

VDAS
DESIGN ASSOCIATION
HCMC | VIETNAM



VMARK[®]
VIETNAM DESIGN WEEK
VIETNAM DESIGN AWARDS


VINFAST

VINFAST

Future Blue

GRAPHIC
DESIGN
CONTEST
2021

Go Boundless!

Creative
Merchandise
Design

Digital
Background
Design



VINFAST

Future Blue

GRAPHIC
DESIGN
CONTEST
2021

VDAS
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VMARK®
VIETNAM DESIGN WEEK
VIETNAM DESIGN AWARDS



VINFAST

JURY BOARD



Richard Moore

Designer, Chairman
& Ideation Director
of Richard Moore
Associates.
USA

Felipe Taborda

Design Specialist,
Author, and Curator.
BRAZIL

Oliver Lin

Designer, Vice
President of Taiwan
Design Research
Institute.
TAIWAN

Tran Ngoc Danh

Designer, Vice
President of VDAS,
Founder of
VMARK Vietnam
Design Awards.
VIETNAM

Eisuke Tachikawa

Designer, Founder
of Nosigner, Innova-
tor Expert & Jury
Board Director of
Japan Good Design
Awards.
JAPAN

Casey Huyn

Futurist Designer
Principal, Founder
Global Design Index
& Professor at
Incheon National
Design University.
KOREA

Khoa Do

Architect, Associate
Professor at Curtin
University Adjunct
Principal of
Research, Education
& Practice at Hames
Sharley.
AUSTRALIA

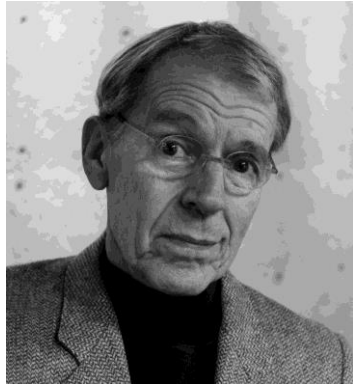
Doan Kieu My

Global Chief Marketing
Officer of VinFast.
VIETNAM

Go Boundless!

vietnamdesignweek.org/VFBC2021

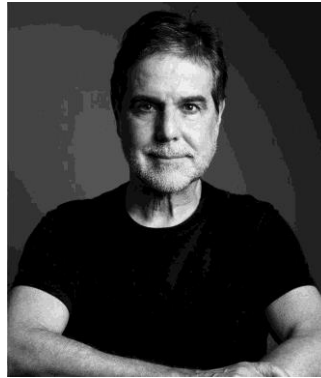
THE JUDGE



RICHARD MOORE

Designer, Chairman & Ideation Director
Richard Moore Association
USA

Richard Moore has a 50+ year history of bringing innovation to the field of Branding and Marketing Communication. Together with his partners at Muir Cornelius Moore, he helped their client IBM launch the PC that soon overtook Apple in market share. With that campaign the New York City firm became one of the pioneers of what is now known as Integrated Marketing Communication, earning them the accolade at the time of fastest growing agency on the US East Coast by AdWeek magazine. Later, Richard relaunched his earlier firm, Richard Moore Associates.



FELIPE TABORDA

Designer Specialist, Author & Curator
BRAZIL

A graduate of Rio's Catholic University (BA), he studied cinema and photography at the London International Film School (England), Communication Arts (Master of Arts) at the New York Institute of Technology, and Graphic Design at the School of Visual Arts (USA). He has had his own office since 1990, working mainly in the cultural, publishing, and recording areas. In 2008 he launched his book Latin American Graphic Design, the very first comprehensive compilation of historical and contemporary design of this region, published by Taschen. In 2014 the St John's University, in New York, has organized the exhibition Another Point of View, an expressive retrospective covering 30 years of his graphic works. He has curated the event Footb-All Mix / 32 Posters for a Passionate Game for the 2018 World Cup in Russia, with exhibitions in several countries around the world. In October 2018 he had two simultaneous retrospective exhibitions: Todo al Revés / The Graphic Work of Felipe Taborda, in Spain, on the occasion of Madrid Gráfica 2018; and Cara a Tapa / The Visual Music of Felipe Taborda, as one of the official exhibitions of the International Poster Biennial of Mexico.



OLIVER LIN

Designer, Vice president of Taiwan Design
Research Institute
TAIWAN

He is the vice president of Taiwan Design Research Institute and the vice chairman of Taiwan Design Alliance, also serves as consultant or committee member of governmental projects. He is dedicated to globalizing Taiwan design for over two decades. He is the advocator and promoter of Design Cities and was in charge of the planning and executing of 2011 IDA Congress Taipei and World Design Capital 2016 Taipei and 7 WDC programs.

Recently he serves as the key role in TDRI's strategic research and planning of national design policies, supporting corporates' design-empowerment and innovation, and fostering the establishment and international promotion of the national design brand - "DIT" (Design in Taiwan), in order to build up Taiwan's design ecosystem. He devotes himself to developing Taiwan Design's international impact and the power of discourse. The vision is to make better change in Taiwan through design capabilities and to facilitate Taiwan design's global reputation.



