



VISION FOR CREATIVITY 2025



INTRODUCTION

The British Council is pleased to present Vision for Creativity 2025 – a new publication offering an up-to-date overview of the creative ecosystem in Việt Nam. This initiative has been part of our on-going work in Creative Economy since 2014, where we carried out an extensive exercise to map the growing creative sector. We hope this 2025 version will offer exciting updates for creative professionals, cultural managers, policy makers, and those who are interested in investing or participating in the sector. In this new edition we are intrigued by the visions of those sector-builders as they gaze towards the future for creativity in Việt Nam.



© HoZo International Music Festival

Vision for Creativity 2025 focuses on discovering the highlights of creative ecosystems in Đà Lạt, Đà Nẵng – Hội An, Hà Nội, Huế, and Hồ Chí Minh City. However, this does not mean the creative ecosystem only exists in these localities. It perhaps indicates the considerable number of creative individuals and organisations based there, and the high level of creative activities taking place in these localities. Our hope is that this publication will reach many parts of the country, and inspire people to join the professional network which makes up the creative sector.



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There has been a change to how we approach mapping the creative sector this time around. Instead of commissioning experts or organisations from Hà Nội with extensive knowledge of the creative network across the country, we collaborated with artists and creative practitioners based in each of the localities in focus. This means the creative scene overview of each place is shaped by a local, taking advantage of their knowledge and network. Hopefully through this new approach, the views presented in this publication are something that local creative communities can relate to, and find useful in stimulating home-based collaborations.



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We are grateful for the enthusiasm, professionalism, skills and knowledge of those who joined our team in researching and creating content for this publication. They are: Elise Hồng Anh Lương and Bùi Quý Sơn for Hà Nội, Nguyễn Thị Tâm Hạnh for Huế, Xuân-Hạ and Quỳnh Nguyễn for Đà Nẵng – Hội An, Nguyễn Kim Tố Lan and Vũ Tiến Đạt for Đà Lạt and Hồ Chí Minh City, Trương Uyên Ly as the content adviser, Nguyễn Bảo Châu and Lê Kim Hưng as videographers, and Chinbo as graphic designers. We are thankful to all individuals and organisations working in the creative sector who participated in the survey and provided us with valuable information about their practice for the making of this edition. We hope this publication will serve as a catalyst for further collaboration in the creative sector across the country, unlocking new growth and creating new values for the local communities.

Nguyễn Phương Thảo
Head of Arts and Creative Industries
British Council Việt Nam





“Vision for Creativity, a recent mapping of the creative industries sector, presents a series of fresh and colourful initiatives in the six featured cities, and reaching beyond Việt Nam’s borders. These bright spots on Việt Nam’s cultural map are evidence of the creative industries growing stronger and healthier day by day. Some of the interviews in this publication illustrated how local public agencies and creative businesses and individuals have come closer in collaboration”.

Trương Uyên Ly
Journalist, independent researcher and consultant

SPOTLIGHT ON CREATIVITY



**Đà Lạt
Đà Nẵng
Hội An
Hà Nội
Huế
Hồ Chí Minh City**

LITERATURE

**ARCHITECTURE,
SPACE**

CINEMA

**VISUAL
ART**

MUSIC

DESIGN

Đà Lạt

Known as an agricultural tourism destination, Đà Lạt is now ready to embark on a new ambition to develop its creative identity. Since the 1990s, the city has become the place of residence for architect Đặng Việt Nga, creator of Crazy House. Today, Đà Lạt is home of Phố Bên Đồi, a very active creative hub that organises vibrant events bringing together art, culture and knowledge sharing. In 2022, Sao La-Cù Rú collective hosted Nỗ Cái Bùm contemporary art festival in Đà Lạt, inviting over 100 independent artists from across the country.

Đà Lạt became a UNESCO Creative City of Music at the end of 2023. According to Ms. Trần Thị Vũ Loan, Vice Chairman of the People's Committee of Đà Lạt City, the city plans to host many international music performances and seminars on green tourism and music between now and 2027. The city authority looks forward to having these activities to help put Đà Lạt on the regional map of art and culture hubs. This certainly resonates with the initiatives of creative groups who are enthusiastic about cultivating the city's diverse creative identity. Curator and translator Như Huy, who also adopted Đà Lạt as his home, believes that the city has the potential to become Việt Nam's "*think tank*" for the arts, and a venue for multidisciplinary study, dialogues, and events.

Đà Lạt City



Đà Lạt attracts approximately seven million tourists annually. Alongside urban development, the City invests substantially in its cultural and artistic infrastructure, boasting 50 performance-related businesses, nearly 300 grassroots cultural and artistic clubs, and over 50 student performance groups. Religious institutions also maintain choirs, enriching the city's musical landscape. In 2023, UNESCO designated Đà Lạt City as a member of the Global Network of Creative Cities in Music, a pivotal achievement in enhancing the city's image.

According to Trần Thị Vũ Loan, Vice Chairwoman of the Đà Lạt City People's Committee in charge of socio-cultural sector, preserving and promoting this prestigious title is both a responsibility and a source of pride that must be shared across the community, with artists, businesses, as well as the government. Đà Lạt City plans to leverage this network of nearly 60 Music Cities, expanding exchanges and collaborations, both regionally and internationally. Currently developing a comprehensive long-term cultural investment strategy that combines provincial budget allocations with private sector resources, Đà Lạt is set to host annual international music programmes. From 2023 to 2027, numerous events and specialised seminars focusing on green tourism and music, are solidifying its position as a regional cultural and artistic hub.

Abi Wasabi and Nhạc Gãy



Founded in late 2018 – early 2019 by Ngô Linh (Abi) and four friends, Nhạc Gãy is more than a rave party series; it embodies a spirit of artistic innovation. Drawing inspiration from deconstructed rave – a genre that dismantles conventional musical structures – Gãy cultivates an environment where music ignites creativity and facilitates emotional release. What distinguishes Gãy is its ability to transport attendees to a realm beyond everyday reality, where music serves not merely as entertainment, but also as a catalyst for connection and discovery of self.



From music conceptualisation, production to release, Nhạc Gãy manages all aspects independently, and to date has hosted over 20 events featuring local and international artists and attracting hundreds of attendees. This autonomy allows Nhạc Gãy to maintain its unique, 'punk' identity, consistently pushing boundaries.

With experience performing abroad, Abi observes that Vietnamese music is still on a quest to define a distinct identity. This realisation spurred her to organise a music composition camp in Đà Lạt, aiming to cultivate a vibrant creative environment where artists were invited to create new works, rather than simply hosting events. Beyond music, Abi is deeply concerned with the mental health of youth, using her skills during the COVID-19 pandemic, to launch the Mental Health project, surveying over 2,000 individuals and producing a podcast series.

Abi identifies the current challenge for artists as a scarcity of venues for underground culture and artistic experimentation. She believes that sustainable growth for independent art requires collaborative efforts from both the community and government – and Nhạc Gãy represents just one small step in this ongoing endeavor.

Cù Rú

The story of Cù Rú began 10 years ago, when a group of artists leased a small studio in District 1 of Hồ Chí Minh City. This space quickly evolved into a hub for artists, a place for creative exchange, and eventually, an art bar. Here the physical space of Cù Rú and the independent artist collective Sao La were established – two intertwined entities enriching each other.



In 2019, Cù Rú relocated to Đà Lạt to broaden its interdisciplinary approach, integrating art with farming, sculpture, and fruit fermentation. While the tranquil pace of life there allowed artists to concentrate on their work, the audience, influenced by tourism, was smaller and less consistent. To foster community engagement, Sao La-Cù Rú hosted art events and residencies featuring both domestic and international artists, and also organised exhibitions and workshops for local students. Notably, the event Nỗ Cải Bùn 2 – Dreamy Đà Lạt, gathered over 100 independent artists from across the country, received unprecedented government support, and bringing contemporary art to a wider audience.

More than just an art bar, Cù Rú has transformed into a dynamic entity, continuously evolving with the artists who inhabit it. Recently, 1/2 Gallery emerged within the space, providing another platform for exhibiting and experimenting. Reflecting on their journey, Đạt the founding member, remarked “Cù Rú has adapted and transformed with time, responding to changing circumstances. At times bustling, at times serene, its ebb and flow mirrors the natural rhythm of life.”



Đà Lạt

Curator Nguyễn Như Huy



Nguyễn Như Huy, Director of the GaO art organisation, stands as a pioneering figure among artists and curators in Việt Nam's contemporary art scene.

He observes that Vietnamese contemporary art, while brimming with potential, faces significant hurdles including limited public engagement, insufficient institutional support, and persistent financial constraints for independent artists. However, the lack of a rigid system also provides artists with valuable space for experimentation and critical reflection. Unlike the western model, Vietnamese contemporary art does not rely on a museum or gallery framework, instead forging direct connections with the audience.

This approach cultivates novelty, but also demands a high degree of adaptability from artists.

Having relocated to Đà Lạt in 2020, Huy recognised that the region's natural beauty, rich history, and cultural diversity provide an ideal environment for contemplation and art creation. Consequently, rather than adhering to the conventional exhibition model prevalent in major cities, Đà Lạt possesses the potential to evolve into an artistic 'think tank', a hub for research initiatives, dialogues, and interdisciplinary experiments, becoming a vital hub for Vietnamese art. This however depends on strategic investment and collaborative efforts from the creative community.



Architect Đặng Việt Nga



Born in 1940, Architect Đặng Việt Nga earned her PhD in Architecture in the Soviet Union. Upon her return to Việt Nam, she moved to Đà Lạt to join the Ministry of Construction's Urban Planning agency, where she contributed to notable projects including the Children's Palace, the Trade Union Guest House, and Liên Khương Church. Regrettably, some of these works were later demolished due to administrative or planning decisions, following which Đặng Việt Nga left the public service to pursue her own artistic vision.

In 1990, she commenced construction of the Crazy House, her artistic statement and a truly unique architectural creation, characterised by organic forms reminiscent of tree roots and caves. She believed that a vibrant international resort city like Đà Lạt required audacious projects to establish its unique identity. But its unconventional design initially sparked intense debate and was even threatened with demolition. This is where Ms. Nga understood that novel ideas often encounter resistance, citing the now defunct Hundred Roof House by architect Lữ Trúc Phương as an example.

Today, the Crazy House stands as a celebrated tourist landmark, a testament to the courage of innovation. Ms. Nga stood by her belief that architecture should transcend conventional norms and stimulate imagination, serving not only a functional purpose but also as a medium for creative expression.



Phố Bên Đồi



Phố Bên Đồi (PBD) is a multi-disciplinary art space in Đà Lạt, where fine art, music, architecture, and public art converge. It unites the creative, local community, and visitors fostering enduring social values for the city.

Established in 2016 by Hiền Nguyễn, a native of Đà Lạt, PBD has steadily evolved from modest beginnings, from its first watercolor exhibition at Dinh I Bảo Đại, to the commemoration of Đà Lạt's 125th anniversary at Cầu Đất Farm. The Dốc Nhà Làng project signified a crucial developmental milestone in Đà Lạt by bridging the public and private sectors, inviting residents and artists to transform of an sloped alley into a communal art space. It has become a popular tourist destination, generating economic benefits for small businesses within the alley.

Adhering to the philosophy 'Art Connects Us',

PBD actively expands its partnerships with artists, experts, cross-industry enterprises, and government agencies, while also organising training programmes to nurture artistic talent among young people. And despite facing financial and regulatory obstacles, PBD remains steadfast in its mission. UNESCO's designation of Đà Lạt as a Creative City in 2023 presents opportunities for PBD's sustainable development where it aspires to cultivate a community-driven creative industry model named Design by Community, where artists can thrive and find fulfillment in their work.



Đà Nẵng – Hội An

Despite their close proximity, Đà Nẵng and Hội An have different approaches to accelerating the development of their respective creative and cultural sectors.

Being a dynamic coastal city with convenient transportation, Đà Nẵng is on its way to transform into a centre for technology start-ups and innovation in Southeast Asia, aiming to become a leading event and festival city in Asia. The city has embarked on a new venture fusing technology with cultural and artistic content creation. Examples of such efforts include the Đà Nẵng Asian Film Festival, the International Fireworks Festival, the reopening of the Đà Nẵng Museum, and the digitised fine art collection by the Đà Nẵng Museum of Fine Arts. There is also the need to nurture small-scaled art and cultural projects. Director Đoàn Hồng Lê thinks there should be smaller, more local film festivals to support independent filmmakers.

In the old town of Hội An, people who help build the creative scene are interested in the generational transmission of artisanship within the craft communities. They contribute to dialogues involving between tradition and modernity, ecological architectural solutions, and the cultivation of sustainable values for tourism and agriculture. Writer and cultural activist Kiều Maily foresees Hội An's future as a world-class creative and cultural hub in five to ten years, and hopes that then local artistic talents, particularly in contemporary art, will be supported and nurtured.

Dynamic groups such as A Sông collective and VCIL Community are clearly aware of the strategic location of Đà Nẵng and Hội An in the central region of Việt Nam. While A Sông aims to “decentralise” the arts by developing community arts and arts education, the representative of the VCIL Community believes that *“Đà Nẵng and Hội An possess great potential to develop sustainable models thanks to their rich cultural heritage, diverse natural environment, convenient international transportation and active support from the government.”*

Đà Nẵng City Government

With nearly 40 years of experience in the performing arts, Ms. Nguyễn Thị Hội An currently serves as the Deputy Director of the Department of Culture and Sports (DCS) in Đà Nẵng, as a key advisor and implementer of cultural policies. She is dedicated to promoting mainstream arts, identifying and cultivating emerging talent strengthening the professionalism and offer of the Performing Arts sector in Đà Nẵng. Faced with challenges such as limited human resources, funding constraints, and difficulties engaging the community with the arts, she prioritises training the next generation of artists, developing creative community-based projects.

The city authorities of Đà Nẵng aspire to lead the region into becoming a focus hub for creative events and festivals in Asia. To this end, the city's DCS has successfully organized numerous large-scale cultural events, including the International Fireworks Festival, the Đà Nẵng Asian Film Festival (DANAFF), and international exchange festivals promoting a multicultural spirit. Looking ahead, Ms. Hội An noted that they plan to develop daily performances showcasing the city's history and culture. These initiatives will further promote Đà Nẵng's reputation as both a Creative City and a Livable City, solidifying its position on the regional and international cultural landscape.



Đà Nẵng

A Sông



A Sông members Xuân-Hạ, Hoàng Anh, Duy Lê

Founded in 2019, A Sông (literally 'A River') is an artist-run collective operating primarily in Đà Nẵng and Quảng Nam. The collective actively engages with a wide public through a variety of cultural and artistic activities, including exhibitions, screenings, discussions, and artist residencies. They also nurture their own community of members through diverse artistic projects such as performance and film production, installations, and curatorial initiatives. A Sông has significantly contributed to the development of contemporary art in Đà Nẵng by leading the Nỗ Cái Bùm Contemporary Art Week 2024, and the annual Cinema Con Nhà Nghèo (CNN – Cinema of the Peasants) a film screenings programme, as well as the Cùng Ăn Cơm (CAC) an artist's studio visit, and numerous collaborative events.

Recognising the limited number of art practitioners in Đà Nẵng, A Sông envisions itself as a hub for nurturing emerging artists and cultural practitioners, empowering them to create and express their unique voices. Focusing on the decentralisation of art and culture, A Sông continues to explore local identity through grassroots projects that foster community-based art development and education in Central Việt Nam.

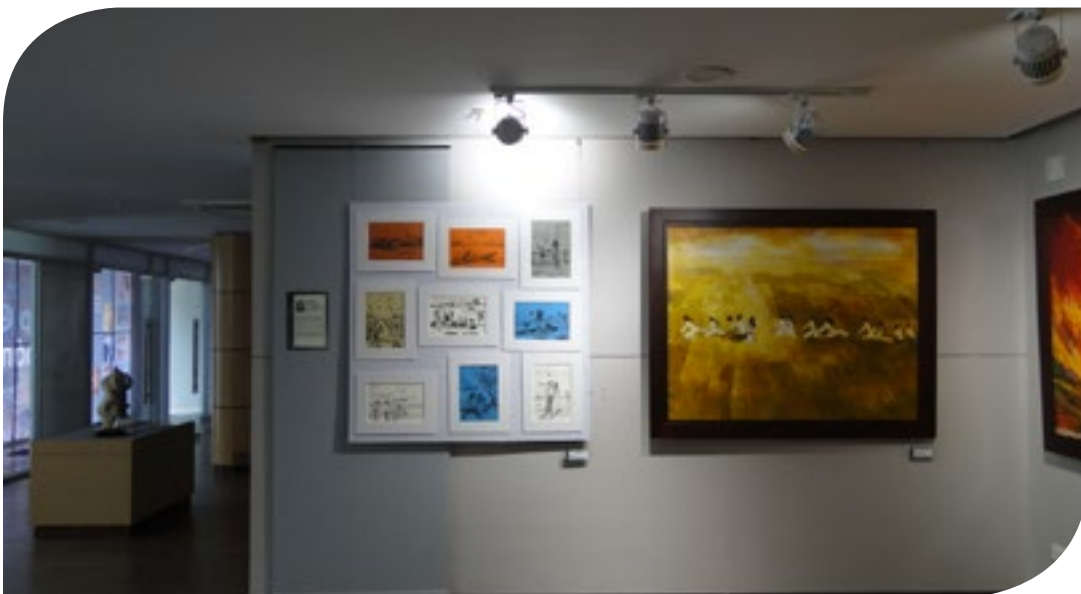


Cinema CNN#4 at Nỗ Cái Bùm 2024
© Mất Bét



Quét Lá Trên Sân Performance at Nỗ Cái Bùm 2024
© Mất Bét

Đà Nẵng Fine Art Museum



Established in 2014, the Đà Nẵng Fine Arts Museum is a public institution under the Đà Nẵng Department of Culture and Sports. It is the leading center of the South Central Coast and Central Highlands, dedicated to preserving and promoting the fine arts heritage of the regions.

The museum's collection currently comprises over 2,000 modern and contemporary artworks, as well as folk art artifacts, which are on permanent display. Among its notable works are pieces by painter and sculptor Lê Công Thành, as well as works by Lê Bá Đảng (donated by Lê Tất Luyện and Thụy Khuê), and the Houei Collection, donated by Japanese businessman Itoh Toyokichi.

According to Mr. Nguyễn Trung Kỳ the Deputy Director, the museum is aiming to adopt digital technology to broaden public access, particularly for those unable to visit in person. Plans include developing virtual tours accessible through the museum's website and mobile phone applications, as well as enhancing the content and presentation of its physical exhibitions through less traditional methods, such as using QR codes to provide detailed information about the displayed artworks.



DNES

Established in 2016, the DNES Business Incubator plays a vital role in nurturing innovative startups in Da Nang. Providing comprehensive support, DNES informs on relevant policies, connects city resources, and ensures continued growth to startups through technical assistance, knowledge sharing, dedicated workspaces, and access to human resources.

