

4TH INTERNATIONAL COMPETITION

(RE)ENGAGING CITIES' LANDSCAPES

FOR CULTURAL AND ECONOMIC VIBRANCY

UEH
UNIVERSITY



4TH INTERNATIONAL COMPETITION

**(RE)ENGAGING CITIES' LANDSCAPES FOR
CULTURAL AND ECONOMIC VIBRANCY**

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Dear Sir/Madam,

With the progression of urbanization, numerous urban challenges have emerged, significantly impacting the quality of life. Vietnam, in particular, is among the nations facing severe consequences of climate change, alongside the erosion of cultural heritage and identity. The rapid expansion of urban development has increasingly alienated people from nature.

Acknowledging these pressing issues, we recognise our responsibility to propose solutions from the perspectives of urban and architectural design. Building on the success of three previous international competitions in 2020, 2021, and 2023, UEH – Institute of Smart City and Management (ISCM), on behalf of all co-organizers, is proud to host the fourth International Design Competition. This year's competition centres on urban design under the theme of fostering engagement between cities and landscapes to enhance cultural and economic vibrancy, ultimately improving the quality of life for all.

We believe that your esteemed organization is highly suited to join us as a co-organizer or sponsor for these events. There are several ways to collaborate with us. One option is through sponsorship, which can be provided as financial support or in-kind contributions. Detailed information about our sponsorship packages is outlined at the end of our booklet. All sponsors will benefit from brand visibility through various marketing and communication channels, including media platforms, exhibitions, and networking opportunities associated with the competition.

Additionally, your organization could contribute by participating on the jury panel or encouraging students to take part in this event. Your extensive expertise and experience would significantly inspire and enhance the capabilities of our participants. Furthermore, we are confident that your involvement in this initiative could yield innovative solutions to challenges within your organization by leveraging our extensive network of contacts.

Kindly contact us if you have any questions or suggestions about the sponsorships or our plan.

We appreciate your time and consideration in advance!

We look forward to hearing from you soon!

Sincerely,



Su Dinh Thanh
President,
Professor. Su Dinh Thanh

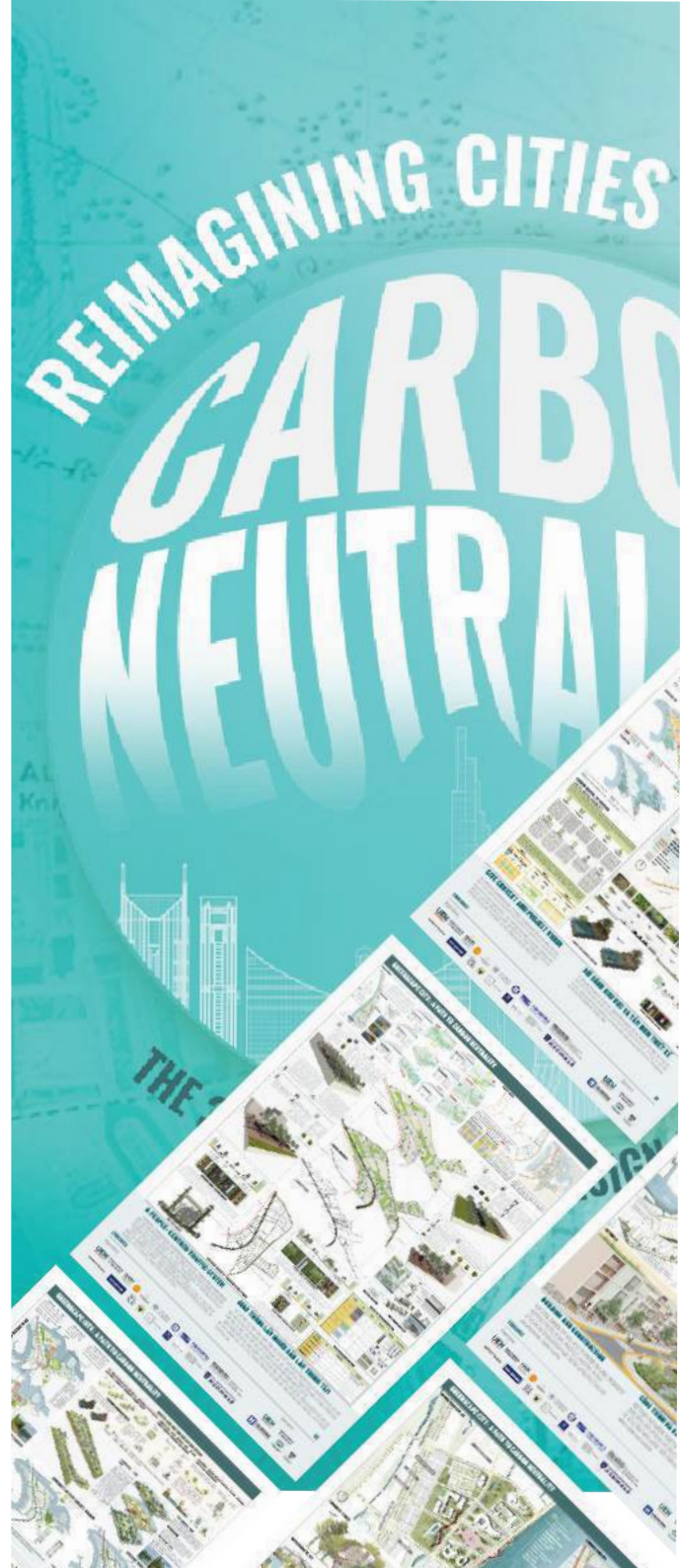


About

Institute of Smart City and Management (ISCM)

The Institute of Smart City and Management (ISCM) was established at the turning point of UEH's transformation into a multi-disciplinary and sustainable university. As a research and educational institute, ISCM aspires to confront urban life challenges via international integrated education activities, practical problem-solving projects and in-depth academic research. We orient our activities towards Smart City strategies (including Smart Mobility, Smart Governance, Smart Design, Smart Planning and integrated fields), Through technology applications, which form a harmonious problem-solving instrument in a rapidly changing and unpredictable world.

In ISCM, we develop partnerships by building extensive local and international networks among academic and research organizations, government authorities, industry, and communities. ISCM strives to create a co-creation platform and build communal efforts to improve the smartness, resilience, and sustainability of our communities with a motivated and creative team that comprises academics, specialists, and researchers from diverse backgrounds, generations, and nations.



Previous and the 2025 Competitions

ISCM, UEH successfully ran three international design competitions in 2020, 2021, and 2023.

In 2020 with the topic of Smart Design for Post-Pandemic World and 2021 competition about SmartCity+ and 2023 competition about Reimagining Cities towards Carbon Neutrality.

This year 2025, to promote the theme "Symphony of Future Cities", the fourth competition with the topic "Reengaging Cities and Landscapes for Cultural and Economic Vibrancy" is an effort to rethink the relationship between the built and non-built environments within cities. In the process of continuous urbanization, open landscapes and the accompanying cultural and economic values are gradually being forgotten. Besides, the competition challenges the participants to think about the relationship between landscape, culture, and economics on a multiscale from urban to architectural design.