TRAN NGOC DANH

Vice President of VDAS Design Association, Co-Founder VMARK Vietnam Design Awards
VIETNAM

With over 30 years of management experience in the design industry and the diverse activities related to the design field, it's from concept to production, from strategic planning to customer contact with international business partners and multinational companies in all creative areas which create diverse knowledge and leadership skills as well as understanding of the local, international market and potential of the creative industries in Vietnam.

Ms. Danh Tran has strong Creative Entrepreneur, Design Thinking skills to communicate with different market segments. With the opportunity to learn and participate in international training courses, conferences in different countries, and opportunities to collaborate with international organizations which have contributed to raising awareness of the designing ability and creativity of many countries around the world, Ms. Danh Tran aims to grow and nurture the Vietnamese design industry by enhancing the design community through education, awareness, and experience.



EISUKE TACHIKAWA

Founder NOSIGNER | Associate Professor at Keio University & Jury Board Director of GMARK - Japan Good Design Awards
President of JIDA Industrial Design Association
JAPAN

Eisuke Tachikawa is a design strategist, an Associate Professor at Keio University, and the creative director of NOSIGNER. Tachikawa also promotes "Evolution Thinking," a method that helps generate ideas and inventions by comparing innovation with the evolution of living things.

By implementing social context—to create a beautiful future with social design, and structure design knowledge—to clarify different ways of thinking and increase innovators, we realize ideas through multi-sector co-creations in fields represented by the SDGs. Areas include next-generation energy, regional vitalization, traditional industries, and scientific communication, working across various design boundaries of product, graphic, architecture, space, and inventions. He has been bestowed with over 100 design awards worldwide, such as the Good Design Award Gold Award (Japan), DFA Design for Asia Awards Grand Award (Hong Kong), as well as serving as a judge at various award ceremonies.



CASEY HUYN

Futurist Designer Principal
Founder Global Design Index
Professor Incheon National Design University
KOREA

Casey Hyun is an international multi-award winning designer/strategist, business consultant and a futurist. He has over 25 years of experience in automotive and tech sector including Panasonic, Audi, Ford, GM, Hyundai and most recently Google Uber where he was integral in the development of the autonomous and future mobility technology.

With extensive experiences with top global corporations, his knowledge and professional network is unmatched. Since 2010, multiple number of Casey Hyun's automotive design have been globally awarded for its design excellence. Casey Hyun have covered number of interviews and articles for global magazines and news around the world



KHOA DO

Architect, Associate Professor at Curtin University Adjunct Principal of Research, Education and Practice at Hames Sharley
AUSTRALIA

Khoa Do is the Adjunct Principal of Research, Education & Practice at Hames Sharley, Associate Professor of Architecture, and an Executive Fellow/Deputy Chair of the Curtin Academy.

As a trained Australian Architect with more than two decades of combined experience in the university HE sectors and architectural practice, Khoa's research focuses on designing and developing interdisciplinary Scholarship.

Khoa has led University-industry engagements around the notion of knowledge communities formed through consortiums of practice. His contribution to higher education is led through fresh forms of thinking, creative synthesis of current and emerging discourse in industry engagement with external stakeholders in the advancement of work-integrated learning (WIL), and multicultural design engagement approach.

Khoa actively champions research in the areas of embedded learning in practice and develops educational models that capitalize on the practice environment as a place of authentic learning through project-based-learning (PBL), inquiry-based-learning (IBL), and experiential-based-learning (EBL) that promote collaborative inquiry and discovery.



DOAN KIEU MY

Global Chief Marketing Officer of VinFast
VIETNAM

As the marketing expert, Doan Kieu My has consulted and led 30+ high-profile multi-million marketing projects for premium brands. She also led the team to organize the global most prestigious competition for Marketing/Communications Industry - Young Lions for Cannes Lions in Vietnam.

In 2018, she finally decided to follow her entrepreneur spirit to “connect the dots” of her technical, business and marketing background and embarked on her journey of making positive social impact while generating growth for the clients by establishing YellowBlocks - the first consulting firm in Vietnam focusing on Emerging Tech. YellowBlocks quickly became the trusted partner for more than 120 organizations in over 40 countries, including 4 governments (Vietnam, Australia, Singapore and Austria).

Doan Kieu My is also a frequent speaker and moderator at various global technology, business and marketing conferences including Techcrunch China, Vietnam TechFest, Hanoi Innovation Summit,... She also contributed business and tech articles to NhipCauDauTu, Business Insider, e27... In 2019, she was nominated as one of the Top 20 Young Leaders in Australia - Vietnam for her contribution to the open innovation ecosystem in Vietnam. She spends most of her free time appreciating contemporary arts, supporting various community causes, and practicing meditation for introspection.

