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Happy Memories for Little Gamanians!

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Happy Children's Day ~

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Overcoming Adversities, GamaGarden Thrives with Hope and Laughter

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GamaGarden is a corporate kindergarten of Gamania. The school provides preschool education for employee’s children with a vision of diversity and openness, together with a space that was designed based on children’s needs.

Founded in 2012, GamaGarden is the first corporate kindergarten in gaming industry after Taiwan’s regulation integrated kindergartens and nursery schools. In 2017, GamaGarden 2.0 is also the first kindergarten in Neihu Technology Park.

There are hundreds of enterprises in Neihu Technology Park, Gamania is the only company that established a corporate childcare center, following the original intention to take care of employees by offering a convenient childcare option for Gamanians.



The Original Intention of Founding a Corporate Kindergarten Which is Rarely Seen in Domestic Enterprises

As the head of HR, Linus remembered the moment he first sparked the idea 10 years ago. “We have been thinking of ways to elevate employee benefits. During that time, Gamania held Sports Day every year, and we noticed that more and more employees attended the event with kids. According to an internal survey conducted in 2011, over 100 employees had more than one young children.”

Linus put forward the bold proposal to establish a corporate kindergarten when hardly any companies in Taiwan did this, and received strong endorsement from Albert, the company CEO. Linus said, “Employees between 30 and 35 are the backbone of Gamania. They are senior professionals or first-line managers. When employees are burning the candle at both ends to balance work and family needs, we hope to ease their parenting stress by founding our own kindergarten.”

During that time, Gamania headquarter was in Zhonghe. With no kids and no clue about related regulations and required facilities to set up a kindergarten, Linus studied massive reference data, drove to every kindergarten within 15-minute driving distance, and even visited a tech company in Hsinchu to check out their childcare center.

With the active promotion from the company and integrated planning from HR department, the first generation of GamaGarden was established in 2012.

<https://youtu.be/pg6iwRMcGcQ>

The Road to GamaGarden 2.0

The headquarter of Gamania moved to Neihu Technology Park from Zhonghe in 2016. Which means GamaGarden must also move at the same time.

“Moving GamaGarden was probably one of the biggest challenges we’ve ever encountered. The regulations of New Taipei and Taipei City are different, not to mention that we wanted to set up a kindergarten in a Technology Park. At that time, not a single organization in Neihu Technology Park had a company kindergarten.” Linus said

Based on the regulations, the competent authority stated that no kindergarten can be established in an industrial district, which is like a hurdle that cannot be jumped over. There are also strict rules regarding required facilities, such as outdoor activity area, teacher-student ratio, and size of space. With a wry smile on his face, Linus said, “It is nearly impossible to find another place for GamaGarden in Neihu, where the property price is astronomical.”

With the effort of both public sector and the company, GamaGarden was finally able to move from Zhonghe to its current location, which is at a building’s first floor with only 5-minute walk from the new

headquarter. Parents can look after their children within a short distance from their workplace.

In 2017, GamaGarden 2.0 was officially established with supports from all parties.



A Core Philosophy for Children’s Smiles

Since the establishment in 2012, the educational vision of GamaGarden has been “Learning through play, growing with joy.” The philosophy not only coincides with Gamania’s culture of “Love to Play,” it is also the best teaching approach that fits children’s nature in Gamania’s mindset.

Linus explained, “In GamaGarden, no children will be forced to learn Zhuyin or English. We let them decide what they want to do every day. One can choose to read quietly or play puzzle games. We believe learning through play is the most important educational focus.”



▲ In GamaGarden 2.0, children can stay in their favorite corner and choose what they want to learn.

Learning is not the mission only for kids, GamaGarden believes that parents must learn at the same time. “No one knows how to be a parent from day one, many have limited knowledge regarding preschool education. Thus, GamaGarden holds parenting courses from time to time. Employees are welcomed to attend no matter their kids are enrolled in GamaGarden or not, or even with no kids.”

In addition, Gamania emphasizes the relation between the company and GamaGarden. Such as Halloween parade, Christmas play, Chinese New Year pray, and performance on Family Day. Linus said with a smile, “When I was exhausted at work, seeing kids come trick or treating fills up endless energy for my heart.”

GamaGarden turns 10 years old this year. In Neihu Technology Park, there is a kindergarten that is full of vitality and laughter of children, it is not only the pride of Gamania, but also a safe place for Gamanians.





GamaGarden 2.0: Create the Suitable Space for Developing Children's Infinite Possibilities

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Off-white walls and floors, minimalist interior, at first glance, one would feel like being in an art gallery. It is not until one looks down to discover the low sink and the tiny hand towel. GamaGarden, Gamania corporate kindergarten, located not far from the headquarters of Gamania Group, is the 2.0 version in 2017 after the Group moved to Neihu in 2016. Moved from the old site of Zhonghe to Neihu, GamaGarden has been newly upgraded from the inside to the outside with consideration to be seen everywhere.



