

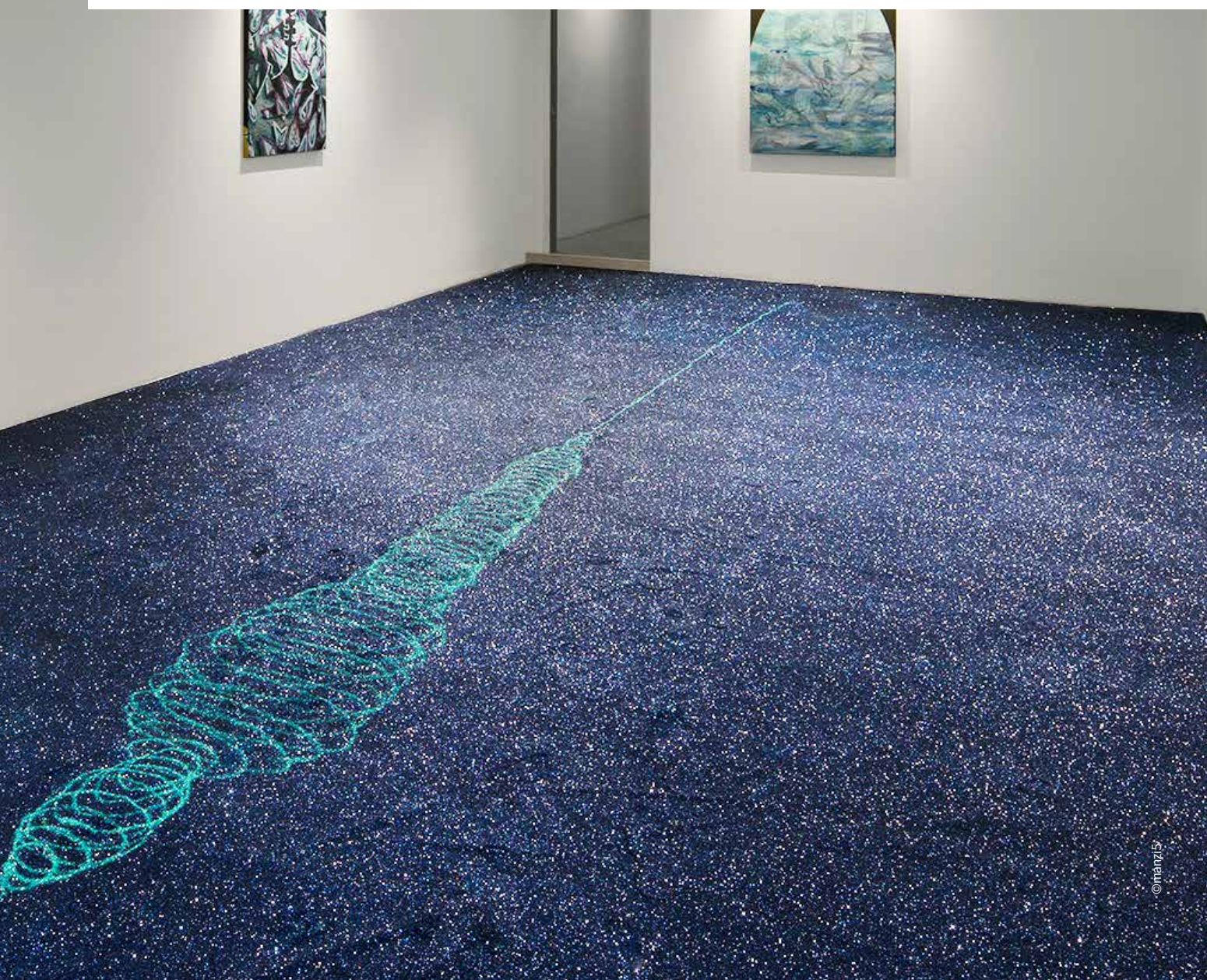
MAPPING CREATIVE HUBS IN VIETNAM

(Second Edition)

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About this report:

There are over 140 hubs listed in this report, with 2 million or more 'likes' on their Facebook pages. And the number of hubs is still growing.

In the Vietnamese context, the researcher pay attention to the newest moves, and the hubs that are independent from the government support system.

It is recommend to read this document together with the British Council and Truong Uyen Ly's [report about policy and creative hubs \(2016\)](#) to get a full picture about hubs in Vietnam

Methodology: Desk research and direct interviews with hubs

MAPPING CREATIVE HUBS IN VIETNAM

Report Contents:

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I. AN OPEN DEFINITION OF CREATIVE HUBS IN THE VIETNAMESE CONTEXT

The term “creative hub” was brought to Vietnam by the British Council’s global Creative Economy programme – introduced in the country in 2014 :

A creative hub is a place, either physical or virtual, which brings creative people together. It is a convenor, providing space and support for networking, business development and community engagement within the creative, cultural and tech sectors.

In the Vietnamese context, this definition can be expanded upon acknowledging that creativity, and therefore creative spaces or “hubs”, is forever undergoing change and evolution. It is quite difficult to narrowly define “creative hub”, since each is different. Some creative hubs in Vietnam are not physical and/or virtual places and some don’t have a space. Some might be

groups or collectives, or festivals, who have no definite ‘home’, but rent or borrow venues. Some hubs might travel from place to place i.e. The Onion Cellar, Bao Tang Thau Cam, Quest Festival, Gingerwork.

From the outside, hubs could look like a cafe, a gallery, a music venue, a co-working space, a library, a studio, a website, a school, a building complex or a private residence, etc.

Inside, they tend to carry out the following activities, and share the following characteristics:

- Deliver/sell creative products/services
- Organise events to promote creativity and talent
- Undertake community development projects
- Share knowledge and skills via talks, workshops or classes
- Fundraise
- Provide universal open access



© Manzi

⁽¹⁾ www.britishcouncil.vn/sites/default/files/research-paper-about-policy-and-creative-hubs-in-vietnam.pdf



II. THE BIG PICTURE

In Vietnam, most creative hubs are based in Hanoi and Ho Chi Minh City (HCMC), while Da Nang has the third most. Smaller places such as Hai Phong, Hue, Hoa Binh, Gia Lai or Buon Ma Thuot have fewer hubs.

While hubs in big cities (Hanoi, HCMC, Hai Phong, Hue, Da Nang) focus on contemporary artforms and on-trend services like co-working, incubating, IT and technology, those in Hoa Binh, Gia Lai, Buon Ma Thuot, amongst others, tend to pay more attention to preserving the local ethnic culture, keeping it alive among the community as well as promoting it as a tourism attraction.

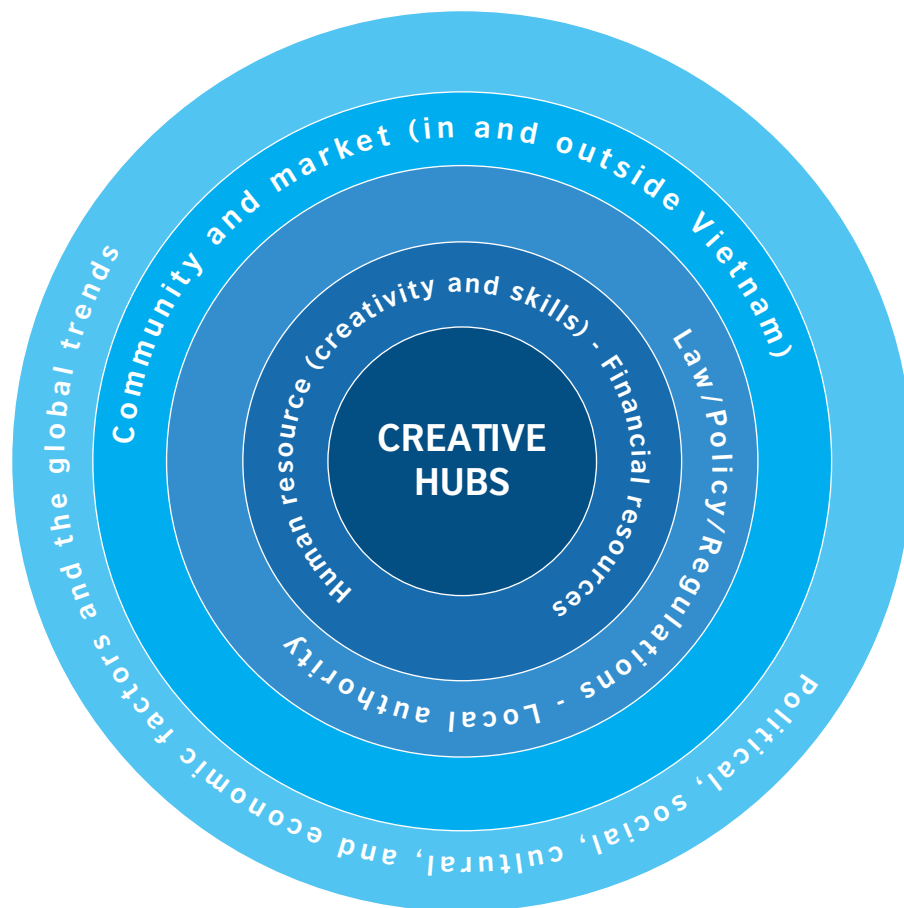
The number of hubs has been increasing rapidly. The 2014 report mapping creative hubs (the British Council and Truong Uyen Ly) referenced 40 hubs. In this report, over 180 are listed. This number may in fact be greater, and it is still growing. Most hubs are private businesses. Because the concept of hubs is new, it is not seen legally as a distinctive business model. Hubs operate under the law as enterprises (micro SMEs – the majority), NGOs (very few), or household businesses. This system creates a number of challenges for hubs, chief among which are tax obligations. Many hubs are geared towards community development, and are not profit driven. Therefore, the values and products hubs create are sometimes intangible and not easy to measure. Some hubs rely on funding alone, yet they still have to pay tax.

