.

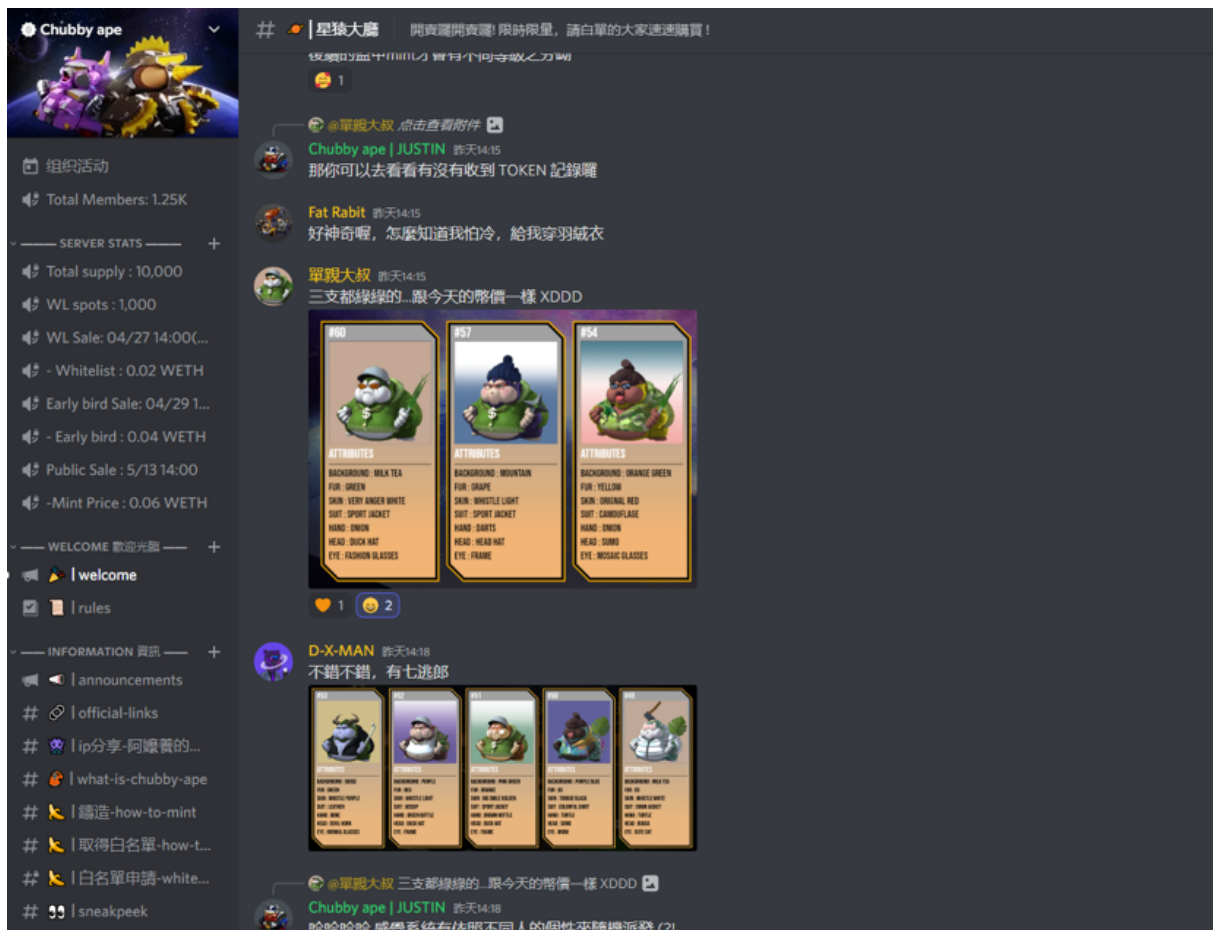
The Gamefi NFT presents GASH's ambitions in this field and a ready state of maturity in terms of the overall design of the outlook, the mechanism of combat accessories construction, the magnificently built official website for the first launch, the professional marketing operation to acquire the white list in the pre-release period, and even the after sales continuous empowering.





▲Chubby ape NFT, launched collectively by GASH and Wyrd Media, which is based on Jay Rock's cultural and creative IP of "The Fat Monsters Raised by Grandma" | Photo Credit: GASH and Wyrd Media





▲ Chubby ape NFT has a professionally run Discord so that online questions asked by fans can be instantly answered and online fan interaction could be conducted smoothly. | Photo Credit: GASH



▲ Chubby ape NFT has its own pioneer official website, which allows players to fully understand the specific content of the entire project. | Photo Credit: GASH

## Paving the Way for Users of Next Era

Under such strategic planning, GASH will also actively transform. "GASH was engaged in the cash flow business in the early days so that it has many game users. On the platform of the item exchange, it would be a good vision to apply block chain technology to the in-game items for decentralized trading."

In the world of Web3.0, Chou Fan-hsiang believes that there will be application scenarios related to Gamefi in the future, which can allow the characters of different game companies to present their collection value through online game battles or exhibitions. He said optimistically: "Through GASH, other game companies can join this platform together to create a large ecosystem."

Additionally, he also revealed that GASH's next step will be to play an intermediate role of bridging blockchain users and non-blockchain users, designing a platform where the public can use legal currency to buy NFTs so that beginners from the fan circle can step-by-step experience the new era of shopping.

In the future, when users set up an account for their virtual currency wallets, they can transfer the NFT assets they owned earlier to their wallets with a few clicks, which is very convenient. In a period where everything and everything can be NFT-enabled, GASH looks forward to continuously bringing creator value to the next level and advancing to the next era.

