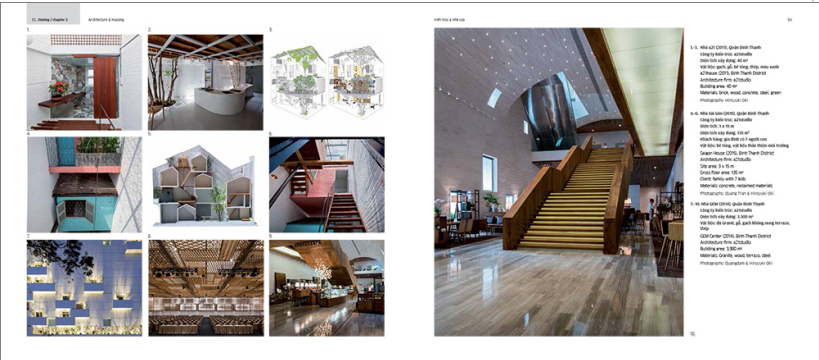
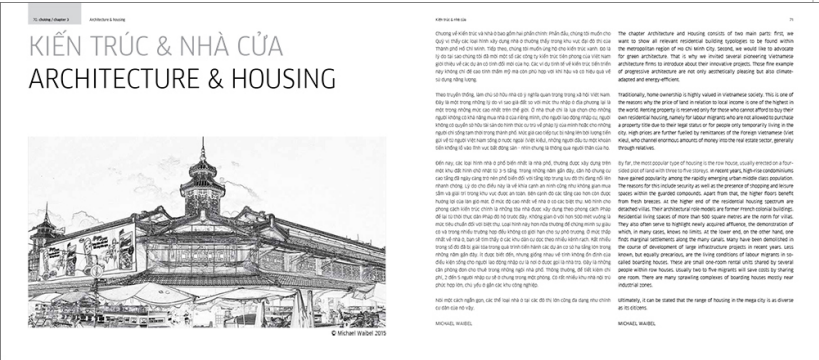
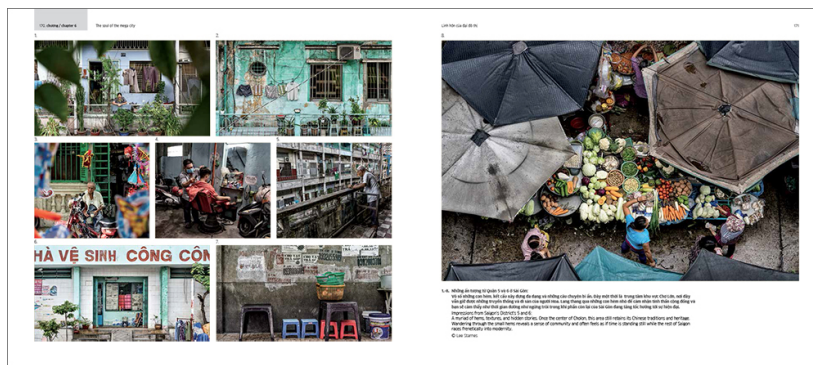


THE BOOK LAUNCHING: "TP. HỒ CHÍ MINH: MEGA CITY" (EDITION 2017) (10.17.2016)

More than 20 people have contributed to this publication, among them several innovative Vietnamese architecture firms, which have recently erected aesthetically pleasing buildings following the principles of green architecture. Those buildings are a specific contribution to sustainable urban development and hopefully serve as inspirations for others.





The large format publication with more than 450 photos is published in two languages (Vietnamese and English) and targeting a wide audience. Through various chapters (views from above, change over time, architecture and housing, people of the city, urban transport, soul of the city, miniatures) it tries a holistic approach and to grasp the mega city in its whole spatial and social bandwidth.

The editor Dr Michael Waibel is researching, teaching and leading projects about urban development at the Department of Geography of Hamburg University. Since 20 years, he has been doing research about Vietnam.

A more academic input will be provided by the Dean of the Faculty of Urban Planning of Ho Chi Minh University of Architecture, Dr. Hung Do Phu, who will give a talk about challenges of sustainable urban development in Vietnam.

A specific highlight of the event will be the disbursement of two complimentary copies to the lucky winners of a draw by a representative of the main sponsor, AUDI Vietnam. With some luck you may take you complimentary copy back home.

Event Schedule:

Sun, 09/10/2016
10:00 AM

SALON VAN HOA CA PHE THU BAY

1st floor

19B Pham Ngoc Thach st, Ward 6, District 3, HCMC

- PR-Video trailer briefly introducing about the photo book
- Introduction & Greeting Henning Hilbert, Director of the Goethe Institute Ho Chi Minh City
- Challenges of sustainable urban development in Vietnam, Talk by Dr. Hung Do Phu, Dean of the Faculty of Urban Planning, Ho Chi Minh University of Architecture
- The Rationale behind the photo book, the editor Dr. Michael Waibel, Department of Geography, Hamburg University
- PR-Video trailer AUDI Vietnam
- Lottery drawing of two complimentary copies of the photo book Representative of AUDI Vietnam
- Reception / Books sales

Bibliographical Information:

Waibel, M. (ed.) (2016) TP. Hồ Chí Minh: MEGA City. Sách ảnh / Photo Book. 3rd updated edition. Book series PAZIFIK FORUM of the Association of Pacific Studies; Volume 18, Nhà Xuất Bản Hồng Đức, Hanoi / Vietnam, 208 pages.

Endorsement / Supporting Companies:

It has been officially endorsed by the Ho Chi Minh City University of Architecture, the National University of Social Sciences and Humanities of Ho Chi Minh City, the Vietnamese-German University and the Southern Sub-Institute for Spatial Planning, among other.

The development of the photo book has been supported by the Goethe Institute Vietnam, AUDI Vietnam as Diamond Sponsor, EZLAND, TMA Solutions and Siemens Vietnam.

Media partner of this publication is Saigoneer and Ashui.com.

Books sales:

Ashui.com Office in HCMC
69 Pham Ngoc Thach st, Ward 6, District 3, HCMC
Email: hcmc@ashui.com

Facebook page: <https://www.facebook.com/hochiminhmegacity/>

★★★★★ 2.0

Published News:

- [The strange Habits of Top Architects](#) (10.17.2016)

- [Water non logging solution for soccer playgrounds with synthetic grass](#) (09.16.2016)
- [Hydromedia - 3E solution for drainage](#) (08.17.2016)
- [Basics of Surveying](#) (05.18.2016)

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