LOOKING BACK AT PREVIOUS COMPETITIONS

2020

FUTURE CITY: SMART DESIGN
FOR POST-PANDEMIC WORLD

5,500 USD

TOTAL PRIZE

70

PARTICIPANTS

5

WINNING PROJECTS

10

HONOURABLE MENTIONS



2021

SMART CITY +

4,200 USD

TOTAL PRIZE

65

PARTICIPANTS

5

WINNING PROJECTS

10

HONOURABLE MENTIONS



2023

REIMAGINING CITIES TOWARDS
CARBON NEUTRALITY

4,200 USD

TOTAL PRIZE

200

PARTICIPANTS

5

WINNING PROJECTS

10

HONOURABLE MENTIONS



13,900 USD

Total Prize Value in
3 Years

335 Competitors

Total Participants in
3 Years

40 Countries

Total Countries in
3 Years

35 Co-organizers

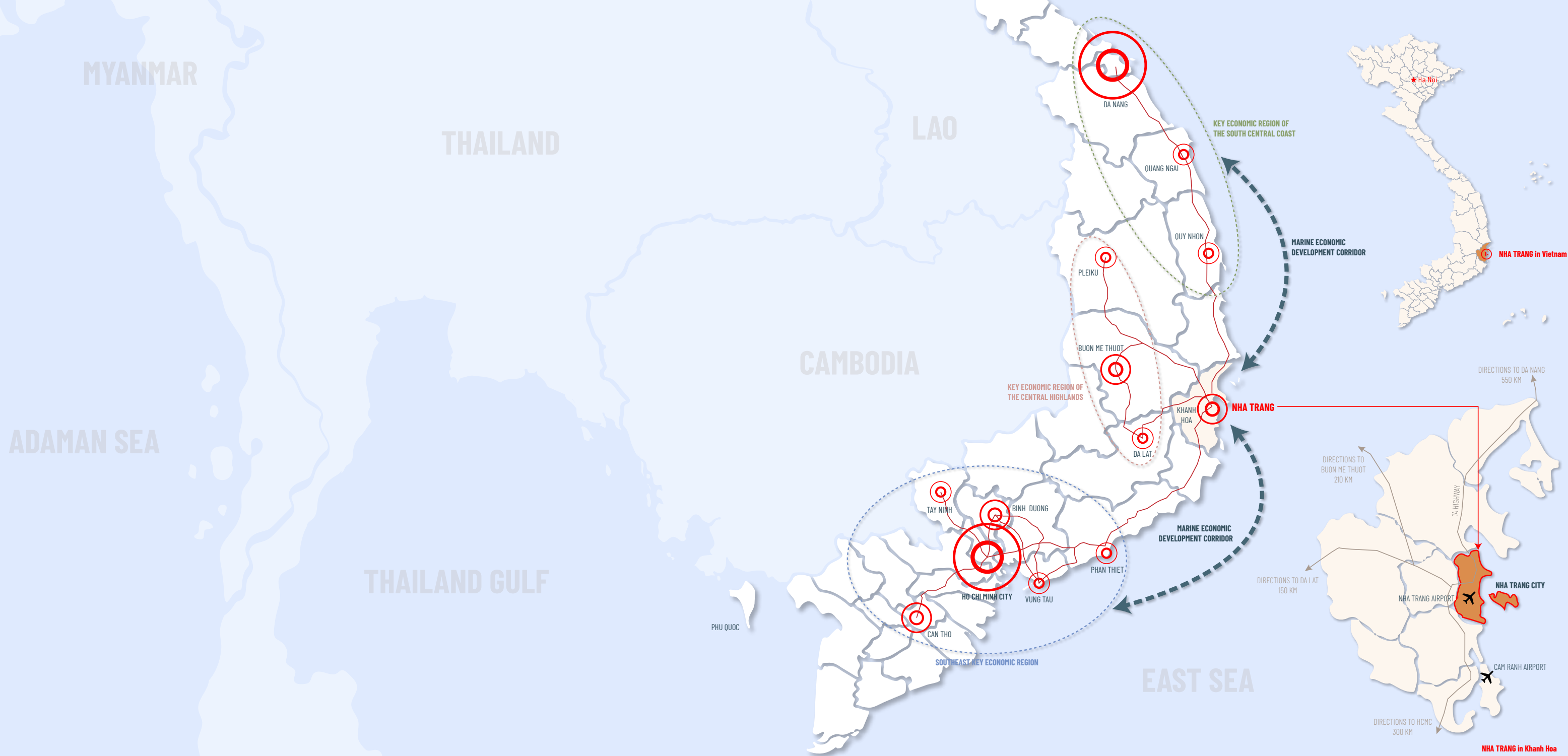
Total Prize in
3 Years

15 Sponsors

Total Prize in
3 Years

The Design Competitions from 2020, 2021 and 2023 are launched by *the Institute of Smart City and Management (ISCM), College of Technology and Design, UEH University* in cooperation with *University of Architecture Hochiminh city, Handong Global University, Trieste University, Seoul National University, University of Melbourne, Politecnico di Milano, Hochiminh city University of Technology, Saxion University, Thammasat University*. In addition, the competitions also have the participation of *Technical University of Mandalay, Blekinge Institute of Technology, Le Cnam, Transportation Research Institute (IMOB), UNESCOs UNITWIN* and sponsored by *HTE Global Co. Ltd, Handong Engineering and Construction Co. Ltd. and Korea Institute of Building Energy Technology* in 2020. 2021 with *UNESCO/UNITWIN, Chemonics International*. And 2023 with the participation of *Citilinks, University of Seoul, ASPECT Studios, UNICITI, Boston Architectural College, University of Leuven, Dayananda Sagar College of Architecture, and Lee Kuan Yew Centre for Innovative Cities*.





RELATIONSHIP BETWEEN ECONOMIC ZONES AND NHA TRANG CITY



1 Ponagar Cham Tower



2 Cai River Dam



3 Khanh Hoa Hospital



4 Hai An Tu Pagoda



5 Nha Trang Rail Station



6 Nha Trang Center



7 Nui Church



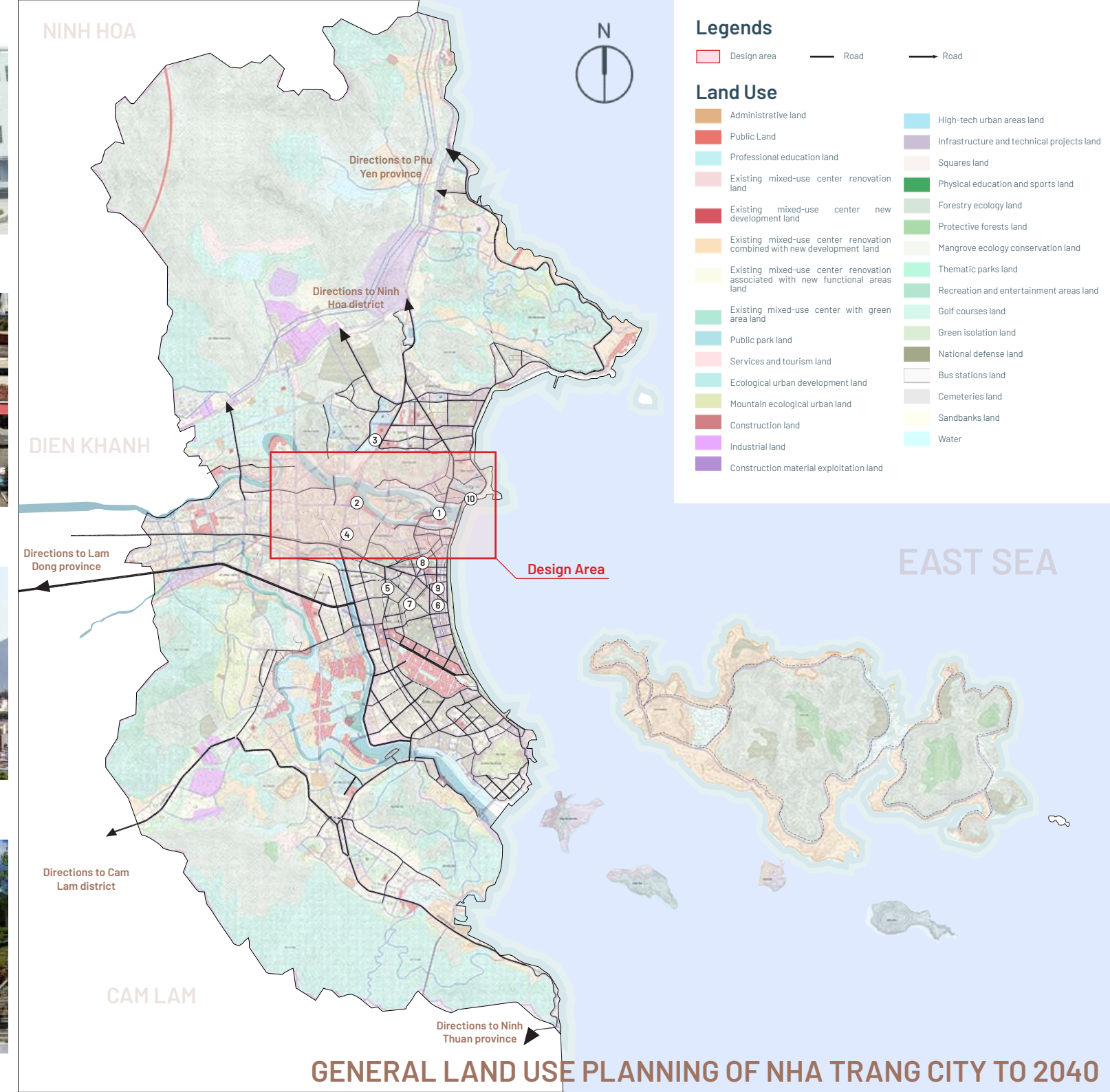
8 Dam Market



9 Khanh Hoa Museum



10 Nha Trang University



COMPETITION SITE AND THEMES



CAI RIVER AREA



2025 Design Competition

(Re)Engaging Cities and Landscapes for Cultural and Economic Vibrancy

General Objectives: Propose a design for developing blue-green landscape systems along the Cai River that can positively promote cultural and ecological preservation simultaneously (re)structure the urbanization and sustainable economic development associated with the water landscape.

