

Gamania History Timeline

2020-12-31 19:25:48

Twenty-five is an age people consider a crucial watershed in life, and Gamania has been here for that same amount of time, a quarter of a century. Since its inception, Gamania has been through many trials and tribulations and tackled one challenge after another to gain valuable lessons to stabilize in the industry. This time, G!Voice takes you on a journey to know the milestones of Gamania and its courage to innovate, and how it guides the industry trend. A journey also reflects the era and transformation of the internet industry development in Taiwan.

1995~1999 Early development for the single-player game; The early stage of Gamania

The predecessor of Gamania, FullSoft Co., Ltd., was established in 1995. It is worth mentioning that FullSoft took over the production of the TV show “Game Club” and started to expand its business to the electronic media and entertainment industry. The hostess, Tien Hsin, is still an iconic goddess to men now because of her Cosplay costume. In 1999, a year when the internet and digitization started to develop, Gamania launched “Convenient Store” to combat game piracy by adopting a low pricing strategy — 1.2 million copies were sold in Asia. In the same year, “FullSoft Co., Ltd.” changed its name to “Gamania”.



2000~2005 Lineage emerged and revolutionized the online game industry

The millennium 2000 was quite a meaningful year to Gamania. With the rapid development of the internet in Taiwan, Gamania launched “Lineage” and created a country-wide sensation on the online game. It also opened a new chapter for the Gamania online game era, sustained Gamania as the industry leader, created industry initiatives and even established the industry standard for server hosting and operation. Moreover, it drove the development of internet cafes and the prevalence of internet infrastructure. Gamania is never afraid to defy legacy norms. It is always Gamania taking the lead in the industry to respond to the market and players’ needs by creating

new structures—charging a monthly fee for “Lineage” players, developing the first online payment tool—“GASH,” and launching “item mall.”



2006~2010 Gamania started a foundation and set foot in the eSports industry

In 2008, Gamania became the industry's first to establish a foundation— “Gamania Cheer Up Foundation.” To call for more youngsters being brave to go after their dreams and challenge their limitations, the foundation organized an event to go to the end of the world—the North Pole—to challenge the extreme environment. In the same year, Gamania collaborated with partners to found Taiwan eSports League(TeSL) and formed its professional team “Gama Bears.” Gamania invested lots of resources to promote eSports in Taiwan. Among all the teams in Gama Bears, the most famous one is “Crazyracing KartRider”—people call it “The running empire on which the sun never sets.”



2011~2015 Gamania forces gathered, navigating to become an eco-internet enterprise

In light of the industry trend toward mobilization after 2010, Gamania gathers its serves to launch transformation without fearing challenges. Aside from the gaming business, Gamania expanded its scope into payment technology, e-commerce, media, and digital commerce; and several subsidiaries were created. It was a crucial period for Gamania to grow into an "eco-internet enterprise."



2016~2020 Gamania Group kept innovating and took the lead in the industry paradigm shift

In 2016, Gamania moved away from the building located on Zhongzheng Rd., Zhonghe Dist., where the company has occupied for the longest time so far and moved into the new headquarters in Neihu. This relocation symbolized a brand new chapter for the company. In the 4th quarter of the same year, the mobile payment brand “GAMA PAY” was launched and positively impacted corporate growth. In 2017, Gamania released a masterpiece of the mobile game “Lineage M,” and broke several market records. After exploring the North Pole, Gamania Cheer Up Foundation formed the “Antarctica Expedition” in 2018, and the team had successfully arrived at the South Pole at 6 pm on December 22, Chile time. In 2019, the first localized lifestyle mobile portal “beanfun!” was launched. It combines games, GASH points, media, payments, and e-commerce. It has enlarged the digital entertainment market for the group.



2021~ Keep leveling up, Create new chapters

Having gone through numerous challenges for the past two decades, Gamania always develops from every trial and moves forward along the way to become more and more stable and reliable. However, born to be interesting in its gene has never changed. When facing difficult barriers and challenges, it can break through barriers with unconventional ways.

In the future, Gamania will remain bearing its core philosophy-Dare to Challenge- in mind to introduce new services to open your life and horizons, hoping to lead the trend in network lives. As the first 25-year period came to an end, the next one has started. Gamania is determined to keep innovating and creating even bigger orange waves for the next 25 years.

Gamania Branding 3.0 Group Uniform Gorgeous Transformation- An Exclusive Interview with the Designer Shinway Wang

2020-12-30 15:23:14



With arrival of the fall and winter, have you noticed that the 25-year-old Gamania has officially welcomed the new Gamania Branding 3.0 style? The instant when you open the front door of headquarters, the space, the identity, the group uniform, the whole surroundings begin changes. What particularly catches the eye is the employees in the new uniforms.

Gamania has invited the apparel designer Shinway Wang of the Taiwanese brand SYNDRO to lead the group's uniform redesign project. Wang is skilled in high quality handicraft and creating the rugged gentlemen-style apparel. After nearly one year of preparation, he has captured Gamania's "Dare to Challenge" spirit and gave an overall upgrade to the uniforms of the CEO's assistant, the security staff, the receptionists, and the cleaning staff. Not only does it look nice, each item and accessory is embedded with the corporate culture and essence, and accentuates the Gamania character. What are the features of the new uniform? What kind of inspiration and mysterious details are incorporated in the apparel? Follow G!VOICE's and let's enter into the designer Shinway Wang's creative world.

Create Your Favorite Look with Design

Long hair neatly tied in a bun, a handsome smile, and a love for retro European style clothing, Shinway in a denim shirt and a plaid blazer of his own design happily chats at the interview site. "I like vintage clothing, particularly World War II British military wear, French work wear, and others. These types of fashion are still in-style after a hundred years because they are aesthetic, durable, made of robust material, and are highly functional." says Wang lively with the passion for vintage clothing glistening in his eyes.

The brand SYNDRO he creates is starting by using his favorite elements as the design and finding modern expression in classic apparel profiles. It has been his firm belief not to drift with the tide, not attempting to keep up with the trends. He focuses on researching his fashion tone to establish a solid foundation of robust details. For years, he has attracted many people who long for the military-work-gentlemen look to become SYNDRO fans. Wang says that when he

transitioned from fashion to uniform design, he had a better comprehensive knowledge and application of clothing and the necessary details because of his related background. His pursuit of impeccable beauty and handling of details are also the reasons why Gamania invites him for this project.



The Uniform Design that Grows with Corporate Culture

In contrast with complete freedom in fashion, uniform design involves more issues to be evaluated. During this process, Shinway is like a designer for the sole purpose of problem-solving. He switches to the role of a collaborative partner for design thinking, observes in detail, studies the subject's nature, and shapes apparel into the language of a story based on various corporate characteristics and philosophies. Of course, there must be his favorite military-work-gentleman wear elements in the creation. Speaking of the essential criteria of a perfect uniform, Shinway thinks functionality and comfort come first. Aesthetics are naturally important, but catering solely for appearance will often work against your goals and impose burdens and restrictions on the staff. The key is to find the precise balance between functionality and aesthetics.

But, what is the Gamania essence in his eyes? Shinway mentions that he saw “Go! Go! South Pole” a few years ago and discovered another side of Gamania in addition to the gaming industry. The company encourages everyone to be brave on adventure, and it has a DNA that is willing to try new things. He says, “When a company is in stable growth, it’s very hard to take that step to face new challenges. I think it is extremely rare that Gamania dares to take the risks, enjoys facing the unknown and challenges itself to devote all its passion and energy into every task.”

The Next-Generation Corporate Uniform with Gamania Soul

Shinway expands the impression made on him at that time, and develops design inspirations from Gamania’s “Dare to Challenge” spirit and the Branding 3.0 brand value C.A.R.E (Creativity, Advance, Relationship, and Environment). Prior to an official proposal, he is often stationed (hiding) in the Gamania lobby, observing the daily lives and movements of the staff, sometimes actively starting conversations, and collecting their thoughts on their ideal uniform. (Have you seen this weird dude somewhere in the past?)

He decides to represent Gamania’s professional and youthful image with a simple and sleek style by choosing a black, white, and orange combo to create the most harmonious and bright look, and he hides the race car driver outfit imagery in the uniforms, such as the orange-white stripes and the small silver and orange badges. I can’t help but ask out of curiosity, why do you choose the car racing elements? Shinway responds with a smile “Car racing is not a one-man job. It

requires the collaboration of teamwork to be able to demonstrate efficiency and pursue speed within a limited time frame.” In Wang’s mind, this is exactly the symbol for Gamania’s energy, unity, solidarity, and courage to move forward.

The inner lining of every uniform is sewn with the cultural ribbon designed by Gamania, which is converted from the ancient totems of tribes in Taiwan. The symbols of the mountain, the ocean, and the animals deliver the sustainability, adventurous spirit, and environment friendly original intention of an island. To response to the call to care for our land, all the materials used are eco-friendly. The source of the materials is also under Shinway’s strict monitoring during the production process to properly utilize each piece of cloth and minimize unnecessary waste.



Decoding the Details of the Group Uniform’s Design

In the four types of uniforms for the receptionists, the security staff, the CEO assistant, and the cleaning staff uniforms, Shinway interprets them for their own interest. For instance, he includes the gentlemen wear concept in the two styles of classic orange jackets for the receptionists, and cleverly displays dazzling outlines with the inner layer white top and white pants. They are fluffy and warm in winter while comfortable and breathable in summer. Adding the skin-friendly, layered silk scarf, the outfit portrays a sense of professionalism, and brings out the feminine elegance and vitality. The small decorative badge on the chest completes the younger overall look.

It is more interesting for the security staff’s uniform which has military-style shirt and a classic hunting-style jacket that Shinway says the special cut makes every man look handsome (smile). This outfit is made of black cotton twill, a gorgeous and durable type of cloth, paired with military boots and orange-white stripes to the side. The outfit makes people slim, while maintaining a modern designer’s look. Furthermore, the security staff has another bomber jacket that Wang is very fond of. The inspiration comes from World War II military apparel, but it also has a sleek fashion outline. The jacket is waterproof because of the “old-style cotton artificial fibers”. The

inner lining is made of Japanese patented fibers, which looks simple but has powerful heat retention effect, and is suited for nighttime shift duties.