**VINFAST FUTURE BLUE
GRAPHIC DESIGN CONTEST 2021**

DIGITAL BACKGROUND DESIGN

FIRST PRIZE

PHAN VAN TIN

FUTUCURVE

This collection of mine is inspired by the mysterious and limitless features of a futuristic city. There, it is precisely because I think that VinFast will be a constant element of time, when the world pulse can slow down and stand still, VinFast asserts its position on the monolithic bridge in a simple way. blatantly.

So I drew on geometric elements that blend the letter V (VinFast logo) and infinitely moving curves that are always moving forward without stopping. That is what conveys a liberal and free spirit, without taking anything as a border for the brand itself, towards the promising unknown values that VinFast will bring in the future.









SECOND PRIZE

QUACH TUAN ANH /
DINH THIEN PHUOC

CONCEPT 1 – SUPERHERO

VINFAST – BOUNDLESS TO BEGINNING OF NEW CENTURY

The collection includes 3 digital images, showing the beginning of an epic adventure bring Vietnam to the world and have the presence of VinFast's "superhero" electric cars. Inspired by movie adaptations comic (comic-movie), electric car of VinFast is shown outstanding features, superiority as well as the strength and creativity of the spirit Vietnamese god towards a brilliant new era bright and challenging.





VINFAST – BOUNDLESS TOGETHER

CONCEPT 1

VINFAST – BOUNDLESS TO BEGINNING OF NEW CENTURY CÙNG “SIÊU XE” BỨT PHÁ GIỚI HẠN TỚI KỶ NGUYÊN MỚI

Bộ ảnh gồm 3 hình ảnh kỹ thuật số, thể hiện sự bắt đầu của một cuộc phiêu lưu mang tính sử thi đưa Việt Nam tiến ra thế giới và có sự góp mặt của các mẫu xe điện “siêu anh hùng” của VinFast. Lấy cảm hứng từ những bộ phim chuyển thể từ truyện tranh (comic-movie), chiếc xe điện của VinFast được thể hiện những tính năng nổi bật, vượt trội cũng như sự mạnh mẽ, sáng tạo của tinh thần Việt Nam hướng tới một kỷ nguyên mới rực rỡ và đầy thử thách.



HÌNH ẢNH REF – THANKS BRO FROM BEHANCE



ẢNH KỸ THUẬT SỐ 1

“CHÁY BÙNG NHIỆT HUYẾT, KIẾN TẠO KỶ NGUYÊN MỚI”

Ý nghĩa của bức ảnh:

Lấy cảm hứng từ siêu anh hùng Jean và hình ảnh phượng hoàng lửa hồi sinh tượng trưng cho tinh thần mạnh mẽ và bất diệt của người Việt cũng như đánh dấu bước khởi đầu vươn tầm quốc tế của VinFast.



ẢNH KỸ THUẬT SỐ 2

“BÚT TỐC TỐI ĐA, VẬN HÀNH AN TOÀN
SẴN SÀNG CHO KỶ NGUYÊN MỚI”

Ý nghĩa của bức ảnh:

Lấy cảm hứng từ siêu anh hùng người
nhện Spider Man cùng tính năng và hệ
thống vận hành cực kỳ an toàn và “bám
đường” của chiếc xe điện Vfe 34.



ẢNH KỸ THUẬT SỐ 3

“MẠNH MẼ NĂNG LƯỢNG XANH, KHỞI ĐẦU
CHỖ KỶ NGUYÊN TƯƠNG LAI”

Ý nghĩa của bức ảnh:

Lấy cảm hứng từ siêu anh hùng Storm và xe điện VinFast đều có điểm chung về nguồn năng lượng mạnh mẽ cho tương lai này.



CONCEPT 2

**VINFAST – BOUNDLESS EVERYWHERE
BỨT PHÁ GIỚI HẠN, VƯỢT MỌI
KHOẢNG CÁCH**

Bộ ảnh gồm 3 hình ảnh kỹ thuật số, thể hiện các tính năng nổi bật của xe điện VinFast kết hợp với việc xử lý các background kỹ thuật số để tạo nên không gian hài hòa như ảnh chụp cho dòng xe điện chưa ra mắt của VinFast.



ẢNH KỸ THUẬT SỐ 1

“VẬN HÀNH THÔNG MINH TRÊN TỪNG CÂY SỐ”

Ý nghĩa của bức ảnh:

Nổi bật tính năng thông minh và công nghệ của xe điện mới của VinFast.



ẢNH KỸ THUẬT SỐ 2

“VẬN HÀNH XANH TRÊN MỌI TỈNH THÀNH”

Ý nghĩa của bức ảnh:

Nổi bật tính năng xanh và hệ thống trạm sạc phủ khắp các tỉnh thành của xe điện mới của VinFast.



ẢNH KỸ THUẬT SỐ 3

“BỨT PHÁ GIỚI HẠN, TIẾN TỚI TƯƠNG LAI”

Ý nghĩa của bức ảnh:

Nổi bật tính năng hiện đại và luôn tiên phong hướng tới tương lai của dòng xe điện mới của VinFast.



