ABSTRACT

Cat Expo is a music festival that gathers musicians of various genres, from mainstream to indie. Cat Expo is owned by an online radio called Cat Radio. Its uniqueness is that it is the largest Thai music market. Other than concerts, artists sell band merchandises like t-shirts, and cd’s directly to the audience. Although Cat Expo has been held 6 times, there is an ongoing issue about its visual image.

After having interviewed (Cat Radio’s creative, artist, and art director), I believe that the core idea of the festival is similar to that of a motor show, but it is for music instead. It is a platform that allows new artists to be able to express their music and sell merchandises. After surveying, most participants remember Cat Expo from the atmosphere and the environment in festival. Also, those who have never been to Cat Expo still believes that it has something to do with cats. The artist who have played at Cat Expo suggest adding more art works or factors that could influence people to memorize and have a better impression toward Cat Expo. So, the overall of design should stand out from others so that people will continue talking about it.

After gathering all research works about the issue, the obvious solution is to make Cat Expo stand out and express how it is unique from other music festivals. It should express how their festival is like the playful characteristics of a cat and why it is symbolized that way, so that people will constantly talk and think about Cat Expo and Cat Radio in the future.