DNES is also the first 'incubator' in the region to operate as a public-private partnership, with the support of the city government. Driven by the vision of establishing Đà Nẵng as a City of Innovation, DNES plans to strengthen and expand the creative startup network, both within Đà Nẵng and nationally.

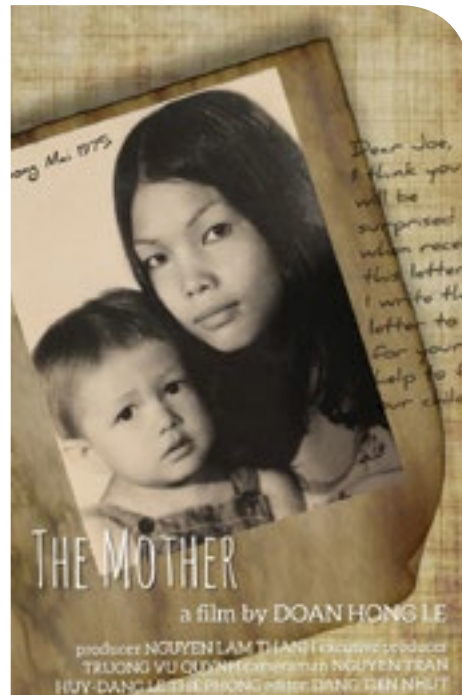
From 2018 to 2021, DNES extended its reach to include the Creative Arts sector, developing spaces and connecting individuals and projects within the city's creative community through projects such as Light Up Đà Nẵng and Nghệ. Despite these efforts, resource constraints still hinder the promotion of many creative projects, and this remains a key area where DNES hopes to make further progress in the future.

"Currently, Đà Nẵng's human resources are heavily concentrated in technology," observed Minh Ngọc, Deputy Executive Director of DNES, "We can leverage this by integrating technology and art to develop even more innovative projects."



Director Đoàn Hồng Lê

One of Đà Nẵng's few independent female film directors Đoàn Hồng Lê has dedicated over two decades to documentary filmmaking, employing Cinéma Vérité 'truth cinema' or 'truthful cinema' to capture fragments of memories. Her work at the Việt Nam Television Center VTV8 in Đà Nẵng has allowed her to explore complex social issues in depth. Her notable film projects, such as *Đất Đai Thuộc Về Ai?* (Who Owns the Land?), *Lời Cuối Của Cha* (My Father's Last Words), *Ghi Chép 12 Ngày Đêm* (Recordings of 12 Days and Nights), and *Đường Đến Hòa Bình* (The Road to Peace), offer authentic reflections on current events, as well as a historical perspective including the overlooked voices of marginalized communities. As a member of Varan Vietnam, she co-organised and directed a cinema training program in Đà Nẵng (2010-2011), significantly contributing to the growth of documentary filmmaking in the city.



Film poster of The Mother

challenging period from 1950 to 1980, during which many local intellectuals chose to migrate, resulting partly in the slower cultural and artistic development of the Central region of Việt Nam. Beyond large-scale events like the Đà Nẵng Asian Film Festival, she hopes Đà Nẵng will also support smaller local film festivals. This would provide opportunities for independent filmmakers to experiment and grow, offering space to thrive and sustain the filmmaking community in Đà Nẵng.



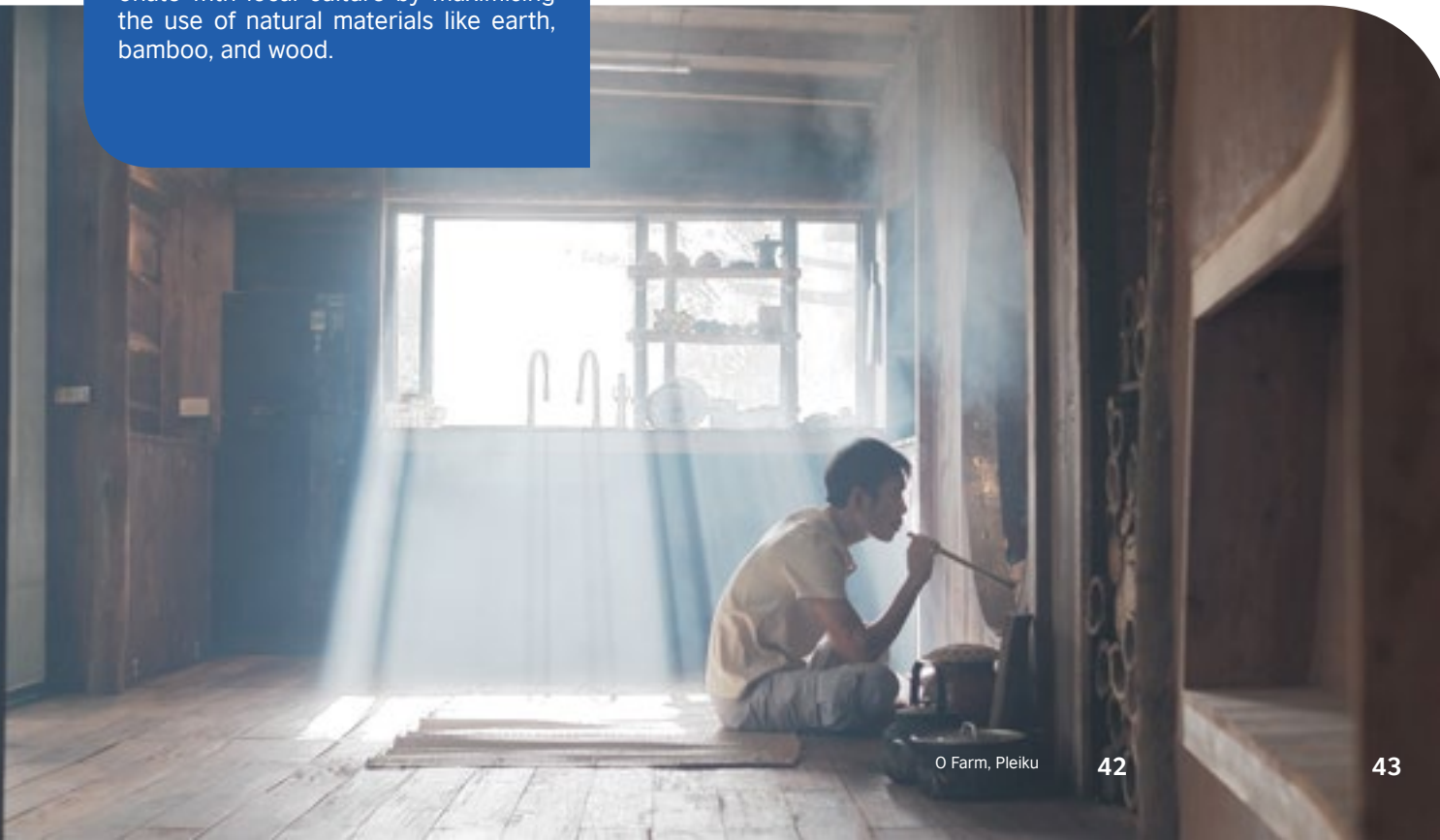
Behind the scene from the movie Không Sự Thật

ĐƠN

ĐƠN (literally 'SIMPLE') is a small design and construction firm dedicated to building simple homes with a focus on ecological architecture. Founded in 2021 by architect Nguyễn Đức Tín, the firm strives to minimize its environmental impact and design spaces that resonate with local culture by maximising the use of natural materials like earth, bamboo, and wood.



A pigeonhole library in Ma Bó village, Đức Trọng
© ĐƠN



In pursuit of creating both aesthetic and sustainable homes, ĐƠN thoroughly researches the local environmental, historical, cultural and social context, in order to develop appropriate construction solutions.

To empower the community to build their own simple homes, ĐƠN has recently launched a community engagement programme and provided detailed drawings and instructions to those interested. Focusing on the Đà Nẵng – Quảng Nam areas (Tín's place of origin), ĐƠN seeks to contribute ecological architecture theories to conservation efforts of one of Việt Nam's largest biodiverse landscapes.

"Over the next 10 to 20 years, ecological architecture will become increasingly prevalent in both urban and rural settings, especially in the peri-urban areas surrounding cities. Đà Nẵng and Quảng Nam possess favorable conditions in terms of land, water, air, and a population ready to embrace the development of ecological architecture."

VCIL Community

Located in the heart of Đà Nẵng, VCIL Community's small office overlooks an abandoned construction site that acts as a reminder of the young, developing city's need for more sustainable planning. From within this 20-square-meter space, the small yet extraordinary initiative takes root and expands their influence throughout the country and beyond.



Founded in 2014, VCIL is a network of social innovators dedicated to well-being and the support of a regenerative society. They focus on four key areas: alternative education, social entrepreneurship, regenerative development, and community building. Their highlight initiatives, The Soil Project and Xóm Tour, demonstrate a commitment to restructuring educational and economic systems to foster spaces for hands-on learning and experimentation.



Beyond Việt Nam, they also collaborate with numerous organisations, including Ecovsities Alliance and Agri-Nature Network, and have established partnerships with communities in Thailand, India, and Korea.

According to VCIL co-founder Quách Thanh Thiên, Đà Nẵng and Hội An hold significant potential for developing sustainable models thanks to their rich cultural heritage, diverse natural environment, convenient international transportation infrastructure, and proactive local government support. These elements create opportunities for ecological and community education initiatives to connect with the global network, facilitating a valuable exchange of knowledge and experience between local and international communities.

Hội An

Sculptor Huỳnh Sướng

Born in 1969 in the carpentry craft village of Kim Bồng in Hội An, sculptor Huỳnh Sướng is a tireless artist, passionate about preserving heritage. His family has long-standing involvement in carpentry, since 1985 he and his father have worked on the restoration of numerous historical sites in the ancient town of Hội An, and throughout Việt Nam.

In 1996, with the support of the authorities of Hội An, he founded the Kim Bồng Carpentry Training Facility, where he personally trains apprentices using his own methods to create highly practical designs. In addition to his dedication to passing knowledge and skills to younger generations, Huỳnh Sướng constantly researches, studies, and revives ancient patterns and techniques. This enables him to create works imbued with a distinct Vietnamese identity and of significant artistic value, earning him numerous awards in handicraft competitions.

Unlike other Kim Bồng carpentry villagers who often seek to work elsewhere, Huỳnh Sướng has chosen to remain in his hometown, committing to the construction of a sustainable foundation of knowledge for its youth. He hopes that the city will soon establish an exhibition space in the heart of the ancient town to showcase the work of both established masters and emerging artisans. Such a space would not only honor the craft village's heritage, bringing its cultural richness closer to locals and international visitors, but also cultivate a lasting bond between generations



Kiều Maily

Originally from Ninh Thuận, Kiều Maily is a writer, cultural activist and researcher based in Hội An, dedicated to connecting with and sharing Cham cultural values with the wider community.



We met Kiều Maily in late 2024, when she was busily preparing the opening of Kari Champa – Gourmet Lab Hội An, a small Cham cuisine restaurant. Previous to this, Kiều Maily has undertaken several significant preservation projects, including research on Cham long dress, ancient traditional medicine villages, and a community-driven initiative to protect a 500-year-old tomb. She also founded Champa Amaravati House, which hosts events exploring Cham culture through a blend of performance and culinary arts.

For her, Hội An is a place where Eastern and Western cultures meet, imbued with ancient Champa culture. She believes that the city

has the potential to become a leading creative and cultural center and hopes that within the next five to ten years, Hội An will gain international recognition, fostering an environment that nurtures artistic talent, particularly in contemporary art.

Hội An

Lò Gạch Cũ

Lò Gạch Cũ (literally 'Old Brick Kiln') is a sustainable agro-tourism project with a farm-to-table model, located in Duy Xuyên of Quảng Nam province – just 5 km from Hội An.

Beyond restoring and preserving an old brick kiln as a tourist destination, founder Lê Thị Thanh Nga and her team have also revitalised the neighboring abandoned rice paddy, transforming it into a sustainable farm. This initiative has brought numerous benefits to the local community, significantly improving their livelihoods and quality of life.

"Quảng Nam has abundant natural and cultural resources, yet they remain underutilised", Nga observed. Recognising the challenges faced by local farmers in cultivation, production, and business management, she decided to revolutionise the entire process. This involved transitioning from white to black rice cultivation and adopting organic farming methods. Implementing a new sales method integrated production and services helped to enhance the value of agricultural products, and generate sustainable benefits for all stakeholders, from farmers and producers to consumers. Nga also explored eco-friendly alternatives, such as using earthworms and manure to replace chemical fertilisers, aiming to restore and preserve the quality of local farmland.

With a long-term vision, she is dedicated to empowering local farmers, further developing on the potential of ecotourism and agriculture in Duy Xuyên, effectively leveraging the resources of her hometown Quảng Nam.



Nguyễn Hạ Xuân Nguyên

Nguyễn Hạ Xuân Nguyên is a movement practitioner and independent dancer based in Hội An. A graduate of traditional folk dance at the Quảng Nam College of Culture, Arts and Tourism, she has expanded her practice to encompass various forms including contemporary dance and experimental movement. This exploration has taken place through both collaborative projects such as Palao with Lune Productions, and the open studio project đi miết rúra: mặt đường lỏng (literally 'roundabout: liquid ground' with MORUA.

Xuân Nguyên's focuses artistically on the life of local craft villages, studying customs and the

daily routines in various locations, particularly in her hometown of Hội An. These observations become the foundation for the development of her movement language.

In the coming years, Xuân Nguyên and her colleagues plan to stage their experimental performances in diverse settings in Hội An and throughout Việt Nam, continuing their exploration of the rich and varied movement material found in everyday life.

She notes: *"In Hội An and the surrounding areas, craft villages are currently flourishing and celebrated, and I wonder if these spaces could become the settings for my future performances? For me, this represents a dialogue between the contemporary and the traditional."*

© Bao Huynh



Performance by Xuân Nguyên
© Hải Ô.

Hà Nội

Hà Nội is the nurturing ground for many creative businesses that extend beyond the borders of Việt Nam. Some initiatives have been tested and proven successful, such as sustainable fashion brand Kilomet 109, which has reached an international audience through a co-creation journey with local artisans, or live music venue Hanoi Rock City, which has tended for Vietnamese independent bands since 2010.

Notable attributes of Hà Nội are the blooming of new open spaces for expression and experiment, the richness of inter-disciplinary dialogues that engage with multi-stakeholders, the rigorous attention to quality, the sensitivity towards heritage, and even the encouragement for "craziness" as Hanoi Rock City co-founder puts it.

Creative workers in Hà Nội are proactively looking to address systemic challenges. They also see opportunities and what needs to be done for the long-term development. For example, puppeteer Linh Valerie Phạm is looking forward to opportunities that a surge of interest for contemporary theatrical works in Southeast Asia will bring. Vân Đỗ, artistic director of Á Space, hopes that infrastructure for the arts will become more complete and help to amplify the artistic communities hard work.

Hà Nội

Á Space



Niched in a corner of Long Biên, Á Space is a not-for-profit space for experimental arts, co-founded in 2018 by Nhà Sàn Collective's Tuấn Mami. In 2022, Vân Đỗ, a young curator with a particular interest in the intersection between art and society, became its Artistic Director.

Vân came to the arts through participating in photography and documentary filmmaking courses at Hanoi DOCLAB, before venturing into curatorial practice at The Factory Contemporary Arts Centre in Hồ Chí Minh City. At Á, her work focuses on holding space for the raw experimentality of artistic practices, as well as exploring creative ways to support up-and-coming art practitioners. Vân and Á also

form off-site collaborative projects such as the First Conference on Curating in Vietnam (2024) or the Hanoi Children's Palace: Nostalgia for the Future exhibition programme as part of the popular Hanoi Festival of Creative Design 2024.

For Vân, many collaborations came out of sustained conversations with artists, curators, researchers, architects and government officials, as a response to the scarcity of resources, a lack of critical interdisciplinary discourse, as well as a strong commitment to cultural development on macro levels. Although enthusiastic about the future when seeing the increase in private actors engaging with “the scene” and potential public-private partnerships, Vân hopes for more adequate infrastructure for the arts in order to create a just and durable resonance of the enduring hard work of the community.



Closing of IN ACT 2022 programme
© Đan Nguyễn



Inside O Cach Cinema at Á Space
© Đan Nguyễn

Hanoi Rock City

Founded in 2010, Hanoi Rock City (HRC) is a live music venue, surviving fourteen years in the same building – through Covid, urban development and socio-cultural shifts – is unheard of for an independent venue hosting mostly local talents. Võ Đức Anh (DA for the cosy), one of the original HRC founders, cites four elements that must intertwine in order for a project to flourish in Hà Nội; an enthusiastic team, generous artists, a supportive community and at least one person who is crazy enough to spend all of their time and energy for little financial return. In this case DA himself, the tattooed math teacher who upon his return from studies in Nottingham co-founded the venue, offering Hà Nội its first mosh-pit in the then red-light district of Tây Hồ.

With most Vietnamese original music indie bands/musicians having played on their stage, often for their first time, the popularity of HRC also illustrates a dire need for such human-scaled spaces. Hà Nội offers little accessible resources to music makers, with less than a handful of venues that regularly host original live music. Although DA hopes for each area of the live music scene to develop; from artists that need spaces to perform, a public that lacks exposure, to industry professionals wanting stronger experience in order to offer artists the space they deserve etc. HRC focuses on their unwavering core values of community and creativity, contributing to a future of stronger diversity in the music industry of Hà Nội.

"We would like to hope that our venue has played an important role in at least ensuring that the artists know that their creation will have a place to be...hopefully that encourages more people to do more original work, and then introduces the crowd to more original stuff and slowly grows the scene from there."



Hà Nội

Kecho Collective

The built environment of Hà Nội has long fascinated architects, in part for its mixture of colonial, modern, and socialist designs. The rapid development of the city can often place traditional alongside contemporary constructs, intensifying the spatial and historical experience of the urbanscape. Hà Nội's architectural industry developed in relation to the political and economic narrative of the city, one that has survived occupations and wars to now flourish economically.

For architects such as Nguyễn Mạnh Tuấn, founder of Kecho Collective, this brings forward multiple points of departure; the alarming disconnect from traditional materials and techniques, as well as Hà Nội's unique informality,

interdisciplinarity, and spatial temporality. An initial interest in bamboo enticed a re-connection to Vietnamese culture, bringing Tuấn back to Hà Nội after more than a decade of practice in France and the US. Understanding the historical value of the material, as well as the social importance of the bamboo construction industry was examined in parallel to its esthetics.

Central to Tuấn's work as designer and educator is the celebration of Hà Nội's specificities; the plethora of informal construction, fluidity of public space usage, and – though at risk of extinction – the accessibility of traditional construction knowledge.

Embracing the collective nature of life in Hà Nội, Kecho Collective hopes to contribute to an already thriving movement of vernacular design, gathering creatives and members of the community to explore the opportunities offered by unused and in-between spaces.