THIRD PRIZE

NGUYEN TRAN
NHAT VY

"I believe - Simply the future.

With the combination of open spaces, light, and VinFast e34 electric car, I create simple, modern images that draw the main attention to VinFast cars, so that VinFast can compete with all worlds. term."





VF-e34

XE ĐIỆN THÔNG MINH
ĐẦU TIÊN TẠI VIỆT NAM



VINFAST

VF-e34

XE ĐIỆN THÔNG MINH
ĐẦU TIÊN TẠI VIỆT NAM





VF e34

XE ĐIỆN THÔNG MINH
ĐẦU TIÊN TẠI VIỆT NAM





VINFAST



VF-e34

XE ĐIỆN THÔNG MINH
ĐẦU TIÊN TẠI VIỆT NAM

CONGRATULATIONS TO THE

10

CONSOLATION

PRIZES

CONSOLATION PRIZE

LE VAN GIANG

Design application of aerodynamic movement combining real and virtual architectural space.













VINFAST





VINFAST



VINFAST





CONSOLATION PRIZE

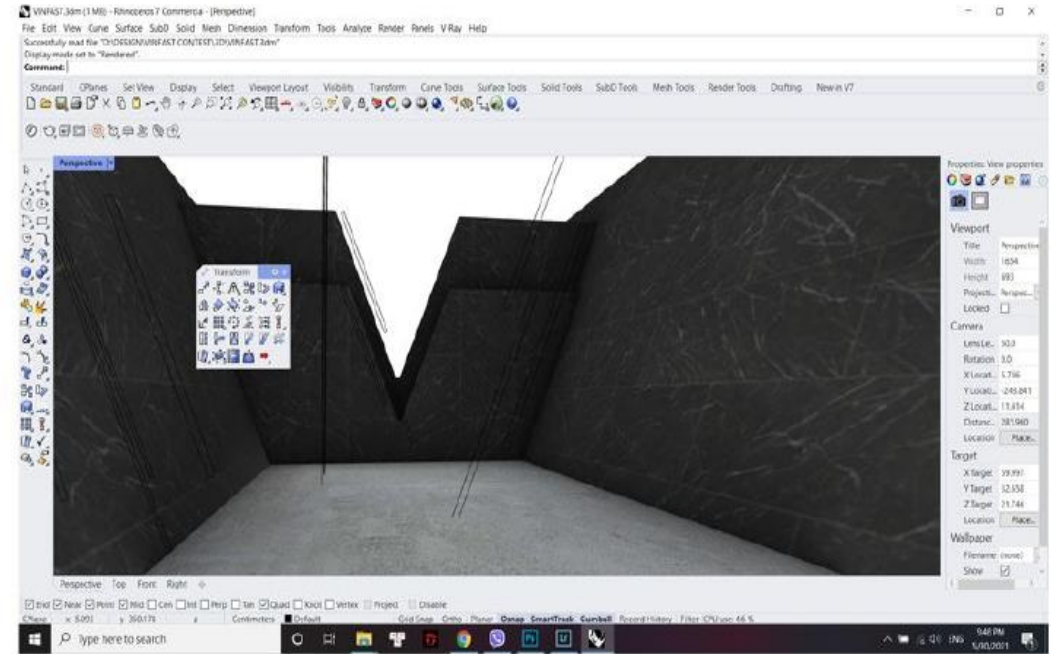
LE XUAN
ANH MINH

As one of the 3D projects that was built and invested quite meticulously, to bring the breath and style to the direction of VinFast as much as possible.





DESIGN 1:



IDEA:

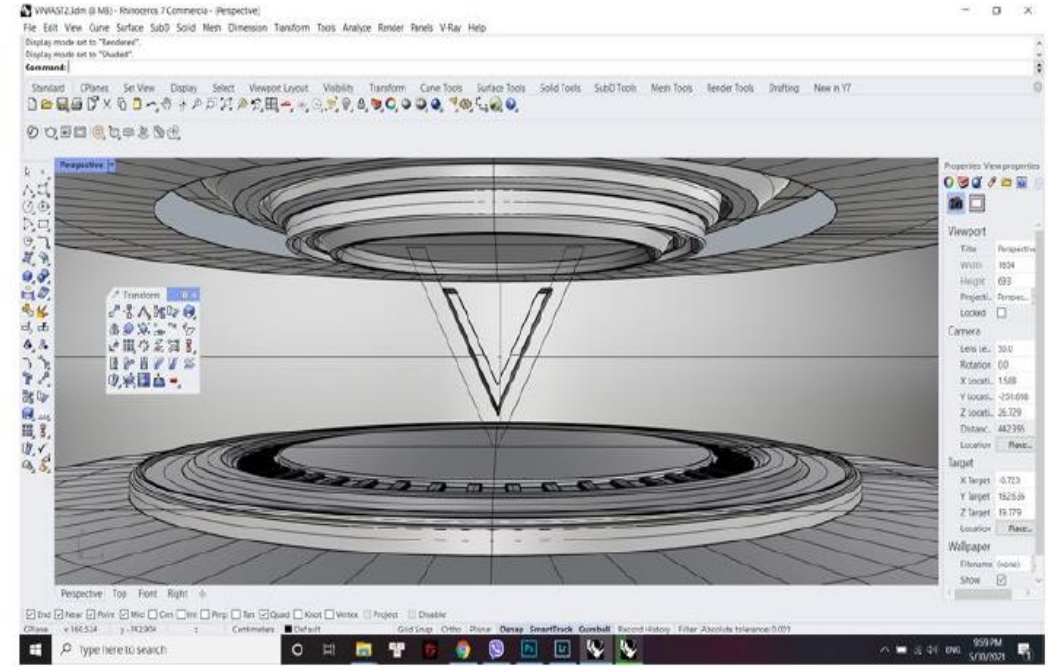
- Lấy cảm hứng từ sân khấu lớn với hàng ngàn ánh đèn lung linh huyền ảo, dài line ánh sáng lấy cảm hứng từ chữ V trong logo của Vinfast, những vệt sáng vụt lên bầu trời đêm như những khao khát và sứ mệnh đưa Việt Nam ra với bạn bè quốc tế.
- Sân khấu được dựng hoàn toàn từ phần mềm 3D