The positive moves:

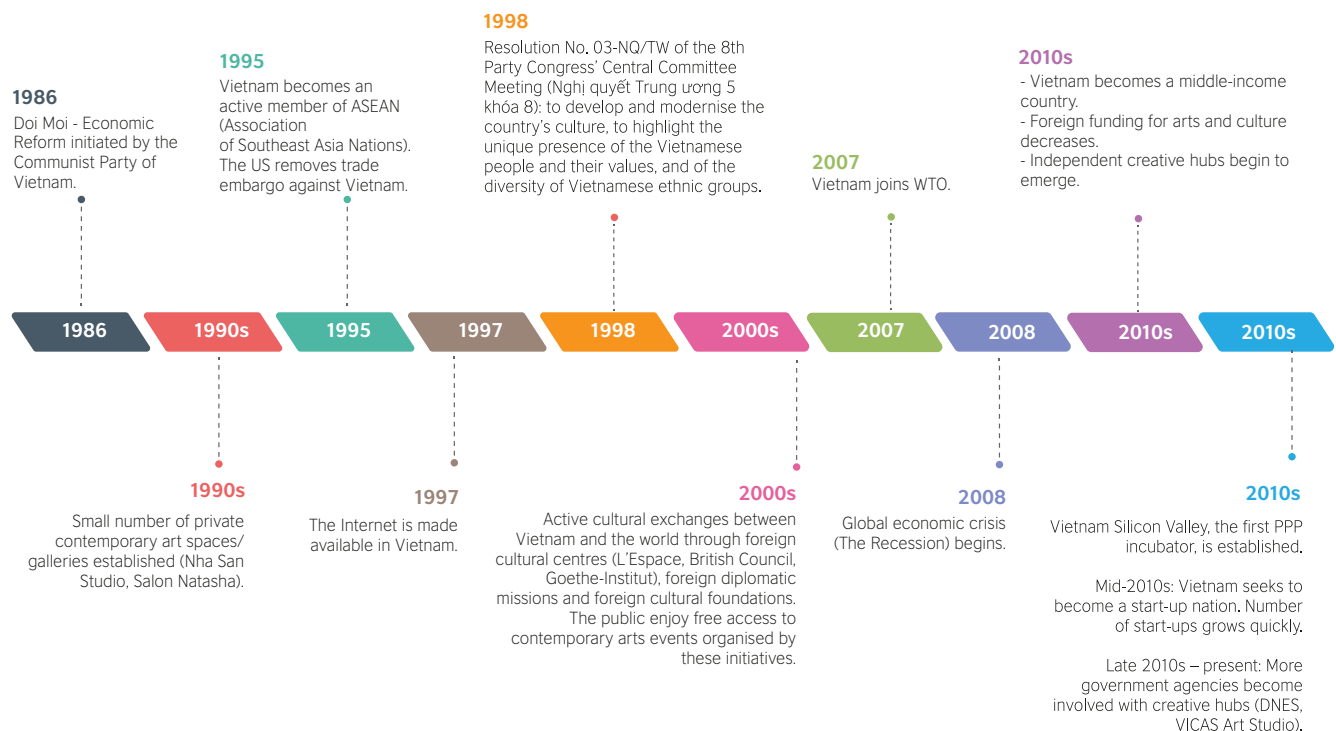
Towards the end of the 2010s, the researcher observed some very positive moves from some government agencies. In 2013, for the first time, the Ministry of Science and Technology became directly involved in establishing the Vietnam Silicon Valley project (a Public Private Partnership – PPP) to support tech start-ups. In 2015, Da Nang Business Incubator (DNES) was opened, itself also a PPP between Da Nang's city government and private companies. Two years later, the Vietnam National Institute of Culture and Arts Studies (VICAS) – which operates under the Ministry of Culture, Sports and Tourism – opened VICAS Art Studio to support contemporary artforms, which would traditionally have been considered “underground” by the government.

(2) www.creativeeconomy.britishcouncil.org/projects/hubs/

(3) Definition of a creative hub. Creative hub kit, British Council, www.creativeeconomy.britishcouncil.org/media/uploads/files/Creative_HubKit.pdf



The factors that affect hubs' life in Vietnam



Important milestones for the development of creative hubs in Vietnam



III. FOCUS ON HUBS



© Ca Phe Thu Bay

1. Ca Phe Thu Bay

A one-of-a-kind collaboration between renowned Vietnamese composer Duong Thu and the Trung Nguyen coffee chain, Ca Phe Thu Bay (CPTB) was founded by the former in 2009. The agreement enables the composer to manage the operation of three of the chain's outlets. At the weekends, the cafés can turn into venues for talks, film screenings and music performances.

No entrance fee is charged, but patrons are obliged to purchase goods (drinks) at the venue. Proceeds help to sustain the business, and cover event costs such as fees for performers or guests.

In terms of licenses/permission from local authorities, these events are allowed to happen "internally" within the cafes.

Behind the sustainability of CPTB is the huge network of intellectuals created and nurtured by its founder. Also, the logistical use of the cafe business set alongside events organised by the creative community, makes it a very accessible and attractive venue for the public. The reputation and knowledge of the founders and collaborators guarantee high-quality, informative events which, in turn, help CPTB to attract, build trust and maintain good relationships with the public.

Despite numerous great challenges so far, with patience and persistence Duong Thu has managed to keep CPTB alive. Two years after CPTB opened its first HCMC location, the place was forced to close under the pressure of the district authority, on account of a "sensitive" issue addressed at an event. Duong Thu chose not to cause further controversy by sharing the story with the press, and instead opened a new outlet in another district where he has been greeted more kindly.

CPTB – Points of Note:




















Widespread locations, with three venues across HCMC and Hanoi, as well as film clubs in Da Nang, Thai Nguyen, Hai Phong and Vinh.

Flexible in terms of structure. It has a group of "clubs", for example a cinema club, a literature club, a philosophy club. Each club has a leader/coordinator who organises events regularly. If a club leader is not available, Duong Thu will find another to replace them. In most cases, agreements are made with club leaders on a voluntary basis.

The most diverse community of intellectuals and talents in different fields such as music, literature, architecture, cinema, science, philosophy, education and economics.

Hub profile

A cafe and a place to host knowledge-sharing events on a diverse range of topics within the spectrum of the arts, sciences and economics. CPTB also organises events specifically aimed towards the youth, with a particular focus on musical performances and film screenings.

-  **Founded:** 2009
-  **Hub type:** Network/Educational project
-  **Legal status:** Collaboration project - a contract between a person and a company
-  **Website:** www.caphethubay.net
-  **Facebook:** www.facebook.com/caphethubay
-  **Finance structure:** Not-for-profit
-  **Main source of income:** Cafe business, private funding
-  **No. of staff:** 2 full time staff; 10-12 collaborators/ coordinators
-  **Address/Location:**
 - Ho Chi Minh City:**
 - 38 Vo Van Tan, District 3
 - 264 Nam Ky Khoi Nghia, District 3
 - Hanoi:**
 - 3A Ngo Quyen, Hoan Kiem
-  **No. of events in 2017:** 182
-  **Estimated audience in 2017:** approx. 7.000 people
-  **Registered audience list:** over 1.000
-  **Facebook likes:** 14.000
-  **Web page views:** 70.000
-  **Gender:** Guest speakers/performers: 70% men, 30% women; Audience: 60% men, 40% women
-  **Non-Vietnamese audience involvement:** Occasionally, since almost all events are conducted in Vietnamese language
-  **Minority group involvement:** Not specific
-  **Age group:** Over 30
-  **Staff level:** Professional



© Cà Phê Thủ Bay

2. Phu Sa Lab

Phu Sa Lab is a small community for independent artists, who work mostly in music and circus. The complex encompasses a recording studio and a small, 40-seat auditorium. Phu Sa also hosts monthly shows of a ca tru group.

Ca tru is an ancient genre of chamber music featuring female vocalists, with origin in Northern Vietnam.

Phu Sa Lab was founded by French-Vietnamese musician and sound engineer Nguyen Nhat Ly, who is also the art director of Lune Production. Nhat Ly has created music for Lune Production’s four key shows, including A O, Lang Toi (My Village), Teh Dar, and The Mist – all built around and inspired from Vietnamese folk and ethnic culture. The shows have received great critical acclaim and are popular with both local and international audiences.



Phu Sa sets itself apart from its contemporaries through an all-encompassing, fully-involved approach to production, where the organisation is involved from an idea’s inception, through the formation of a show, to pitching to investors and promoters, and of course presentation to an audience. Within this process, founder Nhat Ly often takes on multiple roles as musician, director, marketing executive and investor.

Another special feature of Phu Sa Lab is the artists community surrounding it. Some of its members are considered to be “sensitive” figures of concern like musician Ngoc Dai, who illegally self-released a controversy-laden album , or dissident singer Mai Khoi, who nominated herself for the National Assembly election in 2016.

On the matter of “sensitive” subjects, Nhat Ly has said that culture, politics and economics are “strongly connected and inseparable.” As such, “artists cannot make just “art” without politics

Hub profile

An experimental music center. A lab for artists to research and explore different ideas, and to present the ideas to an audience. A restaurant. The home of Kim Duc ca tru group, who perform monthly.

-  **Founded:** December 2013
-  **Hub type:** Studio with stage & hall
-  **Legal status:** Limited Company
-  **Website:** None
-  **Facebook:** www.facebook.com/Phusalab
-  **Finance structure:** For profit
-  **Main source of income:** Not specific
-  **No. of members:** approx. 20
-  **Address/Location:** 21/52 To Ngoc Van, Quang An, Tay Ho, Hanoi
-  **No. of events:** 5-8 per month
-  **Estimated audience in 2017:** 40 people per event
-  **Facebook likes:** 789
-  **Gender balance:** 50/50
-  **Non-Vietnamese involvement:** Frequent
-  **Minority group involvement:** Yes
-  **Age group:** 25-50
-  **Staff level:** More artistic than professional



⁽⁴⁾ “Sensitive” can be understood as the state of being a subject, or potential subject, of state surveillance and/or censorship.