For imaging a CEO assistant, he feels that the subject should have a cool but subtle image, hidden behind the person to protect. Wang decides to use the modified Zhongshan suit as inspiration to create a dignified look that does not attract attention. The outer layer is a fusion of military and hunting wear concepts. The collar is in the traditional Zhongshan-style. He also particularly designed a patch pocket that provides a huge space for hand movement. When the assistant wants to warm hands on a cold day, he/she can stretch hands freely. The pants are made of extremely stretchy material, so the assistant can easily do splits or high kicks without any issue. Another notable aspect is that the badge on this uniform is silver, fulfilling the overall mature look and it is also a huge plus in the visual quality.



On the other hand, the cleaning staff's uniform is the one which Shinway has put in the most effort. The item is a challenge on Wang's designer skills because this uniform requires powerful tool storage functionality, while it has to look appealing and be comfortable in regards to the movements during work activities. It also has to be durable against damage from frequent washing. He sets a three-layer structure for the apron, with the surface made of firm and flexible cotton cloth, the middle layer made of a thin waterproof film, and the inner layer made of nylon. It is waterproof and wear-resistant and it won't easily be worn and torn even during heavy-duty work. Shinway designs 5 pockets on the outer layer of the apron, and a fanny pack placed on the back and to the side of the waist. They can be used to store cleaning products, backup items, personal items, and other things. There is also an adjustable band near the neck, allowing for flexible changes to the uniform for movement at any time. The details and clever ideas are incorporated in the uniforms to satisfy everyone's needs as much as possible.



In Regards to the Uniform, a Few Words from the Designer...

“Creating a functional uniform with quality, allowing it to showcase the corporate image, and to bring the wearer pride, pride in the outfit and pride in the brand. This helps the staff feel happy, confident, and secure in carrying out their duties. It creates solidarity towards the company. That is the attitude I make uniforms.” says Shinway. Looking back at the process of whole project, he learned and observed Gamania from a brand new angle. He feels that he has learned a lot. The most surprising discovery is that he has never seen a company that is willing to design top-tier customized uniforms for its employees at any cost. He smiles and says “Gamania has mad style!” In addition to recognizing Gamania as a happy workplace, Shinway also hopes that the staff truly appreciates the uniform they wear and enjoy all the thoughtful details in the outfit. The designer racks his brain and goes through painstaking innovation (efforts) for the creation going into each thread and piece of clothing. He hopes everyone will like the outfits. :)



Interview conducted and article written by: Arya.S.H
Portraits taken by: Aaron Tseng, Larry Lee
Clothing photographed by: Hé zi Studio

About SYNDRO

SYNDRO was founded in 2013 and is dedicated to conveying the apparel philosophies of a brand. “A fine piece of clothing should make people want to wear it repeatedly and becomes even more stylish after it’s been worn again and again.” Based on this concept, Shinway Wang places special focus on the connection between clothing and people. He is meticulous about the outline, the materials, and the craft of sewing. One can truly sense the fine design and quality in the SYNDRO outfit. <http://syndro.house>

About Shinway Wang

An antique lover and a fashion designer, who likes to find past wisdom in vintage goods. He hopes to design beautiful apparel that will become vintage in the future for modern people.

A Website that is a bit naughty and a bit cute - Exclusive Interview with Designer of the “GAMA25 Online Exhibition” Website: Lee Ming

2020-12-30 12:42:49



“Stuck on a Level, Beat that Level: GAMA25 Online Exhibition” was officially launched online in November. The website created a buzz immediately after the launch. Cute and retro dot matrix visuals immediately pop into view right as you connect to the site. It transports the visitor on a time machine to take a journey back to the past time. The person designing this website behind is the founder and Creative Director of “Block Studio” - Lee Ming. He set the perfect stage for the 25-year-old Gamania, making the online exhibition an adventure that traverses time and space. It recalls one’s memory, allowing the visitors to see themselves, the past, and the present with Gamania by their sides.

Adding Diverse Elements to Make the Website Stand Out

Lee’s creations have already swept the daily lives of the public with designs for the 29th Golden Melody Awards, Cook the Vibe, Taiwan Research Design Institute and other websites. He believes that web design should be more than just communicating information. By releasing his bold creativity, he plays with all kinds of possibilities in animation, interaction, design, information delivery, and interface visuals in his works. Which element is the key component? Lee Ming smiles and answers that every element is important. The most suitable packaging methods must be created by adapting to the customer’s characteristics and needs, but he always gives himself the challenge to make his creation cooler, more interesting, and stand out among the huge sea of websites online.

When speaking of the first collaboration with Gamania, Lee says that he and his colleagues were very excited. Despite being so busy that he doesn’t have time for playing games now, he was a total “Lineage” fan in junior high. In these years, he has seen that Gamania not only focuses on

gaming, but also expands into e-commerce, media, lifestyle, and arts, creating an endless amount of fun. The company is moving towards more stylish visual designs, which is why he has long since been secretly looking forward to collaboration with Gamania for a chance to showcase the creations in his mind.

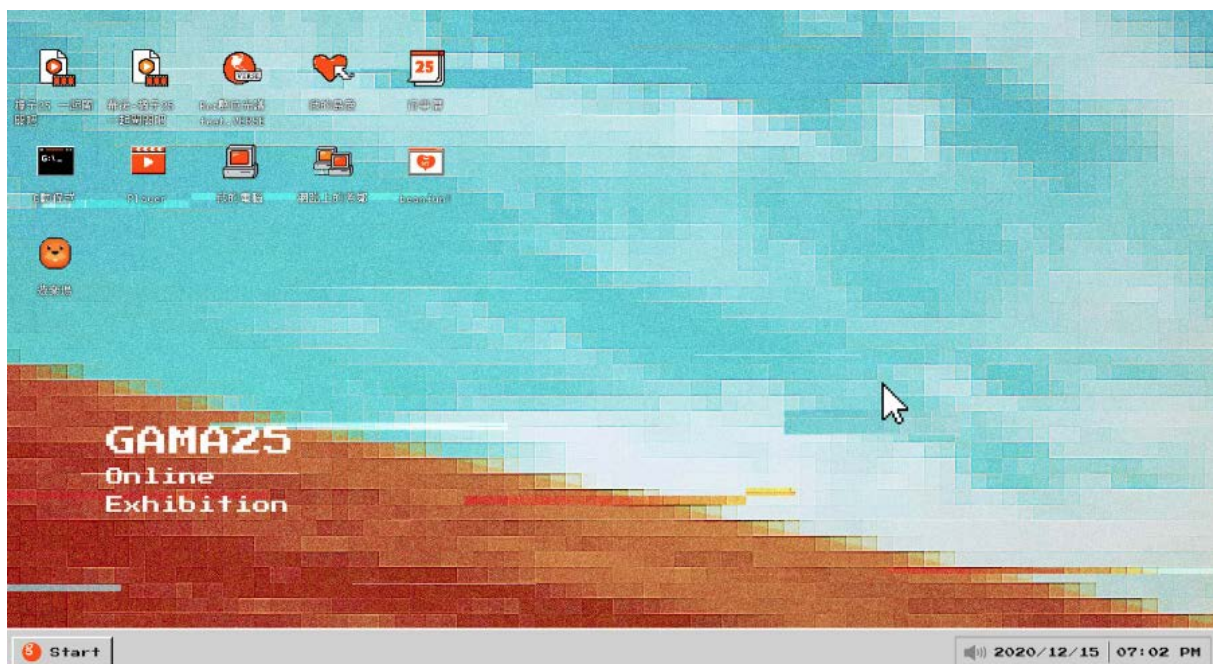


Design an Online Exhibition with a Sense of Time

After many discussions, Lee Ming's team and Gamania decided to play with the "dot matrix" visual to capture the spirit of GAMA25. He made time the core element of the design and continued to list several keywords of Gamania's characteristics, including: tolerance, innovation, change, and fun. Then, he blended those traits into the retro desktop form, adding on special effects, screen windows, and unit icons such as: My Computer, Network Neighborhood, My Favorites, and others. Entering in the page is like you would log in to an old computer 25 years ago. The website is full of creativity as it shows you the path taken by a computer owner. Meanwhile, it perfectly expands the ambiance of the exhibition by resonating with the corporate promo film "GAMA25, Let's Beat this Level", the behind-the-scenes video, and other cultural issues of the times. The promo video "Gamania25, Let's Beat this Level" was directed by Yang Li-chou and the film's music was produced by musician Abao (Aljenljeng).