## **NFT**

### **Non-fungible token**

Compared with fungible and divisible tokens (Fungible Tokens, such as fiat currencies of the same denomination, have the same value.), non-fungible token NFTs are irreplaceable and indivisible. Each NTF is unique. When becoming an encrypted asset on the blockchain, each NTF has the characteristic that it cannot be cloned.

# Chubby ape NFT: Let IPs Enter a Fun New Universe!

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▲ GASH launched Chubby ape NFT with a cautious attitude. | Photo Credit: GASH

When Gamefi became a new trend in the market, it might not be surprising that GASH, a subsidiary of Gamania Group, would launch related products. Nevertheless, GASH deliberately joined hands with Wyrd Media and chose the series of Chubby ape, based on the character IP of "Monsters Raised by Grandma" drawn by Taiwanese creator Jay Rock, to launch Chubby ape NFT as GASH's first self-made product in the NFT field, which carries a mission with profound cultural significance.

Chou Fan-hsiang, Chief Operating Officer of GASH, said, "Gamania Group highly respects the value of originality, and we believe that there are more possibilities in the doll market." When evaluating the partner for cooperation, he pointed out that after several internal discussions, Gamania Group not only hoped that such a project could become a classic game, but also expected that by combining character IP with NFT, Taiwanese creators could utilize the borderless and decentralized free trading process to gain more attention from the globe.



## 魔燄火旺 & 爆氣阿搞



## 魔燄金冰 & 郡齋咪哈



▲ GASH launched Chubby ape NFT, which combines the well-known IP of "Monsters Raised by Grandma" created by Jay Rock. | Photo Credit: Wyrd Media

Compared with the other character IPs on the market, Chou Fan-hsiang

pointed out that the series of "Monsters Raised by Grandma" created by Jay Rock is not only a mature IP, but also has a considerable fan base. With the assistance of Wyrd Media, the series has

also released physical dolls previously. If professionals in the industry can combine NFT with game technology and continuously empower the IP, the series is expected to bring about outstanding benefits by adding up the results from both domains.

"Fans in the character fan circle and cryptocurrency circle want different things. Fans in the character circle want IPs that look attractive, but those in the currency circle put an emphasis on freshness so that the products need to be unique."

To make this IP, which has been fully developed and become matured in the character fan circle, successfully enter the cryptocurrency circle and evolve into the next eye-catching NFT, Chubby ape adopts the Ethereum standard protocols of ERC-721, ERC-1155 and ERC-998 for richer applications of Chubby ape.

Players can get a naked ape and two sets of free equipment after casting on the official website. He said, "The parts of each set of equipment are their own independent NFTs. Players can recast them to make a chubby ape with equipment. Only the chubby apes wearing equipment can participate in the mini game of Play to Earn in Discord and earn tokens. Tokens earned from the game in the future can be used to purchase other NFT projects launched by GASH.

Therefore, whether players choose to keep naked apes, continue to collect equipment for arming their chubby apes, or sell the apes, there is room for value increase.





▲ Each piece of equipment is an independent NFT. Players can freely assemble them. The Chubby ape who puts on the combat equipment can enter the game to win tokens.

It is worth mentioning that although this Chubby ape NFT is presented in the form of Gamefi, Chou Fan-hsiang pointed out that "fun" is the core in the game world. "The market is all about "Play to Earn", but are we doing this for playing or earning? The cryptocurrency world is all about earning, so the game design should be simple. However, the development of Gamefi will eventually focus on Play for Fun."

Holding Fun as the core belief, GASH chose Chubby ape as its first project to enter the NFT market. In the future, GASH's design principle will continue to be "Play for Fun", and people are looking forward to the follow-up development!

## Gamefi Gaming + Decentralized Finance

Combining the mechanism of gaming and decentralized Finance, Gamefi utilizes blockchain technology for players to create new economic value through the digital assets acquired by their actions in the game.

### ERC721 · ERC1155 and ERC998

ERC stands for Ethereum Request for Comment, which can become a standard for developers to build Smart Contracts.

#### ERC-721

The first standard protocol of Ethereum, which is safe, transparent, immutable, irreplaceable, and indivisible, with the non-fungible characteristic. Therefore, it is very suitable for NFT transactions and tracking.

**ERC-1155**

With both fungible and non-fungible features, ERC-1155 can transfer multiple types of tokens at one time in a single smart contract, allowing interactions between fungible tokens and non-fungible tokens to save nearly 90% of gas fees.

**ERC-998**

ERC-998 can be used as an extension of the ERC-721 protocol, which can be used to make up Composable NFTs (abbreviated as CNFT), adding new NFTs and other tokens to existing ERC-721 assets.



# NFT is My Perfect Starting Point for the Next Journey: An Interview with Jay Rock, the "Chubby ape"

2022-05-31 16:22:32



▲ "Chubby ape NFT" IP creator Jay Rock | Photo Credit: Wyrd Media

"The world needs chubby people." Jay Rock, the creator of "Chubby ape" NFT IP, wrote such a paragraph on his fan page, and he added, "The chubby state seems to be de-stressing and healing."

## The Fat Monsters that Bring Soothing Effect to Everyone

"Chubby ape" series originated from "The Fat Monsters Raised by Grandma". The origin of the creation came from the "Godzilla vs. King Kong" meme published by Jay on the Internet. Since the picture of King Kong pinching a fat Godzilla is very popular on the Internet, he started to develop the idea of 创造 creating a series of fat monsters. "No one is willing to get fat but each of us feels soothing when looking at chubby things. Since no one wants to get fat, it comes naturally to draw such characters replacing everyone to become fat."



