



BRITISH
COUNCIL

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

- Creative HubKit, British Council

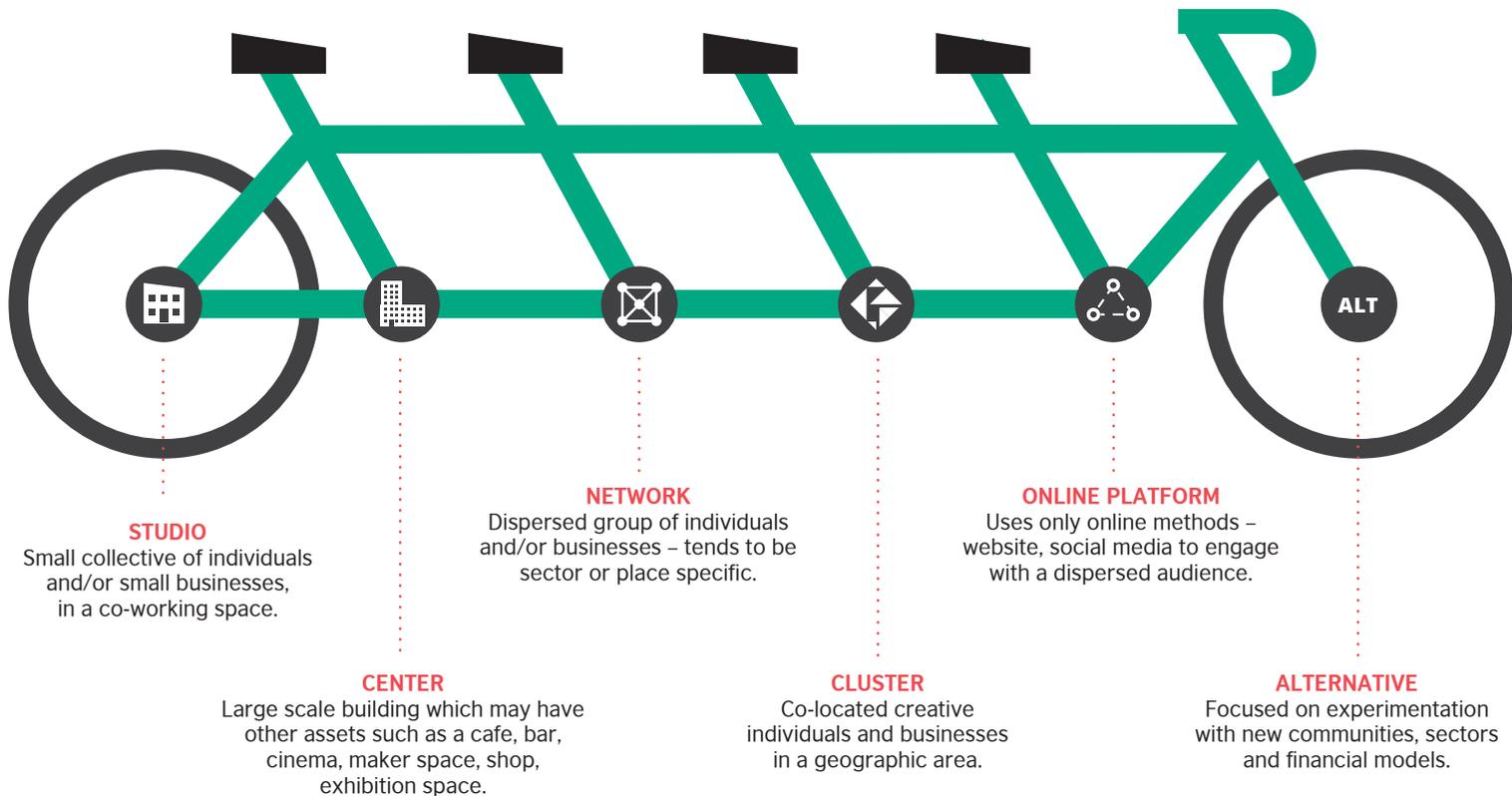
“Creative hubs in Vietnam are at the early stage of development. Most of the hubs are from a few months old to less than 10 years old. There are approximately 40 creative hubs in Vietnam, of all shapes and sizes, operating mainly in Hanoi and Ho Chi Minh city. The number of creative hubs and the community around them is growing bigger and bigger under a very energetic movement.”

