



# W

SAIGON



## HISTORICAL CONTEXT

Saigon began life as a Khmer village, surrounded by tropical jungle and tigers. By the 17th century in exchange for a Vietnamese princess, a Cambodian King handed this southern region to Vietnam in hopes that their marriage would create an alliance between the two countries. This led to an increasing wave of Vietnamese settlers in the early 17th century, who absorbed this increasingly important trade center and turned it into a base for the Nguyen Lords.

In 1859, the French captured Saigon and made it the capital of their new colony, Cochinchina. The city served as the capital of the Republic of Vietnam from 1956 until 1975, when it fell to advancing North Vietnamese forces

and was rechristened Ho Chi Minh City by the Hanoi government.

Saigon has a long history of integrating other cultures into its own: the Nguyen Lords brought with them the ao dai; the French brought with them coffee; and the Americans pop-culture. But this wasn't a case of accepting things as-is, but rather tailoring these additions in their own ways.

Today, it is this blend of commerce and culture that fuels Vietnam's economic powerhouse.





Princess Ngọc Van



French Indochine



Saigon as Dream Destination



Vietnam Flag



Gia Dinh Citatel



French Trading Office



Street Advertisement



Propaganda



Antique Coins



Tham Thúy Hang and Kim Vui



Pontiac



Tribute to Ho Chi Minh



Ao Dai



Vintage Saigon Coffee



Advertising



Ho Chi Minh City





## PHYSICAL CONTEXT

In Saigon, everything happens on the pavements. Streets are lined with Buddhist temples, Art Deco cafes, and iconic tube houses. While immersed in the urban spin of motorbikes and noisy street vendors, you can watch closely for the still photographs - the coffee drinkers sitting on plastic

stools; the tranquil Mekong Delta snaking through the city; the intersection of Le Duan boulevard makes us stop, pause, and appreciate our last link with the royal citadels of Gia Dinh.