▲ The meme of King Kong pinching Godzilla is so popular that it sparked Jay Rocky's idea of creating a series of fat monsters. | Photo Credit : Wyrld Media

As a result, Jay started to create a series of chubby monsters from 2021, including "A-gao" the chubby ape, "Do-Re-Mi" the three-headed dog, "So Pretty" the dinosaur, "A-lu" the flying beast, "Flaming Fire" the mutant dinosaur, and "Little Five" the monster from the Classic of Mountains and Seas, and named the series the "Monsters Raised by Grandma".

He explained with a smile: " 'Grandma raised' is something that Taiwanese are very familiar with. Generally, whenever something fat appears, people will say it's 'grandma raised'. Only grandma has the ability to raise such a chubby thing." Named in a friendly tone that is deeply connected to the local culture, and shaped with the appearance of a bouncy ball, such a character therefore can directly touch the hearts of the people.

Through the cooperation with Wyrld Media, Jay can be more focused on creation and allows Wyrld Media to take care of the development of the characters. He smiled and said that since the beginning of his creation, he has been influenced by Wyrld Media, taking care of him and playing the role of the predecessor in the character creation industry, where he went for help along the way.

At the end of 2021, the six basic characters of "Grandma Raised Monsters" were authorized by Wyrld Media to Jump Media, a company which is good at making figurines, to make 3D figurines through fundraising campaigns, which quickly gain support from fans so that the figurines of chubby monsters could be launched to the market and touch the soft spot in each one's heart.



▲ The series of "Monsters Raised by Grandma" received a warm response when the fundraising campaign for the production of dolls was launched. | Photo Credit: Wyrd Media

### The Twists and Turns of Chasing Dreams

From the creation of the meme to becoming the first artist collaborating with GASH to launch NFT, Jay bluntly said that it feels like a dream come true.

He was an electrical engineering graduate. In fact, he has been interested in painting since childhood, but his family conditions prevented him from receiving professional training during his studies, and he could only rely on the information available on the Internet to learn by himself.

He revealed that the first resume he sent out was to Gamania Group more than ten years ago, hoping to be in game art related work, but was not accepted. After that, he successively worked as a factory worker and a restaurant waiter. However, he never gave up and kept producing his art creations during this period. He also took the special exam for street performer license, hoping that he can continue to draw cute versions of portraits for pedestrians to improve his skills.

It was not until he was discovered by a video game company owner during the 2014 video game exhibition, who invited him to draw images for video game peripheral products that he got the chance to enter the video game industry.







▲ Jay Rocky, who is not an art major, continued to improve his skills by painting portraits for pedestrians in his early years. | Photo Credit: Wyrd Media

Through this challenging journey, Jay Rocky relies on a passion for painting. Jay, who is now a game artist in the video game industry, said, "Drawing is my way of relieving stress. The first thing I drew in elementary school was posted and seen by the whole school. That was a very important motivation for me. It's a great feeling to be recognized for drawing."

He pointed out that there are many creators with similar backgrounds like him in Taiwan. Although they like to draw pictures, they have no opportunities due to environmental constraints. In addition to hoping that there will be more resources for cultivating creators in the future, he also pointed out that the NFT market will be a potential opportunity for online creators to improve themselves. Sharing works on the Internet in the form of NFT will make Taiwanese creations easier to be seen. This is a good combination between art and technology. "

#### **Make the Value of Creators Noticeable**

When NFT started to become popular, Jay studied the mechanism and found that a good project cannot be implemented by one person alone. It takes a combination of professionals from various fields such as production, tech support, professional marketing and social community operation to drive good outcomes. For this reason, he did not dare to rashly give it a try at first.

He said, "There is really no one who does not know about Gamania Group if anyone plays games in Taiwan. It is really a great help to have GASH to assist me in operating the series of Chubby ape in the form of Gamefi. This kind of cooperation can make everyone see the value of IP creators more. NFT will be another starting point. By creating peripheral products, creators can also increase the influence of their art works.





▲ Photo Credit : GASH

After more than ten years, Jay Rock finally collaborates with Gamanian Group and his heart is full of blissful feelings. He also encourages other creators to continuously head towards their dreams.

He said, "Don't underestimate your own desires. If you have a certain direction in your heart, just try to do it. Don't be afraid of the obstacles you may encounter along the way because it feels really great to achieve your goals!"



# Be Cool and Carry On! Gamanians' 5 Secret Tips to Boost Energy

2022-05-31 16:16:06

The yang energy is the strongest on Dragon Boat Festival, when heat and dampness from the ground surround the Gamanian world, nature officially declares the arrival of hot summer. Besides following the ancient tradition of hanging mugwort leaves and egg balancing to seek good fortune and avoid evil (not really), modern Gamanians have a couple of tricks up their sleeves, using 5 tips to activate self-regulation to expel heat and dampness from the inside out.

## Tip 1: Dragon Boat Racing - for Real

Still can't forget the good times back in college sports teams? After a certain age, metabolic rate drops like falling down the slides, passion to fight against day-to-day challenges falls into the water and drowns... But as Gamanians, dragon boat racing is such a big deal! The Gamanian team participates in dragon boat racing for the 5<sup>th</sup> year, and even invited a nutritionist to help the team capture the flag through diet improvement.

The 2022 Taipei International Dragon Boat Championships will be held from June 3<sup>rd</sup> to June 5<sup>th</sup> at Dajia Riverside Park. Let's go show our passion and cheer for the Gamanian team!