Link file background:

https://www.freepik.com/premium-photo/abstract-modern-dark-background-with-rays-lines_13227647.htm#&position=12



DESIGN 3:



IDEA:

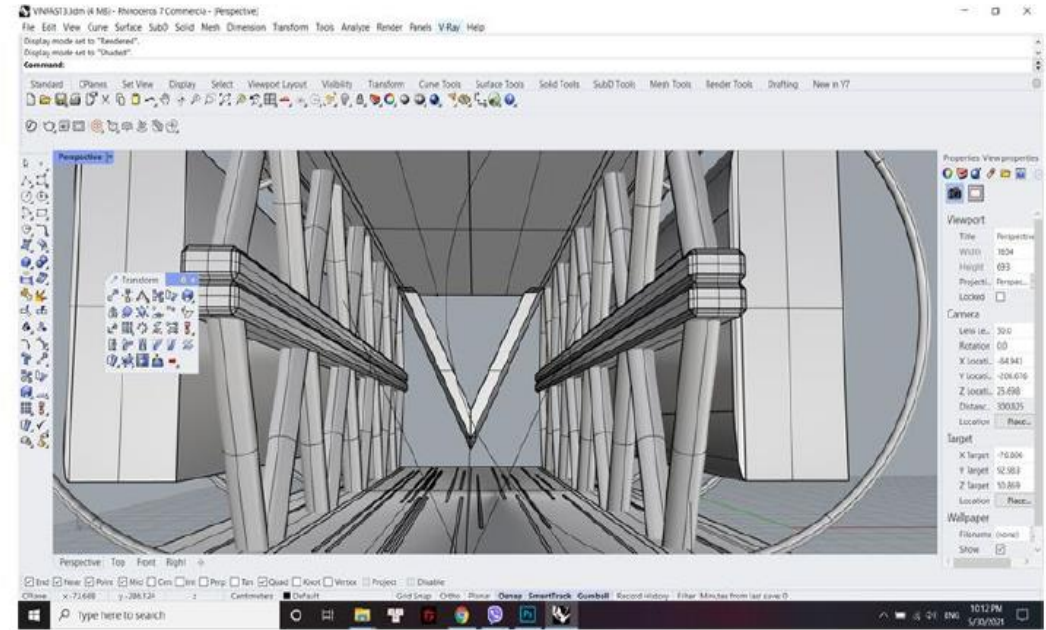
- Lấy cảm hứng từ đĩa bay vũ trụ, hình ảnh ẩn dụ ở đây là UFO (Unidentified flying object) với tính chất là luôn êm ái và tốc độ, luôn mới lạ cùng những công nghệ tiên tiến bậc nhất. Thể hiện rõ vị thế cũng như tầm nhìn của hãng, khẳng định phong cách hiện đại và luôn cập nhật xu hướng. Đằng sau chiếc xe là chữ V lấy cảm hứng từ Logo của Vinfast thể hiện rằng Vinfast luôn hòa nhập những không hòa tan giữa hàng ngàn hãng xe công nghệ khác.