⁽⁵⁾ www.english.vietnamnet.vn/fms/art-entertainment/74088/ngoc-dai-s-album-to-be-withdrawn-and-destroyed.html



3. Da Nang Business Incubator & Co-working (DNES)

Opened amidst a wave of start-ups in 2015, DNES has had a head-start over its contemporaries due to its political position, having been co-invested in by the city of Da Nang under the PPP model.


















The hub was established by Mr. Vo Duy Khuong, former vice president of Da Nang, who after retirement became DNES’s Chairman of Board of Directors.

Bung Tran, CEO of DNES said: “Our advantages are better access to public administration services and the understanding of government systems. We can make direct phone calls to the responsible person in the system and that is a great help for our start-up community.”

DNES has influenced Da Nang’s emergence as a national and regional meeting point for start-ups, besides Hanoi and HCMC.

Hub profile

An innovation hub by the sea, which aims to develop local entrepreneurship.

-  **Founded:** 2015
-  **Hub type:** Co-working, Incubator
-  **Legal status:** PPP, Limited Company
-  **Website:** www.dnes.vn
-  **Facebook:** www.facebook.com/danangstartup
-  **Finance structure:** For profit
-  **Main source of income:** Space rental, services for the community
-  **No. of members/staff:** 22 staff (and around 250 members working at the hub on a daily basis)
-  **Address/Location:** 31 Tran Phu, Da Nang
-  **No. of events in 2017:** 3-4 events per month
-  **Estimated audience in 2017:** approx. 50 people per event
-  **Facebook likes:** 5169
-  **Gender:** More males than females
-  **Non-Vietnamese involvement:** 80% local and 20% expat
-  **Minority group involvement:** Yes, by project with partners
-  **Age group:** 30-40
-  **Staff level:** Highly professional. 70% of staff have university degrees from outside Vietnam.

(6) www.vneconomicstimes.com/article/vietnam-today/da-nang-among-fastest-emerging-startup-scenes-in-region



4. Art Labor Collective and the Jrai Dew project

The Jrai Dew project was initiated in 2016 by the Art Labor Collective and funded by the Prince Claus Fund⁽⁷⁾. It helps bring back to life the tradition of wood carving in the Jrai ethnic community in three villages in the Central Highlands province of Gia Lai – through a contemporary angle that looks at woodcarvings as works of art, not souvenirs.

“Jrai woodcarving has encountered difficulties to survive and it may well disappear. We hope to reinvigorate the craft. Also inherent to this project is our desire to shine a light on the Jrai culture and art amidst the whirlwind of industrialisation and modernisation in this region.

Jrai people make wooden statues and place them by tombs to honour their dead. These statues are often made from special kinds of wood sourced from local forests. There are very few Jrai villagers left who feel inclined to practice this craft due to deforestation as well as historical, social and economic changes,” said Art Labor Collective.

Members of Art Labor have befriended aging craftspeople in these three villages and encouraged their artistic practices. After the project has been underway for some time, the number of Jrai youths interested in the tradition has begun to rise.

The collective organised exhibitions in each of the three Jrai villages, which attracted the attention of almost every villager. As a result, one has started seeing a shift in the local community now considering the wooden sculptures as pieces of art in their own rights, worthy of individual displays, instead of merely adornments for tombs.


















As well as helping to revive the craft and the communities themselves, the project uncovered a potential source of income for the locals: interest has been shown in buying the artworks. Currently, Art Labor is working on a business plan to connect the artisans with a designer and branding experts, so that the artworks can be properly positioned within the market. In doing so, the collective seeks to avoid the approach of unsustainable mass production.

Well connected with the art world outside Vietnam, Art Labor is bringing the Jrai Dew to various international art exhibitions and festivals, as Jrai artisans – their talents, culture and communities – are getting known abroad. In the other direction, in time more opportunities will find their way to the villages of Gia Lai.

⁽⁷⁾ www.princeclausfund.org/

Hub profile

Art Labor is an artist collective based in HCM that practice in visual art, social and life sciences in order to produce alternative non-formal knowledge, via artistic/cultural activities in various public contexts and locales. Art Labor includes three core members/ cultural workers: artists Phan Thao-Nguyen, Truong Cong Tung and curator/writer Arlette Quynh-Anh Tran.

-  **Founded:** 2012
-  **Hub type:** Art collective, Art project
-  **Legal status:** Group of independent artists
-  **Website:** www.artlaborcollective.com/home
-  **Facebook:** www.facebook.com/artlaborcollective
-  **Finance structure:** Not-for-profit
-  **Main source of income:** Overseas public funding
-  **No. of members/staff:** 3
-  **Address/Location:** 116 My Hung, Phu My Hung, District 3, Ho Chi Minh City
-  **No. of events/exhibition of the Jrai Dew project:** 3 in 3 villages in Gia Lai, with components having appeared outside Vietnam such as in Taiwan, Bangladesh, Hong Kong, Singapore
-  **Estimated no. of audience:** 1000
-  **Facebook likes:** 1317
-  **Gender:** Artists: 2 female, 1 male. Artisans: 07 male artists. Audience: 50/50
-  **Non-Vietnamese involvement:** Yes
-  **Minority group involvement:** Ethnic people, rural areas
-  **Age group:** All
-  **Staff level:** No staff, all activities are managed by the members



5. Tay Nguyen Centre for Rural Development

Poverty in the Central Highlands region is almost double the national average. One major result of poverty within a certain group is the loss of traditions or cultural identity. As a means of resistance against the loss of cultural identity, the Tay Nguyen Centre for Rural Development (TNCRD) aims to simultaneously develop agriculture through technological knowledge as well as preserve and promote the local culture.



















The centre is staffed mostly by members of ethnic minority groups such as Nung, Tay and E De. The staff are experts in culture, agriculture and language, helping to train farmers, for instance, in how to best use their land and protect the forest. They help organise and promote traditional music and crafts through workshops, classes, study tours, and networking activities. They teach English and E De language for young villagers.

Another special aspect of TNCRD is the close collaboration with local government. Amongst the major important government projects TNCRD have undertaken lately was the Proposal to Preserve and Promote Cultural Identity of Ethnic Minority Groups in Buon Ma Thuot from 2017-2020.

Ms. Linh Nga Nie Kdam, director of TNCRD, is one of the most influential people of interest within Central Highlands cultural development scene. She is a famous musician, writer and a cultural expert/activist.

Hub profile

Tay Nguyen Centre for Rural Development believes it is necessary to do two things at the same time: agriculture development using knowledge and tech transfer, and culture preservation and promotion.

-  **Founded:** 2015
-  **Hub type:** Educational, research and cultural reservation center
-  **Legal status:** Non-governmental
-  **Website:** www.linhnganiekdam.vn/hoat-dong-nam-trung-tam-1244
-  **Facebook:** www.facebook.com/TayNguyenCenterforRuralDevelopment
-  **Finance structure:** Not-for-profit
-  **Main source of income:** Funding from the Vietnamese government
-  **No. of members/staff:** 6 excluding interns and volunteers
-  **Address/Location:** 65/1 Thang Long, Buon Ma Thuot city, Dak Lak
-  **No. of events in 2017:** N/A
-  **Estimated audience in 2017:** N/A
-  **Facebook likes:** 100
-  **Web page views:** 51,000
-  **Gender balance:** 50/50
-  **Non-Vietnamese involvement:** Occasionally
-  **Minority group involvement:** Yes, direct involvement with ethnic minorities. 90% of staff are from ethnic groups.
-  **Age group:** All
-  **Staff level:** Highly professional



(8) www.nhandan.com.vn/xahoi/tin-tuc/item/21192802-.html

6. VICAS Art Studio



“When we worked on the National Strategy for the Development of the Cultural Industries in Vietnam for the period 2016-2020 with a vision until 2030 we were aware that creativity is hugely important to development. Unfortunately, in Vietnam new forms of art, contemporary arts in particular, are facing numerous difficulties. We saw a gap in the governmental sector: nobody is taking the lead in this area, leaving the field to foreign organisations like L’Espace, or the Goethe-Institut. The government has not yet figured out the best way to deal with these artforms. There is a cautious attitude between artists and the authorities.”, said Dr. Bui Hoai Son, director of the Vietnam National Institute of Culture and Arts Studies - VICAS.

Given this context, VICAS became a pioneer and took the leading role in supporting contemporary art in Vietnam by opening the Centre for Contemporary Art Development VICAS Art Studio. The centre creates an open and transparent environment for art and creativity by providing space, consultancy and marketing services for artists so that they can access the market. VICAS exhibits artworks by artists from various backgrounds – including self-taught artists – free of charge. All the works are displayed with a price tag next to them.

Politically, VICAS influenced a structural change in the governmental sector towards contemporary art, thanks to its position within the Ministry of Culture, Sports and Tourism. The birth of VICAS Art Studio marks a milestone in the Vietnamese art scene: contemporary arts have become “official”.

Hub profile

VICAS Art Studio is the first governmental initiative that works to support contemporary artforms.

- Founded:** November 2017
- Hub type:** Art gallery, workshops, and residency
- Legal status:** As part of a government organisation, however financially independent, with no governmental funding
- Website:** www.vicas.org.vn
- Facebook:** www.facebook.com/vicasartstudio
- Finance structure:** Not-for-profit
- Main source of income:** Artwork sale, fund raising, venue for rent
- No. of members/staff:** 5-7
- Address/Location:**
32 Hào Nam, Dong Da, Hanoi
- No. of events since 2017:** 4
- Estimated audience in 2017:** 1000 -1500 (estimated by the researcher)
- Facebook likes:** 889
- Gender balance:** 50/50
- Non-Vietnamese involvement:** Occasionally
- Minority group involvement:** Artists from rural areas, self-taught artists, young artists.
- Age group:** Over 30
- Staff level:** Highly professional

7. Bao Tang Thau Cam (Empathy Museum)


















Inspired by the UK-based writer, thinker and empathy advocate Roman Krznaric’s project Empathy Museum , the Vietnamese Empathy Museum was founded in 2017 by a group of young friends. Led by Marilyn Pham Dacusin, the group shared the same vision: to build a better world through greater focus on empathy, love and care, and less on material success.