Bridge Competition
© Kecho Collective

Hà Nội

Think Playgrounds!



In a city where public spaces and green areas are still scarce, the practice of Think Playgrounds! (TPG) stands out as a revered, innovative approach to placemaking and community engagement. It all started around 2012 when co-founder Chu Kim Đức and collaborators had the chance to support an American patron, Judith Hansen, in proposing a playground project near Hoàn Kiếm Lake. Although unrealised, this first venture motivated by the lack of free play spaces for children, and the concept of 'adventure playground', led to various constructions of environmentally friendly playgrounds in Hà Nội by a team of volunteers, starting in 2014.

This initiative was formalised in 2017 into the social enterprise TPG which has built more than 270 public spaces across Vietnam by the end of 2024, including the ambitious Urban Forest Park Bờ Vở on the Red River banks of central Hanoi. What sets this endeavor apart from other urban projects is the fruitful conversation with and genuine involvement of local communities in the making of a place that serves communal life and helps educate the public about biodiversity, especially in such a socially complex area as part of the flood protection corridor with garbage pollution issues.

Today, TPG combines community projects with design consultancy work, determined to continue making inclusive spaces for both humans and the non-human.



Hà Nội

Kilomet109

It's an exciting time for fashion in Việt Nam. As young consumers grow more savvy, designers forge stronger identities, carving space for human-centric values such as cultural preservation and community. Spearheading the local slow fashion movement is Vũ Thảo, founder of the Hà Nội-based brand Kilomet109. Thảo's concern with both social and environmental sustainability is enacted in each detail and process. From the use of 100% natural materials to the utmost care offered to her rural collaborators across Việt Nam.

Local fashion production is dominated by international giants. With polluting factories that occupy large areas of land, their presence causes a huge strain on the environment. In addition, as manufacturing industries draw workers from previously agrarian existences, traditional production and craft fade. Though contribution to heavy consumption is the majority of the market, ethically interested designers such as Thảo are gaining in popularity. By celebrating traditional techniques and materials Kilomet109 preserves local values, educating consumers and future designers of the depth of Vietnamese textile culture. Thảo's pieces appeal to a variety of audience; contemporary forms for the uber-cool, powerful dyes for the textile-savvy, and yet it is the storytelling of holistic design that is unique to her work. Each fibre has been planted, cared for and transformed by Vietnamese soil and sun, with techniques that have been passed from generation to generation, hand to hand. The cultural value of each garment bears witness to a design movement that represents Việt Nam's diversity and strength.

'Our whole society is changing and if you do not believe that the movement or the change is happening I think you are too late to catch up! The change is not only a trend but also in our culture, what we can do in Việt Nam is somehow easier than elsewhere because the making industry is still existent, and communities are still practicing these amazing traditions. We are very lucky for that'.



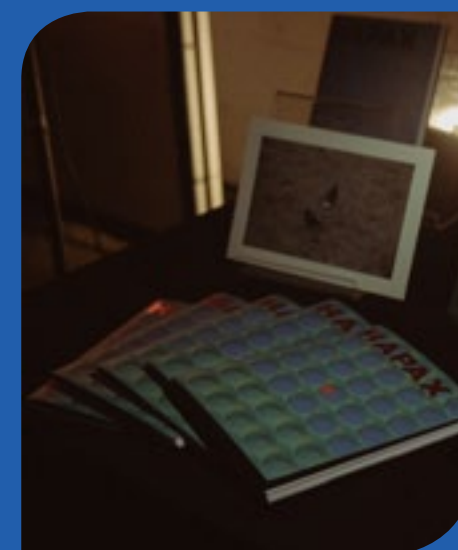
Hà Nội

Matca



We met with Linh Phạm on a warm winter afternoon at Matca Space for Photography in Hà Nội. The six-storey tube house is a creative hub composed of a café, an exhibition space, an office/studio space (with an impressive photo-focused library) and more. It's where the Matca team convenes to work, welcome visitors for public events or simply receive friends over for a homebrewed beer.

Matca is a photographer-run project dedicated to conversations around photography. Its virtual form, the online journal, came to life in 2016, followed by the opening of the physical space and publishing platform in 2019. Linh Phạm, one of the co-founders, began working as a professional photographer in 2012 after studying graphic design and discovering documentary photography. Hà Đào, Managing Editor and Programme Coordinator, is also a photographer and visual artist. When asked about running the physical space, Linh admits that it's challenging as it requires more responsibility, but the gratification coming from the human interactions, that palpable feeling of a community, is what pushes them to sustain. For them, Matca is a deeply personal project despite the undeniable community it addresses and has gathered throughout the years. It was born out of a dire need to research, discuss and showcase photography in Việt Nam in a systematic way when access to knowledge was still limited. Needless to say, the initiative found great resonance with young creatives all around and continues to do so until this day.



Hà Nội

Nguyễn Bảo Châu

Hanoi International Queer Film Week (HIQFW) was inaugurated in 2017. After the first three consecutive seasons in 2017, 2018 and 2019, the independent festival is preparing its fourth outing, planned for early 2025.

It began as a personal inquiry for Nguyễn Bảo Châu, a young filmmaker who grew up in the capital's old quarter. His grandmother, a former booking clerk at a cinema, infused in him a passion for motion pictures as well as for the movie theater itself. Next to that, he has long been active in promoting LGBTQIA+ representations, working towards improving awareness on gender and sexual diversity. When Châu realised that no officially registered queer film festivals had ever existed in Hà Nội, he was convinced that an event like this would benefit many and that, despite the irrefutable importance of underground projects such as artist Nguyễn Quốc Thành's *Queer Forever!* and the 2016 Queer Vietnamese Film Festival, queer films also deserved to be showcased in movie theaters.



© Hanoi International Queer Film Week

HIQFW was made possible with the help of foreign organisations, especially the Dutch Embassy, and held at different screening rooms in the city centre. Throughout the years, it has managed to gather a growing audience, united in front of movies that explore stories from and about queer people and marginalised communities across the globe. Châu and the team have also been working on further diversifying the festival's selection to include all types of films, from short to feature, from indie to commercial, aiming at both movie professionals and the wider public.

Hà Nội

Tồ Lô Puppet Theatre



The Tồ Lô Puppet Theatre Company meanders along a dense path of practice for founders Linh Valerie Phạm and her partner Trần Kim Ngọc. After moving through university studies and career beginnings in New York City, Linh landed back in Hà Nội in 2017. Brimming with the experience of having collaborated on over 20 experimental theatre projects – and witnessing hundreds more – Hà Nội saw her continue her solo artistry, developing storytelling projects using experimental theatre, video, and puppetry while collaborating with multidisciplinary artists for various other elements. She also founded the Mắt Trần Ensemble

in 2018. The all-female, socially engaged collective of puppet theatre makers performed works and engaged with communities across Việt Nam, with a central focus on inclusivity and accessibility.

Đó Theatre in Nha Trang, Việt Nam's only custom-made theater for puppetry performance, also saw both Linh Valerie and Kim Ngọc in the team of Co-Directors and Co-Creators, developing the first show Live Puppets. And now as they bring to audiences the first Tồ Lô production *Thổ Địa*, they enjoy the joys and face the challenges of working in performing arts in Hà Nội.

Linh considers her work spatially. Holding, offering, and opening up space leads her to acknowledge and embrace these contextual boundaries as elements that can nourish an already rich ecosystem of the

arts in Việt Nam. Without ignoring the context of poor infrastructure and scarce resources, the performing arts scene in Southeast Asia goes beyond its constraints to offer exciting works by unique artists. And with time the region is proving to sustain an increased interest in contemporary works, and a rapid increase in skilled theatre professionals.



Thổ Địa performance
© Lê Xuân Phong



Trương Uyên Ly



Trương Uyên Ly, an independent researcher on culture and creative arts, has been a familiar name in the arts and cultural sector for many years. After nearly a decade at Tuổi Trẻ newspaper as a reporter on arts and culture in the 2000s, she became an independent journalist and researcher, roaming the creative scene across the country. In 2014, she implemented the British Council's first mapping exercise of creative hubs in Việt Nam, as well as the subsequent follow-up report on policy and creative hubs in 2016 and updated mapping research in 2018.

For this edition of the project, ten years after its start, Ly got on the other side of the panel, sharing with us what she has learned about the development trajectory of local creative industries and what she hopes for in the future. If prior to 2018, most cultural initiatives were rather spontaneous without long-term plans, the period 2018 – 2021 saw a transition towards more structured and durable frameworks and professionalism. Ly sees 'spaces for culture and creativity' as loci for encounters and exchanges that have both educational and potential economic values. However, what is much needed for these to flourish is better communication and more systemic collaboration between public and private entities. If we can combine the secure (financial and infrastructural) resources of the former with the exciting experimental and dynamic aspects of the latter, public-private ventures could kick off a real growth curve for the sector.



SÔNG:
CENTRE

Huế

Huế is home to determined and proud creative minds who eloquently craft novel values from traditions. The founder of Áo Dài Quang Hòa choses to go “*slowly but surely*”, pointing out how Huế style áo dài long dress are not suitable for machine-tailoring. Artist Hải Bằng created the art of Trúc Chỉ bamboo handmade paper, with the ambition for Trúc Chỉ to make an international mark. Gakka Gallery gradually transformed from an art gallery serving tourists into a private art museum with distinctive Huế identity. Prof. Dr. Thái Kim Lan turned the beautiful ancestral temple of the Thái family into the Hương River Ancient Pottery Museum. Mrs. Trương Thị Mỹ Dung and Mr. Phạm Đức Bằng set up KODO Cultural Space in the courtyard of the imperial Duke Vĩnh Quốc công Nguyễn Hữu Độ palace.

The sector creators in Huế mentioned several advantages of the city, such as its rich cultural heritage and pool of talented people, who are “*not inferior to artists at either end of the country*”, according to artist Hoàng Thanh Phong from Gakka Gallery. Professor Thái Kim Lan has a vision that Huế will develop into a cultural and artistic city rather than an industrial city in the future. However, Huế still lacks a solid foundation for this vision. Mr. Cung Trọng Cường, director of Huế Institute for Development Studies, believes that the city lacks cultural infrastructure. He thinks that a long-term development strategy is needed to overcome this problem, particularly one that maximises local resources. This resonates with the founders of KODO who are working to build a collective strength from gathering efforts of those “*small boats*” running in the creative flow of the city.

Huế

Áo Dài Quang Hòa (Vietnamese Long Dress)

Áo dài by designer Quang Hòa is more than just a fashion brand, it is dedicated to preserving and promoting the essence of the Vietnamese áo dài (traditional long dress). Hòa has recreated, revisited and revived áo dài styles from the past, notably those worn during the Nguyễn Dynasty. Often funded by local authorities, this work has come to be an invaluable cultural resource. With continuous innovation, subtly and artfully blending traditional and contemporary elements, each creation is conceived as a work of art, offering customers something far beyond a mere piece of clothing.

Quang Hòa believes that Huế's áo dài designs possess a unique character, but are distinctively ill-suited to industrial tailoring. Therefore, his motto "*slow but sure*" is a move towards sustainability. Beyond creating meticulously hand-crafted high-quality garments, Hòa actively shares his knowledge about traditional dress, inspiring younger generations and creating community awareness and appreciation. He is also conceiving several projects to showcase the áo dài of Huế to the world.





Huế

Gakka Gallery

Hoàng Thanh Phong and his spouse Nguyễn Thị Huệ began their artistic journey in 2002 producing mostly silk and lacquer paintings. They soon expanded into the business of art by opening galleries focused on showcasing Huế's culture. These galleries, centrally located near historical sites, primarily catered to tourists.



In 2022 the couple opened Gakka Gallery, 5 km south of Huế city center. Beyond a space for displaying their family's artworks, the gallery aspires to be a hub for inspiration, relaxation, creativity, and community. Actively collaborating with artists, cultural organisations, educational institutions, and tourism agencies, the gallery hosts a variety of art events including exhibitions, workshops, talks, and hands-on experiences like pottery making and painting.

Phong believes that artists in Huế possess immense talent, their works display pure artistic drive and are of exceptional quality. However, they face the disadvantage of limited market access due to a lack of exhibition spaces, major collectors, and curatorial support. Concerned by this, Phong has been working towards his vision for the gallery to be a multifaceted space: a venue for exhibiting, exchanging, and selling artworks, while also serving as a living environment that provides hands-on experience for artistic creators and tourists.

Huế

KODO HUB

After two decades living and working in Hồ Chí Minh City, Trương Thị Mỹ Dung and Phạm Đức Bằng returned to their hometown of Huế and founded KODO Cultural Hub in 2023. Driven by a deep love for their roots, they hope to contribute to Huế's peace, prosperity, and happiness.

Housed within the historic Vĩnh Quốc Công Palace, KODO embodies the founders' vision of bridging the gap between traditional and modern life. More than just a coffee shop, it serves as a vibrant hub for cultural and artistic events, exhibitions, educational activities, and business gatherings, hosting an impressive amount of 15 to 20 events each month.

Dung and Bằng are also founders and co-founders of other initiatives, including the Green Hub, the Centre Youth Hub, the Design Hub, and the specialty brand of Huế produce Đồ Chi Ri. They also act as leaders of

the Thanh Tiên Paper Flower Cooperative and the Huế Book and Culture Club. These diverse projects share a common thread: heritage, culture, and tourism, three elements that form the core of an ecosystem designed to support Huế's business community.

Dung and Bằng see themselves as flagships, providing support for finance, communication, and operational models to small businesses and local communities, enabling them to build new livelihoods based on traditional products, knowledge, and culture. They believe that by uniting these 'small boats' under a common vision, they can create a powerful force for Huế's creative industries, preparing them for both future growth and the inevitable challenge of increasing competition.



Huế

Prof. Dr. Thái Kim Lan



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Poetry reading session by poet Nguyễn Duy

The Hương River Ancient Pottery Museum (Bảo Tàng Gốm Cổ Sông Hương) and the Intercultural Meeting Point (Điểm Gặp Gỡ Liên Văn Hóa), established by Prof. Dr. Thái Kim Lan in 2022 and 2023 respectively, are important cultural venues in Huế. Located in a traditional garden house in Kim Long, the pottery museum showcases over 5,000 artifacts, primarily salvaged from the Hương River. These artifacts represent various historical cultures, including Champa, Sa Huỳnh, and Đại Việt. While the Intercultural Meeting Point is situated in the ancient town of Gia Hội. It serves as a place for artists to connect, practice, and exhibit their work. It also hosts discussions and events on topics such as preserving the historic areas of Huế, environmental protection, and the influence of western culture on Huế's heritage.

These spaces, designed in the traditional architectural style of Huế, embody the city's rich cultural heritage. They also serve as the foundation for Prof. Dr. Lan's vision of creating a "historical-cultural infrastructure" that will provide younger generations with greater access to their heritage, fostering pride in their identity and inspiring their future creativity. Furthermore, she envisions these spaces as places for promoting and showcasing local culture through interdisciplinary dialogue, which encompasses literature, cuisine, music, painting, and fashion amongst others.

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Trúc Chĩ

Việt Nam Trúc Chĩ Art was founded by painter Phan Hải Bằng. While 'Trúc Chĩ' literally translates to 'bamboo paper' the name actually implies, an art form that uses a variety of eco-friendly materials such as bamboo, banana leaves, straw, and recycled paper.

As a visual artist, Hải Bằng conceived the idea of this new medium for his work, where his research led him to realize that paper could transcend its traditional role as a mere back-

drop and become the art itself – art paper. This realisation gave birth to Trúc Chĩ Art, and with it, Hải Bằng and his colleagues applied a system of values built on three core pillars: aesthetics, education, and society. The artists involved in Trúc Chĩ have regularly engaged in exhibitions and been given the chance to visit traditional craft villages, learn soft skills, and deepen their understanding of culture and heritage. This immersive approach allows them to absorb knowledge and beauty, which informs and influences their creative process. Hải Bằng's team also conducts community outreach through workshops and seminars about Trúc Chĩ across the country, reaching major universities and associations of young painters and architects.

While originating as a purely visual art form, Trúc Chĩ has gradually evolved into an applied arts medium and gaining economic benefit. However, Hải Bằng's ultimate aspiration is to establish Việt Nam's presence on the global map of art paper.



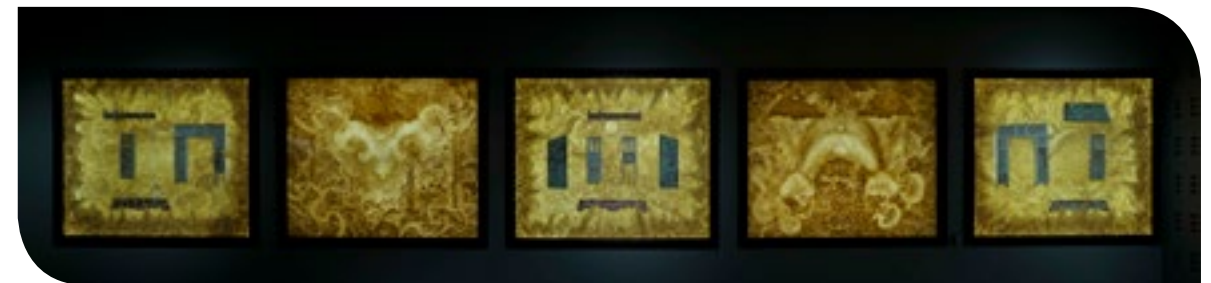
Painter Phan Hải Bằng and his Vọng Niệm work
© Trúc Chĩ



Palette of Fiber
© Trúc Chĩ



Trúc Chĩ house space
© Trúc Chĩ



Vọng Niệm by Phan Hải Bằng
© Trúc Chĩ

Huế Innovation Hub



Established in 2020, Huế Innovation Hub operating under the Huế Institute for Development Studies (HUEIDS), aims to cultivate a thriving ecosystem to support local startups and small and medium-sized enterprises (SMEs). The hub focuses on three core functions: connecting startups and SMEs with investors, experts, and other support organisations; providing workspace and advocating for policies that foster business growth; and incubating innovative startup projects originating from the ideas of young people.

According to Mr. Cung Trọng Cường, Director of the HUEIDS, Huế City has significant potential for creative industries, with Huế Innovation Hub already actively consulting and organising local festivals, cultural, sporting, and artistic events. Huế also has the potential to evolve into a multimedia design hub and a unique location for filming. However, the city currently faces challenges of inadequate logistic infrastructure and a shortage of highly skilled professionals. To address these issues, it would be crucial to have a long-term development strategy, especially on how to maximise the use of local resources.

Hồ Chí Minh City

The city is home to those who are interested in maintaining a link between the various parts of the creative industries sector – activities taking place in HCMC often demonstrate strong connectivity. Examples include the regular cultural talk programme engaging with multi-disciplinary experts by Cà phê thứ Bảy, the exploration of lively and user-friendly technology solutions for art and culture by Makerlab and Lướt Code, the open and inviting public programmes of Nam Thi House and Ném Space, the experiments of The Run Theatre, and the work of Chinbo Collective, Sàn Art, and numerous other intriguing projects and venues.