Participants: Maximum 3 students in a group of undergraduate students or Master students all around the world.

Site Selection: A transect (2.5x5km) along Cai River that goes from the plain to the coastal dune.

The Proposal: An integrated implementation of design, spatial organization, technology, regulation, programs along with the logical studies on local culture, globalization, adaptability, and visions of future urban environment.



2025 Competition Themes Cultural and Economic Vibrancy

Cities can improve their economic performance and resilience by measuring and assessing the correlated concepts of cultural and economic vibrancy. Cultural venues and facilities, along with cultural involvement and appeal, constitute cultural vibrancy (European Commission, 2023). According to the European Commission (2023), these cultural hubs may include "sights and landmarks, museums, art galleries, cinemas, concert and music halls, theatres, tourist overnight stays, museums, and cinemas." First, a city's cultural attractiveness indicates its capacity to draw audiences on a local, national, and worldwide scale. A city's cultural value, deeply ingrained in its landscapes, significantly enhances the quality of life for its inhabitants. Heritage and modern expression interact dynamically to create cultural vibrancy. It embodies the dynamic, ever-evolving spirit of a community that values customs and fosters innovation.

By preserving historical sites, sacred landscapes, traditional arts, and shared narratives, a thriving cultural landscape embraces its legacy and finds inspiration and continuity. Simultaneously, it embraces a variety of expressions, fresh perspectives, and fresh voices. A community is an attractive place to live, work, and explore because of its rich blend of the past and present, which also encourages creativity, builds social cohesion, and draws tourists and investment. Therefore, if a community can truly thrive, its cultural vibrancy will inevitably lead to its economic vibrancy. For instance, urban heritage can stimulate local economic conditions in addition to carrying social, historical, and cultural values. Territorial characteristics such as a creative environment and a cosmopolitan identity can influence and strengthen this nexus of economic development and cultural valuation.



2025 Competition Themes

Landscape Urbanism and Nature-based solutions

“Landscape Urbanism” is a term that indicates a methodology for reading and studying urbanism through the lens of landscape (Waldheim, 2016). Landscape, as discussed by many scholars, is a way of seeing the world as a ‘scenery’ and space in which humans are perceiving and altering the land to create desired effects for a specific community (Waldheim, 2016; Jackson, 1984). As such, landscape is not necessarily natural; it is a result of the interaction between culture and land, leading to the creation of cultivated, forested, water, sacred, urban, and many other landscapes. If we subtract all the details in a city using the same method as Nolli’s map (1823), we can represent the structure of solids and voids, both built and non-built, resulting in open and closed landscapes. However, through the process of urbanization, the balance between the two types of open and closed landscapes is gradually being lost. This has led to the neglect of the cultural values and vernacular practices embedded in the landscapes (Tan and Nguyen, 2023).

Vietnam is one of the countries facing many types of natural disasters and other consequences of global warming, especially in the central coastal areas. Global warming has modified the water cycle by impacting precipitation patterns causing severe flooding in the rainy season

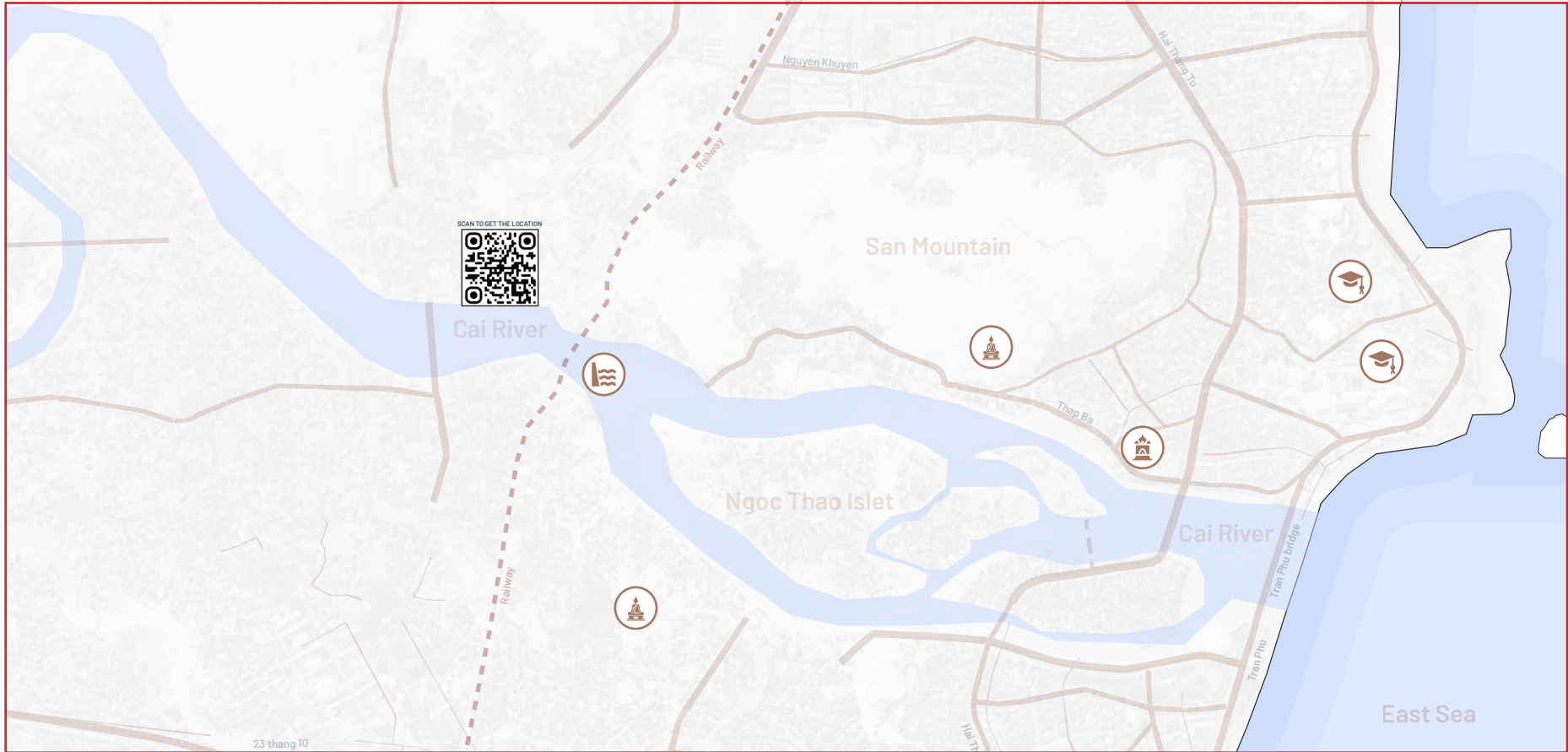
and drought in the dry season. It has been estimated “by 2100, the annual temperature may increase by 2–3°C, sea levels will rise by 42–72cm in specific coastal regions and heavy rainfall may increase by up to 150%” (Entzinger and Scolten, 2016). Extensive road-based urbanization in plains makes cities more vulnerable to flooding. Additionally, due to the need for economic development, the source of migration from rural to urban areas is also increasing. The continuous population growth and urbanization in cities have degraded and put a great pressure on the ecosystem. Therefore, the use of Landscape urbanism as a design strategy aims to identify, emphasize and enhance the open-landscape system to (re)engage and shape the new development of the city.

In a similar vein, the World Bank first used the phrase “nature-based solutions” (NbS) in 2008 to describe efforts to address societal issues by preserving, managing, and restoring natural and altered ecosystems in a way that benefits both people and the environment. To do this, the interventions by design to mitigate the previous challenges need to be considered at the scale of the larger landscape systems. The idea is to use to power of (open) landscapes to leverage the benefits for both human and nature.



COMPETITION SITE

The design competition frame (2.5 x 5km)



2025 Competition Site
Landscape Urbanism and Nature-based Solutions

This year's competition site will examine and construct a development scenario for the Cai River landscape in Nha Trang, Khanh Hoa Province, Vietnam, based on the two themes of 2025 Competition. The site is characterized by the two distinctive landscapes on both sides of the river. The holy mountain (Nui San) and the surrounding tomb landscapes anchor the north bank of the Cai River, while settlements surround the Cham Ponagar Tower. Urbanity heavily colonizes the southern bank of the river. The river contains several islets where settlements have gradually taken up residence. Similar to other plains along the central coast, a dam disconnects the river's metabolism to prevent saltwater intrusion, thereby facilitating rice production. The site has a strategic meaning to Nha Trang City and Khanh Hoa Province as well to preserve their prestigious landscape heritages and cultural values.