The group have produced memorable exhibitions showcasing audio interviews telling the stories of lesser-heard members of society like criminals, drug abusers, prostitutes, polyamorists, among others. One story of great note was that of a woman who took up prostitution after she had been raped multiple times by boyfriends.

Aside from exhibitions, Bao Tang Thau Cam organizes talks and workshops with writers, researchers, musicians, painters, amongst others, aiming to discover, analyse and practice empathy and creativity in daily life.

Hub profile

Bao Tang Thau Cam is a social culture project geared to promote empathy in society through exhibitions, art talks, workshops and performances.

-  **Founded:** June 2017
-  **Hub type:** Social & Art project
-  **Legal status:** Community project by a group of friends
-  **Website:** None
-  **Facebook:** <https://www.facebook.com/BaoTangThauCam/>
-  **Finance structure:** Non - profit
-  **Main source of income:** Fund raising events
-  **No. of members/staff:** 18 (most of them are students)
-  **Address/Location:** None
-  **No. of events** (until April 2018): 6
-  **Estimated audience in 2017:** 300 visitors within 10 hours in the first event
-  **Facebook likes:** 4014
-  **Gender balance:** 50/50
-  **Non-Vietnamese involvement:** Not specific
-  **Minority group involvement:** Yes, directly involved
-  **Age group:** 20-30
-  **Staff level:** The group have experience in community development and fund raising, but not so much experiences in business management.



⁽⁹⁾www.empathymuseum.com/

Other interesting hubs



Matca

Matca.vn is a photography website published in English and Vietnamese. According to Matca, which means “fish eye” in Vietnamese, the project was born solely out of their “passion for and beliefs in photography as a form of narration and visual arts. Matca is a collective, an alternative gathering space for the Vietnamese photographic community to seek inspiration and bounce ideas off one another. Matca acknowledges and features local photographers as well as visual artists out there whose compelling works are often overlooked in the context of today’s society.”

- Founded:** 2016
- Hub type:** Virtual hub
- Legal status:** Limited. Website not registered.
- Website:** www.matca.vn/en
- Facebook:** www.facebook.com/matca.vn
- Finance structure:** Not-for-profit
- Main source of income:** Photography services
- No. of members/staff:** 4
- Address/Location:** N/A
- No. of events:** N/A


















- Estimated audience in 2017:** N/A
- Facebook likes:** 10,482
- Web traffic:** 500 visits per day
- Gender balance:** 50/50
- Non-Vietnamese involvement:** Yes. Website is bilingual.
- Minority group involvement:** Indirectly
- Average age group:** 20-30
- Staff level:** Highly professional























Go Fish studio

Go Fish studio is a gallery and library for contemporary art and design, inspired by traditional culture. The hub is run by four friends: artist Bui Cong Khanh, designer Nguyen Minh Thai, environmentalist Dang Huong Giang and art teacher Nguyen Phuong Nga. Together they hold exhibitions, art talks, film screenings, art classes for children, workshops for students, etc.

-  **Founded:** Nov 2017
-  **Hub type:** Contemporary art and design gallery
-  **Legal status:** Collective
-  **Website:** None
-  **Facebook:** www.facebook.com/gofishstudiohoian
-  **Finance structure:** Not-for-profit
-  **Main source of income:** Private (self) funding
-  **No. of members/staff:** 4
-  **Address/Location:** 2nd floor, 57 Tran Phu, Hoi An, Quang Nam
-  **No. of events** (until early March 2018): 4
-  **Estimated no. of audience:** 30 per event
-  **Facebook likes:** 559
-  **Gender balance:** 50/50
-  **Non-Vietnamese involvement:** Yes
-  **Minority group involvement:** Yes
-  **Age group:** All
-  **Staff level:** The group has experiences on the artistic side more than the business side

Polygon music café

A music cafe with regular shows performed by self-taught musicians, also an important venue for young music lovers. The cafe was founded by a group of self-taught rock musicians who were famous in the early 2000s.


















-  **Founded:** 2010
-  **Hub type:** Music cafe
-  **Legal status:** Household business
-  **Website:** None
-  **Facebook:** www.facebook.com/polygon.cafe
-  **Finance structure:** Not-for-profit
-  **Main source of income:** Sales of drinks in music events
-  **No. of members:** 40 musicians, 90% are self-taught
-  **No. of staff:** 10
-  **Address/Location:** 36 Cat Linh, Dong Da, Hanoi
-  **No. of events:** 5 per week
-  **Estimated audience:** about 30 per night
-  **Facebook likes:** 26,059
-  **Gender balance:** 50/50
-  **Non-Vietnamese involvement:** Occasionally
-  **Minority group involvement:** Not specific
-  **Average age group:** 20-40
-  **Staff level:** Professional



The Factory Contemporary Arts Centre

Established in 2016 by artist Ti-A, The Factory aims to outline the value of Vietnam’s art, seeking to be a “dynamic destination for art, [with] innovative programs illustrating the creative criticality of Vietnam today.” The Factory can make use of significant gallery space and a dedicated arts department to produce curated exhibitions, workshops, live arts, talks and film screenings, driven by the needs of the local community, and focuses strongly on assisting artists in their search for resource, visibility and support.

The Factory operates as a social enterprise, whereby all profit from sale of art and business on the property supports the running costs of its art-related programmes.

-  **Founded:** 2016
-  **Hub type:** Art gallery, library, restaurant, café and bar
-  **Legal status:** Social Enterprise
-  **Website:** <http://factoryartscentre.com/en/home/>
-  **Facebook:** <https://www.facebook.com/thefactorycontemporaryartscentre/?fref=ts>
-  **Finance structure:** Not for profit
-  **Main source of income:** Funding, sale of art work
-  **No. of members/staff:** 6 full time, 2 part time, 2 accountants and 4 lawyers – 14 in total
-  **Address/Location:** 15 Nguyen U Di, Thao Dien, District 2, Ho Chi Minh City
-  **No. of events:** 10 exhibition/year & 50 public programmes/year
-  **Estimated audience:** 2000-3000/year
-  **Facebook likes:** 15093
-  **Gender balance:** artists: more men than women. Audience: 50/50
-  **Non-Vietnamese involvement:** Yes. Audiences are 80% Vietnamese, 20% expats
-  **Minority group involvement:** No
-  **Age group:** 25-30
-  **Staff level:** Professional, though mostly self-taught



© Factory Contemporary Arts Centre

IV. IMPACT



© Nha San

The impact of creative hubs is, in general, a positive one. The positive impact includes, but is not limited to, the following:

Open access to resources of knowledge and skills

Creative hubs create a welcoming and safe environment where people meet, exchange ideas and challenge their own boundaries. The more open and creative the environment is, the healthier it is for individuals to express themselves and to be themselves. See story of Phu Sa Lab in the previous section as an example.

In many hubs, the community is friendly and welcoming.

With hubs, people have choices to learn many new skills and gain knowledge in their own time without worrying about being disqualified.

With hubs, freelancers can travel more freely, meet and collaborate with more like-minded people.

Political access

Politically, hubs can influence policy making and implementation at different levels.

In 2016, a petition campaign was led by members of the start-up community including Nam Do, founder of UP co-working space. It requested the cancellation of Article 292 under Penal Code 2015. The petition gathered 6,000 signatures from the start-up community and was sent to some of the country's most senior leaders and ministers, which contributed to the delay of the implementation of the Penal Code.

In Hoi An, Go Fish studio has fostered such a strong relationship with the local authorities that they now do not have to apply for event permits. Alternatively, they invite the town's leaders to their events.

DNES can make direct phone calls to responsible government officers, which saves a great deal of time for its start-up community.

VICAS Art Studio is very familiar with the application process for event permits. They can have their event licensed within a week, while other hubs have to wait for two weeks or longer.

Changing the city's identity

With the opening of DNES, Da Nang has become a new meeting point for start-ups, not only in Vietnam, but also in the region.

With the opening of Go Fish studio, Hoi An has been put on the Vietnamese map of contemporary art hubs.

Creating more jobs

Whether big or small, each creative hub brings with it the opportunity for jobs. Clearly, the busier and bigger the hub, the more jobs it creates, and therefore the better it is for the development of the surrounding community.

New business models

Most creative hubs are new, and therefore represent new and innovative organisational models, and create new products and services.

Inspire creativity in the society

The very nature of creative hubs inspires networking and an eagerness to be creative.

⁽¹⁰⁾ www.vietnamnews.vn/economy/299036/start-up-communityconcerned-over-article-292.html#Qh99ZQL09ystTg.99

⁽¹¹⁾ www.vneconomicstimes.com/article/vietnam-today/da-nang-among-fastest-emerging-startup-scenes-in-region

The Story of the Wood Carver Y Thái Ê Ban

Y Thái Ê Ban is an E de ethnic man who lives in Kmrong Prong B village, Ea Tu district, Buon Ma Thuot city, in the Central Highlands region of Vietnam. Since he was a small child, he has known about his strong interest in woodcarving. He spent hours watching his uncle making statues from wood. In the culture of his E De people, the statues are made for spiritual ceremonies.

Sadly, with new ways of life, the changing of religions, the influence of migrants, the agricultural master plan of trading natural forests for coffee and rubber plants, most of the natural forests have been destroyed, making it difficult to find the right kind of wood for carving. The traditional craft is fading away together with the ceremonies.

Y Thái Ê Ban does not have many chances to practice wood carving any more. Once in a while he carves, just for fun.