HCMC sector builders see gaps in the creative ecosystem that need bridging. For example, promoting development of the Vietnamese art market, art historian and curator Ace Lê and Professor Nguyễn Xuân Tiến, Chairman of the Fine Arts Association, emphasise the need to spread knowledge about art, to invest in early art education, and to promote the connection between art and the economy. Becky Lu, a design lecturer from RMIT University, highlights the importance of collaboration between creative centres, independent artists and academic programmes. The founders of Cổ Động platform, The Run Theatre, and Sàn Art envision an ecosystem shaped by “*real*”, “*sustainable*” and “*professional*” elements for the cultural and creative industries.

Ace Lê

Ace Lê is a curator and art researcher, currently serving as the Managing Director of Sotheby's Việt Nam – the global art auction house. He is the Founder of the Lân Tinh Foundation, a not-for-profit organisation dedicated to research, archiving, and the exhibition of Vietnamese art, as well as the Editor-in-Chief of Art Republic, Việt Nam's only bilingual art magazine. Holding a Master's degree in Curation from NTU Singapore, Lê has organised numerous significant exhibitions, notably the series featuring Indochina paintings at Sotheby's, which has played a crucial role in establishing Vietnamese art on the international stage.

According to Lê, Việt Nam's art market is currently at a critical juncture. While neighboring countries like Indonesia, Thailand, and the Philippines boasts robust collections and market systems, Việt Nam still lacks essential infrastructure, clear legal frameworks, and strong connections within its art ecosystem. However, the growing trend of repatriating valuable artworks and the emergence of a new generation of collectors are creating promising opportunities.

To stimulate the domestic market, Lê emphasises the need to enhance public awareness of art, invest in art education from a young age, and provide artists with a means to sustain themselves professionally. He believes that by properly valuing cultural assets, the market can achieve sustainable growth, opening an era when artists can create freely, curators can conduct in-depth research, and Vietnamese art can compete comfortably on the global platform.



Sinh Cảnh Exhibition at Ana Mandara Đà Lạt



Mộng Viễn Đông Exhibition

HCMC

Becky Lu and VFCD



The Vietnam Festival of Creativity & Design (VFCD) connects artists, designers, and creative practitioners to foster dialogue and innovation in Việt Nam's creative scene.

Becky Lu, a British-born Vietnamese-Chinese artist and educator at RMIT Vietnam, actively contributed to VFCD in 2024 as Coordinator for the Đây Đó (Here/There) project, particularly as Curator for the Creating Connections: Contemporary Perspectives on Design, Culture, and Space exhibition.

Specialising in illustration, printmaking, and immersive design, she values collaboration: *"It's never just me; it's always me and the team because you need those different perspectives."*



Despite Việt Nam's vibrant creative ecosystem, Becky sees a gap between initiatives that could be strengthened. She calls for greater collaboration between creative hubs, independent makers, and academic frameworks like RMIT's Practice Research Symposium doctorate programme, which integrates research and artistic practice. She also highlights efforts such as The Lab's Design Day and the Hanoi Festival of Creativity & Design.

On the future of the younger generation, Becky says Việt Nam's Gen Z designers seek to blend heritage with modern design but face resource limitations. *"They want to connect with their relatives and learn artisan crafts, but it takes decades to master these techniques"* she notes. They also struggle with balancing tradition and innovation. *"How do you take something from the past and bring it into the future without cultural appropriation?"*

Looking ahead, Becky believes small, local initiatives can drive lasting impact, envisioning Việt Nam's creative industries gaining global recognition. *"It's not just about what's happening here, but how we showcase it to the world."*



HCMC

Cổ Động



Cổ Động is an independent media platform that celebrates culture, arts, and sports in Việt Nam, providing opportunities for young talents to connect with the wider audience.

With the goal of building a sustainable artistic ecosystem, Cổ Động collaborates with independent projects and emerging artists. In 2023, Cổ Động partnered with Kontribute to produce Động Tag – a live music series on YouTube – creating a space for new artists to showcase their talent.

At the end of 2024, Cổ Động joined forces with MORUA and La Différence to organise ĐỐI SOUTH, a series of events aimed at connecting Việt Nam's dance community with Southeast Asia. This initiative includes two dance battles, six workshops, and a panel discussion.

Beyond performance stages, Cổ Động also explores behind-the-scenes stories through in-depth interviews with artists and influential individuals. As Hoàng Huy Thịnh, the Founder of Cổ Động, shares: *"Artists need not only passion but also skills and expertise. We look at each other to improve, to become better, not to compete."*

By bridging different artistic disciplines, Cổ Động strives to build a thriving creative community. *"What matters is not fame, but the existence and development of a true cultural and artistic ecosystem."*



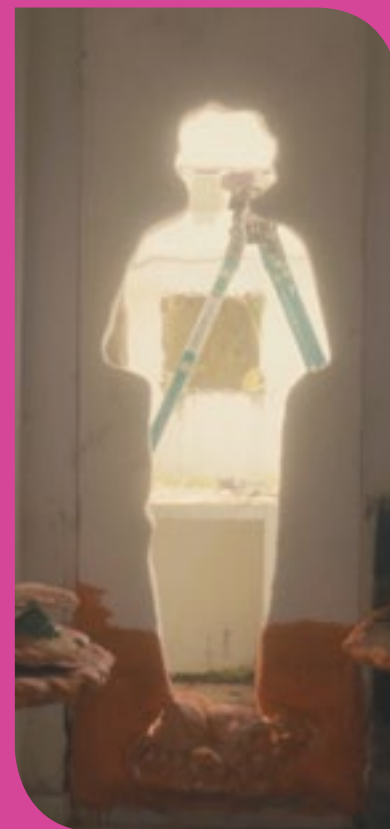
Chinbo Collective



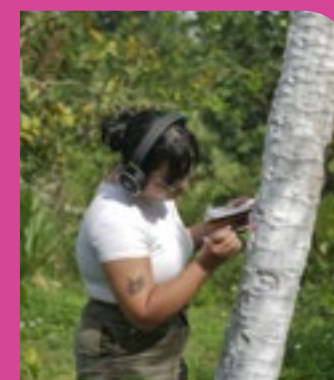
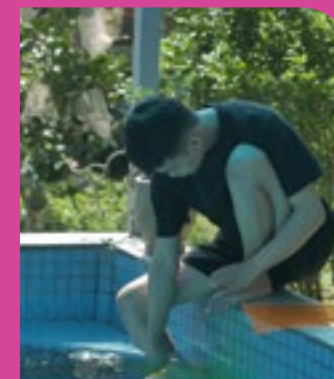
Founded in 2021 in Hồ Chí Minh City by Nguyễn Khôi and Chin, Chinbo Collective is an art collective focused on creativity, experimentation, and idea development. The group organises exhibitions, workshops, and residency programmes to support young artists exploring new artistic practices.

In 2023, Nguyễn Khôi and filmmaker Máy Bay launched Undergo, an independent documentary project honoring and introducing artists working in Việt Nam. That same year, Chinbo

held the Experimental Art Week 2023 at the Phố Bến Đồi Creative Studio, where 12 young artists showcased their creative outcomes after a week of artistic exploration. At the end of the same year, the group organised the THƯC exhibition at the Hồ Chí Minh City Fine Arts Association, displaying paintings, graphic design, installations, photography, and video works, providing artists with opportunities to connect with a wider public.



Nguyễn Khôi notes: *“There are many talented young artists in Sài Gòn, but they are not widely known. If artists and organisations collaborate more closely, the art scene will grow stronger.”* Chin also shared the challenges of sustaining an artistic practice: *“To make a living from art, we still have to do other jobs like design to earn money, then use that money to pursue our artistic passion.”*



Cà phê thứ Bảy



Musician Dương Thụ, Founder of Cà phê thứ Bảy (literally 'Saturday Café'), tries to avoid labels like 'cultural organisation' or the trendy 'creative hub' for his space. For him, it's simply a coffee shop, where culture and art enthusiasts can gather, exchange ideas, and engaging in thoughtful reflection. Free from political agendas, commercial interests, and hollow slogans, Cà phê thứ Bảy serves as a genuine meeting place for cultural practitioners who value the respectful and free exchange of knowledge and creativity.

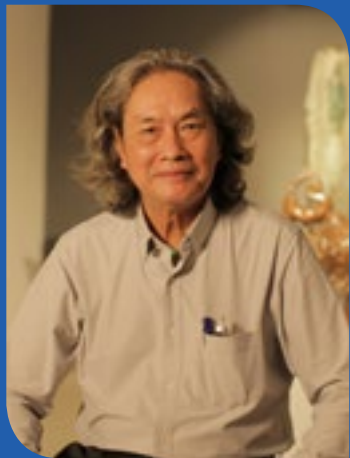
Since 2009, every weekend Cà phê thứ Bảy transforms from a regular café into a vibrant event space celebrating open dialogue, and fostering connections between a public who cherish knowledge and art and prominent intellectuals – both domestic and international – in the fields of science, philosophy, art, and

writing. These gatherings, in the forms of talks and musical performances, are not formal lectures but rather casual sharings, reminiscent of how people traditionally met over coffee to talk about culture.

Thụ never envisioned Cà phê thứ Bảy as a 'grand project'. He simply pursued what he believed in, trusting that failure would offer valuable lessons, while success would unfold organically, like a path emerging naturally through a forest.

HCMC

Fine Arts Association



Since assuming leadership in 2020, Prof. Dr. Nguyễn Xuân Tiến has spearheaded a remarkable revitalisation of the Fine Arts Association in Hồ Chí Minh City. Facing a challenging situation of degraded facilities and limited funds, he leveraged community engagement and artist support to enact significant change. The Association's public exhibition space has been renovated and transformed into a vibrant venue, hosting over 40 exhibitions annually and showcasing thousands of artworks, encouraging a rise in its member income.



Hồ Chí Minh City has substantial potential for the development of the fine arts sector, with its large population, wealth of creative talent, and diverse cultural ecosystem encompassing heritage, visual arts, media, and applied arts. Nevertheless, there are numerous challenges such as inadequate infrastructure, weak connection between artists and the market, and the absence of long-term strategic policies.

Prof. Dr. Nguyễn Xuân Tiến hopes that Hồ Chí Minh City's fine arts scene develops into a sustainable ecosystem within the next five to ten years, wherein artists not only make work but also engage with businesses, markets, and other communities. He emphasises that in the age of artificial intelligence, arts should originate from human emotion and be imbued with national identity. The City needs to invest in creative hubs, foster the connection between art and economy, and elevate public awareness of culture and art's role in societal development.

Hoàng Phạm Gia Khang

Khang is the Co-founder of Makerlab, a makerspace that facilitate the integration of technology into diverse fields, particularly the arts. Leveraging his expertise in Internet of Things (IoT) engineering, Khang has significantly contributed to numerous data-interactive art projects including Nguyễn Trinh Thi's work at Documenta 15 and project Reverence to the Wind at the Vietnam Festival of Creativity & Design 2024.



Arduino Day
© Gia Khang



and art are not disparate domains, but rather, mutually reinforcing. He believes technology expands creative expression, while art makes technology more accessible and human-centered. However, there is still a significant divide between artists and engineers in Việt Nam. Artists often feel apprehensive of complex technical processes, while engineers may exhibit limited interest on aesthetics and user experience.

Makerlab aims to bridge this gap by providing accessible technological tools, conducting workshops and interdisciplinary art-technology courses, supporting an ecosystem for artists to utilise technology. Khang envisions creating a large-scale installation where real-time data from nature or human activity dynamically

transforms the exhibition space, delivering a vibrant and immersive artistic experience. He believes that via dialogue and collaboration between artists and engineers, Việt Nam's art-technology scene can not only align with global trends but also cultivate distinctive values.

Leon Lê and the Cải Lương Thiên Lý Troupe



Leon Lê is a film director and the Creative Director of the Cải Lương Thiên Lý troupe. Though he left his homeland early, Leon grew up with cải lương (traditional folk opera) and has always been concerned by the decline of this art form. After directing the film *Song Lang* in 2017, he and artist Tú Quyên established the Thiên Lý troupe, transforming his home – an old apartment – into a performance space where cải lương could bring an authentic and intimate experience to its audience.

While he does not seek to revive cải lương, Leon is still concerned about the growing disconnect between audiences and art. The mass production of any genre, when devoid of respect, inevitably erodes its core values. This applies not only to cải lương but also to cinema, where Leon is disheartened to witness superficial and compromised works that prioritise profit over genuine artistic expression. In his view, to address this root issue, a robust foundation of arts education



is essential, along with genuine investment and space for independent creativity to flourish, free from commercial pressures.

The Thiên Lý troupe operates as a not-for-profit, admission-free theater to encourage young people to engage with cải lương. Although limited funding poses a significant challenge, Leon believes that art truly exists only when people feel and cherish it. In such environment, preservation becomes an organic process, rather than a forced effort – a principle that he and the artists of the troupe embrace daily.

Lướt Code



The Lướt Code (Code Surfing Club) community, based in Hồ Chí Minh City, welcomes tech and art enthusiasts of all ages to explore the intersection of these two domains. A central tenet of the group perceives technology as an integrated aspect of contemporary life, rather than a separate element. It also serves as a creative hub where people can collectively learn, grow, and advance their careers.



Nhân Phan guides workshop on printing poetry with p5.js in Hà Nội 2024

Lướt Code offers a wide range of activities, from meetups and discussions to in-depth research projects. Here, participants are encouraged to explore machinery and programming in a personalised, creative, 'out-of-the-box' way. A particular highlight is the Project on Vietnamese Language by the three young artists Dmarc Lê, Đông Trúc, and Thou. Launched in April 2024, this programme focuses on analyzing language through syllables, subsequently expanding into artworks.

"If you want to be interdisciplinary and multi-disciplinary, you must first understand other disciplines" shares Nhân Phan, founder of Lướt Code. "I believe that technology education must be practical, accessible, and inspiring. Lướt Code was established with this spirit, to facilitate not only learning but also the cultivation of a passion for programming."

Lưu Chữ

Lưu Chữ is an independent project, focused on researching, and archiving typography design. Founder Lê Quốc Huy shares: *“While studying graphic design, I was drawn to historical and cultural designs. I often wondered: What makes Vietnamese graphic design unique?”*

Starting as a social media campaign collecting images of old signage, the project was initially called The Lost Type Việt Nam before evolving into Lưu Chữ, continuing the mission of exploring the history and development of Vietnamese typography.



A key milestone is the opening of the Lưu Chữ Library in Hồ Chí Minh City, which houses rare materials from 1958 to 2000, providing valuable references for the design community. Additionally, the Type Foundry serves as a creative space where designers can experiment and develop typefaces reflecting Vietnamese identity.



Documents viewing area at the Lưu Chữ library every Saturday
© Mất Bét

for research but also for collaboration and idea exchange. Lưu Chữ isn't confined to academic formalities – it's an open environment where people can learn, explore, and create all at the same time.”



Readers view document during the 2024 library opening
© Lưu Chữ

Nam Thi House

Nam Thi House in Hồ Chí Minh City, was founded with the vision of creating a warm and welcoming third place – a space that connects people and nurtures creativity. Before taking on the role of project director in 2020, Đông Vy participated in Arts Project Management courses provided by the British Council's Cultural and Creative Hubs Việt Nam project, gaining valuable knowledge and experience that helped shape the direction of Nam Thi House.



The Lighthouse library space
© Chiron Dương

Đông Vy shares: *"More important than the graceful architecture of this old villa – a cultural heritage site that houses a small library with carefully selected books – is our effort to preserve its spirit, fostering natural connections between people through daily interactions."*

Over the past three years, Nam Thi House has collaborated with various partners to host talks, art and heritage workshops, exhibitions, author meet-ups, and small craft fairs. With these activities, it aspires to be a beloved cultural hub where people of all backgrounds can explore creativity, appreciate Sài Gòn's rich heritage, and cultivate a lifelong love for learning.

Midnight in the Mangroves exhibition
with Chiron Dương
© Chiron Dương



HCMC

Ném Space

Ném is not just a design studio but a creative space where people and objects intersect through stories and memories. Founded by Dương Gia Hiếu, Ném operates on the principles of recycling, aiming to change the way people value and use objects.

"Ném's designs help people connect more with what they own, allowing objects to have a longer life instead of being discarded" said Thảo Ngân, Ném's Project Manager.



Designs by Ném
© Ném Space

At Ném, interior and lifestyle go hand in hand and are not just for the elite. Recycling is a way to practice responsible consumption without sacrificing joy or financial balance. Research projects on street objects, workshops, and music nights offer deeper insights into the ways of living and designing that Ném continuously learns from.

Beyond creativity, Ném is also a community. *"Sustaining this space requires more than just us – it's made possible by visitors, contributors, and friends who help continue the story."* With an open spirit, Ném is expanding not only in scale but also in its connections in other fields such as anthropology, urban planning, and agriculture.



Sàn Art



Established in 2007 by a group of artists, Sàn Art initially functioned as an independent exhibition space. Following numerous relocations and shifts in operational model, it evolved beyond a mere gallery, growing into an art organisation that develops research, houses residencies, and facilitates academic exchange. And with its strong international reputation, Sàn Art has now become a vital platform for connecting Vietnamese artists to regional and global communities.

However, its not-for-profit model presents a significant financial challenge, necessitating the management of limited resources while upholding the mission to sustain a vibrant creative environment. To continue its vision, the organisation develops financial strategies that balance the need for external funding.

Sàn Art aims to cultivate a 'third space', an environment where audiences not only observe but also actively participate in dialogue, learning, and upholding a sustained interaction with art. Working as a Curator at Sàn Art, Vicky Đỗ notes a significant evolution in audience engagement. An increasing number of young people, particularly those with international exposure, are demonstrating a keen interest in contemporary art, but despite this, public engagement with art remains inconsistent.

Looking ahead, Vicky Đỗ emphasises the need for a more professional and holistically strengthened art ecosystem in Việt Nam. This includes supporting not only artists but also curators, arts managers, collectors, and cultural investors. Art cannot flourish in isolation, it must connect with diverse sectors, including marketing, technology, and education.



Tản Mạn Kiến Trúc

Launched in 2019, Tản Mạn Kiến Trúc (An Architectural Excursion) is a project dedicated to the study of Việt Nam's architectural heritage. Comprising of eight members from diverse fields – architecture, anthropology, art, history, and tourism – their objectives are to document the data of at-risk architectural works, collecting narratives from communities living within the heritage sites, and engage with young people to foster an appreciation for Vietnamese culture and art. Members of the group pose the key question that drives their work: *"How can we balance urban economic development with the preservation of architectural and cultural identities, as well as the interwoven memories of the city's diverse communities?"*

In 2022, the group published Tản Mạn Kiến Trúc Nam Bộ (Scattering Thoughts on Southern Architecture), a multifaceted study of southern Vietnamese civil architecture from the late 19th to the late 20th century. Building upon the book's success, they launched the platform Năm Năm Tháng Tháng (Month after Month, Year over Year) in 2023, which hosts activities such as talks, field trips, and workshops designed to connect the public with discussions surrounding Việt Nam's architectural heritage.



