



**CREATIONARY**  
ART AND CREATIVE HUB



**CHAU MINH BAO**  
INTERIOR DESIGN PROJECT

## BACKGROUND

Nowadays, Vietnam is one of the countries with rapid economic development. All different industries play an important role in the development of a country. Therefore, Vietnamese who possess advanced skills knowledge, international experiences, and foreign language proficiency are really important. However, today the working environment in Vietnam is non-creative and poor, with creative industries, the value of ideas is paid disproportionately. Health is also affected by increasing pollution in the economic hub cities. All that is the main reason that leads to "brain drain". More and more Vietnamese people are leaving their home countries to work elsewhere, and large numbers of international students are planning to work in the place they study after graduation. This will makes Vietnam lose more and more talents to develop the country, affected to country's economic development.

## TOPIC PROPOSAL

**Creationary** is an art and creative Hub with a combination of organic and interactive design for creatives and designers to reduce brain drain in the Creative Industries in Ho Chi Minh City, Vietnam. Mentioned in Background, the working environment in Vietnam is no creative and poor. With the creative industries, the value of ideas is also disproportionately paid. As a result, Vietnam is losing more and more talents. This project aims to create a new and fresh working environment, bringing the quintessence of art and creativity to designers and creators. An inspiring space that helps them create unique and impressive ideas. Furthermore, also towards a space that can also collaborate and share ideas of creative multidisciplinary, that will also lead to a complete improvement of the current working environment in Vietnam. The target audience of this venue will range from youth to adults interested in design and art. Share with them the importance and value of the ideas of designers and creatives.

## TARGET USER

### Designer and Creatives

Who needs a creative space to work



### General visitor

Experience new things about the field



### Specialist in the creative field

To share knowledge and experience at workshop



### Staff

Security and administration of the Hub



## LOCATION

### Information

\* Located in one of the largest and most populous city in Vietnam. Ho Chi Minh City is an economic and financial centre and play an important role in the country cultural and scientific development. War Remnant Museum is a unit under the department of culture, Sports and Tourism Ho Chi Minh City.

### Building Size

\* 3700 sqm



## CONCEPT



**Organic** is the main design point in this building. Most places using organic properties will be in the structure and partitions. The shapes are not balanced and nearly the same, linked together to make a big difference to the entire space of the project. Orienting a space of creativity and artistry, bringing Organic Art into the artistic space through different forms has different meanings. Inspire creative environments and designers and creators.

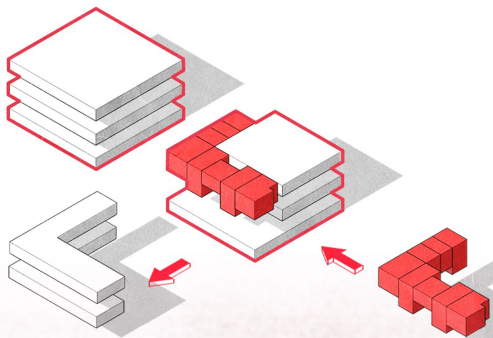


**Interactive** is the main point of the building's experience. Interactive space creates by combining creativity with physical spaces and technology. In addition, to still operate this space, it is collaboration. Interactive space will not work without interaction and collaboration. Creating a space like in a story, interactive space tells the people in space a separate story. This will help each person learn the story that will make them feel like part of the story.

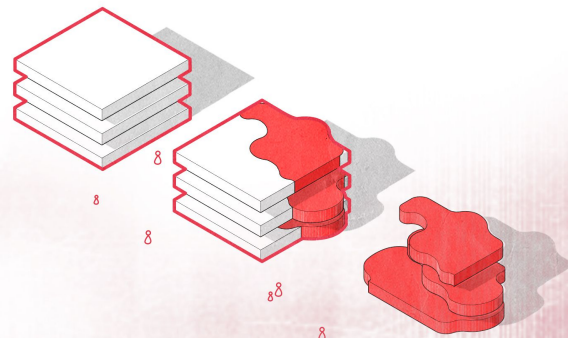
The combination of Organic and Interactive Design

## CONCEPT DIAGRAM

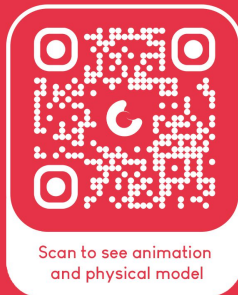
### Movement of Interactive



### Organic Forms







Scan to see animation  
and physical model