Link support element:

<https://unsplash.com/photos/GQSNmxmlgNQ>



DESIGN 3:



IDEA:

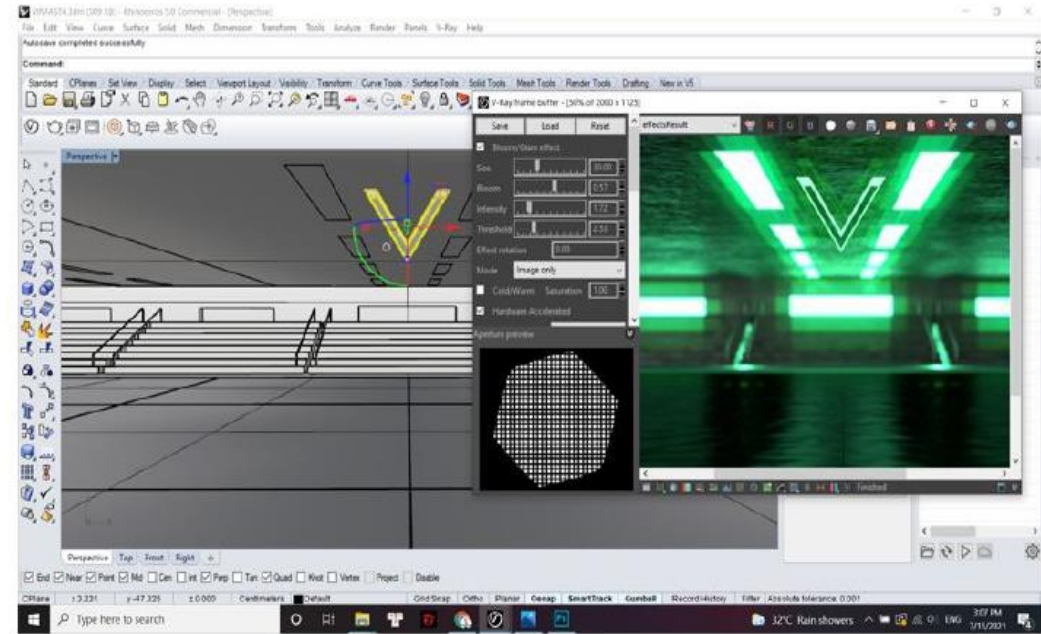
- Bên cạnh sự tối giản những không kém phần sang trọng của 2 background trung tính trước, Design 3 đem lại hơi thở đầy sắc màu, đầy trẻ trung năng động như chính tên tuổi của Vinfast. Vừa ấn tượng với những vệt sáng đầy màu sắc được lấy cảm hứng từ đường nét của chữ V trong logo của Vinfast. Đúng với câu: “Cùng bạn bứt phá mọi giới hạn” của Vinfast.

Link support element:

https://www.freepik.com/free-photo/cool-geometric-triangular-figure-neon-laser-light-great-backgrounds-wallpapers_9851510.htm



DESIGN 4:



IDEA:

- Tác phẩm cuối cùng bổ sung cho concept của mình, được lấy cảm hứng từ màu xanh lá, màu tượng trưng cho sự may mắn và thịnh vượng, chạy dọc theo sự may mắn đó là dải neon light tượng trưng cho công nghệ tiên tiến, ở giữa và trên cùng là chữ V cách điệu từ logo Vinfast với niềm hi vọng sẽ phát triển trên trường quốc tế.
- Background được dựng hoàn toàn từ phần mềm 3D, màu sắc được chỉnh từ Photoshop và Lightroom.

Link element:

https://www.freepik.com/premium-vector/green-bad-smell-realistic-clouds-stink-smoke_14323682.htm?query=realistic%20fog

CONSOLATION PRIZE

NGUYEN TAN
PHUONG NGHI

The inspiration for my collection comes from VinFast's V-logo, designs with the brand spirit of "Breaking all limits with you", and VinFast's smart and stylish electric cars to create new products. Journey and experience to break the limit, step into the green future and explore the big world.









CONSOLATION PRIZE

QUYNH THO
DESIGN

VinFast cars blend in with nature to overcome all challenges of long journeys but also many emotional arcs with a modern and beautiful romantic model design for every driver to make the long road









CONSOLATION PRIZE

NGUYEN NGOC
PHUONG

Based on the outstanding development of VinFast in Vietnam, I believe that with the fast & modern development speed... VinFast will lead the modern world





go boundless together.

"I found I could say things with color
and shapes that I couldn't say any other way
- things I had no words for."

GEORGIA O'KEEFE





go boundless together.

If I could say it in words there would be no reason to paint.

Edward Hopper





go boundless together.

If I could say it in words there would be no reason to paint.

Edward Hopper



CONSOLATION PRIZE

LAN PHUONG
DESIGN

VinFast car background design - the first electric car in Vietnam with modern inspiration, full of energy for a reaching out green future around the world of a Vietnamese brand.









CONSOLATION PRIZE

BAO LOC

VINFAST – CONQUER ALL ROADS

The background of black and white images through the roads from the city to the hills creates a contrast with the VinFast car model, bringing a dynamic and powerful image, breaking all limits of VinFast but still aiming to protect the natural environment. sustainable nature











CONSOLATION PRIZE

DINH VO

VINFAST – CONQUER ALL ROADS

VinFast construction products create a plan for the future Vietnamese life. The V symbol is built as a light source, the door brings green energy. The energy is guided by the V door, connecting natural light, ingenuity and creativity with scientific rules to create a masterpiece of harmony between man and nature.