- 1. Ponagar Cham Tower
- 2. Dam
- 3. Hospital
- 4. Market
- 5. Pagoda
- 6. Rail Station
- 7. Museum
- 8. Shopping mall
- 9. Church
- 10. Educational Institution



Competition Challenge

Social Challenges



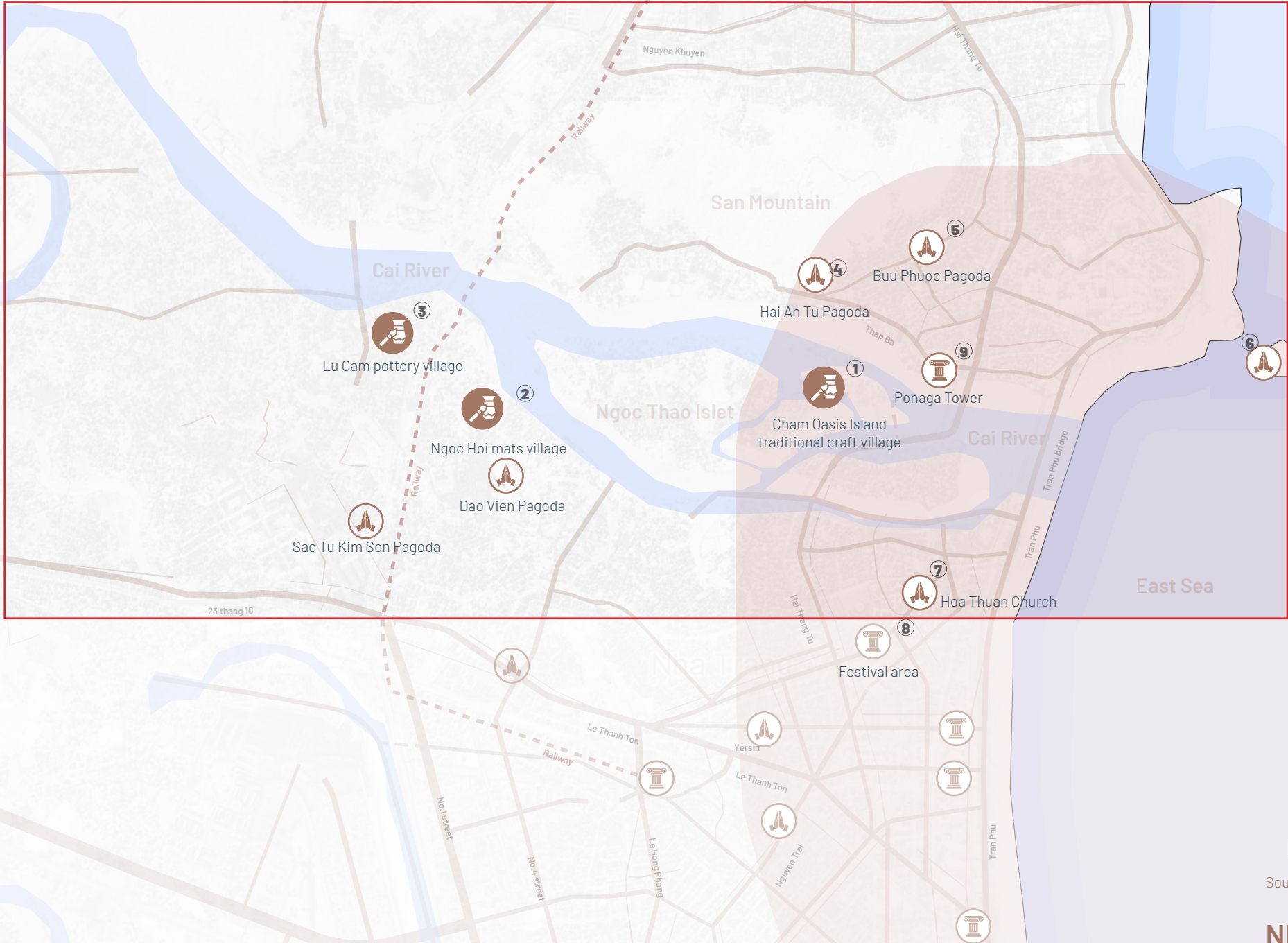
Source: Nguyen, Hoang V., et al. (2022)

Nha Trang City currently accounts for only 4.85% of the total area of Khanh Hoa province but has a population of up to 1/3 and contributes up to 2/3 of the province's gross domestic product. Tourism activities in Nha Trang have been developing since the 1990s. According to Khanh Hoa Department of Tourism, the growth rate in the period 2016–2019 was extremely high, 3 times higher than the period 2011–2015, reaching a total of 7,000,055 visitors annually in 2019 with international visitors accounting for more than 40%. However, this number began to decrease significantly to 642,594 in the first quarter of 2020 and continued to decline sharply as the pandemic progressed.

Nha Trang City possesses many outstanding features such as beautiful bays, diverse terrain (mountains, sea, mainland and islands), biodiversity of tropical marine ecosystems, cultural diversity, rich history. In the process of development, Nha Trang City is facing competition from other localities in the region and globally, making traditional approaches in promoting and marketing the city no longer effective. In the urban planning vision of the local government until 2040, Nha Trang is oriented to become the administrative, political, economic, cultural, scientific and technical center of Khanh Hoa province and the center of tourism services, trade - finance of the South Central region and the whole country. In which:

- Along both banks of the Cai River and Ngoc Thao Islet residential area needs to be renovated and upgraded, adding some new urban functions and resettlement (from Nhat Tri Islet area), developing ecological urban areas.
- Preserve the landscape and create an extensive riverside park system that can be used by residents and visitors.
- Urban development is engaged with blue-green systems for more resilience to inundation.
- Creating a heritage route by connecting and emphasizing the landscape to preserve and promote cultural and vernacular values through scenic and built relics (e.g. Nui San, hot springs, Ponagar Tower, Cai River's riparian landscapes).

The design competition frame (2.5 x 5km)



① Cham Oasis Island Traditional Craft Village



② Ngoc Hoi Mats Village



③ Lu Cam Pottery Village



Pagodas



⑦ Church

⑧ Market

⑨ Tower



- Traditional craft village
- Cultural - historical building
- Religious building
- Festival area

Source: Master plan of Nha Trang city to 2040

NHA TRANG'S CURRENT CULTURAL AND HISTORICAL STATUS





Competition Challenge

Ecological Challenges



The above goals essentially aim to reconnect Nha Trang city with its green and water landscape and are a lever to move towards cultural and economic vibrancy along the Cai River.

This is a huge opportunity for the locals. However, the development plan will put enormous pressure on the sea and forest ecosystems of Nha Trang. Ecological challenges also need to take into account. According to Department of Natural Resources and Environment, Temperature change over 40 years (from 1980 to 2020) in Khanh Hoa province shows that the average

annual temperature tends to increase. Specifically, the rate of increase in average annual temperature at the stations is as follows: $0.028^{\circ}\text{C}/\text{year}$ at Nha Trang station and $0.032^{\circ}\text{C}/\text{year}$ at Cam Ranh station. Rainfall change increased slightly with an increase rate of $0.475\%/\text{year}$ in Nha Trang and increased by $0.691\%/\text{year}$ in Cam Ranh. Thus, over the past 40 years, the average temperature in Khanh Hoa increased by about 1.1 to 1.3°C ; rainfall increased by about 19 to 28% . Due to the impact of climate change, Khanh Hoa province has been continuously affected by extreme natural disasters (storms, tropical depressions, thunderstorms, tornadoes, lightning, landslides, droughts, and saltwater intrusion). If projected with the climate change scenario of the Ministry of Natural Resources and Environment, with a 1m water level rise, the landscape and residential areas along the Cai River and the coast will be affected.

The main purpose of this competition is to search for an intelligent urban design and architectural projects that can promote the required development simultaneously preserve, balance and strengthen cultural-ecological values along the Cai River. The idea must be comprehensive, aiming at a holistic program which appeals to local citizens as well as international tourists. We will encourage ideas and programs which are inclusive and accommodate the entire range of demographic.

The design competition frame (2.5 x 5km)



- Vegetation
- Flooding area
- Water

Simultaneously, the existing blue-green landscape framework has been gradually eaten by the encroachment of the city. The connection between the city and the Cai River is completely forgotten.