<https://youtu.be/tEmkRuoOCCM>



#### Tip 2: Land on the Island of Gamanian's Private Chef

Let's put zongzi aside for a minute. Gamanian smuggled a private chef onboard and built Gamaisland inside the company. Gamanian carries out originality even in dining culture, creating the best employee restaurant to fulfill nutrition needs, achieve great tastes, creativity, and visual enjoyment.







<https://youtu.be/kapEwXZqCkU>  
<https://youtu.be/vxreBkrGJA0>

▲ photo and video provided by | Gama Island [FB](#) · [IG](#)

### Tip 3: Get Fit with Professional Trainers

It is already a blessing to work in a place with a gym, but beginners often find themselves lost when facing all the fitness equipment. No matter your goal is calories burning, weight training, yoga, or aerobics, our professional trainer, Jason Lin, is here to support your training.





**Tip 4: Immerse Your Soul in Beauty**

It is hard to avoid scary things happening in life, see more pretty designs to protect our eyes. Here comes the Dragon Boat Festival Q BRICK, wish you a sunny May 5<sup>th</sup>, let's "Be Cool and Carry On!"







#### Tip 5: GamaGarden to Help You Achieve Work-Life Balance

Dual-career families are burning the candle at both ends to balance work and family needs. One can perform at their best in the workplace when their lives have been taken good care of. Gamanians can receive multiple spiritual supplies form Gama Island during work time and take a short walk to pick up their kids after leaving the office. GamaGarden is the first corporate kindergarten in Taiwan's gaming industry, which helps Gamanians with children to feel comfortable focusing on themselves.







Fifth of May, Celebrate the Dragon Boat Festival Day

Bright sunshine is the remedy for heat and dampness

Activate the power of self-regulation, welcome the arrival of summer

The color of summer is sunny Gamanian orange, facing the pandemic, live is still full of enjoyment

Active self-regulation from the inside out, Be Cool and Carry On!



# First in Taiwan! Lu Chung-han Climbs World's Third Highest Peak

2022-05-31 15:09:43



▲ Lu Chung-han Kangchenjunga Peak. (Photo Credit: Gamania Cheer Up Foundation)

The first in Taiwan! Taiwanese mountaineer "Ago" Lu Chung-han successfully climbed the world's third highest peak, Kangchenjunga, on May 6, 2022, and safely descended the mountain. He is the first Taiwanese to ascend the world's third peak without the use of supplemental oxygen canisters, and he is also the only Taiwanese mountaineer who has climbed seven peaks without oxygen.



▲ Taiwanese mountaineer Lu Chung-han is about to climb Kangchenjunga, the third highest peak in the world, and looks forward to sharing more stories with everyone when he returns to Taiwan. (Photo Credit: Gamania Cheer Up Foundation)

Lu Chung-han started in mid-April this year, but he maintained good physical condition. Because the local communication equipment is relatively simple, contact is not easy. Due to the good weather, Lu Chung-han had already reached the fourth camp yesterday, a week earlier than expected, and he decided to hit the top and succeeded today.

Compared with Mount Everest, K2 and other mountains known for their height and difficulty, Kangchenjunga is a 8,000-meter peak that is relatively unfamiliar and hardly heard to Taiwanese. Legendary Taiwanese mountaineer Li Hsiao-Shih has visited the peak before, and female mountaineer Grace Tseng successfully climbed it last fall.

Last year, Lu Chung-han successfully climbed Mount Annapurna, the 10th highest peak in the world, and he became the first mountaineer in Taiwan to climb this 8,091-meter peak without oxygen, which is known for its volatile climate. However, when he continued his journey trying to climb Dhaulagiri, he retreated early due to physical discomfort. After that, he took a break for one month or two after returning to Taiwan, and then started training for up to eight months.





▲ Lu Chung-han once climbed Mount Annapurna.(Photo Credit: Gamania Cheer Up Foundation )

This spring, Lu Chung-han chose to climb Kanchenjunga as his first challenge this year. Kanchenjunga is located in the middle of the Himalayas, on the border between Nepal and Sikkim in India. It is the southernmost 8,000-meter peak in the world. The warm monsoon makes the climate here a little more versatile, but the terrain is less undulating and no advanced climbing skills are required. Therefore, Lu Chung-han and his team decided to climb this peak first after consideration.



▲ Taiwanese mountaineer "Ago" Lu Chung-han said, "This year, I am especially grateful for the support of Gamania Cheer Up Foundation so that Taiwan's overseas exploration can be continued. It is fate that I can meet Albert Liu...". (Photo Credit: Gamania Cheer Up Foundation)

### GoNext Fourteen Peaks Challenge | The Big Dream Project

In 2013, Taiwanese mountaineer Lu Chung-han (Ago) climbed an 8,000-meter peak for the first time, the 13th highest peak in the world – Gasherbrum II (8,035m), which was the first time a Taiwanese climbed to the top of the Karakoram Mountains.

The adventurous journey did not stop there. Ago continued to challenge himself and tried to reach the top of other fourteen 8,000 meter peaks. He has completed seven summits so far, setting a record in Taiwan's mountaineering history. After successfully climbing Annapurna in 2021, he set off again in 2022 to take a world-class adventure and was determined to bring back to Taiwan what he has seen, learned and the spirit of adventure.

Gamania Cheer Up Foundation advocates the educational value of adventurous spirit. After completing the challenge of conquering the North Pole and advancing to the South Pole, Gamania Cheer Up Foundation plans to sponsor Ago's Go Next Fourteen Peaks Challenge for three years, which is to reach the world's third pole - extreme height, to complete the remaining climbing plans for seven 8,000 meter summits.