The group aspires to serve as a bridge between researchers, designers, artists, and the wider community interested in heritage preservation. They also prioritise listening to the perspectives of heritage site owners to promote sustainable approaches to preservation strategies.



Illustration of the residence of the late merchant Hui Bon Hoa (now the Fine Arts Museum of Hồ Chí Minh City) by Tản Mạn Kiến Trúc member Nguyễn Chí Thành © Tản Mạn Kiến Trúc



Learning about the architecture, history and culture of Chợ Lớn China Town area in 2024 © Tản Mạn Kiến Trúc

The Run Theatre

Driven by Nguyễn Bích Trà's aspiration to create a hub for experimental theatre, The Run Theatre emerged as a space where artists could challenge the norms of performance and push creative limits. From its inception as a personal project, it has since evolved to engage and empower young artists to experiment and engage in artistic dialogue, encouraging interdisciplinary collaboration and international exchange.

Contextually, the Vietnamese theatre landscape remains underdeveloped, with few available options in terms of essential infrastructure such as arts education, perfor-

mance venues, production houses, and distribution networks. Independent artists are often compelled to oversee every facet of their creative work and professional management, from conception to execution, navigating the system with little support. Trà believes that the sustainability of experimental theatre hinges on strong connections between artists, the community, and collaborators from other fields such as science and technology.

A distinctive characteristic among Vietnamese artists is their reliance on intuition and emotion rather than on academic rigor, Trà observes. This tendency pushes the landscape of artistic practice towards a unique, personal, and dynamic quality. Simultaneously, Vietnamese audiences stand out as a beacon of openness, curiosity, and receptiveness to innovation. Trà sees experimental theatre, metaphorically, as moss or algae, with the function of purifying the atmosphere and maintaining its humidity, thereby nurturing the growth of theatrical ecosystem.





VISION FOR THE NEXT 10 TO 20 YEARS



The stories shared by artists and creative professionals in this publication are vivid evidence of the blooming cultural industries sector in Việt Nam. In the next five years, the sector will continue to grow at a fast pace comparable with the growth rate of the global creative economy. With the rapid development of technology, Vietnamese creative goods and services are quickly going out into the world.

However, the current growth rate may not be enough in the long run. There will need to be concrete actions at national level to shape comprehensive and sustainable development in the sector for the next ten, twenty, or thirty years.

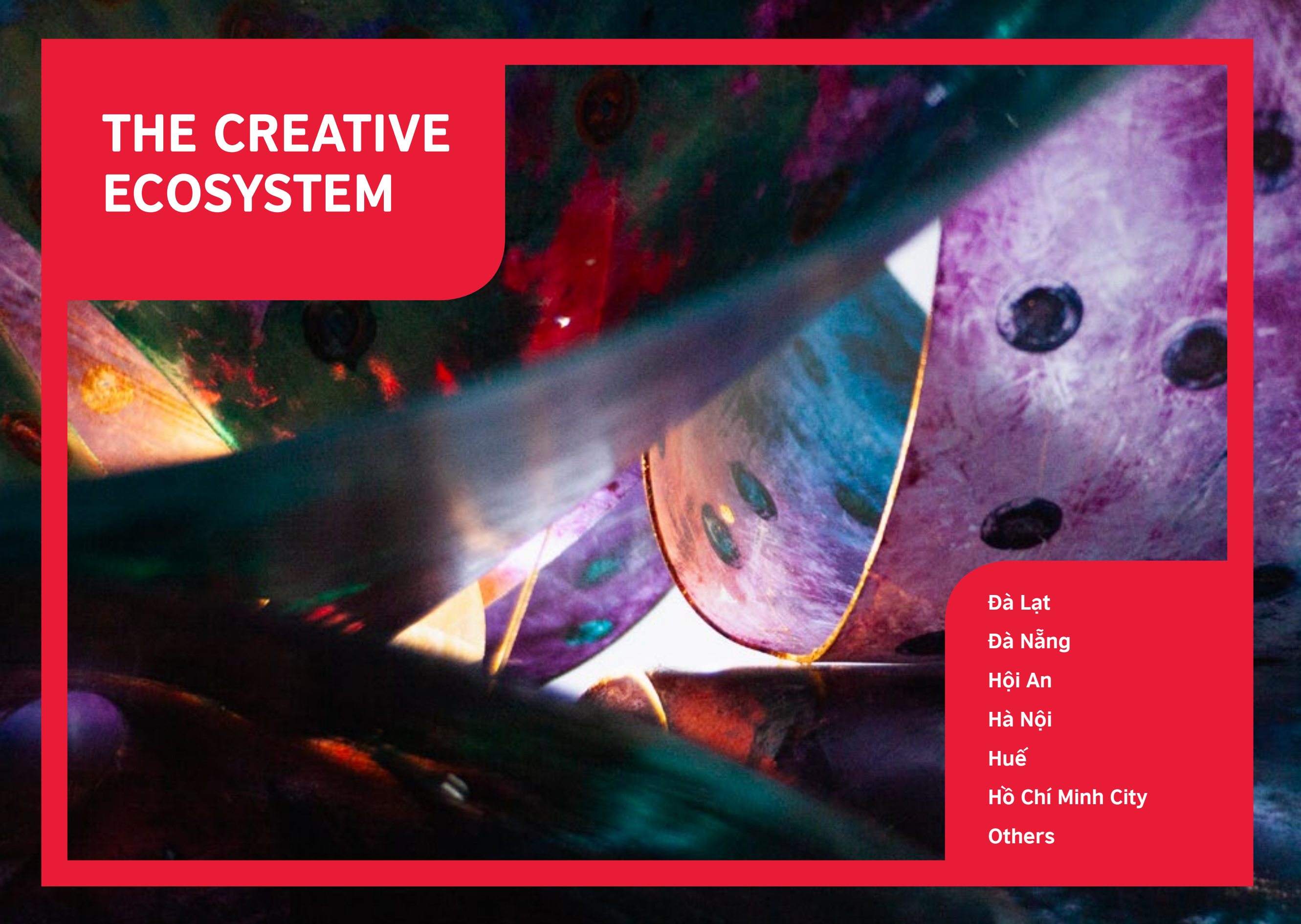
The outlook of the creative industries sector in Việt Nam, although very lively, shows fragility as it rises and falls under the market influence. The sector clearly needs strong investment at national level and a supportive regulatory framework in order to gather enough momentum and to shape the creative identity of Việt Nam.

Some of the goals set out in the National Strategy for the Development of the Cultural Industries to 2020, vision to 2030, have not yet been achieved. For example, we are still far from having *"cultural products and services gaining regional and international prestigious recognition, meeting the standards of developed countries and becoming global brands"*. There isn't *"incentives in terms of capital, tax, land"* as a policy instrument at national level to leverage further development of Việt Nam's cultural industries to achieve the goal of *"creating competitive advantages"* and for the sector to *"actively contribute to socio-economic development, positioning the national brand"* or to *"create new driving forces for national development"*.

Cities are often shining examples of the growth of the creative industries sector. Included in this publication are Đà Lạt, Đà Nẵng, Hà Nội, Hội An, Huế and Hồ Chí Minh City – those have always been cultural hubs that attract visitors and inspire others. Vietnamese cities are actively joining the UNESCO's Creative Cities Network, with Hà Nội being the pioneer and Hội An, Đà Lạt closely followed. In the near future, the creative cities list might extend to include Huế, Đà Nẵng and Vũng Tàu, which is a promising sign for a new era of growth for the creative industries sector in Việt Nam.

Trương Uyên Ly
Journalist, independent researcher and consultant

THE CREATIVE ECOSYSTEM



Dà Lạt
Đà Nẵng
Hội An
Hà Nội
Huế
Hồ Chí Minh City
Others

1

DESIGN

(including fashion design)

2

MUSIC

3

PUBLISH

4

ARCHITECTURE

(including heritage
architecture)

5

FILM
& VIDEO

6

CRAFT

7

VISUAL ART

(including
photography,
exhibitions,
galleries)

8

MEDIA

(including network
communications)

9

ADVERTISEMENT

(including creative agencies)

10

LITERATURE

11

INNOVATIVE
TECHNOLOGY

(including video games
and applications)

12

PERFORMING ART

(including
drama, dance, and circus)

13

FESTIVAL

14

OTHERS

ĐÀ LẠT

Bảo tàng Lâm Đồng

Museum showcasing the region's indigenous ethnic culture through costume, handicrafts and art

14

 www.baotanglamdong.com.vn

 tbtt.baotanglamdong@gmail.com

Cù Rú / Sao La

An art collective active in the southern parts of Việt Nam focusing on making contemporary art more accessible to the public by running educational programme and supporting the creative community

7

13

14

 www.saolacollective.weebly.com

 hellosaola@gmail.com

Cô Huy Đà Lạt

An independent curator, founder of Zero Station

7

14

 www.zerostationvn.org

 huybeo@gmail.com

DAL

A library dedicated to architecture and art in Đà Lạt

4

14

 <https://www.facebook.com/DAL.library>

 thuvien.dal@gmail.com

Crazy House

A series of buildings by Architect Đặng Việt Nga resembling fell ancient trees, with interior reminding visitors of the presence of nature

4

7

 <https://crazyhouse.vn/>

 reservation@crazyhouse.vn

Hey Storm Home

An art space and residence designed and built with vintage doors and windows

7

 www.facebook.com/heystormhome

 hoanganh.hue81@gmail.com

Làng An

6

A handicraft brand specialising in ceramics, mosaic paintings, knitting, and indigo fabric dyeing

 <https://www.facebook.com/langancrafts/>

 langancrafts@gmail.com

Phố Bên Đồi

2

7

13

A business connecting government with enterprises, experts, and the community, promoting multi- and interdisciplinary art projects through public-private partnerships (PPP)

 www.phobendoi.art

 www.facebook.com/phobendoi

 info@phobendoi.art

Mimosa Gallery

7

14

An art gallery and community centre

 www.facebook.com/MimosaGallery.DL

Quên

2

8

13

A space for (indefinite) cultural promotion, a gather space of cultural and creative workers

 <https://linktr.ee/quensoundcollage>

 www.facebook.com/8ballstudio.dalat

 www.instagram.com/quen.cai.hem

 quen.soundcollage@gmail.com

Oday

2

7

10

An open space for art and co-working

 www.facebook.com/oday.dalat

 oday.dalat@gmail.com

Rối DJ

2

A platform for performing artists and DJs, open to a wide range from avant-garde to Pop

 www.instagram.com/roi_djs

Stop and Go Art Space

7

13

An art space in the pine forest at the centre of Đà Lạt city

 www.facebook.com/stopandgoartspace

 stopandgoartspace@gmail.com

Time Between

7

12

14

An independent contemporary art project focusing on performance, contemporary dance, sound & experimental music, film, video and new media art

 www.facebook.com/time.between.space

 timebetween.art@gmail.com

XQ Sử Quán

1

6

A gallery presenting traditional embroidery art

 <http://xqvietnam.com/>

 www.facebook.com/xqvietnam

 contact@XQVietnam.com



ĐÀ NẴNG – HỘI AN

A Sông

5

7

14

An interdisciplinary collective of artists, curators, and filmmakers committed to fostering a grass-roots art community in Central Việt Nam

 <https://linktr.ee/asongclub>

 aaasongclub@gmail.com

Bar Đồ Yêu

2

7

14

A cultural space for community engagement and connection, showcasing Vietnamese culture through cocktails

 <https://www.tiktok.com/@bardoyeu>

 <https://www.instagram.com/bardoyeu/>

 bardoyeu@gmail.com

Bảo Tàng Mỹ Thuật Đà Nẵng

7

14

A public museum dedicated to preserving and promoting the artistic heritage of Đà Nẵng, the South Central region, and the Central Highlands

 <https://www.facebook.com/baotangmythuatchanang>

 btmtdn@danang.gov.vn

Đà Nẵng Tui

6

7

8

A organisation working in culture and creativity, focusing on building a dynamic community through exhibitions and other creative activities

 <https://danangtui.vn>

 <https://www.facebook.com/danangtui/>

 dntuiproject@gmail.com

Bảo Tàng Điêu Khắc Chăm Đà Nẵng

4

7

A public museum preserving and displaying Chăm sculptural objects found in Đà Nẵng, Quảng Nam and neighbouring provinces

 <https://chammuseum.vn>

 <https://www.facebook.com/@ChamMuseum/>

 info.museumofchamsculpture@gmail.com

Danangbois Clan

12

A gathering space for the hip-hop community in Đà Nẵng

 <https://www.facebook.com/DanangBois>

 yofrdact@gmail.com

Đặng Phúc Thành (Thành Thamz)

A DJ and music producer active in Đà Nẵng, with an ambition to produce creative works, to share knowledge and build a music community

2 8 14

 <https://www.youtube.com/@goodthamz>

 <https://www.instagram.com/goodthamz/>

 mcthamz.3dke@gmail.com

DNES

A business incubator operating under a public-private-partnership, aiming to support the sustainable development of local creative start-ups

8 11 14

 <https://dnes.vn>

 <https://www.facebook.com/dnes.vn>

 info@dnes.vn

Đoàn Hồng Lê

An independent documentary filmmaker with over 20 years of experience, currently working at the Việt Nam National Television branch in Đà Nẵng, and a member of Varan Việt Nam

5 14

 <https://www.facebook.com/doan.le.712>

 hongledoan@gmail.com

ĐƠN

An architectural design project focusing on simple home designs that maximize the use of natural materials such as earth, bamboo, and wood

1 4 6

 <https://www.facebook.com/nha.o.don.gian>

Liên Hoan Phim Châu Á Đà Nẵng

A annual festival dedicated to Asian films taking place in Đà Nẵng

5 13

 <https://danaff.com.vn/?lang=vi>

 <https://www.facebook.com/danaffvn/>

 danaff.vn@gmail.com

Mai Huyền Chi

A writer-director, published writer, photographer, community arts worker, former journalist, former university lecturer, and founder and film programmer of CINEMA CNN (Cinema of The Peasants), part of A Sông Collective in Đà Nẵng, promoting local independent grassroots cinema

5

 <https://www.chimaian.com>

 <https://www.instagram.com/chichicheree>

 chichan313@gmail.com

Mifa

Research and experimenting diverse techniques in applying acrylic on traditional Điệp natural paper

7

 <https://dearmifa.web.app>

 mifa.ef90@gmail.com

The Drama Lab

A space for both Vietnamese and non-Vietnamese youth to learn, share, and express themselves through film, television, theatre, and other creative platforms

5

8

12

 <https://thedramalab.com>

 drama.vietnam@gmail.com

Peanus Creative

A creative agency working to promote Vietnamese identity, blending traditional cultural elements with modern creative ideas

8

9

 <https://peanus.vn>

 <https://www.facebook.com/Peanus.Creative/>

 peanuscreative@gmail.com

Thì Collective

A collective exploring various art forms as a means to present perspectives on social issues in Việt Nam, such as climate change, urban planning, and migration

6

7

14

 <https://linktr.ee/thicollective>

 thi.collective.te@gmail.com

Streetshotz Studio

A platform archiving and promoting hiphop, supporting the hiphop community in competitions across the country and abroad

2

12

13

 <https://www.facebook.com/streetshotzstudio>

 studiostreetshotz@gmail.com

Tiny Giant

Tiny Giant is a live music duo comprised of @LinhHafor now and @Tomes

2

 <https://tinygiantthanoi.bandcamp.com>

 <https://www.facebook.com/tinyhanoigiant/>

 tinygiantthanoi@gmail.com

VCIL Community

14

A network and community of people who advocate paradigm shift toward a regenerative and well-being society through alternative education and social innovation



<https://www.vcil.community>



<https://www.facebook.com/vcil.community>



vu.truong@vcil.education

Xuân Hạ

5

7

14

An artist and community art worker focusing on social and cultural transitioning, immigration history, and ecological and identity transformation of indigenous communities



<https://www.anotherxuanha.com>



shinxuanha@gmail.com

Zone SIX

14

A co-working and venue space with multiple locations



<https://www.facebook.com/zone6milktea>



duongphudatkts@gmail.com

Bùi Công Khánh

7

A visual artist working with painting, sculpture, sketching, installation, photography, film and performance

 <https://buicongkhanh.com>

 contact@buicongkhanh.com

Kiều Maily

10

12

A cultural and social activist, researcher, artist, and writer focused on connecting the Chăm community with the broader society

 <https://www.facebook.com/kieumaily.cp>

 kieumaily.cp@gmail.com

Chăm Chỉ Community Club

1

4

12

A community space supporting local artists and organising diverse cultural activities

 <https://www.instagram.com/chamchiclub/>

 chamchi.club@gmail.com

Kyara Arthouse

7

12

14

Kyara Arthouse is a gallery, performance space and art hub focusing on artistic exchange and connecting artists to the rich culture and natural environment that surrounds Hội An

 <https://www.facebook.com/kyarahoian>

 kyarahoian@gmail.com

Gánh Hát Thong Dong

2

12

A family performing group making music concerts to raise funds for building schools and supporting communities

 <https://www.facebook.com/ganhhatthongdong/>

 ganhhatthongdong@gmail.com

Ladi Record

3

7

8

A project working with archiving, publishing, and showcasing of photographic works

 <https://www.instagram.com/ladirecord/>

 ladirecord.project@gmail.com

Làng Mộc Kim Bồng

6

A wood craft village with over 500 years history of wood carving and wooden furniture and sculpture making



<https://www.facebook.com/profile.php?id=61561373255234>



vphdtq.ttvhttha@gmail.com

Lune Centre

12

The first and only bamboo theatre in Việt Nam, built for local art performances, and home to the world-renowned Vietnamese Bamboo Circus



<https://www.luneproduction.com/lune-center-hoi-an>

Lê Thuý

1

6

7

An artist working with traditional materials such as silk and lacquer as the focal point, seeking new expressive possibilities for contemporary storytelling



<https://www.lethuy.asia>



<https://www.facebook.com/lethuy.studio>

Nguyễn Hạ Xuân Nguyên

12

A freelance dancer open for collaborative projects in contemporary dance and multimedia performances featuring dance



<https://www.facebook.com/romixinh/>



romixn1991@gmail.com

Lò Gạch Cũ

14

A sustainable business experimenting tourism and organic seed-to-table farming practice



<https://www.facebook.com/profile.php?id=100057301396322>



lethanhnga007@gmail.com

Nguyễn Hoàng Anh

5

7

12

An independent performance and contemporary dance artist, and a member of A Sông Collective



<https://www.instagram.com/baitapmoituan/>



hoanganh080801@gmail.com

Nguyễn Ngọc Hải (Hải Ô)