In 2015, Buon Ma Thuot city authority organised a wood carving competition, Y Thái Ê Ban joined the competition and won 1st prize. He was very happy and has participated in more competitions since. In one of those, he met Ms. Linh Nga Nie Kdam, a cultural expert and the director of the Tay Nguyen Centre for Rural Development. Ms. Linh Nga introduced Y Thái Ê Ban to her friend who was a businessman from Hoi An, and the friend fell in love with Thai's lively wood carving works and bought some of them. In the end, people came from Hanoi and HCMC to visit him and buy his wooden craft work.

Now Y Thái Ê Ban can make money from his talent. Recently he sold 16 million VND worth of statues to Ms. Linh Nga's Hoi An friend.



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V. CHALLENGES



A common trait, or lack thereof, amongst creative hub leaders in Vietnam is not having the business sense to match their passion, vision and commitment.

For many hubs, securing event permits and avoiding encountering censorship are also considerable obstacles.

From the point of view of tech hubs, the challenges come from the legal system, which in turn affects all creative hubs in Vietnam.

1. Challenges of art and cultural hubs

Limited resources, lack of management and business skills

Since most hubs are small, independent organisations, run by only a few people, they are often faced with the above challenges.

Hanoi Grapevine, a web page featuring mostly listings of independent and/or underground arts and cultural events, faces uncertainty due to low income. The site's main revenue is generated from selling ads to the likes of the Goethe-Institut, L'Espace and the Japan Foundation, whose own advertising budgets are being cut. On top of this, Hanoi Grapevine's former website and sales manager relocated to Singapore, and a replacement cannot be made due to budget constraints. Without the knowhow of a capable sales manager, the website's operation has been affected.

After years of struggling to survive, the group behind the website have elected to hand over control to another group.

Similar to Hanoi Grapevine, Toa Tau – a well-known HCMC hub – is being faced with a number of challenges, including unstable income, unclear strategies and limited physical capacity. Hai Hoa, the new manager of Toa Tau said: "In the past, the team only did what they like to do. Nobody had a background in business management. For now, we are in the process of re-evaluating everything and carefully studying the needs of customers. We are trying to focus more on the business side. Hopefully things will get better."

In the next 3 months, AGO Hub, a hub for architecture-related activities, will have to make enough money to pay rent and cover other operational costs. AGO Hub's founders are architects and none of the team members has any background in business management.

Censorship, Event Permits & Freedom of Expression

"It is time to choose between 'censorship' and 'the market'" - Dao Mai Trang, visual art researcher.

In the context of this research, freedom of expression is linked to censorship, event permits, policy and law, and more abstract factors like social, cultural, historical and political mindsets, perceptions and presumptions that affect the decision making on both sides, and the relationship between the authorities and creative people.

In fact, the permit process and the treatment of the authorities could be quite different from hub to hub and case to case, depending on different factors – for example: the type of hub and area of business, the hub's location, the owners' personal background, their relations with the local government

and even personal viewpoints of those in charge at the government's offices. The process is almost totally subjective and at the mercy of personal relations, which can be of help for some, but is mostly a huge obstacle for many.

“There is a cautious attitude between artists and the authorities”

Dr. Bui Hoai Son, Director of Vietnam National Institute of Culture and Arts studies – VICAS, comment on the development of contemporary art in Vietnam.

“Due to the increase in government scrutiny of San Art’s programmes – three exhibitions were unable to receive a license and an artist’s public talk was warned against taking place by the cultural police, due to foreign attendance - ‘San Art Laboratory’ cannot continue under these difficult conditions at this time.”

An open announcement from San Art in Feb 2016, addressing the discontinuation of San Art’s artists in residency and art talk programme.

Among hub owners, there are mixed attitudes toward this issue.

While co-working, incubator, start-up, tech and IT hubs do not see censorship or event permits as a challenge, those in the arts and culture do struggle and withhold great concerns about the procedures of applying for event permission.

Among the ten arts and cultural hubs interviewed for this report, seven have experienced difficulties with event permits or censorship.

Among the major issues are the time it takes to

secure a permit, the ‘sensitive’ nature of the artwork, and the ‘sensitive’ profile of the artists themselves. Many hubs owners said they usually ‘guess’ what will be permitted and what will not before they proceed with an application. This practice has come to be known as ‘self-censorship’.

“We decided to cancel the exhibition because among the artworks there was a print of the Universal Declaration of Human Rights by the United Nations. We thought it was too sensitive.”

An anonymous hub manager

“Among the stories we want to exhibit there is a story that mentioned the Communists. We did not include those stories in the application for permit. We were worried that if we did it, we would not get the permission.”

An anonymous hub leader

Many hubs carefully choose their wordings and bend the key messages of the artworks in the applications to make sure it looks acceptable.

Some hubs decided to hold their events internally to avoid the whole process of applying for permit.

Researcher’s comment:

Self-censorship is a practice carried out by hub owners to deal with the existing law and the authorities. To some extent, it seems to secure a hub’s existence in the system and keep it the ‘safe zone’. From another perspective, self-censorship limits creativity within the mind, and it could be a threat to innovation and development.

Arts and cultural heritage are proven to be strong economic drivers that help the country move up on the value chain. Perhaps it is time for the government to reconsider the rules of event permits and censorship.





2. Challenge for all hubs: The legal system

Since creative hubs are new in Vietnam, there is no specific legal status for them. By law, all hubs should be registered with a business license. Hubs are trying to sustain themselves while pursuing their creative community development goals. Many hubs struggle to complete both its enterprise and community missions, and they usually have different titles to match with different roles depending on what context they are in. Under the tax system and enterprise law, they can be a household business, a limited company, or a joint stock company, while amongst the community, they can promote themselves as a not-for-profit organisation, an education centre, a collective, a co-working space, or a creative hub.

Playing different roles is not very manageable for hubs. Firstly, they are mostly very small private enterprises. In the current context, they cannot compete with state-owned companies when it comes to investment from the government.

Secondly, while having to pay taxation like any other type of enterprise, hubs do not always aim for profit, and since many are new to the market, it is difficult to generate income from a limited number of customers/providers.

Thirdly, being categorised as an enterprise sometimes limits what you can do. Hanoi Creative City founder, Mr. Doan Ky Thanh, thinks the company's legal status is an obstacle. Registered as real estate company, Hanoi Creative City doesn't have the legal right to organise events.

Tien Quan He...

A hub owner admitted to the researcher that he periodically bribed the authorities, several times a year, in exchange for the smoother operation of the hub.

"It is part of the hub's running costs", he said, "I call it Tien Quan He (relationship money)."



VI. CREATIVE HUB RECAP



The 2014 Mapping of Creative Hubs report listed 40 creative hubs across the entire country. In this 2018 report, the number has increased up to 180. In reality, this number could be bigger, and it is still growing. This is a very positive sign for the flourishing of the creative economy in Vietnam.

Of course, this rising number of hubs correlates with the growth of the surrounding creative community. According to 'likes' on hubs' Facebook pages alone, this community could number as many as two million people.

Compared to 2014, hubs are more diverse in terms of sector and more spread out in terms of geography.

Government agencies started to become directly involved in creating hubs (Vietnam Silicon Valley – 2013, DNES - 2015, VICAS -2017). This means hubs are gaining recognition within the government system. As a result, some hubs are able to influence policy making and implementation.

Hubs create new jobs, new products and services, and new businesses.

Hubs open access to creativity, knowledge and skills in friendly, supportive, inspiring and flexible ways, and often on a small scale. This is not dis-

similar to the government's own education system.

With hubs, the community and the general public have more choices to explore and further themselves, and to unlock and experiment with their creative potentials.

Hubs bring opportunities to rural areas, to ethnic groups, and to disadvantaged and dispossessed people.

Hubs in Vietnam still face significant challenges. In general, the legal system has not yet accepted hubs as unique community development business models. The procurement of event permits and censorship are affecting hubs' everyday operations, especially regarding arts and cultural hubs.



⁽¹²⁾ http://www.business-in-asia.com/vietnam/sme_in_vietnam.html

⁽¹³⁾ https://creativeconomy.britishcouncil.org/media/uploads/files/Mapping_Hubs_Viet_Nam.pdf

VII. RECOMMENDATIONS

Below are some suggestions to help address the challenges and build a healthy eco system for creative hubs in Vietnam:

- Direct and open dialogue to build trust and mutual understanding between authorities and hub owners.

Many hub owners told the researcher they would like to have direct and open conversations with policy makers. They believe that it is only from direct dialogue that a mutual understanding will be reached, and the platform for practical and fair policies will be set. Hub owners said “direct dialogues” means casual open meetings between hub owners and policy makers. Activities like “seminars/conferences” or “research/ study/report” are too formal, impractical and not “direct” enough.

- Tax incentives and breaks are the most practical support to the survival of hubs.

- Recognise and define hubs’ unique position in the legal system as community development businesses.

- Restructure the event permit system and rethink censorship. Ensure it is easy and simple enough for hubs to follow, or change it completely, from “application for permit” (xin giay phep to chuc su kien) to “informing about the coming event” (thong bao ve su kien sap dien ra).

- Business and management skills training programmes for hub owners, especially in terms of arts and cultural hubs.

- Financing/Funding hubs, especially hubs that support young talents, hubs in rural areas and hubs that support ethnic minority or disadvantaged groups.

“Creative hubs are fast becoming a worldwide phenomenon (...). They have become a new way of organising creative economy innovation and development.”

Creative Hubs: Understanding the New Economy, British Council, 2016.

“The creative economy is one of the most rapidly growing sectors of the world economy. It is highly transformative in terms of income generation, job creation and export earnings. But that is not all. The creative economy also generates non-monetary value that contributes significantly to achieving people-centered, inclusive and sustainable development.”

United Nations Creative Economy report, 2013, special edition.

“Increasingly confident and global in its outlook, Vietnam’s economy is strong, and a growing middle class is ever more interested in enjoying creative and cultural products emerging from the nation’s vibrant fashion, music, film and other industries. This burgeoning national market, coupled with Vietnam’s large exports and tourism industries, represent a powerful opportunity for cultural and creative industries.”

UNESCO Creative Economy report, 2013.