Tube Houses



Outdoor Shrine



Fishing Boat



Binh Đông Flower Market



Reunification Palace



Cao Dai Altar



Horse Carts & Cyclo



Colourful Street Food



Window Shutters



Burning Incense



Fish Transport



Ben Thanh Market



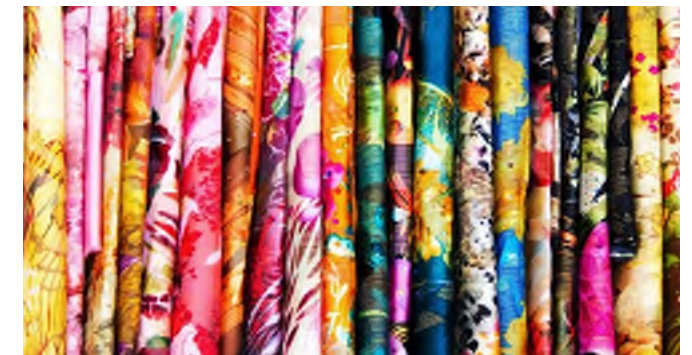
Hand-painted Ceramic Tile



Dragon



Saigon Motorbike Traffic



Colourful Fabric Stacks







Cao Dai Temple Monks



Pop Art



Apocalypse Now



Phoenix Tattoo



Saigon Opera



Saigon Rock & Soul



Neon Lights



Hand-Crafted Ao Dai



Haute Couture



Legends Inspired Mural



Ong Ho



Lotus Flower



Street Fashion



Reformed Theatre

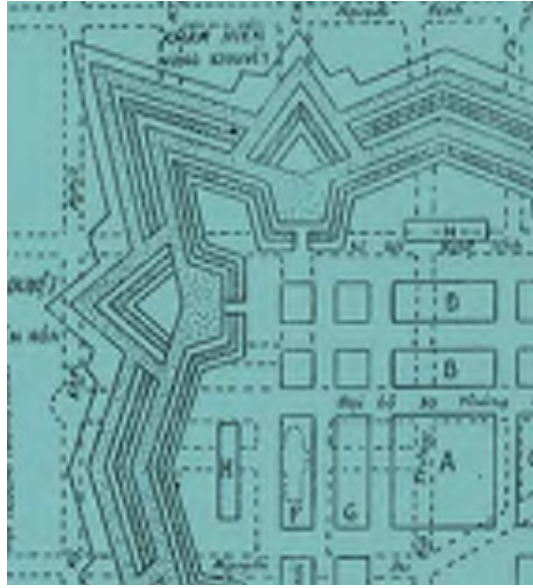


Night Club



Non La Style

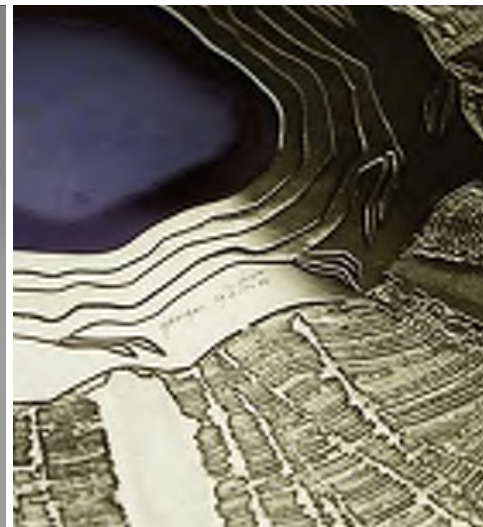




// HISTORICAL CONTEXT GIA DINH CITADEL

// DESIGN APPLICATION POOL





// HISTORICAL CONTEXT ANTIQUE COINS

// DESIGN APPLICATION FURNITURE / LIGHTING / DETAILS





// HISTORICAL CONTEXT AMERICAN CAR INDUSTRY

// DESIGN APPLICATION - FURNITURE





// PHYSICAL CONTEXT TUBE HOUSES, COLOR OF THE MARKET // DESIGN APPLICATION LIGHTING, BALCONY





// PHYSICAL CONTEXT **INCENSE**



// DESIGN APPLICATION **CEILING**





// PHYSICAL CONTEXT FISHING BOAT



// DESIGN APPLICATION GUESTROOM, FURNITURE





// PHYSICAL CONTEXT CAO DAI TEMPLE



// DESIGN APPLICATION BAR AREA, DJ BOOTH





// SOCIAL CONTEXT NEON VIRGIN MARY



// DESIGN APPLICATION LIGHTING, ACCESS





// SOCIAL CONTEXT AO DAI



// DESIGN APPLICATION LOBBY AREA





// SOCIAL CONTEXT CONIC HAT



// DESIGN APPLICATION WALLS, ROOM DIVIDER

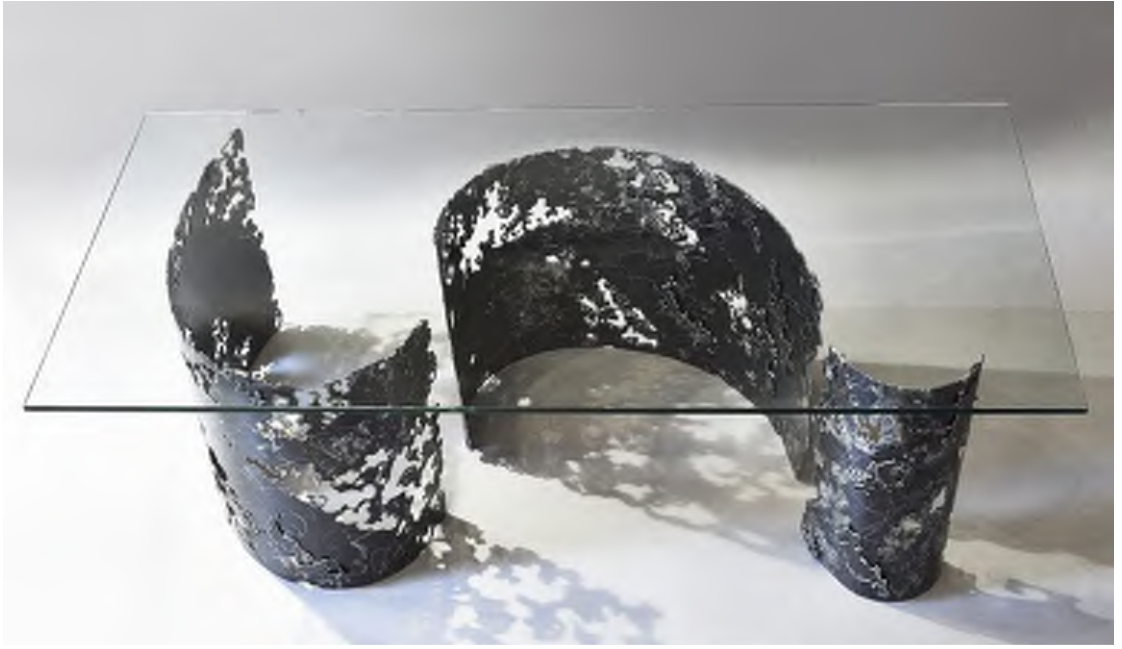


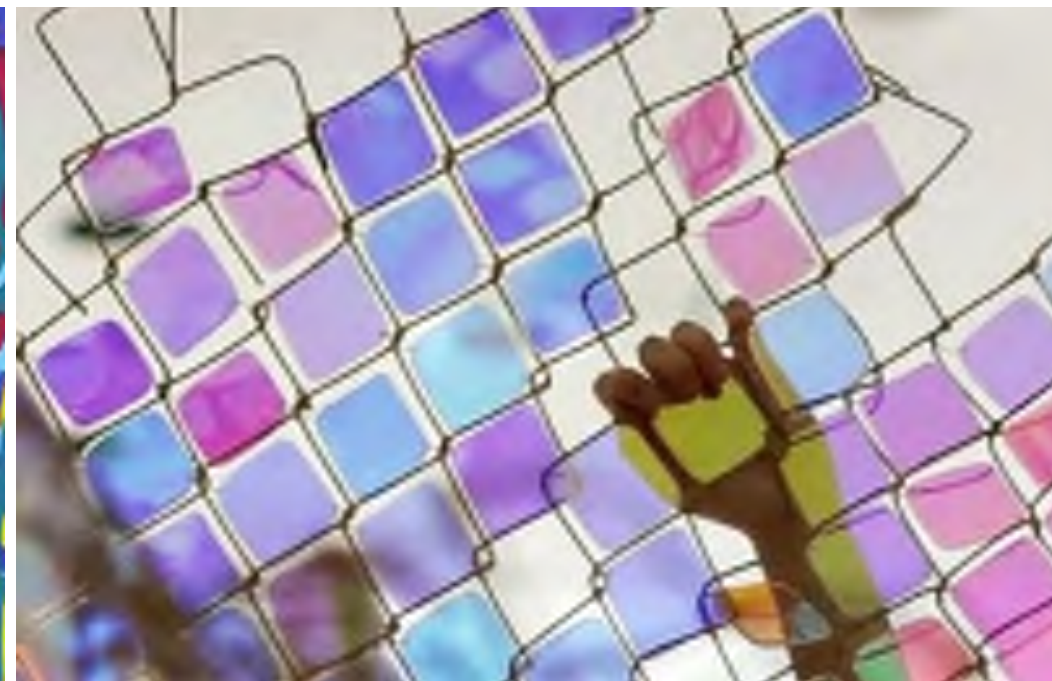