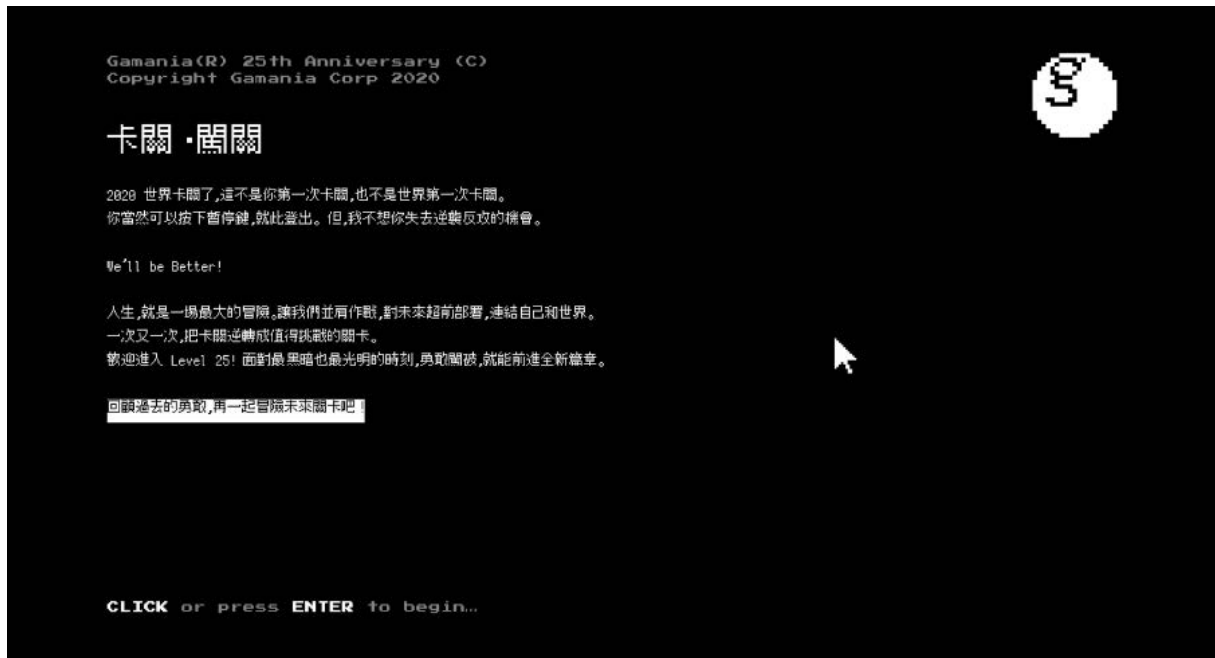
“The concept of an online exhibition has always existed, but the development has been accelerated in the global market this year due to the pandemic.” Lee shares with us that the presentation of an actual exhibition is often limited by the venue, the time, and the distance. However, web design is able to experiment on various combinations, such as with a 3D setting, VR and video. It draws the viewer closer by interaction and images. The GAMA25 online exhibition website has both features of the immersive experience and the open lateral browse. It places emphasis on user interaction. Lee says “Every step on the GAMA25 online exhibition website has its meaning. First, the visitor will get a sense of the visual ambiance and the layout of the narrative. Then, the visitor is drawn to the image layers. There will be many surprises and a smooth flow during this process, in which people will find out that the website is a bit naughty and a bit cute (smiling).”



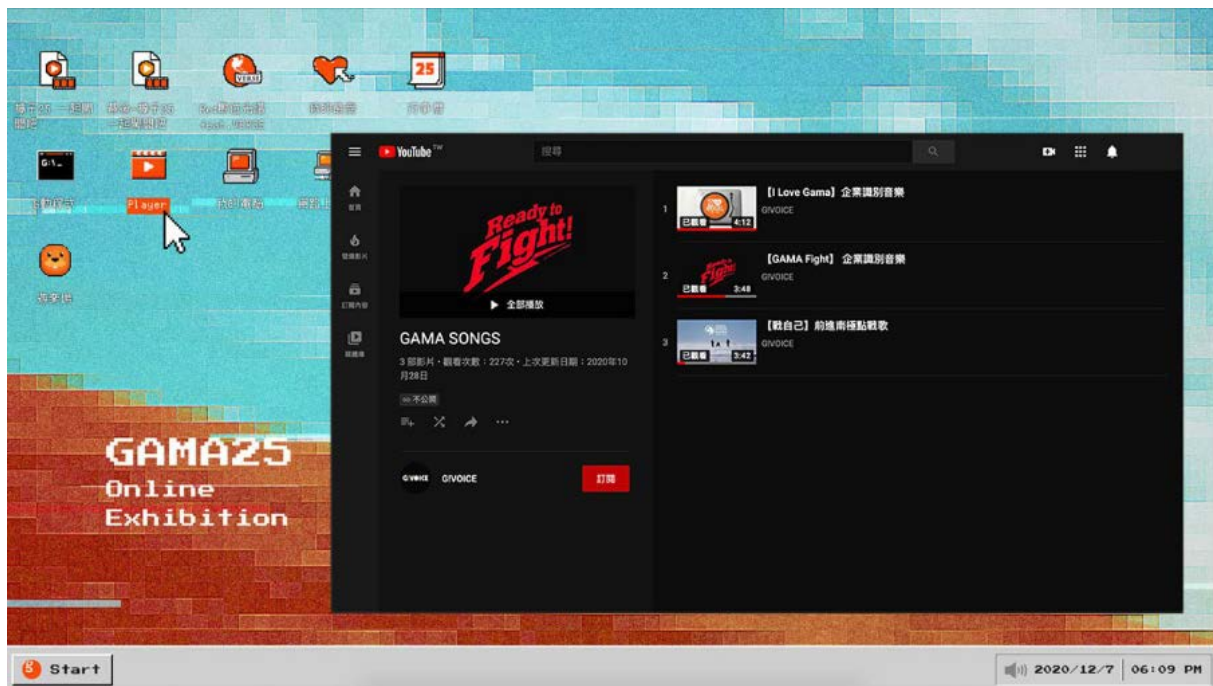
Website Highlights vs. Easter Eggs the Web Designer Reveals All!

The first thing that appears in front of the visitor is a setup that Lee Ming really likes. He converted

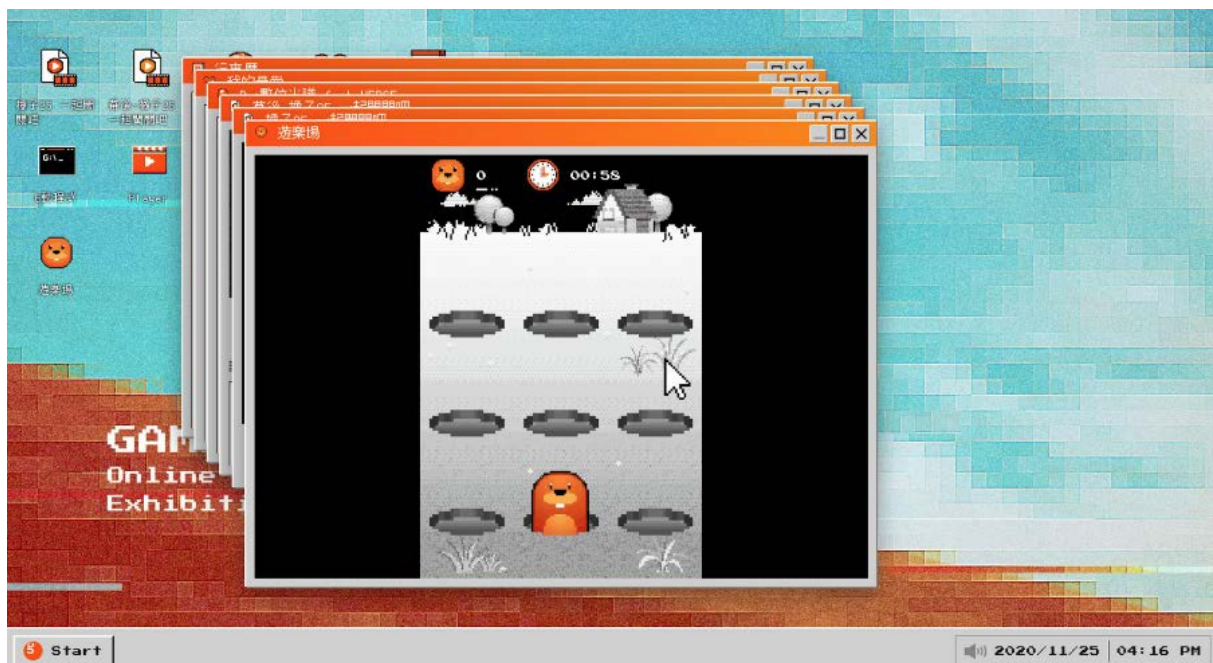
the website loading program into the startup screen of a DOS operating system, white text over a black background. The screen is also communicating a message that Gamania wants to tell everyone: “This is not the first time you feel stuck, but after beating this level, we will be better.” Continuing the exploration and the visitor will find other special arrangements, such as the “My Computer” section webpage, in which you could customize the wallpaper and change the “venue visuals” to what you like.



Furthermore, in order to restore time and space, the website also has a screen saver program that is specially designed. Lee says “We imitated the two most popular versions of screen savers back at that time. One is the starry sky constantly moving forward and the other is the pipes running all over the place.” He says that this method is actually like the common user prompt seen on many media websites: “You have been idle for more than 3 minutes. Please take the next step of action.” A slight variation of a common pattern can become an ingenious surprise. As for the desktop icons, “Network Neighborhood” incorporates the social media platform concept. Click on the icon and the visitor is connected to the Gamania Facebook page, and click on “Player” to go to its Youtube channel. Every detail is a meticulously planned delivery of the brand information. It is a comprehensive promotion of Gamania.



Lee Ming continues and says that when the cursor clicks on the “Games” section, the user will start a battle with a groundhog. If the visitor’s reaction is too slow and the score is too low, then a rematch will start in 30 seconds. If a lucky player receives full scores, then the player will discover an Easter egg. It is said that there are less than 30 people in the world discovering this treasure. It’s all very mysterious. The author asked Lee what the Easter egg is. He responded with a mysterious look and insisted on keeping it a secret. He is determined that players must find it by themselves.



A Shutting Down Program with Special Significance

A Shutting Down Program with Special Significance

The surprises don’t end there! Before you rush to click the X icon on the top right after browsing around, try to log off by clicking on “Start” on the bottom left. Confirm that you want to shut down the machine and, phew, the screen will turn black immediately, just like the machine really

did power off. Yes, Lee's team wants to scare us! Lee makes a face and sneakily smiles as he imagines the player's reaction in front of the computer, saying "Everyone must be so surprised and shout, X! I didn't really just shut down my computer, did I?" Don't worry. It is just a small prank. Click on the window again. The screen will reappear and bring you back to the website in a normal state XD.

Lee indicates that this setup is fun and also something that resonates with him the most. The familiar sight of the screen being shut down is a reminder of the past, and a farewell to the old him. Lee reminisces about his childhood playing on the computer behind his parents, and covering the noisy modem with the blanket, just like the scenario in the film "GAMA25, Let's Beat this Level". Those memories deeply rooted in his mind were revived in this design which encourages him to continue marching forward now. We trust that anyone who has seen the "Stuck on a Level, Beat that Level: GAMA25 Online Exhibition" feels the same way, sees the past and finds strength, courage, and similarities within that past. This is precisely the essence that the exhibition is trying to convey. No matter what challenging level you face in the future, a new page will turn as long as you overcome that hurdle. Gamania will also continue to accompany everyone on the journey and create new milestones together.