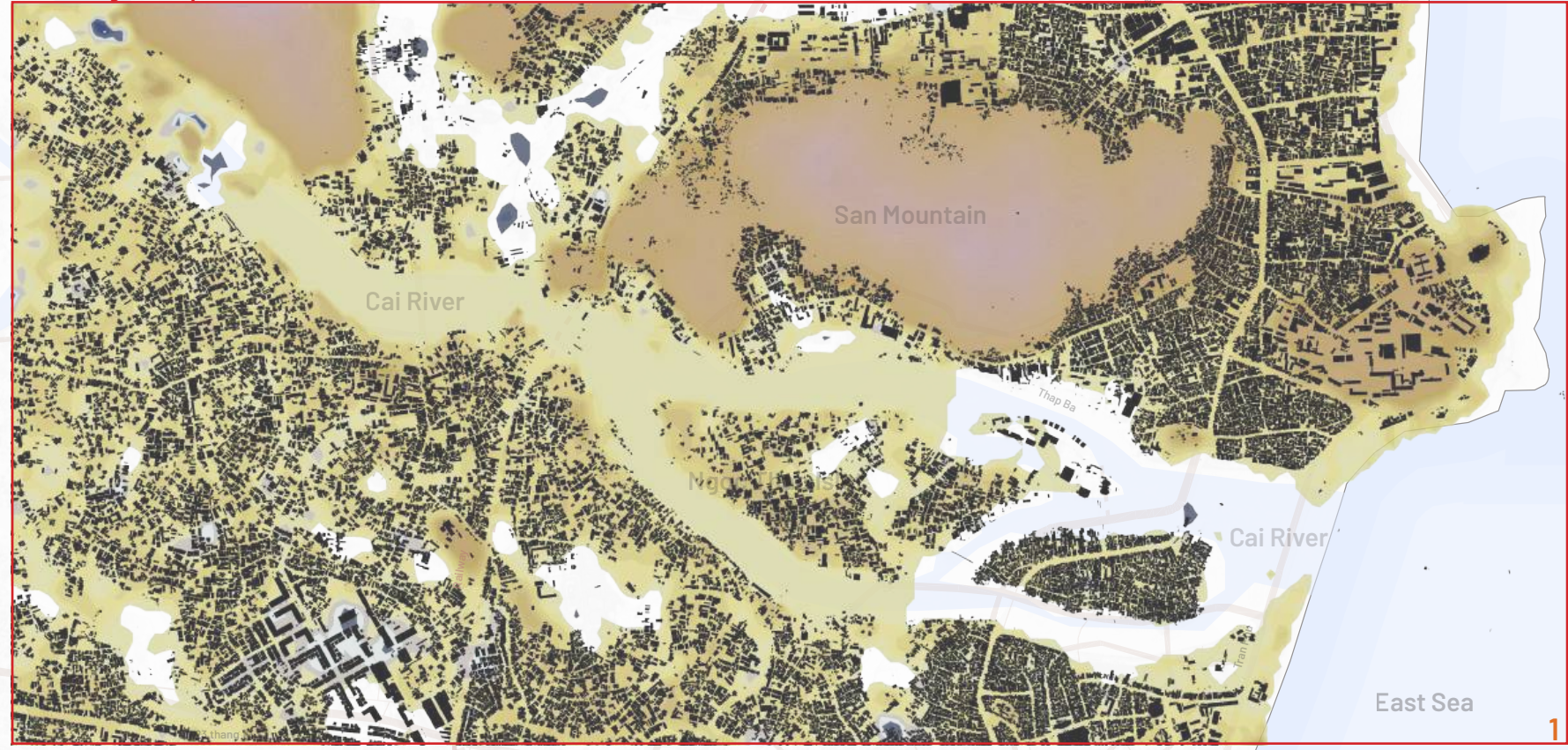
1. Existing blue-green landscape
2. Flooding prediction
3. Existing green system



EXISTING BLUE-GREEN LANDSCAPE

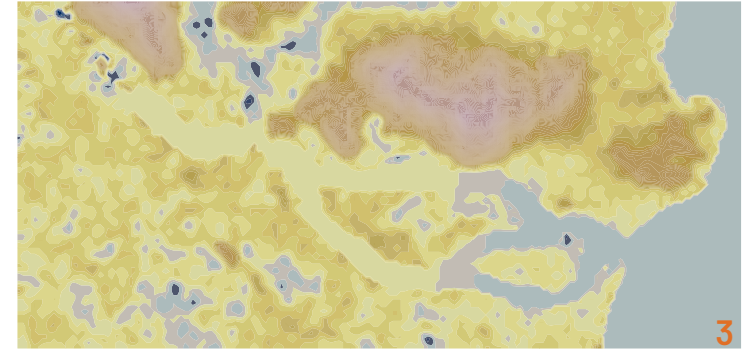


The design competition frame (2.5 x 5km)



Simultaneously, the build environment has been gradually eaten by the encroachment of the city. The connection between the city and the Cai River is completely forgotten.

- 1. Existing infrastructure
- 2. Figure-ground
- 3. Elevation





Detailed Assignment

1. A smart reading and interpreting of ecological, cultural and social values
2. A multi-scalar proposal approach (from architectural, landscape and urban design) to adapt to the previous socio-ecological challenges, future desire development as well as ecological preservation.
3. Scopes
 - A general urban landscape design scheme for the Cai River
 - A detailed of architectural and urban design of 1,5 x 1,5 km has to focus to the north bank of the Cai River
 - Competitors are free to choose a 1.5x1.5km area to design.
4. A conceptual principle for architectural typologies that linked with blue-green landscapes for residence, cultural places, public spaces,....
5. A scheme to integrate dynamic flows of cultural and economic vibrancy as well as cyclic designs (energy, water, materials, etc.) into the spatial structure of architecture and urban design.

Detail Guidance of Essential Illustration Elements

All submissions should include the following four general elements, and you may include other elements that you think are necessary to tell your story:

Part 1. Interpretation of the existing (regional scale, 2.5x5km, 1.5x1.5km)

The idea is to exploit the provided basic information about the site to create interpretation of the existing urban and landscape morphology, and cultural and economic values. The interpretation can be by maps, sections, sketches, collages, photos that can be used to develop the concept design.

Part 2. Schematic urban landscape framework (2.5x5km)

A Vision or a large conceptual design of the landscape framework to reengage the city's morphology and can integrate the development of cultural and economic vibrancy in 2.5x5km.

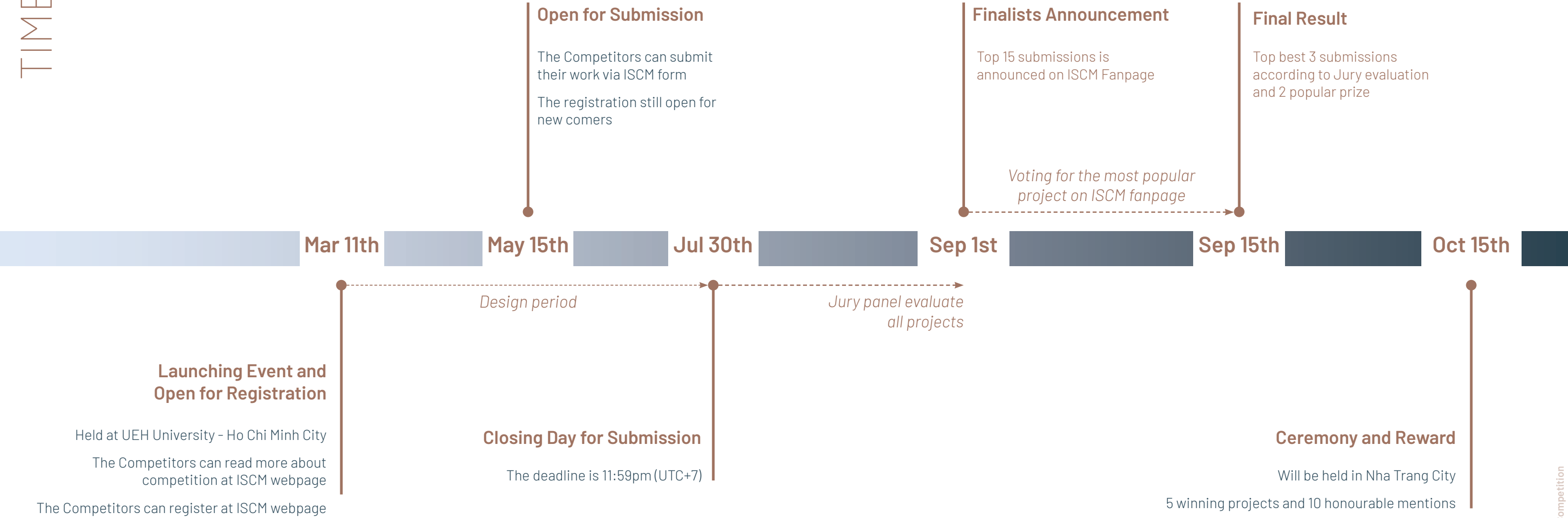
Part 3. Explorations of architectural, landscape and urban design (1.5x1.5km)

Your plan should communicate the following:

- 3D building massing
- Architectural ground floor plan showing the spatial quality
- Key sections to explore the interactions between architecture and landscapes
- Circulation (mobility and natural elements)
- Streetscape and landscape design
- Infrastructure
- Rendering shots: Street view/ Bird eyes view

Part 4: Detailing of cultural and economic vibrancy into the spatial designs

More detail explanation to illustrate and promote cultural and economic vibrancy into the design plans, sections, perspectives, etc.