Gamania Cheer Up Foundation expects itself to be the promoter of youths who dare to take risks, come up with various imaginations of adventure, as well as to provide adventure support and opportunities, so that young people have the ability to challenge themselves, break through the comfort zone, face unknown challenges, and implement the value of adventure spirit in life. A small step in adventure is a giant leap in life. Gamania Cheer Up Foundation makes the youth daring to take risks and become a force for progress in Taiwan!



- Facebook : <https://lihi1.com/UvX9A>
- IG : <https://lihi1.com/x6JCc>



# Others' Death Realm is Their Dream Land, the Journey of Eight Thousand Peaks

2022-05-31 13:59:16

In the history of Taiwan mountaineering, there are many outstanding mountaineers who have climbed to the tops of the fourteen eight thousand peaks around the world and placed their names abreast previous summiteers as well as the name of Taiwan alongside those of other nations. They have marked an important milestone for Taiwan in the international mountaineering field and showed the world the perseverance and adventurous spirit of Taiwanese mountaineers.

Looking up to his predecessors, in 2013, Lu Chung-han (nicknamed Ago, Guo-guo) became the first person in Taiwan to reach the top of the thirteenth highest peak in the world - Gasherbrum II (8,035 meters, also known as G2) without oxygen (without using an oxygen cylinder). This was also his first successful climbing record to an 8,000-meter peak.

Since then, Ago has repeatedly broken through his own limits, leaving his own footprints in the uninhabited land above the height of death (8,000 meters above sea level), and once again making the world aware of the existence of one of Taiwan's excellent mountaineers. His name is Lu Chung-han.



▲ In 2021, Ago successfully reached the 10th peak in the world without oxygen, Annapurna, which is also the sixth that he has ever climbed among the fourteen 8,000-meter peaks in the world

## Those Taiwanese Mountaineers Going up the Mountains First

Those mountaineers who have reached the tops of the world's highest peaks one step ahead are objects of reverence to Ago; to the world, they are an important role for Taiwan to be seen by the



world.

For example, in 1993, Mr. Wu Chin-Hsiung became the first Taiwanese to climb Mount Everest, the highest peak in the world. As soon as the news came out, it caused a sensation in Taiwan; also in 1993, just a few days before Mr. Wu Chin-Hsiung summited Mount Everest, four Taiwanese mountaineers, Chiang Yung-Ta, Tsai Shang-Chih, Liang, Chin-Mei, and Liu Chi-Man, climbed the sixth highest peak in the world, Cho Oyu, and set a wonderful record; Mr. Li Hsiao-Shih, also known as “Geek Mountaineer”, became the first Taiwanese mountaineer to climb Mount Manaslu and Mount Lhotse in 2011 and 2013.

Those pioneer mountaineers in Taiwan wrote the name of this land on the top of the mountains with an altitude of more than 8,000 meters, which then inspired younger generations to pursue and open up the view of mountaineers from Taiwan to imagine themselves standing on one of the fourteen 8000-meter peaks.

And one of these young Taiwanese mountaineers is Ago.



### **When Fantasies Become Achievable Dreams**

When in high school reading a book about Mount Everest, the world's highest peak, Ago had a feeling that it was an unreachable and unknown area. In 2008, when he watched a K2 climbing documentary, he felt that climbing an 8,000-meter mountain was a gamble with his life. It was not until he successfully climbed Denali (6,194 meters), the highest peak in North America, in 2012 that he realized he was getting closer to the Mount Everest that he saw in the book.

"I...seem to have the chance to reach the top of one of 8,000-meter mountains." Such a thought appeared in his mind.

For many Taiwanese who have climbed an 8000-meter peak, the idea to reach the area known as the death height is generally believed to start from a fantasy, which is exactly how Ago started his journey.

Nevertheless, as time went by, he gradually prepared himself better and better, and his dream of reaching the top of a 8,000-meter mountain seemed to be no longer just a fantasy, but a light, guiding him to move forward. Although the motivation that drives everyone to climb one of those

8000-meter peaks is different, the mountaineers can find a common goal on the mountains, and even see a part of themselves in each other.

After realizing that he seems to be capable of climbing higher mountains, Ago aimed at the 8,000-meter mountains, actively training and preparing for everything. In 2013, before he set off to climb G2, he said with a smile on his face, "I have imagined the worst situation on the mountains. The vague scenery on the mountains can probably be depicted in my mind from previously-seen books and videos."

However, the impact of actually stepping on the snow and rocks on a 8,000 meter mountain still shocked him astonishingly.



"In fact, the mountains above 8,000 meters basically have the same scenery, a view of white snow and huge rocks. Further, the strong wind prevents people from standing still, but at the same time, the long mountain ridgelines make you reluctant to blink. More importantly, the people you meet on the mountains will make you keep thinking about them."

"On the top of a 8,000-meter mountain, you will meet all kinds of people, from local Sherpas to mountaineers of different nationalities. When you are with them day and night, have a common goal, and suffer together, the emotion between comrades will be addictive and make you want to go back to that place all the time." he said.

After G2, Ago has climbed several 8,000-meter mountains one after another. He has the experience of successfully reaching the top and also decisively deciding to withdraw. But whether he succeeded in reaching the top of the mountain or not, he views each of his journeys as the most important memory in his life. "Although mountain climbing is very tough, it is also very fun! It will make people unable to stop. I believe this is also the feeling of many mountaineers." He said with a smile.

#### **GoNext: Fourteen Peaks Challenge**

"Every mountain, or every climb, has a special attraction for me," Ago wrote on Facebook before heading to the world's third highest peak, Kanchenjunga (8,586 meters) this year. In this short sentence, he explained why he constantly challenges his own limits and returns to the unknown fields.