Now, with all this in mind, are you tempted to check out the "Stuck on a Level, Beat that Level: GAMA25 Online Exhibition"? Why not visit the website now and discover even more interactive surprises!

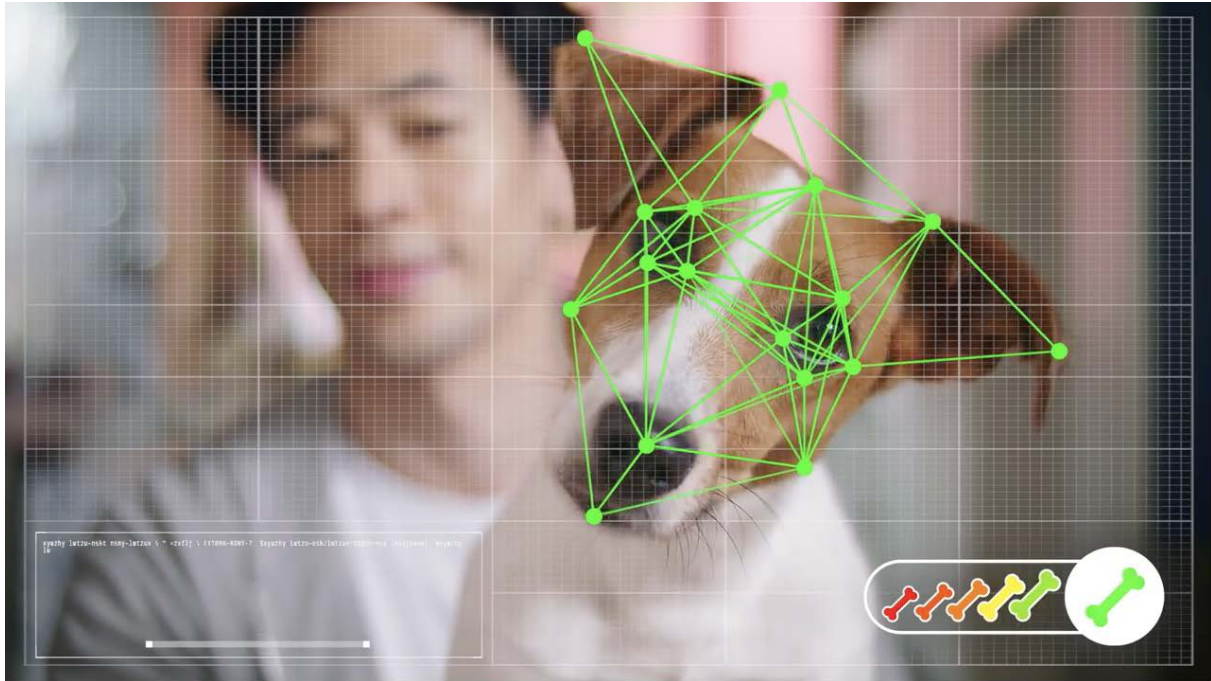
Interview conducted and article written by: Arya.S.H
Photography: Aaron Tseng, Larry Lee

[Relevant Links]

Stuck on a Level, Beat that Level: GAMA25 Online Exhibition: <https://gama25.gamania.com/>
"GAMA25, Let's Beat this Level" Corporate image promo video:
<https://youtu.be/DhVmLHGK0gk>
"GAMA25, Let's Beat this Level" Behind the scenes video: <https://youtu.be/lAPKC6z8DAE>

The Pinnacle of Online Shopping — Dogs Shopping for Themselves Online

2020-12-07 16:43:45

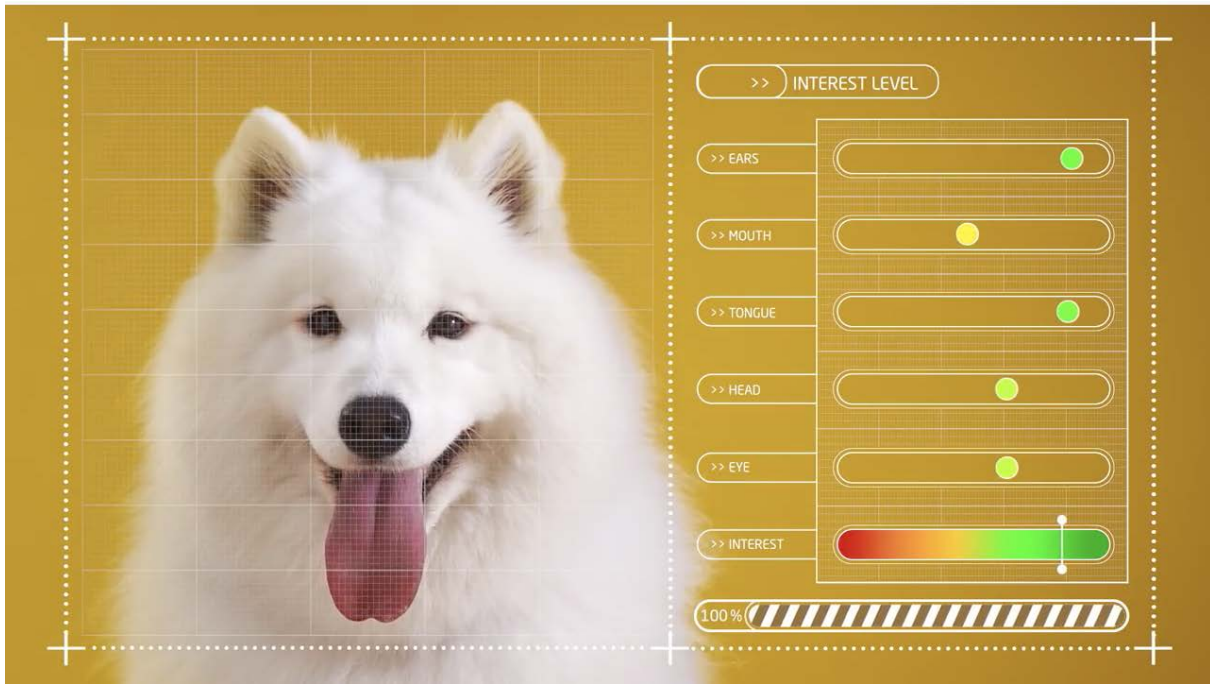


The saying “Time is advancing” doesn’t only apply on humans, but on dogs as well. Don’t you see videos on YouTube channels about how pet keepers show off their adorable pets who often have unexpected special talents. Nowadays, even dogs can shop online. It’s not degrading anyone; it’s an actual service from a website.

《[Petz](#)》, a Brazilian online shopping brand for pets, claims that “their website allows dog to shop; more impressively, it can recognize dogs’ preferences. Whatever the dogs like will be automatically added to cart.” How about that? So magic, right?

Facial Recognition for Humans Is Nothing; Facial Recognition for Dogs Is the Real Deal

[Pet Commerce](#) utilizes the “canine facial recognition” technology. Anyone who’s ever had dogs knows that they actually do have facial expressions. You can tell whether they are happy, concentrated, nervous or scared from the motions of their ears, eyes, and mouth. By utilizing this principle, Petz cooperated with 《[Tudo De Cao](#)》, a unit specialized in pet behavior training. They established a database of different expressions with “ears, mouth, tongue, head, and eyes”, and finally got an overall rating in the dog’s interest level on the product.

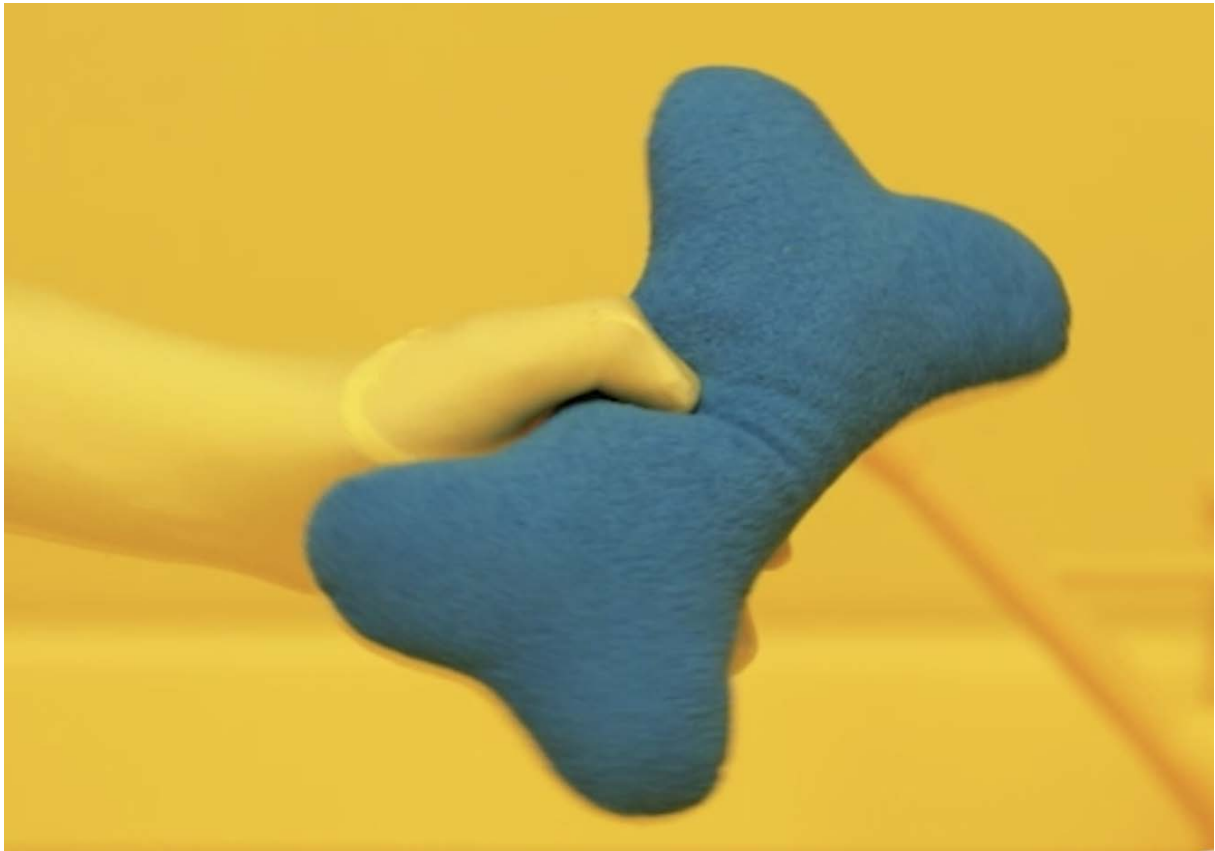


▲Canine facial recognition uses various breeds and facial expressions as criteria.