// SOCIAL CONTEXT HAUTE COUTURE



// DESIGN APPLICATION FURNITURE ARCHITECTURAL ELEMENTS





// SOCIAL CONTEXT **POP ART**

// DESIGN APPLICATION **GRAPHICS**



# A SETTLEMENT THAT BOOMED INTO A POWERHOUSE OF COMMERCE AND CULTURE, SAIGON DRIVES THE COUNTRY FORWARD WITH NEON WAVES OF PULSATING ENERGY.

*Golden* skyscrapers *proudly stand* next to incense-infused pagodas; *majestic colonial* buildings *dance* around *shiny* designer malls. *Zippering* past the city's *blinding splendor*, your senses are *engulfed* by a riot of color, texture, and flavor, *unravelling* the *glorious history* that has *long defined* Saigon as an *epicenter* of creativity.

The city breathes *life* and *vitality* into all who *settle* here, *dazzling* and inspiring its next generation of dreamers, explorers, and innovators. *Dive* in this swirling *vortex* of energy and you'll be forever *captivated* by the people's irrepressible *determination*, *spirit*, and *lust for life*.

## MOTION & GLORY



Saigon is a powerhouse of commerce and culture, driving the country forward with waves of energy and a beating heart.

The city buzzes from morning till night in all its glory. Its splendor is blinding with golden skyscrapers, incense-infused pagodas, majestic colonial buildings, and shiny designer malls. Together, they engulf your senses and unravel a city steeped in rich history.

A perpetual whirl, the city breathes vitality and dazzles and inspires its next generation of dreamers, explorers, and innovators.

Dive in and you'll be forever captivated by the people's irrepressible determination, spirit, and lust for life.

# KEY TALKING POINTS