VIII. HUB DIRECTORY

HOÀ BÌNH

Muong Cultural Space Museum

Category: Culture, art

Activities: Tours, exhibitions, artists' residencies

Founded: 2007

Website: www.muong.vn | www.muongstudio.vn

 Mường Studio

Address: 202 Tây Tiến

HẢI PHÒNG

Area21

Category: Art and entertainment space

Activities: Complex of cafe, stores, art and entertainment

Founded: 2014

Website: None

 Area21

Address: đường Trần Phú (Hải Phòng City)

Ga sách bụi

Category: Books

Activities: Bookstore, cafe

Founded: 2016

Website: www.gasachbui.com

 Ga sách bụi

Address: 3/17/440 Chợ Hàng, Lê Chân

HÀ NỘI

5 Art House

Category: Art and craft

Activities: Products and exhibitions

Website: None

 5 Art House

Address: 5 Ngõ Thọ Xương, Hoàn Kiếm

AGO hub

Category: Architecture, art, film

Activities: Exhibitions, workshops, library, education, food and drinks

Founded: 2017

Website: www.agohub.com

 AGOhub

Address: 12 Hòa Mã, Hai Bà Trưng

Art Vietnam

Category: Art

Activities: Gallery services, exhibitions

Founded: 2002

Website: www.artvietnamgallery.com

 Art Vietnam Salon Gallery

Address: 66/2 Yên Lạc, Hai Bà Trưng

ASHUI (and Cinema-Architecture Club)

Category: Film and photo

Activities: The Film Club established and run by Ashui Academy and VUUV Workshop

Founded: 2015

Website: www.ashui.com/mag/home/architecture-movies.html

 Ashui.com

Address: A47/109 Trường Chinh, Thanh Xuân

Bảo Tàng Thấu Cảm

Category: Music, film, art, multi-disciplinary

Activities: Talks, workshops, screenings, concerts

Founded: 2017

Website: None

 Bảo Tàng Thấu Cảm

Address: no fixed location


Tổ Chim Xanh

Category: Music, film, literature

Activities: Talks, workshops, screenings, concerts, literature events

Founded: 2015

Website: None

 Tổ Chim Xanh - Bluebirds' Nest

Address: 13/19 Đặng Dung, Ba Đình

Centre for Assistance & Development of Movie Talents (TPD)

Category: Film

Activities: Classes, workshops, screenings, talks, library

Founded: 2002

Website: www.tpdmovie.com.vn

 Trung tâm hỗ trợ phát triển tài năng Điện ảnh TPD

Address: 51 Trần Hưng Đạo, Hoàn Kiếm

Chula House

Category: Fashion

Activities: Fashion shows, concerts

Founded: 2004

Website: www.chulafashion.com

FB: Chula

Address: 43 Nhật Chiêu, Tây Hồ

Congregation

Category: Music

Activities: Rehearsal studios, music events, drinks

Founded: 2017

Website: None

 Grãtoner coffee & pub

Address: 273 Âu Cơ, Tây Hồ

Craft Link

Category: Craft

Activities: Products, marketing services

Founded: 1996

Website: www.craftlink.com.vn

 CRAFT LINK

Address: 51 Văn Miếu, Ba Đình

Creative Lab by UP

Category: Co-working space

Activities: Maker space, creative events

Founded: 2017

Website: www.up-co.vn/locations/creative-lab-by-up

 Creative Lab by UP

Address: Tầng 1 và 8, Hanoi Creative City, 1 Lương Yên, Hai Bà Trưng

CUC Gallery

Category: Contemporary art

Activities: Exhibitions, gallery services

Founded: 2012

Website: www.cucgallery.vn

 CUC Gallery

Address: A4703, Keangnam Hanoi Tower A, Dương Đình Nghệ, Từ Liêm

CUCA

Category: Art

Activities: Education programmes, talks

Founded: 2012

Website: www.cuca.vn

 CUCA Vietnam

Address: No fixed location

Cuci

Category: Art

Activities: Exhibitions, gallery services

Founded: 2017

Website: None

 Cuci Art Studio

Address: Số 8 Ngõ Chợ Thạch Cầu, Thạch Cầu, Long Biên

Đào Anh Khánh Studio

Category: Art, music

Activities: Concerts and other music events, performances, installations, hospitality services

Founded: 1995

Website : None

 Đào Anh Khánh Treehouse

Address: Số 7, Ngõ 462 Ngọc Thụy, Gia Lâm

DEN

Category: Music, film, art

Activities: Concerts, screenings, exhibitions, workshops, markets, food and drinks

Founded: 2017

Website: None

 DeN

Address: 49 Làng Yên Phụ, Tây Hồ

DocLab

Category: Film, video, contemporary art
Activities: Courses, workshops, screenings, talks, lab services
Founded: 2009
Website: www.hanoidoclab.org
f Hanoi DocLab
Address: 378/12/11 Thụy Khuê, Ba Đình

Dom Dom

Category: Experimental music, sound art, contemporary art
Activities: Concerts, training programmes, workshops, talks, festivals
Founded: 2012
Website: www.domdommusic.org
f Domdom - Trung Tâm Âm Nhạc & Nghệ Thuật Thử Nghiệm
Address: No fixed location

Domino Art Fair

Category: Art
Activities: Exhibitions, art fairs
Founded: 2016
Website: www.realart.vn
f Domino Art Fair
Address: Hanoi Creative City, 1 Lương Yên, Hai Bà Trưng

Fablab Hanoi

Category: Creativity, digital innovation
Activities: Workshops, talks, makers' events
Founded: 2016
Website: www.fablabhanoi.org
f Fablab Hanoi
Address: 10/49 Ngô Thịnh Hà 1, Tôn Đức Thắng, Đống Đa

Gingerwork

Category: Music, art
Activities: Music performances, events
Founded: 2013
Website: None
f Gingerwork
Address: No fixed location
Creative Artillery, 27/52 Tô Ngọc Vân, Tây Hồ

Handhome

Category: Architecture and design
Activities: Online sharing platform
Founded: 2013
Website: www.handhome.net
f Handhome
Address: Virtual hub

Hanoi Art 21

Category: Art
Activities: Exhibition, collective showcases
Founded: 2015
Website: None
f Hanoi Art 21
Address: 60 Nguyễn Trường Tộ, Hoàn Kiếm

Hanoi Creative City

Category: Creativity
Activities: Co-working spaces
Founded: 2015
Website: www.creativecity.vn
f Hanoi Creative City
Address: 1 Lương Yên, Hai Bà Trưng

Hanoi Design Center

Category: Design
Activities: Product showcases, studio spaces
Founded: 2013
Website: www.hanoidesigncenter.com
f Hanoi Design Center
Address: Tầng 1, 20 Lý Thường Kiệt, Hoàn Kiếm

Hanoi Life Drawing Society

Category: Art
Activities: Life drawing sessions
Website: None
f Hanoi Life Drawing Society
Address: Hanoi Rock City, 27/52 Tô Ngọc Vân, Tây Hồ

Hanoi March Connecting

Category: Art
Activities: Annual exhibitions and workshops
Founded: 2016
Website: None
f Hanoi March Connecting
Address: 360 La Thành, Ba Đình

Hanoi Rock City

Category: Music, film, art

Activities: Concerts, screenings, exhibitions, workshops, drinks, food, markets

Founded: 2010

Website: www.hanoirockcity.com

 Hanoi Rock City

Address: 27/52 Tô Ngọc Vân, Tây Hồ

Hanoi Social Club

Category: Music, film

Activities: Concerts, screenings, food, drinks

Website: None

 The Hanoi Social Club

Address: 6 Hội Vũ, Hoàn Kiếm

Hanoi Zine Library

Category: Zine, culture

Activities: Workshops

Founded: 2017

Website: None

 Hanoi Zine Library

Address: 124/22/31 Âu Cơ, Tây Hồ

Hatch

Category: Co-working space

Activities: Co-working space, community events

Founded: 2012

Website: www.hatch.vn

 HATCH

Address: 195 Đội Cấn, Ba Đình

Heritage Space

Category: Contemporary art, music, film, culture, multi-disciplinary

Activities: Exhibitions, concerts, screenings, performances, talks, workshops, library

Founded: 2014

Website: www.heritagespace.com

 Heritage Space

Address: Dolphin Plaza, 6 Nguyễn Hoàng, Nam Từ Liêm

HUB Café

Category: Music

Activities: Concerts, drinks

Website: None

 HUB Café

Address: 122 Ô Chợ Dừa, Đống Đa

Không gian văn hoá Đông Tây

Category: Books

Activities: Bookstores, drinks, cultural events

Founded: 2015

Website: www.khonggianvanhoadongtay.com

 Không gian văn hóa Đông Tây

Address: 1- 99 Nguyễn Như Kon Tum, Thanh Xuân

Kinergie Studio

Category: Dance

Activities: Studio, workshops

Founded: 2015

Website: www.kinergiestudio.com

 Kinergie Studio

Address: 101A Nguyễn Khuyến Ba Đình

Life Art Vietnam

Category: Social enterprise, art

Activities: Education programmes, talks

Founded: 2010

Website: www.lifeartvietnam.org

 Life Art Vietnam

Address: 80B Phan Bá Vành, Bắc Từ Liêm

Manzi

Category: Contemporary art, music, film, culture, multi-disciplinary

Activities: Exhibitions, concerts, screenings, talks, workshops

Founded: 2012

Website: None

 Manzi

Address: 14 Phan Huy Ích, Ba Đình

Nanoco gallery

Category: Architecture

Activities: Exhibitions, talks

Founded: 2016

Website: None

 nanoco gallery

Address: 83 Đường Láng, Đống Đa

Nhà Sàn Collective

Category: Contemporary art, multi-disciplinary
Activities: Exhibitions, performances, talks, workshops, publications
Founded: 2013
Website: www.nhasan.org/
f Nhà Sàn Collective
Address: no fixed location

Huong Ngo Art Space

Category: Art
Activities: Exhibitions, talks
Website: None
f Huong Ngo Art Space
Address: 89 Mã Mây, Hoàn Kiếm