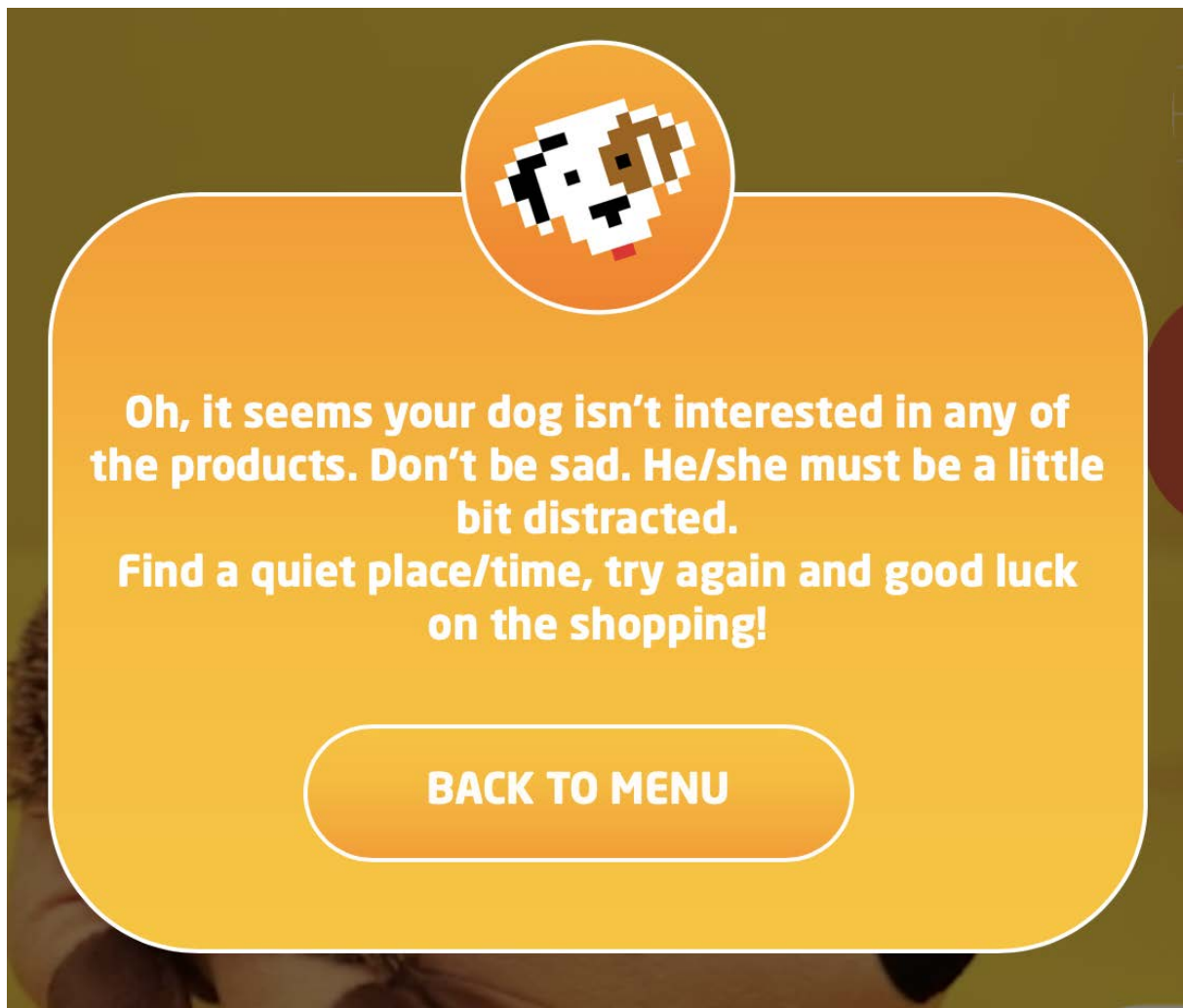
This is how it works:

1. First, turn on the sound on your computer and turn it up.
2. Place your lovely dog right in front of the camera on your computer; his/her image will then appear on the upper right corner of the screen.
3. You don't need to grab hold of your pet's head. Just make sure he/she feels relaxed and comfortable.
4. The system will automatically detect the products which your dog has an interest, and add them to cart automatically.

The system is divided into three categories — toys, balls, and bones. After selection, the video showing a series of products will be playing on screen. The dog's attention will then be drawn by the pressing on toys, the rustling of shaken food, or swung toys, etc. in the video. After a series of swaying and swinging, once the system detects that "your dog has an interest in this thing", it will be added to cart automatically. It is possible that your dog tries to save you money by choosing nothing; this is when the system will kindly remind you — "It seems your dog isn't interested in any of the products. Don't be sad. He/she must be a little distracted. Find a quiet place/time, try again and good luck on the shopping." Therefore, the system apparently won't force any purchase. It's not a trick, but an operating canine facial recognition mechanism.



▲The video uses sounds and motions to draw doggies' attention.



▲Your dog didn't buy anything? Maybe he/she was trying to save you money.

<https://youtu.be/aWUpPkSY7ul>

Be More Than Just Words; Make Consumers Feel

I admit I'm a dog person; any case about dogs is a yes from me. However, I'm introducing this case not because it's about dogs, but that an important marketing concept is applied here:

"Brand Appeals Should Be Felt By Consumers As Much As Possible"

Imagine if Petz wants the consumers to believe that it's an easy-to-use pet e-commerce:

- Shoot an advertisement, where a dog performs shopping with the slogan "easy-peasy" at the end Vs.
- Let the canine facial recognition give the actual experience, demonstrating the website is so simple that even your dog can pick a product on it.

Which of the above two is more persuasive? This is what I meant by "felt by consumers as much as possible".

A brand is built through the accumulation of bits and pieces. It could be a result mixed with user experience, reputation, advertisement, impression, etc. Among them, brand appeals, the invisible communication, simply wouldn't work, if we keep outdated ideas, assuming that using strong advertising with a catchy slogan like "Easy, even for dogs" is the way to get consumers pay up, especially in this time consumers are less and less likely to be influenced by advertisement. A brand needs to make the appeal more than just a slogan, but an actual experience, a

demonstration, or promotion activities. That's how the appeal can be felt. Petz's method is a classic example.

Moreover, Petz's service not only allows dogs to shop for themselves and reflects the brand appeal perfectly, but also creates a fantastic topic for targeted audience, giving them a good opportunity to show off their dogs — see, besides shaking hands and lying down, my dog can even go shopping online!

The veritable fairy artist comes to enlighten us! The Daily Affairs of Fairies is a must-read handbook of life for daydreamers

2020-12-07 16:38:45



Do you think that art is all incomprehensible, deep, or pretentious stuff? This book might change your view. Born in 1990, the author Jui-Hung Ni is not only an artist who specializes in fairy research, but she is also a temple-certified fairy.

With the title of Master of Taipei National University of Arts and impressive experience in participation in illustration design for the Golden Melody Awards, Jui-Hung Ni's inspiration of creation, however, is from things with which we are familiar and they are a bit local, such as the electric lanterns in temples, the beauty pageant endorsing rural agricultural products, bizarre videos on YouTube. She is like normal young people who like surfing on internet and watching novel things.

Ni's works have a type of black humor of internet memes. She is good at using colorful but bizarre daily scenarios to depict life's joy and sorrow. Not only does she paint and create installations, she also studies on fairies by action. She even joined the fairy competition held by Luermen Matsu Temple in Tainan. "I'm grateful for Mazu's blessing for helping me win the fairy representative in 2014 so I can show off the title of 'fairy certification' for life now.", she wrote in the book.

This wonderful book is the culmination of years of creative work and a studying note on fairies by serious field survey. It leads the readers from the daily lives into the fantastical wonderland of fairies.

Not just in ancient myths, there is full of the incarnation of fairy in modern society

Numerous young girls dream of becoming fairies. After growing up, we use the term to describe elegant women with fresh temperament. In other words, fairies are the ideal women everyone is longing for, like Internet celebrities on IG, idols and stars. What on earth is the concept of fairy? How has her image been shaped?

This book is a super serious research on fairies. It is divided into four chapters. The first chapter focuses on the classical fairies of traditional temples, traces their origins, and describes the process of the fairy competition held by temples. The second chapter observes, from various angles, the abode of fairies – the Penglai Island (蓬萊仙島), the reason Taiwan is called the Penglai Island, and the story the author passes by Penglai city in Shandong (山東), China.

The third chapter is an in-depth exploration of the image of “fairy” in modern-day jobs. For instance, the image of fairies endorsing rural agricultural products (such as grapes and flowers) and the flight attendants which is the job often considered most closely linked to the image of goddess. The last chapter is the artist’s personal love review note. Perhaps, the fairy represents the perfect dream lover in our minds and our perfect selves.

Art is high-class trash. What is useless is most useful

The chapters use the events the author experienced and words, leading to her illustration and her installations so that readers feel as if they walked into the artist’s life and understand that behind the bizarrely funny illustration, there are bitter and sweet vicissitudes of life.

I’d like to especially recommend a section from the first chapter called “The Shiny Life Advice of Fortune Slips”. It describes the creation in the exhibition Ni held at Eslite bookstore where she showcased a fortune slip machine and the fortune slips. Although readers can’t draw their own fortune slips through the pages, reading the heartfelt (albeit a bit nonsensical) life advice from the slips may prove more effective than the self-help books on the market.

