

A proposal for the first Vietnamese National Pavilion at the Venice Biennial

By GAD - Giudecca Art District



About La Biennale

The Venice Biennale has been for over 120 years one of the most prestigious cultural institutions in the world. The history of the La Biennale di Venezia dates back from 1895, when the first International Art Exhibition was organized. In the 1930s new festivals were born: Music, Cinema, and Theatre (the Venice Film Festival in 1932 was the first film festival in history). In 1980 the first International Architecture Exhibition took place, and in 1999 Dance made its debut at La Biennale. La Biennale di Venezia was founded in 1895 and it is now one of the most famous and prestigious cultural organizations in the world.

La Biennale di Venezia stands at the forefront of research and promotion of new contemporary art trends, organizes exhibitions and research in all its specific sectors: Arts (1895), Architecture (1980), Cinema (1932), Dance (1999), Music (1930), and Theatre (1934). Since 1998 the Art Biennale and the Architecture Biennale are no longer simply exhibitions organized with the contribution of National Pavilions, but rest instead on three pillars:

- The exhibitions by National Pavilions, each with its own curator and project
- The International Exhibition by the Biennale curator, chosen specifically for this task
- Collateral Events, approved by the Biennale curator



This exhibition model has led to a pluralism of expressions: in order to accommodate them the exhibition spaces have grown for strategic needs, including an ambitious restoration of the Arsenale area which is still going on.

Biennale has an attendance today of over 500,000 visitors at the Art Exhibition.

This year edition is opened to the public from Saturday May 11th to Sunday November 24th 2019, at the Giardini and the Arsenale. The 58th International Art Exhibition, titled May You Live In Interesting Times, is curated by Ralph Rugoff and organized by La Biennale di Venezia chaired by Paolo Baratta. The pre-opening took place on May 8th, 9th and 10th, the awards ceremony and inauguration were held on Saturday May 11th 2019.

The Exhibition also includes 89 National Participations in the historic Pavilions at the Giardini, at the Arsenale and in the historic city centre of Venice. Four countries are participating for the first time at the Biennale Arte: **Ghana, Madagascar, Malaysia, and Pakistan**. The Dominican Republic exhibits for the first time at the Biennale Arte with its own national pavilion.

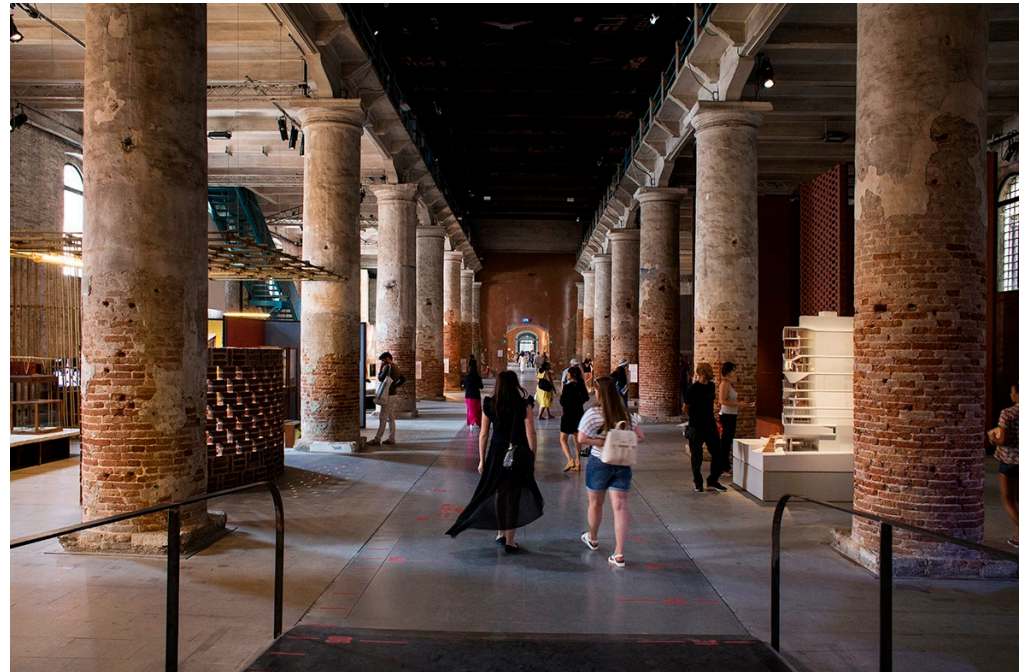
Some Numbers (previous edition):

615,152 total visitors

86 national participations

3 countries participating for the first time: Antigua and Barbuda, Kiribati, Nigeria

3 countries participating after a long period of absence: Plurinational State of Bolivia (last time in 1966 as a single national participation, then with I.I.L.A.), Malta (last time in 1999), Tunisia (first and last time in 1958)



Why to promote a National Pavilion in the context of La Biennale

Promoting international visibility and a global new image of Vietnam through Art & Culture

Many studies consider “international visibility” determinants of foreign direct investment. A National Pavilion is essentially an important way to increase international visibility through global cultural recognition.