"I estimate that, in the next ten years, more than 100 people will complete climbing the fourteen 8,000-meter mountains. But whether it's 14 or 8,000, these numbers are meaningless to me, because I don't consider climbing these 8000-meter peaks without oxygen as competitions."

Recalling the scenery on the 8,000-meter mountains, Ago couldn't help but emotionally express, "When you stand on the top of the mountain that is over 8,000 meters, the rock mass under your feet is the product of the extrusion of ancient plates. Even a small stone was pushed to such a high place from the ground, or even the bottom of the sea. I felt that I was nothing compared to the little rocks on the top of the mountains." Standing on the top, Ago discovered his insignificance from the huge mountains. Until now, he remains curious about and in awe of each 8,000 peak, or even every mountain in the world.

Humility also became the reason for him to return to the mountains.

"Continuously explore the original intention of the adventures, let humility infect each other, enjoy the feedback brought by the adventurous journeys, question your own ignorance, and sincerely complete your dream." Ago, who will continue the Fourteen Peaks plan, summed up his climbing goals with these words, and gave a boost to those still hesitating whether to take the first step of their adventures.

The adventure is not about how high a mountain is climbed or how grand a record is set. For Ago and those pioneer Taiwanese mountaineers, the most important thing is to bravely pursue their dreams, prepare well, and take the first step.



# How Curation Design Makes People and Mountains Closer? ft. Yang-Ming Mountain Lab

2022-05-31 15:14:03

Taiwan, a world-famous island of mountains, covers an area of 36,000 square kilometers and has 368 mountains with an altitude of more than 3,000 meters. It is one of the countries with the highest density of mountains. However, the year-lasting policy of prohibiting mountains has made the mountains close at hand become the most unfamiliar environment at home.

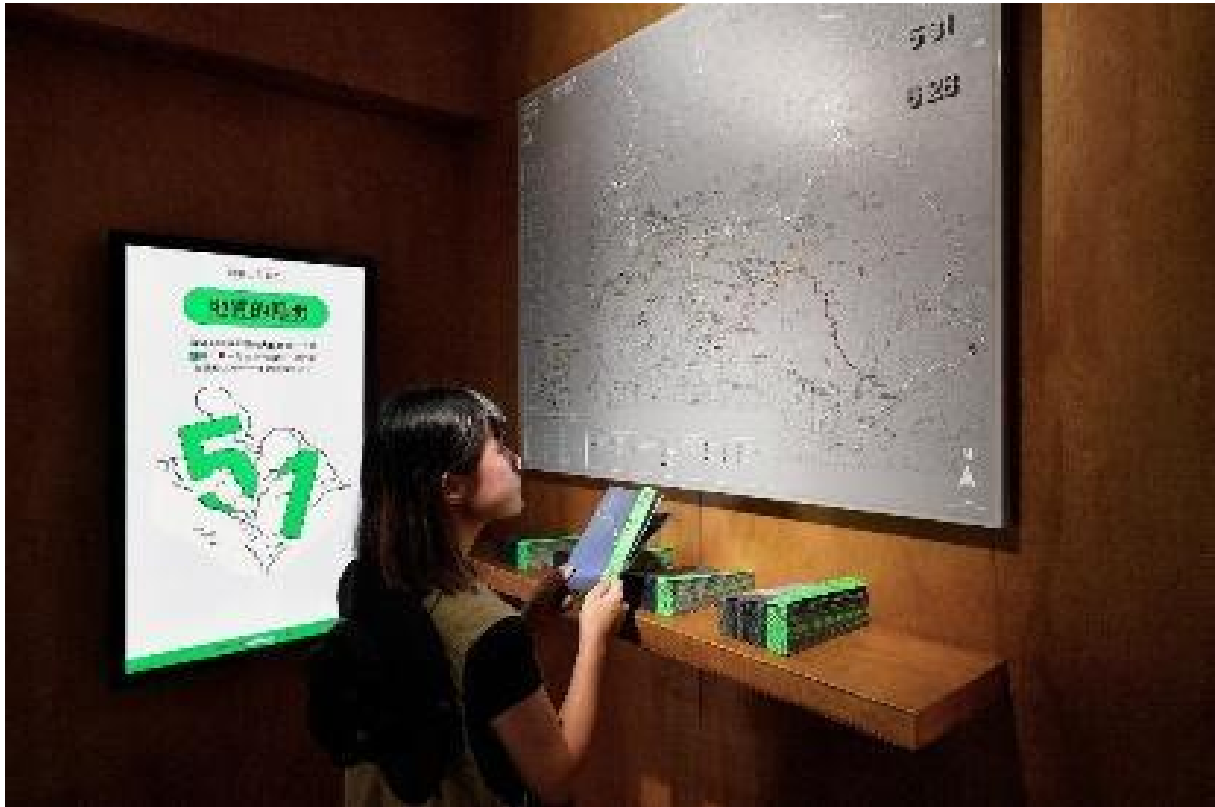
In 2019, the Executive Yuan's policy of lifting the ban on mountains and forests officially opened the high mountains, which account for nearly 30% of the country's land area, to the public. The mountains are there, but do we understand them?



▲ Taiwan's mountains are vast and diverse, but do we really understand them? Photo Credit | InFormat Design Curating

## **Facing the Mystery and Vastness of Mountains, How to Break the Habitual Urban Pattern and Get Close to the Wild?**

Motivated by the concept of "relay station between people and mountains", InFormat Design Curating and Yangmingshan National Park, supported by the project "Public Service Design: Open Call" initiated by Taiwan Design Research Institute (TDRI), turned the "Petite Guan-yin House" that had been abandoned for more than 20 years into a "Yang-ming Mountain Lab" which integrates leisure, ecological education, and the power of brand design.