As Ni wrote in the preface, “For me, good artists are human beings who create high-class trash.” Trash is useless, but aren’t useless things often the most fun and memorable? This curious book is also the same. It won’t bring practical benefit somewhat, but it will unleash the fantastical and imaginary wonderland sealed in our brain. Walking into the wonderland is also like walking into our own life more profoundly.

Artist Jui-Hung Ni’s webpage: <https://juihungni.carbonmade.com/>

Discussion about the current rise of brands featuring Taiwan style design sense by the Michelin-standard hand-shaken-style drink evoking common people memory

2020-12-07 16:36:16



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HUNNY TEA X CHEF ANDRÉ

▲Hunny Tea and Chef André Chiang of “RAW” cross collaborate in a new-concept drink that purely embodies the Taiwan style from the inside out.

In recent years, it could be said that “Taiwan style” has become the hottest key word in the design world. “I am proud of being a Taiwanese” has long replaced “the grass is always greener on the other side” and become the trendiest aesthetics.

In 2018, designer Godkidlla stepped onto the stage to receive the Golden Melody Award for Best Design with a pair of blue-and-white slippers. His unruliness, his strong grass-root dress-up and works all seem to be announcing to the entire island: Taiwan style civilian culture is the latest trend. Compared to the minimalist style of the designer Aaron Nieh, who rose to prominence a few years earlier, we can also see an interesting shift of aesthetic taste in Taiwanese people.



▲The album design made by Godkidlla for the up-and-coming band “Sorry Youth” uses the vigorous lines making you think of traditional prints to show Taiwan’s mountain and sea sceneries. It has won multiple major awards, including the Golden Melody Award for Best Album Design and Golden Pin Design Award.

The appeal of this Taiwan style trend is not just about “vulgar but powerful”. When a design evokes the warm common people memory or the nostalgia for traditional things, making us realize “how wonderful the familiar and unremarkable things are”, therein lies a great power.

Design is not merely art – it’s also a part of the product. When Taiwan style designs are being incorporated into daily products and food and people have a certain trust in the products that are “Made in Taiwan”, the “Taiwan products” market with the combination of local quality, local culture and local design has potential that cannot be ignored. It is also the focus that many brands shape themselves now.

Hand-shaken drinks upgraded from grocery-store drinks

The drink to be launched at the end of September is a typical case. The hand-shaken drink brand “HUNNY TEA” invited sought-after Michelin Chef André Chiang for a cross collaboration to reinterpret three common local drinks using French cuisine techniques. The premium packaging and the eco-friendly reusable PET bottles aim to gain whole new experience for everyone in the similar hand-shaken drink market.

Chef André Chiang’s French restaurant “RAW” is known as the hardest-to-book restaurant in Taiwan. This restaurant, with the title of 2 Michelin stars, uses French cooking techniques to reinterpret local Taiwanese food. This is the first time the successful and popular Chef André Chiang crossover to tea drink, making people newly expect the familiar hand-shaken drinks in lives. This can be called the best presentation of the “Taiwan quality”.

“I have chosen 3 best-selling classic drinks from the 1960s to 1980s in Taiwan. As soon as Taiwanese people sip them, they will think of classic memory from growing up.” From the clues given on the official video, we can find that the drinks are Yakult, guava juice and asparagus juice. These drinks are the memory of childhood - that can be bought with just a couple of coins at any roadside grocery stores. Also, Guava juice is often seen in Taiwanese weddings.

The package for the three drinks is inspired by the colors and outlines. The greenish and reddish florescent colors are eye-catching but not tacky, which are wonderful presentation of the “Taiwan style design sense”. The reusable PET bottles quality is not only great but it is also environmentally friendly.



▲The clear and identifiable colors and outlines of three classic drinks are axiomatic of the origin of Taiwanese memory.

“Hunny Tea’s” founder used to work in advertisement and is meticulous about brand design. The brand is known for high-quality local food, such as the milk part in all drinks. It uses Xiuguluan Milk, the so called the best milk in Taiwan, from JJ Farm in Hualien. The “super mango pomelo sago” launched in this June is an upgrade of a familiar traditional drink. The collaboration with Chef André Chiang has effectively reinforced the brand’s image and enhanced media exposure. The idea of “Use local food to create a premium Taiwan taste” has thus left a deep impression on people’s mind.

“Taiwan style” is in vogue that cannot be ignored. To make people feel a brand has a caring bond with local lands, to promote self-identity and to bring back and sublimate collective memories are believed to be lessons many brands are working on. In an age of globalization, finding our own unique voice is the key to being seen by the world.

Strategic Thinking Matters More Than Technical Skills, Behind Every Frame is True Expertise: A Heart-to-Heart Conversation with YouTubers Ray Du and Chih-Chyi

2020-12-07 16:53:07



▲ Popular Taiwanese YouTubers Chih-Chyi(left) and Ray Du share practical knowledge that many video content creators should have by their first-hand experience.

Have you ever dreamed of becoming a YouTuber? “Ray Du English” YouTube channel was already releasing interesting English learning videos in 2015, before the term “YouTuber” first appeared. Ray Du, who was originally an official worker, quit his office job to focus on creation. His channel is the second largest YouTube channel in Taiwan, which has since accumulated 2.6 million subscribers. Chih-Chyi Chang is the YouTube channel host of “Chih-Chyi 77” (Chinese name 志祺77). He is the founder of the design and marketing company “Simpleinfo” (Chinese name 簡訊設計), and the founder of the public issue Facebook page “Simpleinfo” (Chinese name 圖文不符). In 2018, he started the YouTube channel that is focused on news issues and social phenomena, which has since gained 630k subscribers.

After a period of time, “Gamanian Talk” is back and invites Ray Du and Chih-Chyi, two of the hottest YouTubers right now to talk and share pro-tips of being a YouTuber, and the good and the bad that comes along with the job.

Can anyone become a YouTuber? The Secrets to Long-term Popularity

Ray Du: Can anyone become a Youtuber? The answer to this question will vary according to when it is asked. For example, like 2015, the time when I started. You could find your audience just as long as you have an idea. It has become more difficult nowadays. The advantage is that the technical barrier is lower. A high school student can create a cool video with a cellphone. The

number of the audience and the viewing time have also been continuously growing in the past 5 years. The difficulty is that the labels in each field have been occupied. It's very hard to attempt any challenge. Those challenges are less likely to be ideas and filming techniques but content originality.

Chih-Chyi: There are 3 things that a creator is always doing: learning new knowledge, reinterpreting, and outputting. The most critical point for a YouTuber to remain popular is a well-prepared framework of these three tasks for a stable incoming source of inspiration. I would suggest new YouTubers to keep their jobs at first, and receive new stimulation in daily life. For instance, only office workers know the anguish, anger, and annoyance of office work. This will make it easier for an office worker to re-interpret those life experiences. The technical skills are rather much less important.

Ray Du, Is the Key to Over 1M Subscribers Crossover Video?

Ray Du: My personal journey involved early entry, gaining a topic kind of like a label, so it was relatively easier. One other key factor to gaining over 1 million subscribers is crossover video. It is currently still a way for rapid growth subscription in Taiwan. Communicate with an established good audience and introduce a new channel can expand the user's viewpoint, and extend their stay on the platform.

Chih-Chyi: I remember you started our crossover collaboration in 2017. Can you talk about the actual situation and the results?

Ray Du: The best result is that following the release of the crossover video, I gained 13k subscribers overnight. (Chih-Chyi: Gaining 30k or more subscribers a month is one of the top 95 percentile of YouTube in Taiwan. 13k subscribers overnight is quite an astonishing achievement.) That time we did a crossover with YouTuber Saint (Chinese name 聖結石) doing an exchange challenge when Saint was at the height of his viewership volume. At that time people found the crossover video new and exciting, but it's no longer a curiosity nowadays.

Chih-Chyi: There were only individual creators in the past. A lot of people start out by groups now, such as "What are you doing this week" (Chinese name 欸你這週要幹嘛) and "Beauty Wu" (Chinese name 見習網美小吳). These channels incorporate crossover video into their videos. So with the advancement of time, you will see changes in different content formats, and what strategies are effective. It's impossible to achieve the same kind of success in 2020 with crossover video. You must try new methods.

Let's Talk Advertorial, is it Definitely more Effective than Ads?

Chih-Chyi: Let's talk about the keyword that people think of when mentioning YouTubers - advertorial. How do you select your advertorial subjects, Ray Du?

Ray Du: First, it has to relate to the nature of the channel. For example, "howhow"'s content originally focuses on advertorials, so basically, he could do everything. We still have to find compatible ones, services that relate to learning or English. We have a workplace pop quiz series, in which we go to a company to test the English skills of the employees. In that series, there are some videos that companies come to us for collaboration. Second, can it blend into the existing video format? If so, then the possibility for collaboration is very high.

Chih-Chyi: Ray Du just mentioned a very interesting concept. The workplace pop quiz was originally a special program at Google that had a very high viewership, which attracted inquiries from other companies. The companies' HR already saw the video. The format was fixed. So the creator doesn't have to spend extra time thinking up new scripts.

Another traditional format is being revived on YouTube, which is ad placements in the opening like Japanese drama. This involves a very low cost on the creator's part but 100k views per episode could bring very high value for the advertiser. Perhaps, we don't always have to do advertorials with YouTubers.



▲ Chih-Chyi's YouTube channel has a very well-allocated profit model. He reminds the audience that ad placements may be as effective or more as advertorial videos.

From Individual to Teamwork

Chih-Chyi: Most YouTubers have this "I can do it all" attitude. How did you grow from one person to a team, Ray Du?

Ray Du: I was advised by a master. My boss told me that I needed to free up my own time. At that moment, my reaction to that was thinking "How is that possible?" How can I not edit my own videos and write my own plan? Then I found people to help out and I discovered that I really need more time to think about creative stuff or projects that increase my influence.