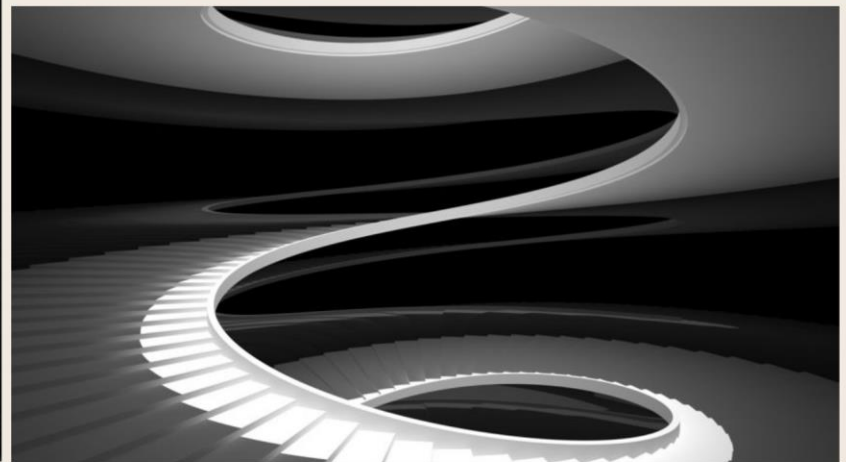


1. Concept direction



V I N F A S T

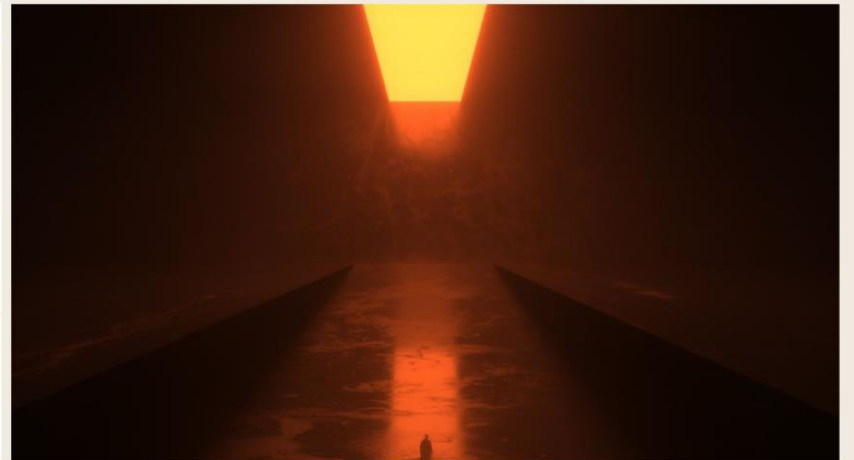
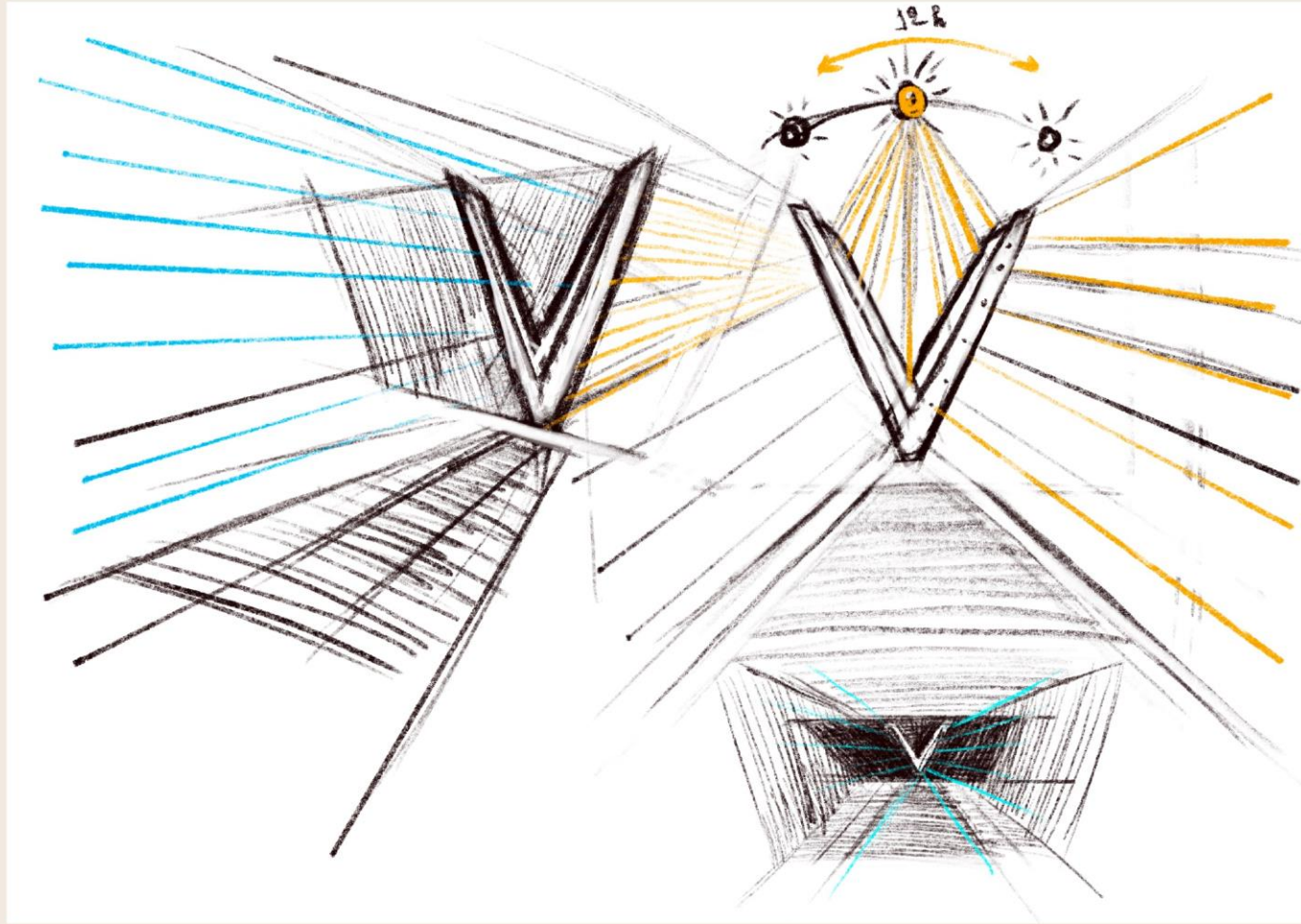
Định Hướng Ý Tưởng Năng lượng xanh