- Truong Uyen Ly, Independent Media Consultant

For an initial list of creative hubs in Vietnam see Mapping of Creative Hubs in Vietnam, a report by independent journalist and media consultant Truong Uyen Ly, commissioned by the British Council

Creative Hub Models

Các không gian sáng tạo được hình thành dưới nhiều hình thức với quy mô khác nhau, được định nghĩa theo nhiều cách khác nhau, chẳng hạn như một tập thể, hợp tác xã, phòng thí nghiệm, nơi ươm mầm khởi nghiệp, hoặc có thể là một nơi có địa điểm cố định, hoặc di động, hoặc trực tuyến. Dưới đây là một số các đặc điểm chung của các mô hình không gian sáng tạo.



Hubs are defined and shaped by their unique features:



STRUCTURE

FOR PROFIT / PRIVATE
NON-PROFIT / SOCIAL VENTURE /
CHARITABLE



SECTORS

MULTI-DISCIPLINARY: MIX OF CREATIVE, CULTURAL,
TECHNOLOGICAL, SOCIAL ENTERPRISE
SECTOR SPECIFIC: GAMES HUB, DESIGN HUB, TECH HUB



HUB OFFERS

HOT-DESKING
STUDIO SPACE
TRAINING, WORKSHOPS, EVENTS
MOBILE WORKING
ACCESS TO EQUIPMENT, SKILLS, RESOURCES, NETWORKS
INCUBATION, BUSINESS SUPPORT, MENTORING, FINANCING
RETAIL OPPORTUNITIES
RESEARCH AND DEVELOPMENT

Hub insider

Hanoi Creative City

Ha Noi

Hub Type: Cluster

Stage: Established

Structure: Joint Stock Company

Finance: Private Investment, Earned Income

Staff: 10 +

Hanoi Creative City is a cluster of creative individuals, organisations and businesses. It is the place where creative products and services can be found. It also hosts the most exciting arts and cultural events in Hanoi. Its ambition is to offer the best of Vietnam's creativity to the country's creative industries.

Hanoi Creative City hosts some of the city's most proud of creative spaces such as Nhà Sàn Collective, Up Co-working Space, Real Art, and many others including exhibition space, flea market, workshop, entertainment area, and sports centre.



Hub insider

Hanoi Grapevine

Ha Noi

Hub Type: Online Platform

Stage: Established

Structure: Limited Liability Company

Finance: (overseas) public funding, private donors

Staff: 5 +

Hanoi Grapevine is an important and active promoter of the arts in Vietnam through providing bilingual content of high-quality art and culture happenings in the contemporary landscape of the country and offering reviews by interested, informed and opinionated commentators.

Hanoi Grapevine focus mainly on contemporary art and culture, and provide information about art exhibitions, film and music festivals, theatre performances, original music gigs, documentary and film screenings, photography, fashion and literary events, charity events and networking gatherings as well as arts residency/ workshop/ scholarship opportunities.



Hub insider

Danang Co-working Space

Da Nang

(Partnered with Toong Co-working Space, Hanoi)

Hub Type: Centre, Network

Stage: Open, Growing

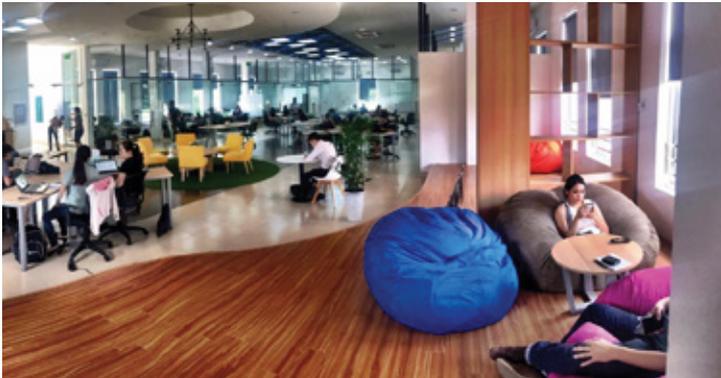
Structure: Limited Liability Company

Finance: Public Funding, Earned Income

Staff: 5 +

Danang Co-working Space (DNC) is the first and only to date co-working space in Da Nang City. Located within the located inside Da Nang Business Incubator (DNES) - the heart of Da Nang's startup community.