PRIZES AND MENTIONS



Total Prize Value: 11,000USD + Publishing in UEH Press Magazine
3 Winning Proposals, 2 Special Awards and 10 Honorable Mentions will be Selected

+10 Honorable Mentions





Experiment and Exploring Tour

Furthermore, the winning teams can also have a chance to experiment with a tour to explore the magnificent landscape and cultural and economic activities in the coastal city of Nha Trang.

Another Benefits

By joining the collaboration course, you will have the opportunity.

- International collaboration
- Expert/academic input in local context
- Enhance networking and research among professors
- Students will have opportunities to exchange interdisciplinary knowledge
- Long-term connections





Registration Procedure

The registration and submission procedure must be done online by only the group leader:

Access and fill your information in the registration form of “(Re)Engaging Cities and Landscapes for Cultural and Economic Vibrancy” competition;

Checking for eligibility: At least 5 days from the registration day. The data package for design will be sent to participants after there is confirmation about their eligibility.

Registration and Submission deadline: Jul 15th, 2025

Once the registration is completed, you will receive a confirmation email with the “Identity code” and the link to download the competition brief and guideline.

Link for registration: Update soon

QR code for registration: Update soon

Submission Requirements

All competitors will be provided with a specific instruction file regarding submission;

All proposal files must be submitted with a pre-defined name and Identity code for blind review. Identity code will be given during registration;

Participants are required to upload at least 3 Panels (5 maximum) in the pre-defined templates (must not exceed 50mb per file) with all the necessary graphic information to explain the project in the best way possible (title, diagrams, sketches, 3d visualizations, plans and sections, collage, model photos,...) and a brief description of the proposal (max. 500 words);

Each panel should have a short explanation of the features shown in it;

No video is accepted;

All information provided in writing must be in English;

All submission must be upload online to the ISCM server (specific address will be announced 2 weeks before the submission deadline and send to all group leaders by email);

Participants who do not comply with the requirements will be disqualified;

Layout must follow the template given during the registration. Documents shall be submitted in English.

Submission deadline is on the July 15th, 2025 at 23:59 (UTC+7).

Evaluation Criteria

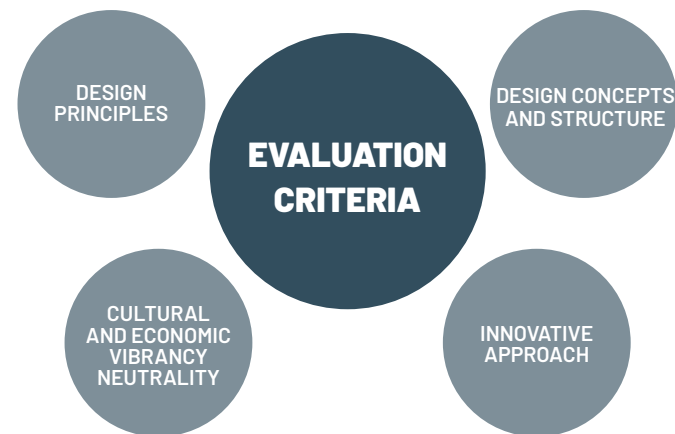
All submissions will be assessed with 4 different main categories which are described as following diagram

Design Principles: Competitors will have to illustrate the manifesto and identity of their design (Urban design, architecture and landscape)

Design Concepts and Structure: How the organization, presentation and layout of submission can contribute to authors' ideas delivered works.

Cultural and Economic Vibrancy Neutrality: The strategy should be comprehensive and feasible, developed with a holistic approach.

Innovative Approach: Smart design is one of the main pillars for innovation and it should be clarified clearly.



A. Design Principles (Architecture, Urban, Landscape) (50)

1. Re-thinking urban identity (10): Smart city is an inevitable trend, but how do authors design to maintain the identity of the city and promote them? Relevance of the proposed design and design ideas for 21st century. Is the master plan vision consider the city development plan? Has the designer considered the same while proposing a solution?

2. The clarity in design, thoughts and composition (30): Composition rules and design asthetique followed by the designer. The viewer shall see the clear path of the diverse social groups and how they are managed to express the same through design. Clarity in spatial structure and hierarchy. Reflection of design strategy into design solution. Meaningful design and programmatic decisions based on contextual understanding and expression. *To check if the team has successfully considered the surrounding area for impact study, which is beyond demarcated site area. If there are environmental aspects addressed from the precinct and if the authors have successfully responded to the same through master plan.*

3. Human centric design approaches and expression of typology (10): design approaches should aim at providing human comfort and aim at achieving better quality of life. How are these ideas expressed through detailed views and illustrations?

B. Designing for Cultural and Economic Vibrancy (30)

4. Explicit integrating into spatial design the story of promoting cultural and economic vibrancy (15): The author should identify the cultural values of the landscape and reinforce them through the design of integrated economic development activities.

5. Sustainable and resilient cyclic design to respond to global warming (15): effectively use recommended materials or energy-efficient understanding into the design.



C. Innovative Approach (20)

6. Unique vision/manifesto (10): An applicant shall express via diverse tools how he/she understands the Smart Design. The more aspects are taken into consideration, applied and combined as a balanced and well-working system, the higher score the contestant may receive. Also a unique vision with a strong explanation is appreciated.

7. Clarity of smart design functions (5): The author shall clearly portray how Smart Design ideas are revealed in the whole concept. It is not enough to show the green façade, e.g., but important to trace the function of the technology. Why it has been presented in the project? What is the role in the project? How far the function and its presentation correspond to the whole design?

8. Comprehensiveness (5): "Proposal shall address stakeholders existing problems". Besides knowing the contemporary Smart Design techniques it is important to know where exactly to apply them and why. The problem, which he/she has identified to build the proposal, shall be highlighted by the author clearly.

D. Formal Design Concepts and Structure (20)

9. Author's message (5): What is the main message delivered by the work? How is it supported via design and presentation? Both graphic and text. The author can define the Title and follow the chosen style.

10. Logics and structure (5): The board organization, sequence of design elements, connection between drawings and design elements etc.

11. Techniques and skills (5): Does the work bring the feeling of the strong design skills the author/s have? Are there unique skills and techniques used to arrive at designing and illustration?

12. Graphic presentation (5): layout, colour, clarity, organization



Jury and Evaluation Process

All jury panel members' information will be published in our fanpage at: <https://www.iscm.ueh.edu.vn/>

- The core and consultative jury panels will be responsible for setting the criteria that participants need to fulfill, based on the site and brief, and will evaluate each submission accordingly;
- Participants are advised to research both the working site and previous similar case studies as part of the design process;
- Jury panel may choose to reward projects that show a high degree of creativity, even if they breach any of the rules, as long as its justified.

Selecting top 3 winners:

- Jury panel will produce a shortlist of 30 from all the submitted entries;
- Jury panel will select 15 competition finalists from the shortlist;
- Jury panel will evaluate the 15 finalists and select the top 3 winning projects and 10 honourable mentions;

Selecting sponsor favorite idea project:

- Our sponsor will select 1 project from finalists that have the most standout ideas;

Selecting most popular project.

- From the 15th of August 2025, all the finalist projects will be uploaded to ISCM fanpage at <https://www.facebook.com/ISCM.ueh>. On 1st of September 2025, the most liked and shared project will received the Most popular prize.

Intellectual Properties

Registering to the “(Re)engaging cities’ Landscapes for Cultural and Economic Vibrancy” competition implies transferring an unlimited right of use, distribution, publication and communication of all submitted material to ISCM. Should any material be further used, distributed, published or communicated by ISCM, the authors’ products shall always be acknowledged and mentioned.