A documentary photography practitioner



 <https://www.instagram.com/ihopeyouhaveagoodnight/>

 haioontheroad@gmail.com

Võ Văn Tân

An artisan studio specialising in hand-crafted bamboo products



 <https://www.facebook.com/TBWorkshop>

 taboobambooworkshop@gmail.com

Xưởng Tái Sinh (nghệ sĩ Quốc Dân)

An art studio by artist Nguyễn Quốc Dân, specialising in recycled materials



 <https://www.facebook.com/profile.php?id=100090655974382>



HÀ NỘI

282 Design

A furniture design business with a showroom and a workshop space



 www.facebook.com/282Design

 info@282design.com

Á Space

An artist-initiated independent space for experimental art practice



 <http://aea.space>

 www.facebook.com/a.experimental.art

 a.experimental.art@gmail.com

54 Traditions

A gallery focusing on the antiques, artifacts and art of Việt Nam's 53 ethnic groups and the Kinh majority people



 <https://54traditions.vn/>

 www.facebook.com/54traditionsgallery

 54traditionsgallery@gmail.com

AHL Architects and Associates

An architectural firm founded in 2011, focusing on creative and experimental projects which bring joy and aspiration



 <https://ahl.vn/>

 www.facebook.com/AHLArchitectsAndAssociates

 hung.dao.ahl@gmail.com

A Queer Museum

An archive space, accommodation, community events and discussion



 www.dinhnhung.com

 www.facebook.com/aqueermuseum

 aqueermuseum@gmail.com

All About Movies

A film club promoting exchange and connection between filmmakers and the audience, focusing on independent films



 <https://allaboutmovies.vn/>

 <https://www.facebook.com/AllAboutMoviee>

 aamkinoforever@gmail.com

aN Store

A design brand and lifestyle boutique near the Hà Nội Opera House

1

4

 www.facebook.com/aN1708

 anstore8@gmail.com

ARB Architects

An architectural design studio

4

 www.instagram.com/arb.architects

 www.facebook.com/arb.architects

 info@arb.vn

Animost Studio

A 3D animation production studio

5

 <https://animost.com/>

 hello@animost.studio

Art Vietnam Gallery

An international gallery featuring contemporary Vietnamese art: painting, sculpture, lacquer, photography, video, and prints

7

3

 www.artvietnamgallery.com

 www.facebook.com/artvietnamgallery

 info@artvietnamgallery.com

APD - Art Patronage and Development

A social enterprise with the goal to support art creation, promoting socio-cultural development

7

12

 <https://apd.org.vn/>

 www.facebook.com/apdcenter.vn

 info@apd.org.vn

Artist-in-Residence Vietnam Network

An independent organisation working in research, cultural exchange, upskill training, network building, professional development, cultural infrastructure development, artist-in-residence and community engagement

7

10

12

 www.instagram.com/airvine.info

 www.facebook.com/AiRViNe.info

 airvine.program@gmail.com

ATH Theatre

An independent space for performing arts and art education run by a group of international artists

12

 <https://ath.edu.vn/>

 www.facebook.com/@ATH.ArtSpace

 info@ath.edu.vn

Bảo Tàng Phụ Nữ Việt Nam

Historical museum celebrating Vietnamese women with exhibits of clothing, pictures and artifacts

7

 www.facebook.com/baotangphunu

 info@baotangphunu.org.vn

ba-bau AIR

An independent space led by a group of curators, producers, and artists dedicated to multi-inter- transdisciplinary collaboration with art at its core

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 <https://www.instagram.com/ba.bau.air>

 ba.bau.air@gmail.com

BaoChau Nguyen

Independent filmmaker, director, and activist

5

 <https://hiqfw.com>

 <https://facebook.com/HIQFW>

 baochau.lumiqueer@gmail.com

Bảo Tàng Mỹ Thuật Việt Nam

A national museum showcasing Việt Nam's fine arts from a range of historical periods

7

 <https://vnfam.vn/vi/>

 btmtvn@vnfam.vn

Book Hunter

An organisation specialising in editing and publishing academic and literary works

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 www.bookhunterlyceum.org

 admin@thebookhunter.org

Brandingvs Copywriting

A publishing house with a public programme aiming to foster academic knowledge

5 8 9

 <https://brandingvscopywriting.com/vi>

 huonggiang8679@gmail.com

Chèo 48h - Tôi chèo về quê hương

A platform promoting traditional performing art forms to young people through basic performing skills training and community events

12

 www.facebook.com/cheo48h

 cheo48h.hanoi@gmail.com

Brio Studio

A design studio specialising in space and brand, bringing clarity and simplicity to a layering world

1 4 9

 <https://briostudio.net>

 info@briostudio.net

Chi L. Nguyen

Independent artist or creative practitioner

1 7 14

 <https://chilinguyen.com>

 www.facebook.com/chiie.nguyen

 chilinguyen.studio@gmail.com

Cao Thị Thảo Trang

A writer, screenwriter, and content creator

3 5 10

 www.facebook.com/saolabooks

 nhavanthaotrang@gmail.com

Chula

A fashion brand with exquisite creations and artful designs, all produced with a fierce commitment to environmental, social and artistic sustainability

1 2

 <https://chulafashion.com>

 www.facebook.com/chulafashion

 orderchula@gmail.com

Collective SONSŌN

SŌNSŌN is an independent collective that explore the interconnection between human - nature - soul through design

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 www.collectivesonson.com

 <https://www.facebook.com/collectivesonson>

 phuongson.design@gmail.com

Đặng Hoàng Hải

Independent artist or creative practitioner

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 <https://www.danghoanghai.com>

 <https://www.facebook.com/danghoanghai.1512>

 danghoanghai.1512@gmail.com

Cuc Gallery

A contemporary art gallery of Việt Nam, presenting paintings, drawings, photographs, sculptures, installation, video and prints

7

 www.cucgallery.vn

 www.facebook.com/cucgalleryvietnam

 contact@cucgallery.vn

Đĩnh Collective

A Vietnamese design collective based in Hà Nội

1

 www.facebook.com/dinh.collective

 weare.dinh@gmail.com

Đàn Đố

An artist collective working with indigenous cultural materials and practicing inter-disciplinary approach in making instrument, music, and fine art

2

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 <https://www.facebook.com/dando.vietnam>

 dando.vietnam@gmail.com

Direction Co.

An enterprise working with traditional cultural materials in creative design

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 <https://www.facebook.com/directioncoltd>

 contact@bydirection.com

DOCLAB

A small center for big ideas in documentary and experimental films and video art since 2009

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 <https://hanoidoclab.wordpress.com>

 www.facebook.com/groups/hanoidoclab

 hanoidoclab@gmail.com

Gian Giũra

A space for discussion on architecture and urban planning

4

 www.facebook.com/giangiuarchi/

Dom Dom

Independent interdisciplinary center dedicated to the operation and advancement of Vietnamese experimental music and its interdisciplinary collaborations with other arts forms

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12

14

 <https://domdommusic.net>

 www.fb.com/domdom.vietnam

 domdomhanoi@gmail.com

GIANDON

Ethically-made sustainable clothes & tailoring service, eco-products, local arts and crafts

1

6

 www.instagram.com/giandonsimple

 info.giandon@gmail.com

Đu Đủ

Indigo dye and some other natural dyes in Hà Nội

1

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 www.facebook.com/dudu.indigodye

 dudu.indigodye@gmail.com

Hà Nội Nghệ Văn

An art collective with a mission to organise educational programmes, experiential activities, and co-creative projects in and about Hanoi's art and culture, fostering connections within Vietnam and internationally

7

8

14

 www.artculturehanoi.com

 www.fb.com/artculturehanoi.hanoinghevan

 artculturehanoi@gmail.com

Hằng Hằng

A visual artist, performer, and set designer

1

7

12

 www.instagram.com/hanghang.one

 thithanhhang.nguyen00@gmail.com

Hanoi Rock City

A culture hub and indie venue hosting music events, supporting artists development, and promoting music activities among young people

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 <https://hrcwelve.com>

 hanoirockcity.info@gmail.com

Hanoi Grapevine

An independent platform connecting local artists, art spaces, and event organisers with their audiences

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 <https://hanoigrapevine.com/vi/>

 <https://www.instagram.com/grapevine.hanoi>

 <https://www.facebook.com/hanoigrapevine>

 hanoigrapevine@gmail.com

Hanoi Studio Gallery

A gallery showcasing and promoting of contemporary Vietnamese artists, working across a spectrum of artistic expressions

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3

 www.hanoistudiogallery.com

 hanoistudio@gmail.com

Hanoi International Queer Film Week

A queer film festival, organised by LumiQueer and the Embassy of the Kingdom of the Netherlands in Việt Nam

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 www.hiqfw.com

 www.fb.com/HIQFW

Heritage Space

A social enterprise focusing on residency programmes, international exchanges, exhibitions, public programmes, and promoting multilateral collaboration as well as educational initiatives in Southeast Asia

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 <https://heritageartspace.org.vn>

 hello@heritagespace.com.vn

HopeLab - The hub of philosophical, political, aesthetic & Vietnamese studies

A collective dedicated to writing, translating, and publishing books, organising online and offline Coffee Talks on Philosophy, Aesthetics, and Việt Nam Studies, as well as hosting art exhibitions, literary and artistic practices, and other art and cultural events

3 8 10

 www.facebook.com/groups/168486811080121

 hopelabteam@gmail.com

Kecho Collective

A collective working in the field of architectural, landscape and urban design at multi scale and various temporalities, with a central approach in sustainable design celebrating people and places

4 3 1

 www.facebook.com/kechocollective

 Kecho.collective@gmail.com

HUB x GRA Studio

A studio and performance space for independent music

2 12

 www.facebook.com/gratonerxhub

Kinergie Studio

A studio for contemporary dance and art education

12

 www.facebook.com/KinergieStudio

 kinergie.studio@gmail.com

ICBC - The Initiative of Children's Book Creative Content

A creative studio specialising in children's books and literature, organising educational programmes and diverse artistic activities such as exhibitions, visual arts, educational concerts, and workshops

10 13 7

 www.fb.com/icbcinvietnam

 icbc.in.vietnam@gmail.com

Lên Ngàn

A platform for creative expression through the media and interdisciplinary arts

12 2 13

 www.fb.com/lenngannnnn

 lenngan.vn@gmail.com

Life Art Vietnam

A social enterprise operating in the field of applied arts, education, and community development, providing training courses and professional support in applied theatre

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 <https://lifeart.vn>

 [www.fb.com/LifeArtVietnam](https://www.facebook.com/LifeArtVietnam)

 life.art.vietnam@gmail.com

Manzi

An art space with diverse range of activities such as visual art exhibition, talk, workshop, book launch, film screening, music performance and dance

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12

 <https://vi.manziart.space>

 manzihanoi@gmail.com

Long Waits Jazz Club

A place in Hanoi where we play, we listen, we talk, we drink (a bit), and so we live

2

 www.longwaitsjazz.com

 www.facebook.com/Longwaitsjazz

 ta.khuat@gmail.com

Matca

An independent, photographers-led space to expand the dialogue around photography in Vietnam

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 www.matca.vn

 hello@matca.vn

Ly Pham

Independent artist or creative practitioner

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 www.behance.net/phamthithuly

 pham.th.thu.ly@gmail.com

MO' ART SPACE

Vietnamese contemporary art space

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 www.moart.vn

 www.facebook.com/moartspacehn

 info@moart.vn

Monsoon

An international music festival in Việt Nam featuring local and international artists

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 www.monsoonfestival.vn

 biz@monsoonfestival.vn

Notes

Notes (formerly named Hand-home) was established in 2013, specialising in holding exhibitions and publishing contents related to architecture, history of architecture and arts in Việt Nam

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 <https://notes.vn>

 mail@notes.vn

MYAN Poetry & Art

A platform showcasing poetry and multimedia works while connecting artistic and interdisciplinary creative practices in Vietnam and internationally

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 www.myanpoetry.com

 www.fb.com/myanpoetry

 myan.poetry@gmail.com

Ơ KÌA HÀ NỘI

A film studio reaching out to young filmmakers and creative hubs for collaboration on socially engaged projects to raise community awareness about social issues through artistic tools

5

 <https://okiahanoi.com>

 www.fb.com/okiahanoi

 okiahanoi.official@gmail.com

Nha San Collective

An independent artist collective in Hà Nội in 2013, when a group of friends set up their publicly accessible space. With or without a physical base, Nhà Sàn Collective has worked with fellow companions and collaborators to organise exhibitions, workshops, film screenings, talks and other activities as a supporting platform for artists in the community

7

 <https://nhasan.org/introduces>

 nhasancollective@gmail.com

Phạm Hà Ninh

Independent artist or creative practitioner

7

 www.haninh.com

 mail@haninh.com

Phạm Ngọc Lân

Film maker

5

 <https://phamngoclan.com>

 www.instagram.com/phamngoclan

 Lan.pham.architecture@gmail.com

Savage

Lively club featuring brews and cocktails, plus regular DJs and late- night dancing in a stylish setting

2

 <https://savage-hanoi.com>

 hello@savage-hanoi.com

Queer Forever!

A community forum for queer art / film lovers

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 www.facebook.com/QueerForever

Soundawakener

Nhung Nguyen / Sound-awakener is an emerging Vietnamese sound artist currently based in Hanoi, experimenting across a range of left-field aesthetics and expressions

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 <https://soundawakener.com>

 nhung@soundawakener.com

Sân Khấu Rối Tổ Lô

An independent theatre producing original performances using puppetry and object-based language; researching and archiving traditional puppetry practices

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12

 www.fb.com/tolopuppettheatre

 tolopuppets@gmail.com

Thanh Việt Production

A production company specialising in international cultural and artistic events in Việt Nam

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 www.thanhviet.pro.vn

 <https://www.facebook.com/thanhviet.pro.vn>

 info@thanhviet.pro.vn

The Centre for Assistance and Development of Movie Talents TPD

A not-for-profit organisation dedicated to film education, filmmaking, and film screenings

5

 www.trungtamtpd.com.vn

 www.fb.com/tpdmovie

 trungtamtpd@gmail.com

Tổ hợp Cộng đồng COMPLEX 01 / COMPLEX 01 Community Mall

A complex repurposed from an old factory in Hà Nội offering from workshops to art shops and food shops

14

 <https://complex01.vn>

 www.fb.com/complex01.vn

 www.instagram.com/complex01.vn

 connect@complex01.vn

Think Playgrounds Social Enterprise

A social enterprise and design studio founded in 2014 with the mission to promote children's right to play

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 <https://www.facebook.com/thinkplaygrounds>

 sanchoivietnam2014@gmail.com

Tòhe

A social enterprise established in 2006 with a mission to provide a playful education environment for disadvantaged children, helping them to create and experience art

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 www.tohe.vn

 contact@tohe.vn

TiredCity

A series of creative stores with the goal of supporting and developing the creative arts by collaborating with young Vietnamese artists and putting their copyrighted works on highly applicable products

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 <https://tiredcity.com>

 hello@tiredcity.com

Trung tâm Nghệ thuật đương đại Vincom (VCCA)

A not-for-profit art centre by Vingroup, offering educational activities and opportunities to experience art for the public

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 <https://vccavietnam.com>

 <https://www.facebook.com/VCCAVIETNAM>

 <https://www.instagram.com/vccavietnam>

 info-vcca@vingroup.net

Trương Uyên Ly

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14

Independent specialist
and consultant in the arts
and culture

 [www.fb.com/truong.thi.773](https://www.facebook.com/truong.thi.773)

 lytruonguyen@gmail.com

Vân-Nhi Nguyễn

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7

Photography/ image
based artwork

 <https://vannhinguyen.com>

 Vannhinguyenphuong@gmail.com

Tuấn Mami

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An interdisciplinary-experi-
mental artist, working with
site-specific installation, vid-
eo, performance and concep-
tual art, who constantly ex-
plores new mediums, means
and methods of evolving with
reflective questioning, and
social research

 tuanmami.com

 mamiart@gmail.com

Vicast Art Studio

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A centre supporting the
development of contem-
porary art in Việt Nam

 <https://artstudio.vicast.org.vn>

 [www.fb.com/vicasartstudio](https://www.facebook.com/vicasartstudio)

 vicasartstudio@gmail.com

VAC (Vietnam Art Collection)

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A non-profit, re-
search-driven art organ-
isation based in Hà Nội,
New York and Shanghai

 www.vac.art/vi

 team@vac.art

Vietnam Artists Resource Group

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An online group to provide
opportunities for contempo-
rary visual artists to be linked
to resources that support
their practices

 www.facebook.com/groups/793087047471823

Vietnam Indie Club

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A community platform connecting young people having interest or working in the music industry

 <https://linktr.ee/vnindieclub>

 sayhi@vnindie.club

Dàn Nhạc Giao hưởng Trẻ Việt Nam (VYO)

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A multi-national youth symphony orchestra in Việt Nam for young musicians aged 12 to 22

 www.fb.com/vyo.official

 vyo@vymi.org

Vietnam Local Artist Group

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An online community set up by TiredCity as a learning and exchange platform for those who are interested in arts

 www.facebook.com/groups/tiredcity

Vũ Thảo (Kilomet109)

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An independent designer for the slow fashion brand KILOMET109 with keen interest in fiber and material arts

 www.kilomet109.com

 www.fb.com/kilomet109

 www.instagram.com/kilomet109

 thao.vu@kilomet109.com

Vietnam Youth Music Institute (VYMI)

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A social enterprise with a mission to foster long-term relationship between young people and classical music through educational concerts, workshops, the Vietnam Youth Symphony Orchestra, Classical Music Festival, chamber music concerts, and more

 www.vymi.org

 www.fb.com/vietnamyouthmusicinstitute

 info@vymi.org

VỤN Art

6

A social enterprise researching and developing products from fabric scraps of Vạn Phúc silk craft village

 <https://vunart.vn>

 <https://www.facebook.com/htxvunart>

 htx.vunart@gmail.com

We Create Content

A content marketing agency

9

11

 <https://wecreatecontent.vn>

 www.facebook.com/wecreatecontent.vn

 hello@wecreate.vn

Zzz Review

A collective specialising in translating and introducing foreign literary works and authors, organising activities to promote youth literature in Việt Nam

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 www.facebook.com/benphianhaz

 hanhquyen@gmail.com

Work Room Four

A multidisciplinary studio and gallery working in art, design and education

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 www.workroomfour.com

 www.facebook.com/workroomfour

 hello@workroomfour.com

Zó project

A social business focusing on preserving and expanding Vietnamese traditional papers and making techniques in a sustainable and creative way

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 www.zoproject.com

 Zoproject.info@gmail.com



HUẾ

AirHue Residency Programme

An artist residency platform providing a work-based environment for national and international artists

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 <http://www.airhueprogram.com>

 <https://www.instagram.com/air.hue/>

 airhue.program.vn@gmail.com

Bảo Tàng Mỹ Thuật Cecile Le Pham

A museum housing over 1,000 artifacts – collected through nearly 30 years of research and acquisition by Cecile Le Pham, a French-Vietnamese, from nearly 40 countries across four continents (Asia, Europe, Africa, and the Americas)

