

## DISPLAY PRESENTATION

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### Approach

- **The identity of Saigon: A City Maze**

- The traffic in Saigon is really complicated and confusing, thus it's really hard for people to follow.
- Easy to get lost -> once you're lost, you may not be able to turn back; cost an enormous time to get to the right destination.
- A wide range of bridges, crosses/ turns and roundabouts; streets with the same name but in different districts -> really challenging to decide where to go.
- Specific space - a clear definition of this identity: District 4

- **Focus:**

- The maze of Saigon
- The feeling when driving through the streets
- The characteristics of D4

### Concept

- **The outbox:**

- The traces of D4 roads/streets: messy. I made it like a maze; gaps that viewers can look through and have interesting views; a roundabout.
- The base: illustrating what Saigon road is like: very narrowed, messy and chaotic. In the middle, there's a roundabout/a public place in D4 where people have some mutual activities. Looking from above: texts "Where should I go?" - one's confusion when traveling around the space; and texts of "Brum...Brum..." - sound of vehicles, the effects for the letter Bs -> the fast speed of motorbikes.

- **Housing and neighborhood:**

- Houses in D4 are close to each other and there's no order, like a real maze. In every alley: food carts
- At Xom Chieu in D4: church surrounded by two elementary schools.
- An iconic blue table and a red chair + with a man sitting playing chess -> express the daily life of D4

- **Iconic electric poles:**

- Messy crisscrossing electric wires; the common white posters: "Cho vay", "Cho thue", "090878..."; and electric boxes.

- **Interaction:**

- 7 sticks in 3 primary colors; but only two of them are connected to the character to control her. The other 5 are tied to the surface to deceive visitors -> develop a sense of confusion, not knowing which one to take.
- Visitors play around with the character; a confusing feeling just like they're really going on the streets; they may think that they've solved the puzzle but there's always a dead end where they cannot go anywhere else.

### Self evaluation:

- I love my model: the final aesthetic achievements, how it can be viewed from multiple views and different layers of in4, the feelings it gives to the visitors when interacting with it.
- I would add the handle part on each stick to indicate the viewers that that's the place where they can interact