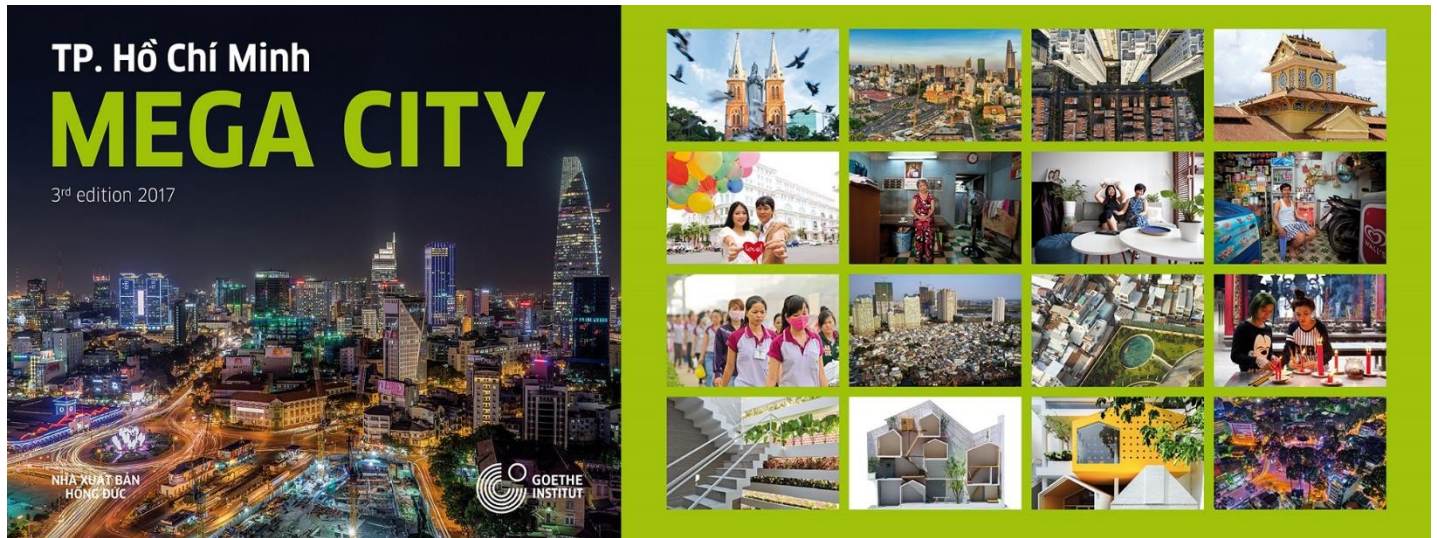


## INVITATION TO THE BOOK LAUNCHING EVENT AND EXPERT TALK

TP. Ho Chi Minh: MEGA City – Edition 2017:

Challenges for sustainable urban development in Vietnam



**Sunday, 09.10.2016, 10am**

**Salon Van Hoa Ca Phe Thu Bay**

**1st floor (upstairs), Trung Nguyen Café, 19B Pham Ngoc Thach, District 3, HCMC, Vietnam**

**Total duration: about 90 minutes**

**Language: English / Vietnamese**

**Free entry**

Ho Chi Minh City, the economic hub and biggest urban agglomeration of Vietnam has recently emerged as the country's first mega city. The vibrant metropolis is rapidly changing against the backdrop of globalization, but has preserved an almost rural character in many of its small alleys. For many people, the mega city is a place of hope for a better future. Can these dreams be fulfilled if the number of inhabitants continues to rise by millions and climate change is flooding entire city districts? This photo book takes the reader on a fascinating journey through the familiar and lesser-known aspects of this bustling city to witness its vibrancy and dynamic changes of the past years.

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**

- 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 are Saigoneer.com and Ashui.com

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