7

 <https://www.facebook.com/profile.php?id=61565370641197>

 phuocquang266@gmail.com

Áo dài Quang Hòa

A fashion design house specialising in áo dài, blending traditional values with a contemporary touch

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 <https://www.facebook.com/quang.hoa.ao.dai>

 quanghoaaodai@gmail.com

Bảo Tàng Mỹ Thuật Huế

A museum preserving, storing, and presenting materials, objects, and works of fine art

7

 <https://www.facebook.com/p/Bảo-tàng-Mỹ-thuật-Huế-100064882953031/>

 Baotangmythuathue@gmail.com

Bảo Tàng Gốm Cổ Sông Hương (Lan Viên Cổ Tích 1 & 2)

A cultural space dedicated to preserving and promoting the unique heritage of Huế City and Việt Nam, as well as showcasing indigenous literature and arts in dialogue with the intercultural world in varying fields such as literature, cuisine, music, painting, and fashion

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 <https://thaikimlan.com>

Gakka Art Gallery

An art studio and gallery featuring works on handmade paper, oil on canvas, lacquer, silk, and wood carving

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 <https://www.facebook.com/TaVuCitadel>

 huesala004@gmail.com

In Huế

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A business specialising in design, printing, and publishing

 <https://www.inhue.vn>

 <https://www.facebook.com/inhue.jsc/>

 inhue.jsc@gmail.com

Lục Bộ

6

A exhibition space showcasing historical documents on the six ministries of the Nguyễn dynasty, products from traditional craft villages such as the Ngự Trà tea and Ngự Tửu liquor - products once made exclusively for kings

 <https://cungdinhnguyen.com/luc-bo/>

 <https://www.facebook.com/LucBo.hue>

 lucbohue@gmail.com

Không Gian Lưu Niệm Lê Bá Đăng

7

A private museum featuring paintings, sculptures and installation works by Lê Bá Đăng

 <https://lebadangmemoryspace.com/language/vi/khong-gian-luu-niem-le-ba-dang/>

 info@lebadangmemoryspace.com

Mạ's House

6

A space for enjoying traditional Huế style tea and cakes

 <https://www.facebook.com/Mashouse136BaoVinh>

 phuochongphannu@gmail.com

Không Gian Văn Hóa Kodo

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A space for art, cultural and educational events, connecting creative businesses and building a creative ecosystem in Huế city

 <https://www.facebook.com/kodo.hue>

 coffee.kodo@gmail.com

Music Exchange 2020

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A music exchange project for multi-national artists and the audience interested in indigenous music and performing art from diverse communities in central Việt Nam

 <https://www.facebook.com/profile.php?id=100066180506009>

 quoctuandh2002@gmail.com

New Space Arts Foundation

7

A studio presenting contemporary artworks by Lê Brother, an artist duo with distinctive approach to history, identity, and nature

 <https://www.lebrothers.net/>

 <https://www.facebook.com/thanhhaiart>

 thanhhaiart@gmail.com

Sống Lab - Digital Art Centre

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A platform for digital and contemporary arts, cultural heritage preservation, and tourism

 <https://www.facebook.com/songlabofficial/>

 van.doan@songplatform.vn

Nghệ Thuật Trúc Chỉ Việt Nam

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A creative space for visual and applied arts using traditional hand crafted paper

 <https://trucchiart.vn>

 <https://www.facebook.com/trucchigarden>

 trucchiart@gmail.com

Trung Tâm Công Nghệ Thông Tin Thành Phố Huế

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A state-run centre providing products and services in games and apps, media training, and digital communications

 <https://huecit.vn>

 info@huecit.vn

Nhà Xuất Bản Đại học Huế

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3

8

Huế University publishing house, specialising in research, science and education

 <https://huph.hueuni.edu.vn>

 nxbdhhue@hueuni.edu.vn

Viện Nghiên cứu phát triển thành phố Huế

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A public service organisation supporting the provincial government in socio-economic development, green and sustainability strategy, culture and heritage-based growth and cultural industry

 <https://hueids.vn>

 <https://www.facebook.com/HueIDS.vn>

 info@hueids.vn



**HỒ CHÍ MINH
CITY**

23o5studio

4

An architectural studio led by architect Ngô Việt Khánh Duy. Delivering a wide range of projects, 23o5studio thoughtfully establishes interesting, comfortable and personalised experiences for users

 www.23o5studio.com

 www.instagram.com/23o5studio

 info@23o5studio.com

72/8 architects

4

Independent architectural designer

 www.instagram.com/72_8_architects

 72.8.arch@gmail.com

3năm

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An artist-led independent art space

 www.instagram.com/3namstudio

 3namstudio@gmail.com

a.farm.saigon

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An international art residency programme

 <https://motplusplus.com/a-farm/>

 www.instagram.com/a.farm.saigon

 a.farm.saigon@gmail.com

6A

4

An independent architecture atelier established with the aspiration to push the boundary of contemporary local architectural industry

 www.instagram.com/aaaaaa.vn

 hello@chie.co

a21 studio

4

An architecture firm centred around residential architecture

 <https://a21studio.com.vn/>

 www.facebook.com/p/a21stud%C4%A9o-100044312895565

 arch21studio@gmail.com

Ampersand Creative

A design and production studio specialising in branding and packaging, providing services including illustration, editorial, type, visual art, and video



 [www.fb.com/ampersand.creative.asia](https://www.facebook.com/ampersand.creative.asia)

 aps.creativestudio@gmail.com

Bán Ảnh

A design and publishing studio in Sài Gòn



 www.instagram.com/halfhiddenstudio

 halfhiddenstudio@gmail.com

Arabesque

Founded in 2008 by choreographer Nguyễn Tấn Lộc as a private neo-classical and contemporary dance studio focusing on training professional dancers and original dance works



 <https://arabesque.vn>

 arabesquevietnam@gmail.com

BAR DE FORCE PRESS

An independent organisation dedicated to interdisciplinary arts and academia



 <https://www.facebook.com/bardeforcepress>

 bardeforcepress@gmail.com

Art Labor

An artist collective working in between visual arts, social and life sciences in various public contexts and locales



 www.artlaborcollective.com

 artlaborcollective@gmail.com

BASSGASM VIETNAM

A multi-disciplinary collective specialising event organisation, talent management, and strategic media development for electronic music events



 [www.fb.com/bassgasmvietnam](https://www.facebook.com/bassgasmvietnam)

Behalf

A creative hideout of prudent thinkers and a well-kept secret, providing creative solutions spanning across different fields of Branding, Graphic Design, Digital Design, and the Yet-to-be-discovered



 <https://onbehalfof.studio>

 us@onbehalfof.studio

Cà phê thứ Bảy

A salon for cultural activities



 www.facebook.com/caphethubay

 salonvanhoacaphethu7@gmail.com

Boon Cha Studio

A multi-disciplinary creative studio that focusing on story-telling through audio-visual



 www.boonchastudio.com

 www.instagram.com/booncha.studio

 paul@boonchastudio.com

Câu Lạc Bộ Sách Ảnh Thăng Long

A platform for sharing, discussing, and archiving photographic works and photo books



 <https://clb-tl.cargo.site>

but•co

A creative collective offering a range of services including 2D-3D motion graphics, interactive installations, custom music production, lighting and stage design



 <https://butdotco.portfolio.site>

Chinbo Collective

Founded in 2021 by artist duo Nguyễn Khôi and Chin, providing support for young artists to develop artistic practices in the early stages of their career



 <https://chinbostudio.wixsite.com/chinbostudio>

 www.instagram.com/chinbo_collective

 chinbostudio@gmail.com

Chòi Chơi

14

An art and culture playground

 www.facebook.com/choichoi.project

 choichoi.workingspace@gmail.com

ChuKim

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Independent artist or
creative practitioner

 <https://cogaihu.com>

 natchukim@gmail.com

Chòm Hòm aka Asian Squat

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creates immersive and
interactive art - AR, VR, 3D
animation, visual mapping

 www.instagram.com/chomhom_asiansquat

 kduyen.ngo@gmail.com

City Tết Fest

13

An annual Tết festival with a
wide range of activities

 <https://citytetfest.com>

 www.instagram.com/citytetfest

 citytetfest@purposeant.asia

Chris Elkin, Doodle Design

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A Design Thinking innovation
business and Design Thinking
EduTech platform

 www.doodledesign.co

 chris@doodledesign.co

Cổ Động

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An online platform dedicated
to collecting and sharing ex-
citing daily news to promote
positive living

 <https://linktr.ee/codongpage>

 www.facebook.com/Codongpage

 codongpage@gmail.com

Creative Contact

An independent collective making interdisciplinary creative connections

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14

 www.creativecontact.vn

 www.instagram.com/creativecontact_vn

 creative.contact.vn@gmail.com

Đo Đạc

A site-responsive art project initiated by Linh Lê and in collaboration with various practitioners in Sài Gòn, focusing on Thủ Thiêm and its geography, history and stories

14

 www.instagram.com/dodacproject

Dancenter

A studio offering dance classes in various dance types to children and adults, also a performing and workshop space

12

 www.dancentervn.com

 www.facebook.com/DancenterVietnam

 linh@dancentervn.com

Dr. Nick Cope

Independent artist or creative practitioner

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 www.nickcopefilm.com

 nick.cope@rmit.edu.vn

ĐêMêĐi

A book store and reading space, offering 'fresh books', 'fresh coffee', and 'fresh music'

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 <https://demedi.vn>

 www.facebook.com/demedibookshop

 info@demedi.vn

Du Bút

An independent publishing company promoting comic art and the artworks by Vietnamese comic artists

1

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 <https://store.dubutbooks.com>

 <https://www.facebook.com/dubut.books>

 hello@dubutbooks.com

Echoing Drum / Vang Vọng Trống Chầu

Pioneering in online and on-site training on social knowledge and sciences; publishing books on universal knowledge; and creating exhibitions and performances

1 8 12

 www.echoingdrum.vn

 echoingdrum@gmail.com

FabLab Saigon / Meye Creative

A multi-disciplinary company, working in the fields of design, fabrication, consulting and training

1 6 11

 <https://meyecreative.com/index.html>

 mai.nguyen@fablabsaigon.org

EggsVu

Independent artist or creative practitioner

1 7 14

 www.behance.net/eggvu

 Eggsvu@gmail.com

Galerie Quynh

A hybrid contemporary art gallery that serves and responds to its community through public and education programmes

7

 www.galeriequynh.com

 info@galeriequynh.com

Eigh-t

A multi-disciplinary design practice, creating space and designing experience

4

 www.eigh-t.com

 contact@eigh-t.com

Gánh cải lương Thiên Lý

A cải lương theatre troupe

12

 www.facebook.com/p/Gánh-Cải-Lương-THIÊN-LÝ-100095223450181

H2Q Dance Company - Vietnam

A dance company focusing on the combination between street dance and contemporary choreography

12

 www.h2qdance.vn

 hello@h2qdance.vn

Hoa Ta

A business complex working with high quality photos and pictures, including printing, framing, archiving, researching and reproducing ancient paintings, and bringing contemporary photography to the audience

7

 <https://hoata.art>

 admin@hoata.art

Hidden Archive

An info page about fashion culture, connecting those who love Việt fashion

1

 www.instagram.com/hidden_archive

Hội Mỹ Thuật Thành Phố Hồ Chí Minh

The Fine Art Association of Hồ Chí Minh City

7

 <https://hoimythuattphcm.vn>

 hoimythuattphcm@gmail.com

HK FILM

A leading film production company

5

 <https://hkfilm.com.vn>

 thaonguyen@hkfilm.vn

HOZO International Music Festival

An annual international music festival

2

13

14

 <https://beyond.vn/vi/trang-chu/>

 www.instagram.com/hozo_musicfestival

 Hozo@beyond.com.vn

In Place Studio

A product design and print solution studio

1

14

 www.instagram.com/inplace.stu

Khởi Đăng Tác Khí [起燈作氣]

A studio specialising in traditional lantern designs that portray the essence of the Vietnamese identity. With a love for Vietnamese culture, Khởi Đăng Tác Khí works to keep the brightly lit lanterns an essential part of the festive life, inspiring a sense of pride for traditional values among the Vietnamese today

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 www.facebook.com/khoi.dang.tac.khi

 khoi.dang.tac.khi@gmail.com

Invisible Space Studio

A studio focusing on branding, media production, and experiential design

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 www.instagram.com/invisiblespacestudio

Kien truc O

A Master Planning, Architecture and Interior Design firm led by a dynamic duo Dam Vu and Anni Le

4

 www.kientruco.com

 info@kientruco.com

Khô Mực

A creative studio who might be too obsessed with risograph - welcomes all artists, designers, and print enthusiasts alike to experience the quirks and charm of RISO printing

1

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 <https://khomuc.me>

 khomuc.me@gmail.com

Koqa Collective

A collective dedicated to experimental design

1

 www.instagram.com/koqa.collective

Lân Tinh Foundation

A not-for-profit organisation founded in 2021 with a mission to support curatorial practice, research and archive of Vietnamese modern and contemporary art

7

12

14

 <https://lantinh.foundation>

 info@lantinh.foundation

Liên Hoan Kể Chuyện Dành Cho Trẻ Em (VNSF)

An annual storytelling festival for children

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 www.fb.com/VNStoryFestival

 h.myngoc@gmail.com

Lặng Spot / Wintercearig Project

An independent community art centre for creatives to share their work to the public or friends and family, and to organise theatre classes for kids and adults

7

12

 <https://www.langspotvn.com>

 langspotvn@gmail.com

Lộn Xộn Project (Cần Thơ)

A design and print studio that is characteristically Miền Tây, specialising in publication and design about Mekong Delta regional culture

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 www.facebook.com/lonxon.proj

 lonxonproj@gmail.com

Lê Hà, Shape Us Studio

A design studio exploring the contradictions and curiosities of human interactions with and within the built environment

4

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 www.shapeusstudio.com

 hello@shapeusstudio.com

Luẩn Quần Collective

A collective of young musicians

2

 www.instagram.com/luanquancollective

Lướt Code

11

A science club advocating accessibility in tech for artists, supporting interdisciplinary study in art and technology, through a wide range of activities, including community outreach and collaborative research

 <https://codesurfing.club>

 luotcode@gmail.com

Mai Huyền Chi

5

Independent artist or creative practitioner

 www.chimaian.com

 www.instagram.com/chichicheree

 chichan313@gmail.com

Lưu Chữ

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 www.luuchu.com

 <https://www.instagram.com/luuchuvietnam/>

 contact@luuchu.com

Makerlab

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A makerspace set-up to promote making culture in the community

 www.makerlab.vn

 www.facebook.com/makerlabvn

 contact.makerlabvn@gmail.com

Mack Trịnh

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A graphic designer specialising in branding and key visual design

 [Instagram.com/trinhmack](https://www.instagram.com/trinhmack)

 hi@macktrinh.com

Mia Design Studio

4

Led by principal architect Mr. Nguyen Hoang Manh, the studio boasts a dedicated team of architects, landscape architects, interior designers, and technicians

 www.miadesignstudio.com

 info@miadesignstudio.com

Minh Lame

Independent artist or creative practitioner



 <https://linktr.ee/minhlame>

 minhlame.official@gmail.com

Nam Thi House

A friendly complex in the heart of Sài Gòn with a reading space, a workshop space featuring a children's library, and an event venue



 <https://namthihouse.vn>

 info@namthihouse.vn

MoT+++

An independent artist-run contemporary art space



 <https://motplusplus.com>

 www.instagram.com/motplusplus

 motplusplus@gmail.com

Navi Nguyễn

Independent artist or creative practitioner



 <https://beacons.ai/navinguyen>

 navi.nguyen4298@gmail.com

Mzung Nguyễn

Independent artist or creative practitioner



 <https://www.mzungnguyen.com>

 mzungvietnam@gmail.com

Ném

A design studio run by designer/artist Dương Gia Hiếu with an approach from upcycled objects



 <https://nemspace.info>

 www.instagram.com/nem.space

 chao@nemspace.info

NEO

A complex for contemporary art and a creative playground in Sài Gòn's District 3

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 www.facebook.com/Neo.Venues

 neo.xinchao@gmail.com

Noirfoto

Founded in 2017 under the leadership of visual artist Phạm Tuấn Ngọc, initially as a creative studio and art space, now has grown into a pioneering institution in organising art exhibitions, serving artists, collectors, and brands

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 <https://noirfoto.com>

 www.instagram.com/noirfoto.gallery

 hi@noirfoto.com

nhabe scholae

schola e, σχολή • place in which leisure time is spent, especially lecture, disputation, discussion

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 www.nhabescholae.com

 www.instagram.com/nhabe.scholae

 office.nhabes@gmail.com

NON library project

An organisation with a mission to set-up library space in schools in harder-to-reach areas across Việt Nam

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 <https://nonlibrary.org>

 hello@nonlibrary.org

Nhạc Gãy

As long as it is fun

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 <https://linktr.ee/nhacgay>

 www.instagram.com/nhac_gay

 nhac.gay.saigon@gmail.com

Nguyễn Ngọc Vũ

Independent artist or creative practitioner

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 <https://www.caubetho.com>

 caubetho@gmail.com

Nguyễn Thị Ngọc Huệ

Independent artist or creative practitioner



 <https://www.nanahnguyen.com>

 www.behance.net/nanguyen6979

 hello.na.work@gmail.com

OHQUAO

A concept store aiming to inspire more personal connections between people by designed paper goods taking some of Việt Nam's most iconic images as inspirations



 <https://ohquao.com>

 www.instagram.com/ohquao

 partners@ohquao.com

Ồ Ật

A contemporary art platform dedicated to showcasing emerging and indie artists from diverse disciplines



 www.facebook.com/ohartoart

 oatohart@gmail.com

o0operation

A passion-driven organisation dedicated to exploring and sharing the 'cuteness' in everything, every topic, and every person around it



 www.instagram.com/o0operation

Officine Gấp

A curatorial, socially engaged, critical spatial practice engaging with the city and the community to explore alternative approaches to city-making



 <https://officinegap.com>

 info@officinegap.com

Pencil Group

An advertising and branding agency



 <https://pencil.vn>

 <https://www.facebook.com/pencil.vn>

 huy@pencil.vn

Phùng Ngọc Hân

Independent artist or
creative practitioner



 www.behance.net/harley_han_hh

Project Pluto

A design thinking agency,
aiming to make products,
brands and business models
more future-proof



 www.projectpluto.studio

 hiennguyen@projectpluto.studio

POPS Worldwide

An entertainment company
specialising in content creation,
production, technology, partnership,
and marketing



 <https://popsww.com/en/>

 popsvn-support@popsww.com

Quả Cầm

A Saigon-based film
studio, on a mission to try
new things and embrace
emotions through the art
of filmmaking



 <https://linktr.ee/quacam.studio?>

 hello@quacam.studio

Project Đầy Sàn

A collaborative and experimental
project for Vietnamese
performing artists



 <https://www.facebook.com/projectdaysan>

 projectdaysan@gmail.com

Quang Sang Art Museum

A cultural space, creating an envi-
ronment for dialogue and critical
thinking about art and culture