▲ The expert-designed map in Yang-ming Mountain Lab can illustrate the 12 main routes of Yangmingshan. Photo Credit | InFormat Design Curating, Photography | Wang Te-fan

The Lab is located at the commanding height of Yangjin Highway in the Yang-ming Mountain, the center of the tourist center distribution belt, and it is not difficult to reach from Xiaoyoukeng, Lengshuikeng, Qingtiangang, etc. Therefore, as a relay point between the mountains and the city, it is not only a place for travelers to spend their leisure time, but also a place where everyone can get close to the mountains without going too deep into the forest. InFormat Design Curating also designs this house with the design thinking of approachability.

What exactly did they do ?

**First in Taiwan to Create an Experimental Space in the Mountains by the Means of Design Introduction | Yang-ming Mountain Lab x Volcano Coffee x Forest-Related Book Selection x Miniature Exhibition**

In the space of Yang-ming Mountain Lab, as the starting point, the first floor serves volcanic coffee with the geological characteristics of the volcanoes; the second floor exhibits forest related books selected by Chan Wei-hsiung, a senior in the field of mountain research. However, the biggest highlight is that there are miniature exhibitions of different themes from time to time, utilizing interesting situational experiences for visitors to quickly have a deeper connection and understanding of the wilderness of mountains and forests.



▲ Carrying the geological characteristics of the volcanoes, visitors can enjoy a cup of coffee that reflects the local flavor of Yangmingshan. Photo Credit| InFormat Design Curating

#### **“Yangmingshan in the Night” The Issue of Light Pollution in Nature with Various Design Forms**

In the second exhibition of Yang-ming Mountain Lab, "Yang-ming Night Night", the main theme was "Yangmingshan in the Night".

By creating the character "Yangming Night Night", the curator let her take everyone to discuss various things happening at night in Yangmingshan. Through the designed props and installations such as the retro model of Sun-Moon-Earth, night trail ecology slideshows, DJ records of frog croaking, etc., the exhibition led the public to review the "Night" of Yangmingshan National Park from a new perspective.

In addition, this exhibition also invites guides and professors specializing in "Night" to share with us interesting topics on the conservation of mountain and forest ecology under dark sky in the mountain house. The most exciting thing is that there is also a walking activity called "night roaming". Through a carefully designed itinerary, this activity allows participants to directly experience the charm of the national park at night.

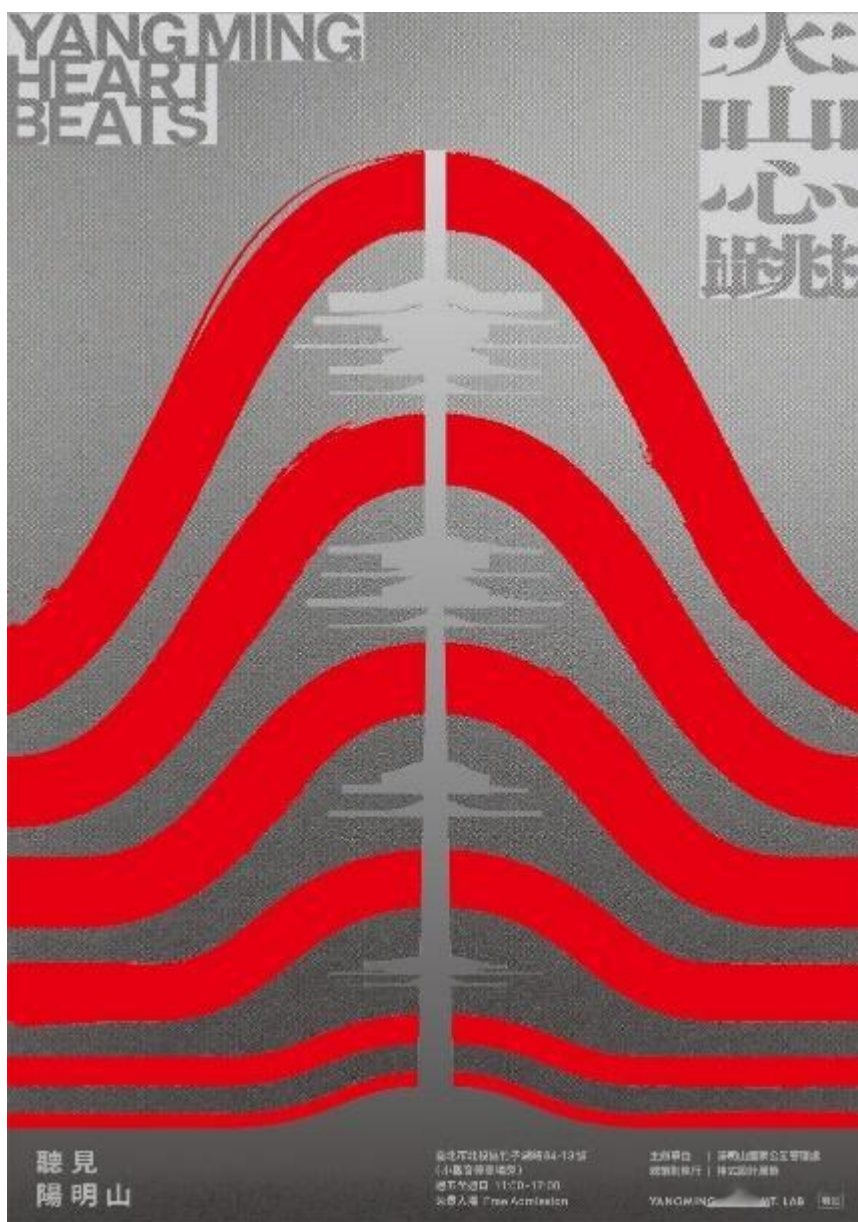




▲ Multiple forms of curatorial design enrich the possibilities of getting close to the mountains and forests. Photo Credit | InFormat Design Curating | Photography: Wang Te-fan