Chih-Chyi: We started with a 4-5 person team. This is more sustainable. We can see some of the extremely popular examples are all extreme values with a huge deviation: about 1,000 people have over 100k subscribers, and around 20,000 people have over 10k subscribers. How do you think you could become a sensation? At the time I thought that it would take about 2 years to achieve the goal and I knew that I'm not the kind of person who just make videos for long term and I must rely on a team. That's how I convinced myself.

YouTuber & Entertainer, Same but Different

Ray Du: I think YouTubers essentially do what entertainers do, which is to produce content, to deliver some values, whether in information or entertainment. The difference is that YouTubers have more control over their channels, and can decide when to release the content. Entertainers don't have so much control on themselves. Most YouTubers do not have the desire to be on television. They put everything on their channels, and promote through the channel, which is the place where they accumulate influence.

Therefore, the main differences are the dominance and the platform. This is why many entertainers are gradually thinking about creating content on YouTube. Many entertainers have told me that they completely don't care whether this platform is profitable. All they care about is having their channel to talk to their fans. This attitude makes them dare to do something bigger, when they are doing content, because they know it will show them. It is also because of this quality that the YouTube becomes such a diversified platform.

Gains and Losses that Come with Fame

Chih-Chyi: It is hard for me to imagine the attention of 2.6 million fans. There must be some gains and losses that come with such attention. Could you talk to us a little about that?

Ray Du: Loss of a bit of mental freedom. I think a Youtuber is a rather lonely job. You have a lot of pressure, such as at the time when you run out of creative ideas. The greatest loss is personal space in your daily life.

I'll give you an extreme example. One time, after I posed for photos with audience outside an MRT station, I felt someone was following me as I was walking to the studio. I turned around and found the person was one of them. I walked very fast to get rid of him and almost ran up the stairs. I still don't know if he was going the same way as I was or if he really wanted to know where I lived. Thus, there will be some disorder in your private space.

Chih-Chyi: In contrast to entertainers, people have certain expectations for YouTubers. They hope you are exactly like the person in the video in real life including me when I see other Youtubers. However, you are always playing a role in front of a camera. If you are recognized in daily life, you have to get into that character immediately. For instance, when you aren't wearing your glasses, you have to put them on for a photo (smile).

Trolls' View and Public Relations Crisis Management

Ray Du: Two incidents that left stronger impressions were the intern incident last July and the New York Times public letter this April. The first one could be called a labor dispute, in which an intern posted a very long hate review that attracted a lot of speculation and exaggeration online. We settled with the intern and clarified the situation. Then we had to decide how to face the public. The incidents generally end after a settlement. The process requires a lot of PR management skills. How do we face the issue positively? What kind of logic will make the public clearer? How do we improve in the future?

The New York Times case was on an even higher level. At the time, we had an impulse to speak for Taiwan and frankly, we really didn't think too much. We hadn't expected to cause such a huge splash.

Chih-Chyi: At that time, Tedros Adhanom Ghebreyesus said something and some friends thought we must respond. I hadn't slept after I got the news late at night, and started to create a fundraising webpage and call meetings. In the end, we bought a full-page ad in the New York Times and then found over 10 international creators to make a video about Taiwan's success in preventing a pandemic which gained nearly 100 million views. This seemingly aspiring story actually attracted so much hateful comments during the first stage. Everyone involved was in deep panic.

Ray Du: We really got so many hateful comments and it was beyond our wit. However, we changed our direction because of these voices of opposition so that the final result could attract the attention of important figures, who have even shared the message. This is a very sensitive political topic. Because the message we were delivering was: Taiwan can help, over 10 creators were willing to publish the video later on. They were all YouTubers with over 1 million subscribers, or even 10 million subscribers.

Is Being a YouTuber Still a Dream Job?

Chih-Chyi: Being a YouTuber was considered a dream job in 2016, 2017. Do you think that is still the case, Ray Du? What advice could you give those who are thinking about joining the video content creation business?

Ray Du: It is still a dream job, because you can do what you like to do, and talk about what you care about. You can influence a lot of people, and such influence can provide you with income. Finally, it's very free. Of course, freedom and discipline are two sides of the same coin. It doesn't have to be a daily update, but are you disciplined enough to produce at least one or two videos a week?

As for advice, I think it is much difficult now. The creators with faster subscription growth lately are all very unique with great content. That is the only way you could stand out in this competitive era of YouTube. Difficulty does not mean impossibility. This platform also continues to give bonuses to new creators. As long as you are sure that you are a diamond, and you have a lot to share and a lot to say, then YouTube is still the best stage for you to shine.



▲ Taiwanese senior YouTuber Ray Du encourages everyone to follow their dreams on this platform as long as they are determined.

Pre-registration and Role Making for the Popular Korean Novel and IP Mobile Game “The Legendary Moonlight Sculptor” Open Sep 17!

2020-12-07 16:45:01

The IP mobile game “The Legendary Moonlight Sculptor” from the popular Korean novel, jointly operated by Taiwan’s Gamania and Korean gaming mogul Kakao Games officially announce the simultaneous launch of both the “Pre-registration” and “Role Making” today (September 17). Upon completion of registration, you will receive an exclusive reward “Moonlight Wing Hat”. Upon completion of Role Making, you will receive the Taiwan-exclusive role partner “Formosan Black Bear” and numerous in-game items. In addition to the rewards giveaway in the game, the officials raise the prize by launching the “Lucky Draw” event, which will draw prize winners daily on beanfun! Players will have the chance to win incredible prizes such as the soon-to-be released iPhone12 and Samsung Galaxy Z Flip! The officials have made an early announcement for the “Dual Platform File Removal Elite Testing” event during September 24 to September 26. Only 10,000 players on the iOS version and an unlimited number on the Android version are available. Let’s get ready for entering the Versailles Continent in “The Legendary Moonlight Sculptor”, experience the unique “sculptor” profession and embark on a romantic adventure across the vast map of the open world!



“The Legendary Moonlight Sculptor” is adapted from the popular light novel series of the same name which has been running in Korea for 13 years with 5 million readers. The game is a complete restoration of the “Versailles Continent” in the world of novel and inherits the worldview of the storyline. It further restores the hidden “sculptor” profession of the male protagonist to allow players to feel the game experience as if they were actually inside the world of novel! The unique profession of the “sculptor” is a high output role that encompasses both explosive attack and evasion skills. The game follows the novel’s design by requiring the player to complete a mission with “no profession” after Lv.25 for transition into the legendary hidden profession! You can enjoy all kinds of high-speed monster battles and freely create sculpted designs to increase Buff, and experience a different profession gameplay! Furthermore, the officials have revealed 5 main features of the game for the first time to help players better understand the unique charms of “The Legendary Moonlight Sculptor”!

Open World Map for Free Exploration

The game is split into four main regions and includes cities, towns and forests such as “Serabourg (賽拉堡)”, “Pa-Lan Canyon (巴蘭峽谷)”, and “Pa-Lo-Ke Mountain (巴洛克山脈)”, allowing players to immerse in the broad vision of the open world. There is even a chance to trigger hidden storylines and missions to enjoy the adventurous fun.

Create Sculpted Designs and Win Battle BUFF

All the professions are allowed to create “sculptures” to win all kinds of Buffs. There are as many as 61 types of “sculptures”, including 21 types of Buff effects, among which is Theodarren – the most representative, who created Rosenheim Kingdom, the kingdom that is a symbol of peace and has the most beginning adventurers

Personal House with Customized Decorations

Each role has its own “personal house”. Players can have leisurely fun by decorating and designing their own house in the game. In addition, rest in bed inside the house can receive extra experience Buff effects.

Fishing Everywhere, Personalized Cuisine

In addition to the main storyline and battles in the instances, you can go finishing everywhere across the vast map in the game. Players can collect ingredients and create various types of cuisine to solve the hunger status of their roles. The role that eats the cuisine will get the full status and gain 10% in attacks. Players can gain Buff such as power, agility, intelligence, strength, charisma, and spirit, according to the different types of cuisine for them to freely experience the details of daily life fun in the game.

Diversified Instances, Various Combats

The core combat play in the game applies PVP combat mode and the three instance challenges are the “Daily Underground City (每日地下城)”, “Chaos Door (混沌之門)”, and “Surprise Attack (突擊)”. Players can earn the highest honor of becoming the captain of the knights order by winning the “Royal Auditions (皇家選拔賽)” challenge battle and also participate in random adventures of “Roguelike Underground Cities (Roguelike地下城)”.



Upon Completion of the “Pre-registration” of “The Legendary Moonlight Sculptor” that started on September 17, you will receive exclusive rewards 1x “Moonlight Wing Hat”, 100x the in-game currency “Red Butterfly”, 3x “Weapon Reinforcement Scroll”, 100x “Top HP Recovery Potion”,

100x “Top MP Recovery Potion”, 100x “Skills Book”, and 200,000 gold coins. The diverse in-game items and powerful support materials will help players rapidly level-up right from the beginning and combat monsters with ease.

Upon completion of the “Role Making” open during September 17 to October 18, you will receive the Taiwan-exclusive role partner 1x “Formosan Black Bear (3 days)”, 1x “Blessed Weapon Reinforcement Scroll”, 1x “Blessed Defensive Reinforcement Scroll”, and 2x “Reinforced Protective Stone”. Use your beanfun! account to make a role can receive an extra 200x in-game currency “Red Butterfly”.



There will be an extra beanfun!-exclusive “Lucky Draw” event for “The Legendary Moonlight Sculptor” during September 17 to October 21. You can enter a draw on beanfun! every day and bind a reward for receipt in the end. The draw includes incredible prizes such as the soon-to-be released iPhone12 and Samsung Galaxy Z Flip, “EXP Potion”, “Increased Tool Receiving Possibility Potion”, “Increased Coins Potion”, “Hsiao Huang Partner Contract (小黃夥伴契約)”, “Orange Tabby Partner Contract (橘虎斑貓夥伴契約)”, and other in-game items. Such incredible rewards are given sincerely!

The officials have made an early announcement for the “Dual Platform File Removal Elite Testing” event that will run daily from 14:00 to 22:00 during September 24 to September 26. Only 10,000 players on the iOS version and an unlimited number on the Android version are available. Players who fill out a questionnaire after the test will receive various in-game item rewards. For more information, please continue to follow the relevant announcements for “The Legendary Moonlight Sculptor”.