Jury Panels (Continued Updating)



Assoc. Prof. Tu Anh Trinh

Director, Institute of Smart City & Management

College of Technology and Design, UEH University

Vietnam



Prof. Elena Marchigiani

Department of Engineering and Architecture

University of Trieste

Italy

Jury Panels (Continued Updating)



Prof. Kelly Shannon

Director of Master programs

KU Leuven University

Belgium



Dr. Tuan Pham Anh

Head of Department of Landscape Architecture (DLA)

Faculty of Architecture & Planning

Hanoi University of Civil Engineering (HUCE)

Vietnam



Prof. Ducksu Seo

Department of Spatial Environment System Engineering

Handong Global University

Korea

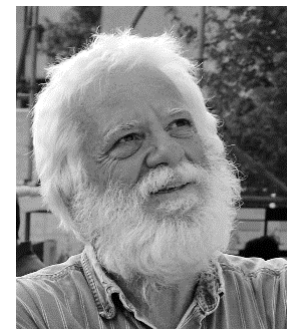


Dr. Adrian Lo

Director of the Urban Design and Development International (UDDI) program

Thammasat University

Thailand



Prof. Bruno De Meulder

Coordinator of Master Programs

KU Leuven University

Belgium



Prof. Barbara E.A. Piga

Coordinator of the Laboratorio di Simulazione Urbana Fausto Curti,

Politecnico di Milano

Italy



Dr. Lan Hoang Ngoc

Senior Lecturer, Institute of Smart City & Management, UEH University

Former Vice-Dean, Urban Planning Faculty, University of Architecture Ho Chi Minh City

Vietnam



Dr. Vinh Nguyen Quoc

Head of Department of Architecture

Faculty of Civil Engineering

Ho Chi Minh City University of Technology

Vietnam



Dr. Harvey Neo

Programme Director & Professorial Research Fellow

Singapore University of Technology and Design (SUTD)

Singapore



Dr. Filipa Martins

Assistant Professor at the Faculty of Arts and Humanities

University of Saint Joseph (USJ)

Macao

Jury Panels *(Continued Updating)*



Dr. Rachel Jahja

Lecturer, School of Communication & Design
RMIT Vietnam, Ho Chi Minh City
Vietnam



Dr. Sarah Howard

Interim Vice President for Advancement and Strategic Relations
The Boston Architectural College
United States

Jury Panels *(Continued Updating)*



Assoc. Prof. Iderlina Mateo-Babiano

Associate Professor in Urban Planning and Assistant Dean, Diversity and Inclusion
University of Melbourne
Australia



Dr. Tuan Nguyen Anh

Head of General Planning Management Department HCM City
Department of Planning and Architecture
Vietnam



Assoc. Prof. Kitapatr Dhabhalabutr

Dean, Faculty of Architecture
Khon Kaen University
Thailand



Assoc. Prof. Yingsawad Chaiyakul

Lecturer, Faculty of Architecture
Khon Kaen University
Thailand



Dr. Le Thi Thu Huong

Academic Coordinator of Architecture bachelor's program
Senior Lecturer of Sustainable Urban Development master's program
Vietnamese-German University
Vietnam



Dr. Son Do Xuan

Faculty of Civil Engineering
Ho Chi Minh City University of Technology and Education
Vietnam



M.Arch Steven Petit

Creative Director/ Landscape Architect/
Urban designer
OMGEVING
Belgium



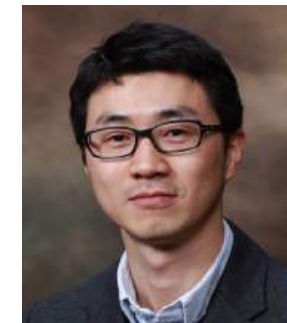
Assist. Prof. Juhyun Lee

Department of Urban Planning and Design
Xi'an Jiaotong-Liverpool University
China



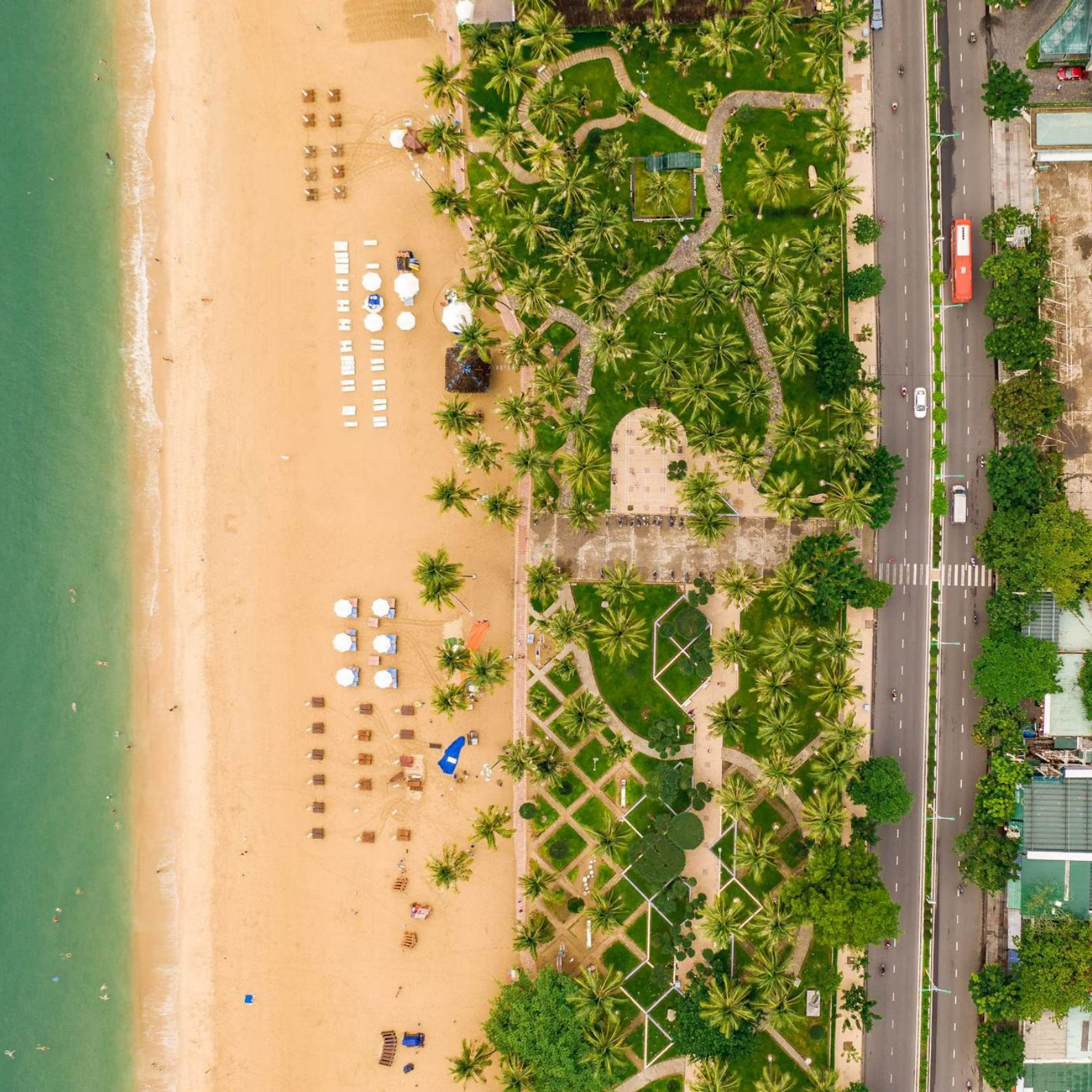
Dr. Pongpisit Huyakorn

Lecturer, Department of Urban and Regional Planning
Faculty of Architecture
Chulalongkorn University
Thailand



Assoc. Prof. Jinhuyun Hong

Associate Professor
Department of Smart Cities
University of Seoul
Korea



Organizers (Continued Updating)





















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About Organizers (*Continued Updating*)

University of Economics Ho Chi Minh City (UEH), Vietnam

UEH is a multi-disciplinary university with various levels and modes of education, from bachelors to PhDs. UEH teaching staff all have been trained from high reputation institution all over the world. Annually, there is a large enrolment number of students that makes UEH become one of the largest Vietnamese universities in the field economics and business administration.

Institute of Smart City & Management, UEH, Vietnam

Institute of Smart City and Management (ISCM) were established with the goal of becoming a connector between universities, government management agencies, research organizations, domestic and foreign companies and the local community. From those connections, we will research and propose smart strategies and creative solutions to solve urban problems to help develop a better education and towards sustainable urban development in Vietnam.

Handong Global University, Republic of Korea

Handong Global University is the epitome of a Glocal University (Global and Local) that serves the community, the world, the people, and the humanity through our love and wisdom with creativity. Handong Global University has been trying to contribute to the development of the community, the nation, and the world by equipping its students with the love to serve their neighbors and the creative power to solve problems wisely.