Augmenting the international interest in the country is also a good way to promote tourism and all activities connected to it.

Improve diplomatic relations

Over 45 years of diplomatic relations, Italy and Vietnam implemented a reciprocal understanding and cooperation and the culture is a common ground to strengthen a strong friendship.

Since 1973 partnership between our countries has been strengthened in all fields and 6 years ago, on January 2013, our governments decided to take this relationship to the next level by establishing a strategic partnership and the relations have gained new vitality through structured cooperation in the field of culture, education, defense, justice, infrastructure, environment, energy, agriculture, science and technology.

The Worldwide recognition of the “Biennale di Venezia” is a further chance to focus on the similarities between our two peoples along the path of our friendly cooperation guided by the guiding star of sustainable development.

Culture as a common language, as a bridge between traditions and also as an opportunity to offer the world an image of a young, creative and balanced society.



GIUDECCA ART DISTRICT

GAD – Giudecca Art District – is a network of international art professionals whose interest focuses on the island of Giudecca. Since its recent birth at the beginning of 2019, GAD created an attractive art pole far from the clamor of the mass tourism and close to a contemporary northern European industrial aesthetic. GAD is a hub for contemporary art and culture offering a rich program of exhibitions, performance and talks program parallel to Venice Art and Architecture Biennial.

Based on Google Analytics, Lexus and Nexus, during the three month campaign between 18 March - 31 May 2019, GAD achieved a circulation of 45.5 million and obtained 200 pieces of coverage, including:

- 10 international newswires ran stories during the campaign
- 20 Pieces of print coverage including Financial Times, Time Out, Conde Nast Traveller, Easy Jet Traveller
- 65 pieces of art media coverage including Frieze, Art Newspaper, A-N, Blouin, Art Forum, Wallpaper*
- 30 pieces of Lifestyle coverage including Dazed, Vogue, Grazia, Elle, Diva, Forbes, Atlantic
- 80 pieces of international coverage

GAD's mission is to gather the professional experiences of our team and partners, giving the opportunity to our interlocutors to be present in Venice during the biennials and not only with attentively selected projects, to guarantee the high standard quality of all the events included in our network.

GAD focuses on Asia

Since its opening, GAD manifested a particular attention to Asia. In 2019, GAD launched the project “**Diso-Oriented Gazes. Multidisciplinarity in Asian Contemporary Art**” a program of talks, performances, video projections and exhibitions which focuses on the variety of artistic and curatorial practices in Asia and aims to promote a deep understanding of asian contemporary art and culture.

Two partners of this program are: WIMCAA | Warsaw Institute for Modern and Contemporary Asian Art directed by Elvira Eevr Djaltchinova and Asia Triennial Manchester directed by professor Alnoor Mitha.

In the next years, GAD will develop its attention on Asia promoting a series of initiatives and exhibitions in collaboration with different Asian partners under the guidance of Professor Alnoor Mitha, member of GAD scientific committee, Senior Research Fellow (Asian Cultures) Manchester Metropolitan University, and the research Centre leader for Asian Cultures.

Since some years we are witnessing a surge of global interest and recognition in Southeast Asian contemporary art that is undoubtedly connected to the region's growing and engaging art scene. GAD already set-up a network of professional to develop the knowledge and the understanding of Southeast Asian contemporary art.

“Synergistically, the Southeast Asian region leaves its footprints on the global platform for it is not only a growing area of interest for collectors and galleries alike but also for research-led, historical art projects, both locally and internationally. As the discourse on Southeast Asian art and culture rapidly develops, so too does the long-overdue awareness of what art from each and every country brings to the fore in terms of its historical, cultural and sociopolitical background”. (Loredana Pazzini-Paracciani)

GAD's board of directors and GAD scientific committee already manifested a deep interest in vibrant Vietnamese Contemporary Art that unfortunately didn't find a proper representation in the most important art event in the world yet.

**TIFFANY CHUNG / TUAN ANDREW
NGUYEN / RICHARD STREITMATTER
TRAN**

Are 3 young Vietnamese Artists that GAD board of directors met during the last years. Tree artists representing a new generation of talented young professionals with an international profile which decided to be based and work in Vietnam.



Tiffany Chung
an archaeology project for future remembrance
presented at the SEA Forum