Một công trình được gọi là kiệt tác khi nhà kiến trúc sư kiến tạo tác phẩm với những tính toán ưu việt, mang giá trị bền vững cho cả người sử dụng hài hoà với yếu tố môi trường.

Cách xây dựng một công trình xanh, tối ưu nguồn năng lượng sạch và thẩm mỹ sáng tạo được thấy trong cách sử dụng nguồn năng lượng bền bỉ... mang kết nối với cuộc sống thân thiện hơn.

Phác Thảo Ý Tưởng



Biểu tượng V được xây dựng như nguồn sáng, cánh cửa mang đến năng lượng xanh. .

Năng lượng được dẫn lối bởi cánh cửa V, kết nối nguồn sáng tự nhiên, khéo léo và sáng tạo với những quy tắc khoa học tạo nên kiệt tác hài hoà giữa con người và thiên nhiên.

2. Concept visualize



V I N F A S T



3. Visual Background



V I N F A S T

VINFAST





VINFAST





VINFAST





VINFAST





VINFAST

CONSOLATION PRIZE

NGO DAI
PHAT TAI

Based on the idea of a contest called "Future blue". "Modern, future and green energy" are the keywords I feel from this smart device. Regarding the style for the brand, I want all car products and other industries to navigate towards a green energy, reduce emissions and minimize industrial waste. As for the competition, I want to change in addition to reducing emissions, in addition to reaching international levels, and catching up with new era trends in the future. I took ideas from the waves of the sea, clear and clean and high-rise buildings in the future to express through the background



TRẮNG



VINFAST



BỨC PHÁ MỌI GIỚI HẠN



VINFAST



KỶ NGUYÊN TRẮNG



VINFAST



BỨC PHÁ MỌI GIỚI HẠN

CONSOLATION PRIZE

TQ COMMUNICATION

Green Future for VIETNAM AUTOMOBILE Industry
Overcoming all challenges, all inclement weather...
INTELLIGENT DESIGN, BREAKING ALL LIMITS





VinFast Future Blue
Digital Background Design
Graphic Design Contest 2021

Boundless together...





Boundless together...



Boundless together...



Boundless together...



Boundless together...



VinFast Future Blue

Tương Lai Xanh cho nền công nghiệp Ô TÔ VIỆT NAM
Vượt qua mọi thử thách, mọi thời tiết khắc nghiệt...
THIẾT KẾ THÔNG MINH, BỨT PHÁ MỌI GIỚI HẠN

VinFast Future Blue

for VIETNAMESE AUTOMOBILE INDUSTRY
Overcoming all challenges, all inclement weather...
SMART DESIGN TO BREAK EVERY LIMIT

Boundless together...



VINFAST FUTURE BLUE GRAPHIC DESIGN CONTEST 2021

DIGITAL BACKGROUND

FIRST PRIZE

PHAN VAN TIN

SECOND PRIZE

QUACH TUAN ANH /
DINH THIEN PHUOC

THIRD PRIZE

NGUYEN TRAN NHAT VY

10 CONSOLATION PRIZES

LE VAN GIANG

NGUYEN TAN PHUONG NGHI

QUYNH THO DESIGN

TQ COMMUNICATION

NGUYEN NGOC PHUONG

LE XUAN ANH MINH

DINH VO

NGO DAI PHAT TAI

LAN PHUONG DESIGN

BAO LOC

VDAS
DESIGN ASSOCIATION
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