DNES provides incubating programmes, consulting services and community supports, training courses, workshops, events, networking with the exchange of experts, mentors, investors and funds. Danang Co-working Space provides friendly workspace, affordable offices for rent, and professional management service for community engagement events.



Hub insider

New Space Arts Foundation

Hue

Hub Type: Studio

Stage: Established

Structure: Non-formal

Finance: (overseas) public funding, private investment, earned income

Staff: 5 +

The New Space Arts Foundation (NSAF) is an independent art space in Hue city. Aiming to increase contemporary art appreciation amongst general public, NSAF's main mission is to support young Vietnamese and international artists by giving them the opportunities to uninhibitedly express their ideas.

NSAF runs an annual residency program for Vietnamese and international artists to stay and work in Hue, and the New Space Arts Gallery for exhibition. Income from the gallery is channeled to support other non-profit activities of NSAF.

Each year the NSAF organizes and sponsors at least twelve art and culture events in Hue city. NSAF also has extra programs such as drawing classes and film screenings for children every Sunday.



Hub insider

Trung Tâm Nghệ Thuật Đương Đại The Factory

HCMC

Hub Type: Centre

Stage: Early, Growing

Structure: Limited Liability Company

Finance: Private Investment, Earned Income

Staff: 15 +

The Factory Contemporary Arts Centre is an independent art centre that creates and hosts interdisciplinary contemporary art and cultural activities. Through exhibitions, workshops, live arts, talks and screening programs, they aim to be a 'destination' for their community, seeking to introduce and expand knowledge of art in its past and current cultural trends.

Activities at The Factory Contemporary Arts Centre range from showcasing contemporary art, via exhibition and learning activities, to connecting with the community, exchange and research through ideas concerning the interdisciplinary production of contemporary art and culture. The Factory operates as a social enterprise, where all profit from businesses on the property supports running costs of its art-related programmes.



Hub insider

Art Labor

HCMC

Hub Type: Alternative

Stage: Open, Growing

Structure: Non-formal

Finance: Private Investment, Foundation Funding

Staff: 3

Art Labor is an artist collective based in Ho Chi Minh City, who work in between visual arts, social and life sciences in order to produce alternative non-formal knowledge via artistic and cultural activities in various public contexts and locales.

From the beginning until now, Art Labor have been working with many collaborators, from anthropologists, filmmakers, curators, writers, archivist, artists to ophthalmologists, patients, farmers, artisans and entrepreneurs. Each project is considered an experiment to test boundaries of art, in term of exhibition forms, exhibition venues, artist' role, curating limit, value and appreciation of art in society.



Hubs play a huge role in developing our creative economy and use their physical and/or virtual space for networking and organisational development to support individuals, organisations, businesses and projects on a short or long term basis to:

- **Facilitate collaboration, networking and skills development.**
- **Reach out and collaborate with research and development centres, institutions, creative and non creative industries.**
- **Communicate and engage with a wider audience and build global digital opportunities.**
- **Champion and celebrate emerging talent.**
- **Push boundaries by taking risks towards innovation.**

- *Creative HubKit, British Council*

The British Council Creative Hubs Work

POLICY ADVOCACY

2016 | Policy Dialogue: the Role of Hubs in the Cultural Industries in Vietnam

2014 - 2016 | Technical Assistance to the Vietnam National Strategy for the Development of Cultural Industries to 2020, vision 2030

RESEARCH

2016 | Policy and Creative Hubs in Vietnam

2014 | The Mapping of Creative Hubs in Vietnam

TRAINING / CAPACITY BUILDING

2015 | NESTA's Creative Enterprise Training of Trainers

2014 | International Conference - Creativity and the City: Chances and Challenges for Vietnam

2014 | Training Programme for Creative Entrepreneur
s

2014 | Pitching Workshop for Vietnamese Young Film Makers

NETWORKING

2016 | International Conference on 'Creative Hub-making' HCMC

RESOURCES

Go to link for policies, reports, resource materials, and practical toolkits (made by hubs for emerging hubs)

<https://www.britishcouncil.vn/arts/resources>

<https://www.britishcouncil.vn/vi/nghe-thuat/tu-lieu>

HỘI ĐỒNG ANH

25 Lê Duẩn, Q.1, TP. HCM

20 Thụy Khuê, Hà Nội

+84 1800 1299

www.britishcouncil.vn