活動 3 月光轉盤

iPhone12
搶先送!

好禮帶回家

(*市售值約30,000台幣，實際價值與規格以上市為主)

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Joint Campaign Launched for “Summons Board” X “Is It Wrong to Try to Pick Up Girls in a Dungeon?, Season 2”

2020-12-06 12:54:19

GungHo Gamania, an alliance between Gamania and Japan’s GungHo, is currently promoting the joint campaign activities for its first mobile game “Summons Board” in the Chinese version and the famous Japanese anime “Is It Wrong to Try to Pick Up Girls in a Dungeon?, Season 2”! Popular classic characters such as “Bell Cranel”, “Hestia”, and “Ais Wallenstein” will become 7-star monsters for gamers to collect. Three partnership levels, ranking tournaments and crusades are also created based on the original storyline. Meet all kinds of characters and join the battles with other players in the city of “Orario” on “Summons Board”! Players who log in from now on will receive the 5-star monster “Yueh-Hui-Jih-He Hestia (約會日和・赫斯緹雅)” with top skills and levels. Accumulating the number of logins, you win the chance to receive 3x “Partner Capsule Toy Coupon” and 14x “Light Crystal”. Log in now and start your adventures in the dungeon!



Joint campaign activities are held for “Summons Board” and the famous Japanese anime “Is It Wrong to Try to Pick Up Girls in a Dungeon?, Season 2” during September 2 to September 16. Three partnership levels, ranking tournaments and crusades are created based on the original storyline. The partnership levels are: “Daedalus Street”, from normal level (普關) to extreme level (極關), “Dungeon”, from extreme level (極關) to dark level (冥關), and “Ishtar Familia”, a god level. Besides the specially designed opening and interlude animation, background music in the levels and other new content, the officials have even designed a new spirit “Fried Potato Balls” for the cuisine created by the loving wife “Hestia” in the anime. With so much fun, they are free to players!

Upon completion of all the missions in the partner levels, you can receive: the spirit “Fried Potato Balls” of a total Lv. 80, 8x “Tao-Fa-Chih-Cheng Mo-Shih (討伐之証・魔石)”, 5x Light Crystals, and many rare materials. Reaching the designated “Rank” in the ranking tournament scores, you may receive the exclusive reward - the 7-star monster “‘Nine Hell’ Riveria”. In the crusades, you can join unions to take down the enemy “Goliath” and may receive the 6-start monster “Goliath”, 6x Light Crystals and many rare reinforcing materials by reaching the designated criterion. Furthermore, the retro level mission rewards are also completely updated. Upon completion of the mission, you can receive: the spirit “Stronger Attack” of a total Lv. 200, 25x “Strength Reviver”, 5x Light Crystals, and numerous rare materials.



To welcome the joint campaign collaboration, the officials are giving out numerous rewards. Players who login will receive the 5-star character “Yueh-Hui-Jih-He Hestia (約會日和・赫斯緹雅)” with top skills and level; this is a captain that could offer military advice, reinforce the attack of teammates, and boost the player’s combat. Accumulating the number of logins, you win the chance to receive 3x “Partner Capsule Toy Coupon” and 14x “Light Crystal”. Fans of “Is It Wrong to Try to Pick Up Girls in a Dungeon?, Season 2” should log in to “Summons Board” immediately and start battling with various kinds of characters!

The first South Pole Expedition Exhibition of Taiwan Won Red Dot Award: Best of the Best 2020

2020-12-07 16:48:26

“Go! Go! South Pole Exhibition” received an international award! After Gamania “Antarctica Expedition Exhibition” organized by Gamania Group last year won the “2019 Iconic Awards”, this year, “Go! Go! South Pole Exhibition” held by Gamania Cheer Up Foundation and InFormat Design Curating won the highest single distinction, “Best of the Best of Red Dot Award: Brands & Communication Design 2020.” It outperformed nearly 7,000 outstanding creative projects around the world and earned the award which is only received by 0.8% of all entries.

Ahbin Chen, CEO of Gamania Cheer Up Foundation, stated, “Best of the Best of Red Dot Award is a significant win for us in terms of design. More importantly, the exhibition has a positive impact on society in Taiwan and is highly recognized by the jury. We will continue to resonate with next generations by creatively presenting the spirit of adventure with different forms and platforms in the future.”

Won Red Dot: Best of the Best for Brand Values Expressed Through the Exhibition Concept

For more than 60 years, Red Dot Award is one of the largest and most prestigious international competitions for design. It is considered one of the four major global design awards along with “iF DESIGN AWARD”, “International Design Excellence Awards” and “Good Design Award”. There is fierce competition among 6,992 projects submitted from 50 countries around the world this year. “Go! Go! South Pole Exhibition” features the first expedition team from Taiwan to reach the South Pole by cross-country skiing. Visitors engage “body senses” and are led to experience the harshness of the Antarctic environment through spatial and display layouts facilitating the smooth movement of visitors. It delivers an impressive experience of adventurous self-exploration. 24 international jurors were won over by the core concept of the exhibition and gave Best of the Best of Red Dot Award to the exhibition this year.

Yao-Pang Wang (Mr. Grid), CEO of InFormat Design Curating co-organizing the exhibition, said, “We would like to thank international jurors for giving high recognition to Gamania Cheer Up Foundation and InFormat Design Curating. There were storms, auroras, crevasses and ice hummocks along the way. We walked on snow in silence and coped with uncertainty. An inner horizon was created throughout this adventure. Thank you!”







▲“Go! Go! South Pole Exhibition” won Best of the Best of Red Dot Award: Brands & Communication Design 2020.

[Gamania Cheer Up Foundation](#)

Gamania Group is where people pursue their dreams. It is established to realize dreams of the founder, Albert Liu, Gamanians and many people in society. Gamania Group started to reflect on itself and would like to centrally manage resources and fulfill Corporate Social Responsibility in an organized manner after operating for over a decade and receiving a wide range of external support and assistance. As a result, Gamania Group officially launched “Gamania Cheer Up Foundation” on January 4, 2008.

GAMA MOON FESTIVAL 2020: To the worst year, only more over the moon in this moon festival!

2020-12-04 20:47:45



Strolling along the streets in early fall, you smell a whiff of barbecue from somewhere unknown. Suddenly the thought comes to your mind “It’s time to gather for a Moon Festival barbecue.”

Fall finally comes during this arduous year. The pandemic suppresses our lives; even the small joys are shackled by multiple limitations. It has been a long time not to see those old buddies with whom you often hang out to chat about nonsense.

Whether we could get the gang together for a barbecue, it is worth celebrating as long as everyone is healthy and safe. Never let go of your free spirit and never forget to have a blast. As busy or annoyed as you may be, also seize the chance to have a GOOD TIME!

Limited-edition GAMA BBQ SAUCE Q BRICK, Party Until Falling into the BBQ Sauce



▲ Q Brick is covered from head to toe in barbecue sauce, and it looks a little innocent staring outside from within the bottle.

Have you ever had BBQ sauce that contains Mandarin orange? Just like numerous great culinary discoveries, the origin of this sauce was an accident. That's right. The naughty Q Brick was up to something again.

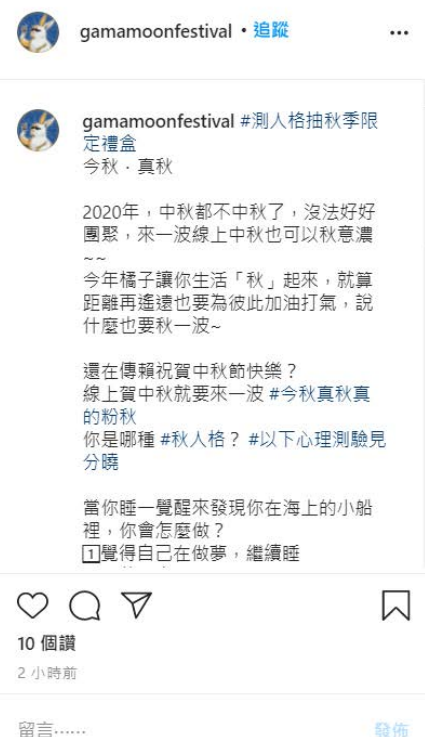
Q Brick was enjoying at a BBQ gathering and having too much fun. No one noticed it falling in the BBQ sauce, covered from head to toe, even the white T-shirt was dyed with the sauce until everyone turned around. Thus, the "Limited-edition GAMA BBQ SAUCE Q BRICK" is come into being wildly.

Open up the rather American-style kraft paper box, and the only thing to appear is Q Brick trapped in a transparent bottle by itself. The adorkable Q Brick only able to see the outside world is the main feature of this limited-edition. It appeals to your playfulness: Do you want to save Q Brick and release it? Or do you want to gloat and flip it upside down?



▲ Getting over a stressful first major half of the year, Q Brick carries on the same mission this Moon Festival to party until it forgets all its worries. Q Brick is still here to offer its best wishes to everyone as always.

Over the moon? New Instagram Stories Filter Exclusively for Moon Festival



▲ Available only during the Moon Festival 2020. Use the Instagram stories to win a limited-edition Q Brick figurine

When your friends with tons of wicked ideas regroup again, how wild can this Moon Festival get? Are you ready for a blast? Gamaia is here to lend a helping hand! The limited-time “Gama Moon Festival” event is releasing 6 Instagram stories filters. Have fun online even you are unable to meet them. Find out your true Gama Moon Festival personality with your friends.

In addition to say “over the moon” to each other by using these Instagram stories filters, there’s even a bonus. Enter a draw to win one of six “Limited-edition GAMA BBQ SAUCE Q BRICK” gift boxes for 6 filters only by going to the photo, then hashtag on the event page, follow and comment. Follow the Instagram account @gamamoonfestival now (text with link)!

The Mandarin orange flavor balances a greasy meal, but how does it actually taste when paired with the sweet and savory BBQ sauce? After the half year with mixed feelings, we suggest you try this layered Moon Festival sauce.