▲ As soon as entering GamaGarden 2.0, one could see the bright white interior and the washbasin designed for children matching their height.

Redefining GamaGarden 2.0 from a Communication Perspective

“The core of Gamania Group is people. We pay attention to the communication of people, and hope that the design can also be people-oriented and touch their hearts.” Eric Chen (Ahbin), Branding Director of Gamania Group, recalled the idea when he received the work of brand identity design for GamaGarden.



▲ Director Ahbin indicates that the core of Gamania Group is people.

He went on to explain, "For Gamania Group, whether it is GamaGarden 1.0 or 2.0, visual design is always the last. The most important thing is the question— What message does GamaGarden want to communicate? This is our primary consideration when designing the brand identity." For Gamania Group, GamaGarden is an employee benefit internally, and it is also an important bridge for employees to trust the company more. Ahbin continued, "GamaGarden symbolizes the Group's response to the needs and expectations of colleagues, and GamaGarden 2.0 is the Group's advanced deployment, thinking of the things for colleagues that no one has yet thought of such as a more open and child-friendly space, services that are closer to the needs of colleagues, and a more sound system. These have nothing to do with tuition fees and costs, but whether they can be close to the needs and expectations of users."



▲ GamaGarden 2.0 uses a large number of log objects, ranging from large objects like children's paintings, desks and chairs for class, to small items such as building blocks stacked on the floor. It is hoped that the real touch and color of the objects could be preserved as much as possible, so that children can be exposed to natural objects from an early age.

Ahbin said with a smile that Gama Group is constantly "Dare to Challenge", so GamaGarden 2.0 was born under this concept. "If we want to do it, we must do it the best. We have always adhered to the spirit of daring to speak and do, so GamaGarden 2.0 not only creates a miracle for Neihu Science Park, but also wins the affirmation of professionals from the inside and outside of the company. Colleagues trust the company further, and the public sector also agrees with our actions."

From the evolution stage 1.0 to 2.0, Ahbin mentioned that "subtractive design" has always been the core concept. "Gama Group has been operating games for a long time, and each game has different versions. The later version seems to have more functions, but in fact, it is more intuitive and fun to play. When such a concept is applied, compared to GamaGarden 1.0, GamaGarden 2.0 integrates the interior spaces and facilities and makes them more convergent. For example, after moving to Neihu, we moved the sandpit that originally took up a lot of space outdoors and combined it with other game elements to create more possibilities for the space. For kids, it is even more fun!"



▲The outdoor sandpit combines the faucet installation art, which is both practical and beautiful.

The Interior Design Concept of "Follow the Child"

When a consensus is obtained internally and there is a consistent phrase for external communication, it is easier to find a matching interior space design. Gama Group invited Yang Chih(Ozzie) Su (Principal Sweet Potato), Principal of ZA SHARE and CEO of Ozzie Art, to be in charge of the space design of GamaGarden 2.0. "I have been struggling on the road of education reform, and I am very happy to have won the favor of the Gama Group and given me the opportunity to realize the avant-garde concept." Principal Sweet Potato said.



▲ Principal of ZA SHARE Yang Chih(Ozzie) Su (Principal Sweet Potato) Photo Credit: Yang Chih(Ozzie) Su

The space of GamaGarden 2.0 is full of surprises. The first thing that amazes parents and children is, of course, the huge circular tracks, where children can run and jump to their heart's content. The reason why parents can rest assured of their children's safety is that the team led by Principal Sweet Potato has all safety concerns considered in advance of the parents. "When it comes to design, we still must return to the user level.

Since children are the users, safety is definitely our top priority. Therefore, not a single bumper is missed at each corner. To prevent children from rushing ecstatically off the tracks, we specially enlarged the rear of the entire space, which is also the junction to the outdoor area. When children run close to the area, they will be attracted to the outdoors or the amusement facilities placed in that space, and then slow down."



▲ The circular tracks are spacious, and children have enough space to slow down and turn around, so accidents do not happen easily.

If we look around, GamaGarden 2.0 is indeed decorated with incredible white, which is very different from the kindergarten we expect. Principal Sweet Potato explained, "I don't know when the idea started, but we misunderstood that children are meant to be in a colorful space. However, at the core of the Montessori method, 'Follow the Child' is the most important concept. If we put this concept into space design, we will know that it is wrong to force a bunch of colors on the children, and the colors should be created by the children themselves."



▲ Without too much color interference, the task of waving the magic wand of creativity is given back to our children.

Children are the Great Artists of GamaGarden

When the space appears clean and tidy, children born with the gift to maneuver various colors can immediately decorate the entire space while entering GamaGarden 2.0. Principal Sweet Potato said, "We want to put an art museum into GamaGarden. Children are works of art, and the works they create are also artworks. For this reason, we should not create too much interference and steal their spotlight."