#### **“Yangmingshan in the Listening” To Discover the Subtle and Neglected Sounds of Yangmingshan**

The latest exhibition "Yangming Heart Beats" (From 2022/04/30 to 2022/07/31) chooses the "Sound of Yangmingshan" as its main theme. Integrating the popular issues of promoting silent mountain trails and natural soundscape in recent years, the exhibition deconstructs and reconstructs the "soundscape" of Yangmingshan, leading the public to experience the essence of "listening". Whether it is the sound of wild birds, water currents, volcanoes, or even the inaudible sounds of nature, exhibition visitors can secretly “listen” to the mysterious information of nature that cannot be easily felt by human beings by watching the various diagrams of sound waves.



▲ The latest exhibition of Yang-ming Mountain Lab | Yangming Heart Beats | Main visual, chooses the "Sound of Yangmingshan" as the main theme.  
Photo Credit | InFormat Design Curating

### No Need to Call for the Wild. Infinite Creativity and Design Make Mountains Closer

From the case of "Yang-ming Mountain Lab", it can be clearly seen that the fields of senses for us to arouse others' interest are various from color or sound to smell or taste. In addition, nature, design, humanities, and music can also be the topic or medium of design. To gain knowledge of the wild in the deep mountains and experience the life of listening to the sounds of insects and frogs in the wild, the public does not have to cross the rivers and break into the deep mountains. Because anyone can just walk into the lab, no matter what kind of situation you want from nature, you can find it here in this warm and well-designed mountain house.

Through curation, curators redesign the connection between people and mountains. The mountains are always there, so are all kinds of charming appearances of the mountains. With different perspectives, the exhibition provides a wide variety of different experiences of entering the mountains. So, let us walk into the mountains and re-acquaint ourselves with the wild homeland which accounts for three tenths of our nation.



▲ The warm and bright design of Yang-ming Mountain Lab allows those entering the mountains to have a safe resting place. Photo Credit | InFormat Design  
Curating | Photography: Wang Te-fan

#### FURTHER RECOMMENDATION | YANG MING MOUNTAIN LAB

# YANGMING MT. LAB

▲ Photo Credit | InFormat Design Curating

Location: No. 64-13, Zhuzihu Road, Beitou District, Taipei City (next to the Xiaoguan Yin parking lot)

Visiting time: Online reservation system is adopted during the pandemic. For more information, please follow the FB page of Y.M. Mountain Lab



# But the Stars are Still Orbiting! Dragon Boat Festival Q BRICK - Be Cool and Carry On!

2022-05-31 16:15:25

Living in the post-pandemic era, at first, we tried to achieve “zero-covid” to feel safe, now gradually become used to the escalating number of confirmed cases and begin to live with uncertainty. Hey! The world keeps going, and life keeps moving. When the stars are still orbiting, Q BRICK will stay with all Gamanians, let’s just “Be Cool and Carry on!”

**All-Around Summer Chill Out: Body and Mind, Pandemic and Environment**



As the saying goes, “until you eat the zongzi in May, don’t put your torn jacket away.” This implies that we can still be attacked by cold weather before the Dragon Boat Festival. The day of Dragon Boat Festival is close to summer solstice, some people believe that the beautiful encounter of astronomy and math is the origin of Dragon Boat Festival – when the sun orbits to 90° on the ecliptic longitude, it will be the 5th day of the 5th lunar month when the sun directly shines on the Tropic of Cancer and creates the longest day time in the northern hemisphere in a year, which officially declares the arrival of summer.

For this summer, not only do we need to face the increasing temperature and wipe off our sweat, but also use a lot of alcohol spray to combat our worries about the pandemic. Even so, life still needs to be fun, right? Chill the body heat and mental fuzziness, find our curiosity about life back with calm and “Be Cool.”

Dragon Boat Festival, Moon Festival and Christmas are times when Gamania shows playful heart, connects design and aesthetic value together. Sometimes we make jokes of Qu Yuan and Chang’e with a sense of humor to make the brand gift create connections between people. The #23 HAPPY SUMMER be cool Q BRICK looks like a mini golden acupuncture model, representing the circulating body meridian. Besides showing a different interpretation of the holiday, Gamania actively includes eco-friendly concepts in corporate gift design thinking in recent years, such as



making one-piece packaging with the mindset of “less is more,” and using RE-BAG recycle bag for gift delivery, hoping to cool down the hot summer by all means!



## Cheer Each Other up: Be Cool and Carry On!



Compared with the past, living in the pandemic world does add a little bit of uncertainty in life. Yet, Gama (tangerine) is always the easiest fruit to share! Clove by clove, Q BRICK transcends social distance and refuses to be absent even in the pandemic – because fun is the universal gravity in life! The earth still orbits to where the sun shines directly above the Tropic of Cancer every year, it reminds us that even when facing difficulties, stars never stop moving.

Planets orbit along their track without hindrance, let's follow Q BRICK that is full of infinite possibilities to activate the power of self-regulation, embrace challenges and encourage each other, "Be cool and carry on!"