 <https://quangsanartmuseum.com.vn>

 info@quangsanartmuseum.com.vn

Reading Cabin

A space for reading, writing, drawing, story-telling, playing, and more, for book lovers of all ages

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 <https://readingcabin.vn/gioi-thieu>

 www.instagram.com/readingcabin.vn

 curator@readingcabin.vn

Rice Creative

Rice is a company that designs new futures

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 <https://thisisrice.com/vn/>

 www.instagram.com/thisis.rice

 rice@thisisrice.com

Reading Room

A small library dedicated to contemporary art and photography, opens every Sunday

14

 www.instagram.com/reading_r__m

 readingrm.sg@gmail.com

Saigon Artist Fair

An annual art fair

13

 www.instagram.com/saigon.artistfair

 Saigon.artistfair@gmail.com

Red5

An interior design firm specialising in residential, apartment, retail, hospitality, and commercial practices

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4

 <https://red5studio.vn>

 truc@red5studio.vn

Saigon Experimental

Expanding interest in experimental video art in Sài Gòn, focusing on conceptual, abstract, experimental, non-narrative, and documentary moving images work

5

 <https://saigonexperimental.com>

 www.instagram.com/saigonexperimental

 saigonexperimental@gmail.com

Saigon Community Radio

Music, sound and noise connecting communities across Sài Gòn

2

11

 <https://sg-cr.net>

 saigoncommunityradio@hotmail.com

Sgnha

An architecture and interior design practice

4

 www.sgnha.com

 nguyen.tran@sgnha.com

Sàn Art

An independent, artist-led platform/ organisation with commitment to provide grassroots support for local and international artists and cultural workers

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 <https://san-art.co/language/vi/homepage-2/>

 www.fb.com/SanArtVN

 hello@san-art.org

Spring Auteurs

An IP development organisation and media channel with the desire to represent the new voice of young cinema in Việt Nam

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 www.instagram.com/springauteurs

 quypham@springauteurs.com

Sawadeesign

An architecture – interior – landscape design studio established in 2017 by Architect Đoàn Sĩ Nguyên, seeking innovation in design thinking

4

 <https://sawadeesign.vn>

 Sawadeesign.studio@gmail.com

Tad.atelier

An architecture firm for design and practice including architecture, interior, urban planning firm founded in 2016 by architect Vũ Tiến Anh

4

 www.tad-a.vn

 tadatelier02@gmail.com

tẩmđêm_ night swim

A collaborative writing and publishing project exploring recycled poetry and sound-poetry-performance

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 www.instagram.com/tandem_nightswim

 tandem.nightswim@gmail.com

Tền Tén Ten

A multidisciplinary design collective, offering a space for friends to come and work together

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 <https://tententen.space>

 xinchao@tententen.space

Tản Mạn Kiến Trúc - 散漫建築 - Architecture Excursion

A forum connecting researchers, artists and community members who share an interest in architecture, culture and art, furthering dialogue on heritage

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 www.tanmankientruc.org

 info@tanmankientruc.org

The Cake Collective

A regional creative consultancy of visual and digital storytellers, providing content creation, photography, videography, and content strategy

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 <https://mycake.sg>

 www.facebook.com/cakecollectivesaigon

 eat@mycake.sg

TBW A

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 www.tbwa.com.vn

 info@tbwa.com.vn

Thành Nguyễn

Image editor and curator

7

 <https://sites.google.com/view/thanhnguyenfotos>

 thanhcao.nguyen@gmail.com

The Run Theatre

A platform for experiential learning-practicing in theater through multi- and interdisciplinary projects

12

 <https://therun.vn>

 www.facebook.com/TheRun.Theater

 hello@therun.vn

Tiên Ngô

Independent artist or creative practitioner

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 www.behance.net/tienforgraphic

 tien.forgraphic@gmail.com

The Tripod Guys

Creating visual expression

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 www.instagram.com/thetripodguys

 thetripodguys@gmail.com

Tim Tay

A fashion brand dedicated to sustainable and eco-friendly lifestyle, founded by Hoàng Tú and Hoàng Anh

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 <https://timtay.me>

 www.facebook.com/timtayofficial

 contact@timtay.me

The Visual 084

A collective of visual artists and a visual arts studio, organising exhibitions and an annual series of audio-visual experience events

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 www.instagram.com/084visual

 monkeytung@gmail.com

Time Between Space

An independent project focusing on performance, contemporary dance, sound and experimental music, film, video and new media art

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 www.facebook.com/time.between.space

 timebetween.art@gmail.com

Tô Đậm

A not-for-profit organisation dedicated to bringing art to children in harder-to-reach areas through creative drawing classes and illustrated books on soft skills for children

7

 www.todam.vn

 www.instagram.com/todamvn

 todamvn@gmail.com

Văn Đang Suy Nghĩ Space

A space for thinking, reading, drawing, listening, watching, moving, and planting

7

 <https://www.facebook.com/stillthinkingspace>

 [vandangsuynghispace@gmail.com](mailto:vandang suy nghispace@gmail.com)

Trăm Đốt App

A free and inter-active map introducing interesting places selected by creative people

11

 www.tramdot.app

 www.instagram.com/tramdot.app

Vietnam Creative Circles

A platform for socialising, furthering local creative talent and showcasing the improving advertising, marketing and communication industry and creative and production work from Việt Nam

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 www.facebook.com/groups/VNCREATIVECIRCLE

Travipome

A creative studio offering a wide range of service from concept creation to drawing, design, 3D and sculpting, commercial photography and editorial

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9

 <https://travipome.com>

 www.instagram.com/travipome

 travipome@gmail.com

VIETNAM FESTIVAL OF CREATIVITY & DESIGN

Việt Nam's pioneering creative and design festival, offering a timely, open, and educational platform to interact with tens of thousands of audiences both online and offline

1

13

 <https://vfcd.events>

 vfcd.events@gmail.com

Vinadesignstore

A people's store presenting distinctively Vietnamese gifts by local designers

11

 www.vinadesignstore.com

 xinchao@vinadesignstore.com

Wintercearig Project

A project aiming to raise awareness on mental health in Việt Nam through the arts

12

 <https://www.wprojectvn.org>

 www.facebook.com/wprojectvietnam

 wprojectvn@gmail.com

Võ Trọng Nghĩa Architects

A architecture practice working with cultural, residential, and commercial projects around the world exploring the use of light, wind and water, and using natural and local materials

4

 <https://vtnarchitects.net>

 hcmc@vtnaa.com

V2X Magazine

A content platform for community gathering, promoting youth culture

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 <https://v2x.vn>

 <https://www.instagram.com/v2x.mag>

 mino@v2x.vn

Wedogood

An artistic risograph creative studio interested in visual exploration, risograph printing, and other printed matters

7

 <https://www.wedogood.party/info>

 <https://www.instagram.com/wedogood.riso/>

 riso.wedogood@gmail.com

VDAS Design Association

An organisation dedicated to bringing together professionals, businesses, and creatives in the design industry

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13

 <https://vi.vietnamdesign.org.vn>

 info@vietnamdesign.org.vn

VietFest

An agency building brands for Việt Nam's tourism destinations through festivals

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 www.vietfest.vn

 Toanpham@vietfest.vn

VMIN - Vietnam Music Industry Network

A platform dedicated to fostering collaboration, education, and sustainable growth in Việt Nam's music industry

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13

 www.vmin.vn

 www.instagram.com/VietnamMusicIndustryNetwork

 info.vmin@gmail.com

Việt Nam Design Week

A platform for designers, businesses, and brands to collaborate while promoting sustainable and innovative design

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4

11

 <https://www.vietnamdesignweek.org>

 info@vietnamdesign.org

Zorba Productions

A production company founded by a team of Vietnamese filmmakers

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 <https://zorba.vn>

 hello@zorba.vn

VMARK Việt Nam Design Award

Celebrate and promote outstanding design achievements across diverse industries and disciplines

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11

 www.vmarkaward.org

 Info@vietnamdesign.org.vn



OTHERS

Phu Lang Sa Collabtive

A community of young Vietnamese artists, architects, curators, and cultural practitioners living abroad, primarily in France

4 7 12

 www.instagram.com/pls.collab

 phulangsacollectif@gmail.com

Nguyễn Đức Khang

A graphic designer specialising in 2D design and event photography

1 7 9

 www.behance.net/kivamyth

Lâm Bội Tuyền

Independent artist or creative practitioner

1 8 9

 <https://neocreative.uk>

 tuyenneo@neocreative.uk



RESEARCHERS



Bùi Quý Sơn

Bùi Quý Sơn is an architect, designer, curator, and researcher investigating social equity, queer methodologies, and most recently, the social spatiality of post-craft and collective living. Sơn holds a master's degree from the Royal Danish Academy of Fine Arts and is currently a PhD candidate in Architecture at RMIT University. He has taught at the Oslo School of Architecture and Design and TU Darmstadt. He is a co-founder of the queer critical spatial practice **Exutoire** (with Paul-Antoine Lucas), based between Hà Nội and Oslo. Exutoire were artists in residence at Villa Saigon (2024) and curators at ROM for kunst og arkitektur, Oslo (2022–2023). Their first book, *Housing, Micropolitics, and Pedagogies: Designing and Practicing Collectivity*, will be published by Ruby Press, Berlin in Spring 2025.



Nguyễn Thị Tâm Hạnh

Nguyễn Thị Tâm Hạnh holds a Ph.D. in Cultural Studies and is currently a senior researcher at the **Việt Nam National Institute of Culture and Arts Studies (VICAS)** in Huế.

Her work focuses on researching, collecting, and restoring intangible cultural heritage at risk of disappearing in Central Việt Nam – particularly traditional crafts, folk festivals, and the folk songs, music, and dances of ethnic minority groups. She also conducts research to support government agencies in developing policies related to culture, the arts, family, and tourism.

Recently, she has been interested in policies for the development of cultural industries, issues related to the creative ecosystem, and solutions for strengthening and expanding creative spaces in Huế and Hội An.



Elise Luong

Elise Luong (she/her) is French-Vietnamese-Australian. Raised in Melbourne, she holds a BFA in Photography & Video Arts from Belgium. Based in Hà Nội since late 2016, she guides the arts and music not-for-profit organisation **Undecided Productions (UP)**.

Since moving to Việt Nam, UP focuses on projects that encourage cultural exchange, such as managing the residency programme *live.make.share*. With particular interest in issues related to gender and the environment, Elise develops production & dissemination opportunities for young creators. Her scope of curatorial practice highlights “experience-based” forms such as performance, contemporary dance, live/experimental sound & installation. Currently she is excited about developing a new residency programme, highlighting non-extractive artistic research practices.



Quỳnh Nguyễn

Quỳnh Nguyễn is a writer and independent art practitioner based in Đà Nẵng. Her personal projects focus on marginalized groups in contemporary Vietnamese society, particularly in vulnerable contexts such as climate change, cultural degradation, and inequality. As a writer, she interviews contemporary artists to bring them closer to the public and publishes writings on interdisciplinary approaches.

She is the co-founder of **Thị Collective**, a family-based art practice group that uses art as a tool to address social and environmental issues in Vietnam through various activities such as workshops, field research, and adaptive art spaces. Previously, she also co-founded a community working with alternative education and social transformation methods to achieve sustainable development goals.



Trương Uyên Ly

Trương Uyên Ly is a communications consultant and independent researcher who has been studying Vietnam's creative spaces since 2014. She actively initiates and leads discussions on artistic trends and visions, interviews prominent figures, writes articles and research papers, gives interviews, and authors commentaries and presentations on the development of the cultural industries in Việt Nam.

She was a culture, arts, and foreign affairs journalist at Tuổi Trẻ newspaper from 2001 to 2009; Public Relations Advisor at the Danish Embassy from 2009 to 2019; Co-judge of the Vietnam–Denmark Cultural Development and Exchange Fund (2008–2013); and Director of the pioneering cultural and arts platform Hanoi Grapevine (2017–October 2024).

Uyên Ly graduated from the Faculty of Journalism at the University of Social Sciences and Humanities, Việt Nam National University in Hà Nội. She also completed a 3-year advanced training program under MediaNet – a British Council project in partnership with the Vietnam News Agency aimed at improving skills for young Vietnamese journalists. She has received the National Journalism Award, Category A.



Xuân-Hạ

Xuân-Hạ is an artist and community-based art practitioner working in Đà Nẵng and Quảng Nam. Her artistic practice is closely tied to exploring local histories and marginalised personal narratives – stories often erased or absent from mainstream discourse. Through an interdisciplinary approach combining video, installation, conceptual art, and community-oriented practices, Xuân-Hạ conveys personal experiences through visual storytelling. Her work opens up spaces for dialogue around the fluidity of identity, the transformation of place, and the fragility of cultural continuity amidst social and environmental change.

In addition to her artistic practice, Xuân-Hạ plays an active role in building and nurturing the local art community. She was a co-founder of **Chaosdowntown Cháo** (Hồ Chí Minh City, 2015–2019) and is the founder and artistic director of **A Sông** (Đà Nẵng, 2019–present). Through her work in Central Việt Nam, she aims to create platforms where emerging artists can reflect on social issues and are encouraged to engage in critical thinking within their artistic practices.



Vũ Tiến Đạt

Born in 1991, Vũ Tiến Đạt is a multidisciplinary artist and photographer with a background in Earth & Environmental Science and Studio Art from Wesleyan University (Connecticut, USA). His works have been exhibited in numerous shows across the United States, France, Cambodia, Australia, Singapore, and Việt Nam.

With extensive experience in visual storytelling, he has worked as a photo editor (VnExpress), art handler (Galerie Quynh, L'Institut français du Vietnam à Hồ Chí Minh-Ville), and field researcher (École cantonale d'art de Lausanne, Switzerland). Beyond photography, he has also contributed to major international projects such as the film *Da 5 Bloods* (Netflix) and CNN's coverage of the Trump – Kim Summit.

A recipient of various art grants and scholarships, he continues to explore the intersection of art, environment, and culture through his ongoing projects.

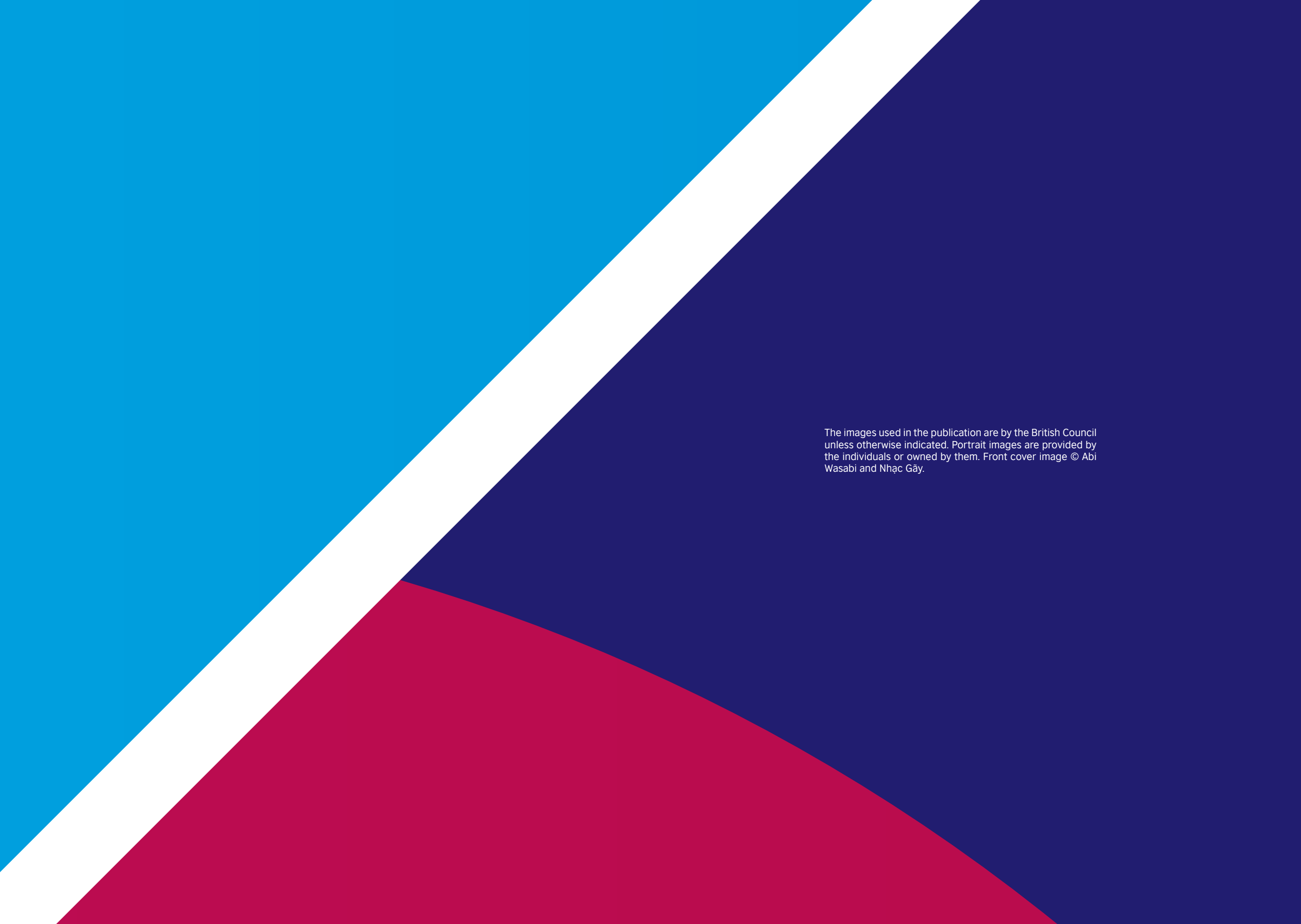


Nguyễn Kim Tố Lan

Nguyễn Kim Tố Lan, born in 1982 in Hồ Chí Minh City, currently lives and works in Đà Lạt. Formally trained in lacquer painting at the Hồ Chí Minh City University of Fine Arts, Nguyễn Kim Tố Lan is a multidisciplinary artist whose practice spans from personal artworks to community-engaged projects. Her artistic process is driven by a curiosity for materials and an interest in transformative states – from dreamy and ambiguous to humorous and surreal. Through diverse materials and forms, she explores alternative dimensions of reality while evoking archetypal, mythical elements and echoes of existence within the collective imagination of humanity.

Although she often engages in collaborative and context-responsive projects, Tố Lan does not separate art practice from her work in organising art events. For her, co-creating with others is a natural extension of her personal practice – grounded in sensitivity, observation, and a willingness to step into the unknown.

She is the co-founder of **Sao La** – an independent art collective based in Southern Việt Nam – and has participated in various art projects such as *Nỗ Cái Bùm – Đà Lạt Mộng Mơ* (2022), *Art Walk 2.0* (2016), *SHE* (2014), and the artist gathering space/bar **Cù Rú**.



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