In 2019, GamaGarden 2.0 won the "Taiwan Interior Design Award" of the 12th Golden Dot Award in the public space category. This award recognizes the efforts of Gamania Group and the concept of "giving space back to children and making children artists of the space", which also confirms the idea of ☒☒the brand center as well as Principal Sweet Potato.



▲ The class area of GamaGarden 2.0 is concentrated in the center of the entire space. Four classrooms can be created by low cabinets and sliding doors, or they can all be combined into one large space for activities.

While the little ones run on the circular tracks of GamaGarden, some children hide in the corner of the classroom, quietly reading books and playing with building blocks, and a few gather to draw together. These are the general scenes appearing simultaneously in GamaGarden 2.0 every day. All children have their own space and could do what they want to do freely and the whole space is their playground, studio, and tracks.

If one asks the most special thing about GamaGarden, Director Ahbin and Principal Sweet Potato will definitely say, "Every child makes this space unique."



Q BRICK x GamaGarden: Creating Happy Memories Exclusively for Little Gamanians!

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Q BRICK was born in 2013, using figurine as vehicle to dig out diverse facets of original innovation, and unleash the hidden energy to creative. GamaGarden believes that children should grow and explore through play, and every child is a unique individual that deserves a carefree childhood to fully explore and have fun.

This time, Q BRICK that always supports originality has a special mission to go to GamaGarden and bring out the moving original creativity of every little artist. From kids' perspective to give a shout-out to their exclusive Children's Day in April.



▲ Q BRICK that supports originality is on a special mission this time to have fun with children in GamaGarden.

Set Your Imagination Free

Before the event, each child received a paper with a Q BRICK contour. They can draw freely and design the unique Q BRICK in their minds.

On the event day, teachers in GamaGarden took out the blank Q BRICKS for children to make their drawings painted yesterday into 3D Q BRUICK figurines. When kids saw the blank Q BRICKS, their eyes sparkled with excitement. Some started playing out of curiosity, some couldn't wait to grip their pen and began drawing, setting their imagination free.



▲ While waiting for teachers to distribute the blank Q BRICKS, children couldn't wait to rock and roll.





▲ Kids gave their whole attention to create their Q BRICKs based on the sketch they made yesterday.

In the middle of their exciting artwork creation, one secret guest showed up silently...



▲ An unexpected secret guest showed up in GamaGarden!

The one who walked in the classroom was Eric Chen (Ahbin), Director of Gamania Group Brand Center, who turned himself into “big bro Ahbin” to have a good time with children in GamaGarden. Just like other kids in the room, big bro Eric sat on the same chair which seemed relatively tiny for him, picked up a painting brush and started drawing his Q BRICK carefully.



▲ Big bro Ahbin concentrated on painting his Q BRICK.

Childhood Innocence Brings the Most Creativity

The moment of artworks sharing finally came. Big bro Eric and children took turns to talk about their design concept in front of the class, some with confidence, some were shy. Big bro Eric got down to kids’ level and introduced his “ladybug Q BRICK” in children’s words.

Some kids explained their creative ideas and choice of colors with passion, some kids used only a few words to finish the introduction, such as “I like orange, so I painted with orange.”



▲ During the artworks sharing time, children took turns to step on stage and share their creative concept to their classmates.



▲ With confidence of timidity, children in GamaGarden introduced their work with teacher's facilitation. Regardless of the length of sharing, kids received positive feedback from teacher.



Special Feature: 《Ahbin at GamaGarden: Big bro Ahbin Goes to School! Uncover Gamanian's Kindergarten》

https://youtu.be/it112l_RmHo

Q BRICK x GamaGarden Exhibition

The unique creations of children will be officially exhibited at GAMA Island. Echoing the design concept “a perspective without adults” of GamaGarden, the Q BRICK x GamaGarden exhibition was designed from children’s point of view, and the artworks will also be laid out at the height of children’s eye level.

Their creative concepts included beloved superheroes, pretty gifts for moms, favorite colors, sports or dreamed jobs. The little artists expressed their feelings and experiences towards this world through painting Q BRICKS.

As the children go on a journey of exploration, the world also expands gradually with their footprints.



▲ 【Exclusive happy childhood memories for little Gamanians! Q BRICK x GamaGarden exhibition】 from now till 4/29 at GAMA Island.







【Creating Happy Memories Exclusively for Little Gamanians! Q BRICK x GamaGarden Exhibition】

Schedule: now till 4/29, 2022

Venue: GAMA Island

Online Exhibition: [Q BRICK IG](#)

Artists: GamaGarden Students

Curator: Gamania Brand Center

Joint Curator: GamaGarden

Organizer: Gamania Brand Center, Wanyu (eva) Lee

Space and Visual Design: Gamania Brand Center, Jack Chang and Chante Wang

Photography: Mr. Children Studio and Kuang-Yen Chi

Interview and Report: Meng-Fan Hung and Wanyu (eva) Lee