P.ART

Category: Contemporary dance
Activities: Performances
Founded: 2017
Website: None
f P.ART
Address: No fixed location

Ơ Kìa

Category: Culture, Film
Activities: Film screenings, cultural events, talks
Founded: 2017
Website: None
f Ơ Kìa Hà Nội
Address: Ngõ 639, ngách 39, số nhà 39
Hoàng Hoa Thám, Ba Đình

Phù Sa Lab

Category: Music
Activities: Performances, food, drinks
Founded: 2017
Website: None
f Phù Sa Lab
Address: 21/52 Tô Ngọc Vân, Tây Hồ

Polygon

Category: Music
Activities: Concerts, drinks
Founded: 2010
Website: None
f Polygon Musik
Address: 36 Cát Linh, Đống Đa

Puppets

Category: Music, film, culture
Activities: Talks, workshops, screenings
Founded: 2017
Website: None
f Puppets.cafe
Address: 27/189 Giảng Võ, Đống Đa

Quest Festival

Category: Music, film, art
Activities: Festivals
Founded: 2014
Website: www.questfestival.net
f Quest Festival
Address: no fixed location

REC Room

Category: Music
Activities: Performances
Founded: 2015
Website: None
f Rec Room
Address: No fixed location

Savage

Category: Music
Activities: Electronic music performances, workshops
Founded: 2016
Website: None
f Savage
Address: 112 Xuân Diệu, Tây Hồ

Six Space

Category: Contemporary art, music, film
Activities: Exhibitions, talks, workshops, concerts, screenings
Founded: 2015
Website: www.sixspace.vn
f Six Space
Address: Tầng 6, 94B Trần Hưng Đạo, Hoàn Kiếm

The Learning Hub

Category: Co-working space
Activities: Co-working space
Founded: 2016
Website: www.thelearninghub.vn/
FB: The Learning Hub
Address: 14 Ngô Quyền, Hoàn Kiếm

The Onion Cellar

Category: Film, music

Activities: Screenings, concerts

Founded: 2011

Website: None

 The Onion Cellar

Address: No fixed location

Tò He

Category: Art and craft

Activities: Products, creative workshops

Founded: 2006

Website: www.tohe.vn

 Tòhe Play

Address: 8 Đỗ Quang, Cầu Giấy

Tranquil

Category: Music, film

Activities: Concerts, screenings, drinks

Founded: 2015

Website: None

 Tranquil Books&Coffee

Address: 5 Nguyễn Quang Bích, Hoàn Kiếm

Vincom Center for Contemporary Art

Category: Art, music

Activities: Exhibitions, talks, workshops, concerts

Founded: 2017

Website: www.vccvietnam.com

 Vincom Centre for Contemporary Art

Address: R3, Vincom Megamall Royal City, 72A Nguyễn Trãi, Thanh Xuân

VICAS art studio

Category: Art, music

Activities: Exhibitions, concerts

Founded: 2017

Website: www.vicas.org.vn

 VICAS ART STUDIO

Address: 32 Hà Nội, Ô Chợ Dừa, Đống Đa

Vietnam Silicon Valley

Category: Co-working space

Activities: Mentorship, funding, co-working space

Founded: 2013

Website: www.siliconvalley.com.vn/

 Vietnam Silicon Valley - VSV Startup Ecosystem

Address: Tầng 7, 24 Lý Thường Kiệt, Hoàn Kiếm

VUI Studio

Category: Music, film

Activities: Music events, screenings, talks, workshops, products

Founded: 2017

Website: None

 VUI studio

Address: 3C Tống Duy Tân, Hoàn Kiếm

Work Room Four

Category: Art and design

Activities: Education programmes, exhibitions, co-working space

Founded: 2013

Website: www.workroomfour.com

 Work Room Four

Address: 10/67 Tô Ngọc Vân, Tây Hồ

Wunder Lab

Category: Co-working space

Activities: Co-working space

Founded: 2014

Website: None

 Wunder LAB

Address: 35B Nguyễn Bình Khiêm, Hai Bà Trưng

Zó project

Category: Art and craft

Activities: Products, creative workshop

Founded: 2013

Website: None

FB: Zó Paper - Art & Craft

Address: số 27 Đường Tàu, ngõ 5A Trần Phú

Moonwork

Category: Co-working space
Activities: Coworking Space
Founded: 2016
Website: None
f Moonwork Coworking Space
Address: 34, ngõ 28B, Điện Biên Phủ, Ba Đình

HUẾ

Sông Như Art Gallery

Category: Art
Activities: Exhibitions
Website: None
f Dang Mau Tuu - Song Nhu Art Gallery
Address: 14 kiệt 7 Nguyễn Công Trứ, Phú Hội

Làng Art Dorm

Category: Art, music, film
Activities: Residency
Website: None
f Làng Art Dorm
Address: Xã Thủy Bằng

Then Studio

Category: Art, music, film
Activities: Exhibitions, concerts, screenings
Founded: 2012
Website: None
f Then Café
Address: 63 Lê Trung Định, Thuận Lộc

New Space Art Foundation

Category: Art
Activities: Exhibitions, workshops, residencies
Founded: 2000
Website: www.newspacearts.com/
f New Space Art Foundation
Address: 1/66 Lê Lợi

Hue Residence Arts

Category: Art
Activities: Residency
Website: None
f Hue Residence Arts
Address: no fixed location

ĐÀ NẴNG

ENOUVO

Category: Co-working space
Activities: Co-working space
Founded: 2014
Website: www.enouvo.com
f Enouvo Space
Address: 15 Tạ Mỹ Duật, Sơn Trà

HEXAGON

Category: Co-working space
Activities: Co-working space
Founded: 2017
Website: www.hexagonoffice.com
f Hexagon - Danang Coworking Space & Shared Office
Address: tầng 10, Vinh Trung Plaza, 255-257 Hùng Vương

IOT Co working space

Category: Co-working space
Activities: Co-working space
Founded: 2017
Website: www.iotcoworkingspace.com
f IOT SPACE
Address: 63 Phan Đăng Lưu, Hải Châu

Sông Hàn Incubator

Category: Community
Activities: Training, promotion
Founded: 2017
Website: www.songhan.vn
f Songhan Incubator
Address: 114/7 Hà Huy Tập, Thanh Khê

The Hub

Category: Co-working space

Activities: Co-working space

Website: www.thehubdanang.com

 The HUB

Address: Lầu 5, 7-9 Trần Quốc Toàn

Trung tâm hỗ trợ khởi nghiệp Đà Nẵng DNES

Category: Co-working space

Activities: Innovation hub, co-working space

Founded: 2015

Website: www.dnes.vn

 DNES - Vườn ươm Doanh nghiệp Đà Nẵng

Address: 31 Trần Phú

V Startup

Category: Co-working space

Activities: Co-working space

Founded: 2016

Website: www.vstartup.com.vn

 V.Startup Co-working Space

Address: 16 Lý Thường Kiệt

HỘI AN

CO TIC

Category: Art, music, multi-disciplinary

Activities: Exhibitions, workshops, talks, concerts, drinks, food

Founded: 2015

Website: None

FB: CO TIC art space- café

Address: 60 Nguyễn Thái Học

Go Fish Studio

Category: Contemporary art, music, film

Activities: Exhibitions, concerts, screenings

Founded: 2018

Website: None

 GO FISH Studio

Address: 57 Trần Phú

Hub Hội An

Category: Co-working space

Activities: Co-working space

Founded: 2016

Website: www.hubhoian.com

 Hub Hoi An - Coworking space in Hoi An

Address: 105 Lê Thánh Tông

Vietnam's Precious Heritage Gallery Museum

Category: Photography

Activities: Exhibitions

Founded: 2017

Website: www.preciousheritageproject.com

 Precious Heritage by Réhahn

Address: 26 Phan Bội Châu

Xu Dang Trong Art Center

Category: Art and craft

Activities: Tours, products, exhibitions

Founded: 2015

Website: None

 Xứ Đàng Trong

Address: 9 Nguyễn Thái Học

TÂY NGUYÊN

Làng Gia Lai (Pleijrai)

Category: Cultural heritage

Activities: Showcases, products, tours

Website: slimweb.vn/pleijrai

 Plei Jrai

Address: Làng Brel, xã Dêr, huyện Ia Grai, Gia Lai

Trung tâm Phát triển nông thôn Tây Nguyên

Category: Culture, development

Activities: Research, development projects

Founded: 2015


Website: www.linhnganiekdam.vn/trung-tam-phat-trien-1152

FB: Trung tâm Phát triển Nông thôn Tây Nguyên


Address: 65/1 Thăng Long, Buôn Ma Thuột

TP. HỒ CHÍ MINH


a21studio

Category: Architecture
Activities: Professional services, co-working space
Founded: 2009
Website: www.a21studio.com.vn
 a21studio
Address: 158/14 Nguyễn Văn Đậu, Bình Thạnh


An Ordinary City

Category: Urban development, architecture, art, film
Activities: Screenings, talks
Founded: 2014
Website: www.anordinarycity.com
 An Ordinary City
Address: no fixed location


Art Labor Collective

Category: Contemporary art, multi-disciplinary
Activities: Exhibitions, projects, screenings, artworks
Founded: 2012
Website: www.artlaborcollective.com
 Art Labor
Address: no fixed location

Backstage 11

Category: Music
Activities: Music promotion, concerts
Founded: 2017
Website: None
 Backstage 11
Address: Mix & Paint, 93 xa lộ Hà Nội, Quận 2


Vagina Talks

Category: Art
Activities: Exhibitions, community activities
Founded: 2015
Website: None
 Bàn Lộn -Vagina Talks
Address: no fixed location


Chaosdowntown Cháo

Category: Contemporary art, multi-disciplinary
Activities: Exhibitions, talks, concerts, film screenings
Founded: 2015
Website: www.chaosdowntown.com
FB: Chaosdowntown Cháo
Address: 121/61 Lê Thị Riêng, Quận 1