Trieste University, Italy

The principal ambition of the University of Trieste is to prepare the future class of leaders and professionals for a world of work in which the required level of knowledge and preparation changes every day. Adaptability to change and continual learning are among the main values that we emphasise. For many years, the University has held a leading position in the ranking of Italian universities, while it is one of the few Italian institutions also found in international rankings. Recently, UniTS received the highest assessment of 'very positive' on the MIUR (Ministry of Education, Universities and Research) scale, placing the University in Band A.

Thammasat University, Thailand

Thammasat University is ready to become a "World Class University for the People" with the 4 main strategic groups: Future Workforce, Future Workplace, Future Life and Society and Future Collaboration; to transform Thammasat University to be more than just an institutional space, striving to progress toward being a space for innovation in all dimensions and creating a new generation leaders for the future.

About Organizers *(Continued Updating)*

The Royal Melbourne Institute of Technology (RMIT University)

RMIT University (Royal Melbourne Institute of Technology) is a global university of technology, design, and enterprise, originally founded in 1887 in Melbourne, Australia. It is renowned for its strong focus on practical education, industry connections, and innovation-driven research. RMIT has campuses in Australia, Vietnam, and Spain, as well as partnerships with institutions worldwide. The university offers programs in various fields, including business, design, engineering, IT, and communication, with an emphasis on hands-on learning and real-world applications. RMIT Vietnam, established in 2000, is the first fully foreign-owned university in Vietnam, with campuses in Ho Chi Minh City and Hanoi.

Chulalongkorn University

Chulalongkorn University (CU) is Thailand's oldest and one of its most prestigious universities, established in 1917 by King Vajiravudh (Rama VI). Located in the heart of Bangkok, it is a leading research-intensive institution known for academic excellence, innovation, and strong contributions to national and regional development. CU offers a wide range of programs across various disciplines, including engineering, business, medicine, social sciences, and the arts. The university has a strong reputation for producing leaders in government, business, and academia. It is also recognized for its international collaborations and commitment to sustainability and social responsibility.

Singapore University of Technology and Design (SUTD)

SUTD is a leading research-intensive university in Singapore, established in 2009 in collaboration with the Massachusetts Institute of Technology (MIT). SUTD focuses on interdisciplinary education and innovation-driven research in architecture, engineering, design, and technology. It is known for its hands-on, design-centric curriculum that integrates STEM disciplines with humanities and social sciences. SUTD emphasizes entrepreneurship, sustainability, and real-world problem-solving, preparing graduates for the rapidly evolving tech and design industries. The university is also home to cutting-edge research centers and strong industry partnerships.

University of Leuven (KU Leuven), Belgium

KU Leuven is an international community where innovative research forms the basis of all our academic programmes. Across the university, driven researchers and curious students continually gain new insights and use their knowledge to tackle the foremost challenges of our time. KU Leuven is dedicated to education and research in nearly all fields. Its fifteen faculties offer classes and degree-granting academic programmes, whilst research activities are organised by departments and research groups.

About Organizers *(Continued Updating)*

Khon Kaen University (KKU)

Khon Kaen University (KKU) is one of Thailand's leading public research universities, located in Khon Kaen, the largest city in northeastern Thailand (Isan). Established in 1964, KKU is a key educational and research hub in the region, offering a wide range of undergraduate and postgraduate programs across various disciplines, including health sciences, engineering, agriculture, social sciences, and humanities. As a center of excellence in education and innovation, KKU is known for its strong emphasis on research, particularly in areas relevant to the development of Thailand and the Greater Mekong Subregion. The university is also actively involved in community engagement and international collaborations, contributing to regional and global advancements in education, science, and technology.

Hanoi University of Civil Engineering (HUCE)

established in 1966, is one of Vietnam's leading technical universities specializing in civil engineering, architecture, and urban planning. Located in Hanoi, HUCE plays a crucial role in training engineers, architects, and researchers to meet the country's infrastructure and construction development needs. The university offers a wide range of undergraduate and postgraduate programs in civil engineering, transportation engineering, environmental engineering, and related fields. HUCE is known for its strong research focus, technological innovation, and contributions to Vietnam's construction and urban development sectors.

Vietnam Association of Landscape Architects (VALA)

The Vietnam Association of Landscape Architects (VALA) is a specialized organization under the Vietnam Association of Architects, focusing on landscape architecture. It was established to connect and support architects, planners, researchers, and professionals working in the field of landscape architecture. The association plays a crucial role in promoting sustainable development, nature conservation, and enhancing the quality of urban and rural living spaces. VALA organizes seminars, discussions, and training programs to update new trends, encourage the application of technology, and promote green solutions in landscape design.

University of Melbourne, Australia

Established in 1853, the University of Melbourne is a public-spirited institution that makes distinctive contributions to society in research, learning and teaching and engagement. Its consistently ranked among the leading universities in the world, with international rankings of world universities placing it as number 1 in Australia and number 32 in the world (Times Higher Education World University Rankings 2017-2018).

RESPONSIBILITIES OF THE CO-ORGANIZER

JURY PARTICIPATION

Assign at least one representative to join the jury panel.

Ensure the representative is available for evaluation sessions and discussions.

PARTICIPANT RECRUITMENT

Promote the competition among their students, especially those in relevant fields (architecture, urban design, landscape, etc.).

Actively encourage students to register and submit proposals.

NETWORK OUTREACH

Disseminate competition details within their professional network.

May engage academic, industry, and institutional partners for potential collaboration.

May seek potential sponsors or supporters from their network.

LOGISTICS SUPPORT (IF POSSIBLE)

Provide or assist in securing flight tickets for the representative jury member to attend the awards and ceremony in Nha Trang City, Vietnam.

CASH SPONSORSHIP

	PLATINUM	GOLD	SILVER	BRONZE
PACKAGE PRICE (VAT not include)	10,000	5,000	2,000	1000 or Professional services equivalent to 1000
AVAILABLE SLOTS	1	3	5	Unlimited
RECOGNITION AS THE MAIN (TIER) SPONSOR IN ALL EVENT MATERIALS, PRESS RELEASES, AND MEDIA CAMPAIGNS	✓	✓	✓	✓
BRAND VISIBILITY				
Logo prominently displayed on participant certificates and trophy	✓			
Logo prominently displayed on competition website	✓	✓		
Logo prominently displayed on all the posts of Media partners	✓	✓	✓	
Logo prominently displayed on event banners, brochures, videos, social media posts and official backdrop	✓	✓	✓	✓
DIRECT INFLUENCE				
Opportunity to have a panel session in the International Conference in the <i>Sustainable Blue Economy Development Event series</i>	✓			
Organization video clip before event	✓	✓		
Dedicated feature article about your organization in the competition newsletter to all participants and co-organizers	✓	✓	✓	
Booth or exhibition space at the competition venue to showcase your projects/ products	✓	✓	✓	✓
COMMUNICATION				
Opportunity to participate into the Jury board of the competition	✓			
Complimentary participation in the welcome party	✓			
Complimentary participation in all of the competition activities and networking events	✓	✓		
Complimentary participation in the farewell party	✓	✓	✓	✓
Complimentary participation in all of the International Conference activities in the <i>Sustainable Blue Economy Development Event series</i>	10 visitors	5 visitors	3 visitors	2 visitors

Currency: USD

IN-KIND SPONSORSHIP

	IN-KIND ACTIVITIES AND BENEFITS	SLOT
Primary Marketing and Communication Partner Package	Publicizing event through your social media channels for at least 10 posts	2
	Having journalists to report the news about opening and closing ceremony	
Benefits	Recognition as the Primary Media sponsor in all event materials, press releases, and media campaigns	
	Logo prominently displayed on competition website	
Marketing and Communication Package	Publicizing event through your social media channels for at least 10 posts	5
Benefits	Logo prominently displayed on event banners, brochures, videos, social media posts and official backdrop	
Professional Services (Accommodation, Travelling, Tourism, Exhibition, Dining, Printing, Media)	Providing professional services with the cost equivalent to 500 USD	Unlimited
Benefits	Logo prominently displayed on event banners, brochures, videos, social media posts and official backdrop	

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UEH College of Technology and Design

232/6 Vo Thi Sau, Vo Thi Sau Ward, District 3,
Ho Chi Minh 70000, Vietnam

iscm@ueh.edu.vn

+84 28 3930 9589

Local Committee

Chairperson: Tu Anh Trinh

Secretary: Mai Tran Thi Quynh

Competition Coordinator: Tam Do Le Phuc

Research & Content: Quang Nguyen Minh

Media & Communication: Anh Truong Ngoc Phuong

Technical & Design: Toan Le Phuc

Finance & Budget: Dung Lai Phuong

