“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.

**STUDIO**
Small collective of individuals and/or small businesses, in a co-working space.

**CENTER**
Large scale building which may have other assets such as a cafe, bar, cinema, maker space, shop, exhibition space.

**NETWORK**
Dispersed group of individuals and/or businesses – tends to be sector or place specific.

**ONLINE PLATFORM**
Uses only online methods – website, social media to engage with a dispersed audience.

**CLUSTER**
Co-located creative individuals and businesses in a geographic area.

**ALTERNATIVE**
Focused on experimentation with new communities, sectors and financial models.
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
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.

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.
**Danang Co-working Space**

**(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 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.

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**New Space Arts Foundation**

**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.
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.

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


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 Entrepreneurs

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
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