Coeverything

Category: Contemporary art, music, film
Activities: Concerts, screenings, products, drinks
Founded: 2017
Website: None
 Coeverything
Address: 146 Võ Văn Tần, Quận 3


Craig Thomas Gallery

Category: Contemporary art
Activities: Exhibitions, gallery services
Founded: 2009
Website: www.cthomasgallery.com
 Craig Thomas Gallery
Address: 27i Trần Nhật Duật, Quận 1

Cultural Community Discourse

Category: Culture, music
Activities: Talks, performances
Founded: 2017
Website: None
 Cultural Community Discourse - CCD - Đối thoại Văn hoá Cộng đồng
Address: No fixed location

Mot+++

Category: Contemporary art, experimental music
Activities: Exhibitions, concerts, performances, residencies, talks, workshops
Founded:
Website: www.Motplus.xyz
 MoTplus
Address: Saigon Domaine Residences, 1057 Bình Quới, Bình Thạnh

EI8HT gallery

Category: Art
Activities: Exhibitions, gallery services
Founded: 2015
Website: www.eightgallery.com.vn
FB: EightGallery Art
Address: Lafayette Building, 8 Phùng Khắc Khoan, Quận 1

Fablab Saigon

Category: Creativity, digital innovation

Activities: Workshops, talks, makers' events

Founded: 2014

Website: www.fablabsaigon.org

 Fablab Saigon

Address: 44/10 Nguyễn Văn Đậu, Bình Thạnh

The Factory Contemporary Arts Centre

Category: Contemporary art, music, film, dance

Activities: Exhibitions, concerts, screenings, performances, talks, workshops, food, drinks

Founded: 2016

Website: www.factoryartscentre.com

 The Factory Contemporary Arts Centre

Address: 15 Nguyễn Ư Dĩ, Quận 2

Future Shorts Vietnam

Category: Film

Activities: Screenings

Website: www.futureshorts.com/vietnam

 Future Shorts Vietnam

Address: No fixed location

Galerie Quynh

Category: Contemporary art

Activities: Exhibitions, talks, performances, concerts, publishing

Founded: 2003

Website: www.galeriequynh.com

 Galerie Quynh

Address: 118 Nguyễn Văn Thủ, Quận 1

inpages

Category: Artbooks

Activities: Bookstore, exhibitions, talks, workshops

Founded: 2016

Website: www.inpages.org

 inpages

Address: 4 Lê Văn Miến, Quận 2

Pingoling

Category: Music

Activities: Concerts

Founded: 2017

Website: None

 Pingoling

Address: 58 Võ Thị Sáu, Quận 1

Saigon International Comedy

Category: Comedy

Activities: Performances

Founded: 2013

Website: www.saigoncomedy.com

 Saigon International Comedy

Address: 115 Hồ Tùng Mậu, Quận 1

Saigon Outcast

Category: Music, film, culture

Activities: Concerts, screenings, events

Founded: 2012

Website: www.saigonoutcast.com/

 Saigon Outcast

Address: 188/1 Nguyễn Văn Hưởng, Quận 2

Saigon Players

Category: Theatre

Activities: Performances

Founded: 2003

Website: www.saigonplayers.com

 Saigon Players

Address: No fixed location

Salon Saigon

Category: Contemporary art, music, film, culture

Activities: Exhibitions, concerts, screenings, talks, workshops

Founded: 2016

Website: www.salonsaigon.com

 Salon Saigon

Address: 6D Ngô Thời Nhiệm, Quận 3

Sàn Art

Category: Contemporary art

Activities: Talks, workshops, publication, library

Founded: 2007

Website: www.san-art.org

 Sàn Art

Address: Lầu 3, 264 Nam Kỳ Khởi Nghĩa, Quận 3

Sao La / Cù Rú

Category: Contemporary art, music, film

Activities: Exhibitions, concerts, screenings, drinks


Founded: 2014

Website: www.hellosaola.tumblr.com

FB: Sao La

Address: 240 Nguyễn Công Trứ, Quận 1


Soma

Category: Art
Activities: Exhibitions, talks, workshops, screenings, food, drinks
Founded: 2017
Website: None
 Soma Art Café
Address: 6B Lê Văn Miến, Quận 2


Soul Live Project

Category: Music, dance, theatre
Activities: Performances
Founded: 2015
Website: www.soulliveproject.com.vn
Soul Live Project - SLP
Address: 216 Pasteur, Quận 3


Space Monkeys

Category: Music, film
Activities: Concerts, screenings
Founded: 2017
Website: None
 Space Monkeys
Address: No fixed location


Thư quán Cội Việt

Category: Culture
Activities: Talks, workshops, library
Founded: 2013
Website: www.coiviet.com
 Cội Việt
Address: 195/23 Điện Biên Phủ, Bình Thạnh


Toa Tàu

Category: Art
Activities: Courses, talks, workshops, events
Founded: 2014
Website: www.toatau.com
 Toatau
Address: 632 Điện Biên Phủ, Bình Thạnh


Tu Do Gallery

Category: Art
Activities: Gallery services
Founded: 1989
Website: www.tudoart.com
 Tu Do Art Gallery
Address: 53 Hồ Tùng Mậu, Quận 1


Vietnam Digital Artists

Category: Digital art
Activities: Networking, exchanges
Founded: 2009
Website: None
 Vietnam Digital Artists
Address: 575 Cách Mạng Tháng Tám, Phường 15, Quận 11


Yoko

Category: Music, film
Activities: Concerts, screenings, food, drinks
Founded: 2002
Website: None
 Yoko Café
Address: 22A Nguyễn Thị Diệu, Quận 3

Youth Culture Library

Category: Arts and culture
Activities: Workshops, libraries
Website: None
 Youth Culture Library
Address: 121/61 Lê Thị Riêng

Zero Station

Category: Arts and culture
Activities: Talks, workshops, screenings, concerts
Founded: 2010
Website: www.zerostationvn.org
 Ga 0 - Zero Station
Address: 12/43 Lâm Văn Bền, Quận 7

(14) www.creativeconomy.britishcouncil.org/media/uploads/files/HubsReport.pdf

(15) www.en.unesco.org/creativity/creative-economy-report-2013

(16) www.en.unesco.org/creativity/creative-economy-report-2013

MULTIPLE LOCATIONS

naked HUB

Category: Co-working Space
Activities: Co-working Space
Founded: 2015
Website: www.nakedhub.com.vn
f naked HUB Vietnam
Address: Hà Nội, tp. Hồ Chí Minh

Nhà sách Cá chép

Category: Books, art
Activities: Bookstore, exhibitions, talks
Founded: 2013
Website: www.cachep.vn
f Nhà sách Cá chép
Address: Hà Nội, tp. Hồ Chí Minh

REGUS

Category: Co-working space
Activities: Co-working space
Founded: 2016
Website: www.regus.com.vn
f Regus Vietnam
Address: Hà Nội, Đà Nẵng, tp. Hồ Chí Minh

Cà phê Thứ Bảy

Category: Arts and culture
Activities: Concerts, screenings, talks, workshops
Founded: 2009
Website: www.caphethubay.net
f Salon Văn hóa Cà phê thứ Bảy
Address: Hà Nội, tp. Hồ Chí Minh

Toong

Category: Co-working space
Activities: Co-working space, events
Founded: 2015
Website: www.toong.com.vn
f TOONG Coworking Space
Address: Hà Nội, Đà Nẵng, tp. Hồ Chí Minh

UP Co-working Space

Category: Co-working space
Activities: Co-working space, events
Founded: 2016
Website: www.up-co.vn
f UP Co-working Space
Address: Hà Nội, tp. Hồ Chí Minh

Erato school of Music and Performing Arts

Category: Art Education
Activities: Music
Founded: 2008
Website: www.erato.com.vn
f Erator School of Music and Performing Arts
Address: Hà Nội, tp. Hồ Chí Minh

Dreamplex

Category: Co-working space
Activities: Co-working space, events
Founded: 2015
Website: www.dreamplex.co
f Dreamplex Coworking Space
Address: Hà Nội, tp. Hồ Chí Minh

NEST by AIA

Category: Co-working space
Activities: Co-working space, events
Founded: 2016
Website: None
f Nest by AIA
Address: Hà Nội, tp. Hồ Chí Minh

Vitamin Art

Category: Art
Activities: Education programmes
Founded: 2009
Website: www.vitaminart.vn
f Vitamin Art
Address: Multiple locations – Hà Nội

VIRTUAL HUBS

All about Art and Artist

Category: Art

Activities: Online exchanges

 All about Art and Artist

Hanoi Grapevine

Category: Arts and culture

Activities: Online listings, databases

Founded: 2007

Website: www.hanoigrapevine.com

 Hanoi Grapevine

Nối Projects

Category: Arts and culture

Activities: Online sharing platform

Founded: 2012

Website: None

FB : Nối Projects

SOI

Category: Arts and culture

Activities: Art online platform

Website: www.soi.com.vn

 Soi House

Vietnam FIND ART

Category: Art

Activities: Databases

Founded: 2016

Website: www.vietnamfindart.wordpress.com

 Vietnam FIND ART

Matca

Category: Photography, art

Activities: Online sharing platform

Founded: 2016

Website: www.matca.vn

 Matca

Vietnamese Artists Resource Group

Category: Arts and culture

Activities: Databases, exchanges, networking

Founded: 2015

 Vietnamese Artists Resource Group

(Hỗ trợ Nguồn lực cho Nghệ sĩ Việt Nam)

Handhome

Lĩnh vực: Kiến trúc và Thiết kế

Hoạt động chính: Không gian chia sẻ trực tuyến

Thành lập: 2013

Website: www.handhome.net

 Handhome

CULTURAL EVENTS CALENDAR

Saigoneer

Founded: 2012

Website: www.saigoneer.com

Word Vietnam

Website: www.wordvietnam.com

 Word Vietnam

Culumbuk

Website: www.culumbuk.com



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