Mai Meng by Katie Tai and Ciang Fan - OCT Ent. Wins Gold A' Design Award

OCT Entertainment Receives Gold A' Design Award for Treasure The Moment, a 35th Anniversary Mandopop Concert Tour



Mai Meng

COMO, CO, ITALY, September 10, 2026 /EINPresswire.com/ -- The A' Design Award has announced Mai Meng, a 35th Anniversary Concert Tour created by Katie Tai and Ciang Fan - OCT Ent., as a Gold winner in the Event and Happening Design category. The A' Design Award is one of the world's most respected international design competitions, recognizing outstanding work across all creative disciplines. This recognition affirms the quality and thoughtful execution behind Mai Meng, also titled Treasure The Moment, one of the most heartfelt Mandopop events of 2025. Selected through a rigorous blind peer-review process conducted by an expert jury panel, the Gold A' Design Award acknowledges designs that demonstrate genuine innovation and meaningful impact. The honor places the production among notable achievements in the field of event design.

Treasure The Moment holds particular relevance for the live entertainment industry as it addresses a shared challenge: connecting heritage artistry with contemporary audiences. By blending reimagined classics, immersive stage design, and poetic visuals, the production demonstrates how a legacy artist can resonate with both longtime followers and younger generations. The work aligns with current trends toward multisensory, emotionally driven concert experiences while maintaining authenticity. For audiences, the result is a deeply personal journey through memory and music. For the industry, it offers a practical model for cross-generational engagement and venue-adaptive production.

The production centers on themes of companionship and nostalgia, tracing the 35 year musical journey of Mai Meng. Drawing on a poetic minimalism concept, the design merges 1990s nostalgia with modern stage technology. Modular, movable, and transparent LED panels combine with high-resolution simulated 3D effects to reflect the mood of each song, while lighting is synced to tempo and emotion. Sound was tailored to each venue, and cloud-based coordination ensured consistency across cities. Interactive elements, such as city-specific songs and surprise moments, deepen engagement and transform each show into a celebration of memory and connection.

This Gold A' Design Award recognition is expected to inform future projects undertaken by OCT Entertainment, encouraging continued exploration of audience-focused research methods and adaptive production techniques. The win reflects the value of balancing classic charm with creative innovation, an approach the team developed through surveys, social media analysis, and streaming data gathered from over 1000 participants. The honor serves as motivation for the production team to pursue further refinement in immersive design and cross-generational storytelling. It also reinforces a commitment to delivering consistent emotional resonance across diverse touring venues.

Team Members
Mai Meng was produced by Katie Tai with Jessie Qiu serving as line producer. Ciang Fan led the project as chief director, while Tzulung Pan and Zhuang FuMing served as technical directors. Executive direction was provided by Fifi Ying, Hsining Shen, Lin Lin, Howard Hsu, EJ Huang, and Harrison Hsu. Annie Huang and Sandy Yeh worked as unit production managers, Chen QiSheng served as chief lighting technician, and Zhao Hong Chao contributed the stage design. The production was realized by OCT Entertainment Co., Ltd.

Interested parties may learn more about the award-winning design, explore its features, and contact the production team for further information at the dedicated page provided by the A' Design Award.
https://competition.adesignaward.com/ada-winner-design.php?ID=175407

About Katie Tai and Ciang Fan - OCT Ent.
Katie Tai is the Founder and CEO of OCT Group, an entertainment executive with over two decades of experience in live productions, international touring, and large-scale event management. She leads a fully integrated business model covering artist booking, creative production, global distribution, and local execution, with a portfolio spanning concerts, television programs, global esports events, and major cultural activations. She is recognized for her ability to navigate high-stakes environments where precision is essential and every detail matters. Katie Tai and Ciang Fan - OCT Ent. are based in Taiwan (China).

About OCT Entertainment Co., Ltd.
OCT Entertainment is a dynamic presence in the cultural and media industry, with a comprehensive portfolio spanning program production, live event contracting, new media and e-

commerce operations, artist management, and lifestyle businesses. With over a decade of hands-on experience, its professional team has produced more than 100 large-scale concerts and a wide range of diverse programming. The company operates across Greater China, including mainland China, Hong Kong, Macau, and Taiwan, and has extended its reach into key international markets such as the United Kingdom, the United States, South Korea, Thailand, and Singapore. Guided by professionalism and creative vision, OCT Entertainment continues to shape the future of entertainment with innovation and integrity. The featured artist, Mai Meng, is a celebrated vocalist and cultural icon from Taiwan, renowned for her ethereal voice and emotionally resonant ballads that have defined an era of Mandarin pop music.

About the Gold A' Design Award Recognition
The Gold A' Design Award is granted to designs that demonstrate a high level of innovation and a meaningful impact on their intended audience. Within the Event and Happening Design category, entries are evaluated against criteria including innovative concept development, effective space utilization, creative stage design, innovative lighting techniques, impactful brand integration, interactive elements integration, and a unique attendee experience. Additional considerations include audio-visual implementation, cultural sensitivity and relevance, safety and accessibility measures, robust event technology usage, and post-event impact assessment. Recognized through a structured evaluation process, Gold A' Design Award designs are noted for their visionary approach and the considerable skill of their creators. These works serve as reference points for excellence, encouraging further innovation across art, science, design, and technology.

About A' Design Award
The A' Event and Happening Design Award is a respected international design competition that welcomes a broad range of participants, including designers, design agencies, companies, brands, and contributors within the event and happening design field. Entries are evaluated through a blind peer-review process based on pre-established criteria by an expert jury panel comprising design professionals, event industry experts, journalists, and academics. Organized since 2008 and now in its 18th year, the A' Design Award is a juried competition open to entries from all countries and across all industries. The ultimate aim of the A' Design Award is to recognize and promote superior products and projects that advance and benefit society, driven by a philanthropic mission to help create a better world through the power of good design. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and take part with their projects at the following url: https://goldeneventawards.com

Makpal Bayetova
A' DESIGN AWARD & COMPETITION SRL
+39 031 497 2900
email us here

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