



# Proposal

# THE DREAMING DA LAT 2021

## ORGANIZERS



## PARTNERS



the Art and Literature Association of  
Lam Dong



BALAP space

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# About the organizers



Sao La was founded in 2014. Its current members are Nguyễn Kim Tố Lan, Nguyễn Đức Đạt, Đỗ Thanh Lãng, Đỗ Sỹ Tùng and the supporting members are Đào Tùng, Ngô Đình Bảo Châu, Trần Phương Thảo and Tùng Mai. As the nature of a "space traveler", not based on a fixed location, Sao La carries two main objectives: making contemporary art accessible to the general Vietnamese public through educational programs, and nurturing Vietnam's growing creative community. The project will serve not only as a project that organizes exhibitions, film and video screenings, workshops and lectures but also as an informal place for Vietnamese artists to experiment, challenge and develop their creative practices. In 2017, Sao La opened Cù Rủ Bar since 2017. They are now based in Đà Lạt.



MOI land is an art organization founded in Đà Lạt in 2017, currently managed by Le Phi Long and Hoang Anh. MOI land-home is an Air bnb business run by artists. It is both a residency and a workshop/gallery to display artworks and to create exchange between local and international artists. In 2020-2021, MOI land focuses on the environmental issues and ecology.



NEST Studio is a gallery and multi-functional workshop area founded by artists Ngo Dinh Bao Chau and Dao Tung in 2019. Since its establishment, NEST has become a co-working space, a platform where artists based in Hue and the local audience can meet and discuss in various forms such as exhibitions, workshops, art talk, screening film.



Modo is an art space founded in 2019 by artists Trương Thiện, Nguyễn Thị Thanh Mai and Hoàng Ngọc Tú. Located near the Hue Royal Antiquities Museum, in one of the last dormitories from the 80s, Modo has organized 5 exhibitions and more than 15 public art programs including artist talk, workshops, performances and screenings. Within a year, Modo has become a destination to meet, exchange, discuss and learn between international and local artists.



Symbioses is an art project founded in 2019 by curator Le Thien Bao. The project strives to create a reciprocal relationship between art and business; to elevate a location to a cultural destination; to nurture the art community by weaving art into people's daily lives, breeding the habit of enjoying, appreciating and collecting art in Vietnam.



# what is it?

## Introduction

The name Nổ Cái Bùm means Explodes with a Boom. It is an art festival initiated by Mo Do, Nest Studio and Symbioses in Hue during the very difficult time of Covid-19 pandemic in Vietnam in June 2020. Every year, No Cai Bum will move to a new city and be hosted by a different local art collective. Last year, we involves independent 56 artists and curators, 7 art collectives, 10 art spaces across Vietnam, collaborate with Hue College of Arts. Featuring exhibitions, works in-progress in artists studios and a variety of public programs, art tours in 5 days, Nổ Cái Bùm seeks to bring more attention of the art community in Vietnam, thereby enabling more activities and collaborations in the future. We believe Nổ Cái Bùm can improve the relationship between local authorities and art community, to make this city an art and cultural hub for Vietnam in the next 5 years.

In 2021, Nổ Cái Bùm chooses Đà Lạt to be the place to host the Art week, "The Dreaming Đà Lạt" version. The program estimate to organize more than 100 artists across Vietnam and international, 5-6 exhibitions across the city, various workshops, art talks, performance, music concert and film screening.

Nổ Cái Bùm Art Week 2021 is co-hosted by Sao La, MOlland, Nest studio, Mơ Đơ and Symbioses, with the support of our fellow sponsors and partners.





MOlland Home



Cù Rú Bar

# Why Da Lat?

Da Lat's name originated from Da Lach - a stream of the Lach people. The beauty of "Da Lach" has full of bold and unique values of truth - goodness - beauty, leaving a deep impression on domestic and foreign tourists. Dalat city has a cool climate all year round, with European-style planning and architecture; This resonates with the wildness and innocence of the ethnic minorities and the strenuous lifestyle of immigrants from different regions, which has created a city with a different personality. The population of Da Lat in 2018 was 406,105 people. This is the second most populous mountainous city in the country, just after Buon Ma Thuot city, of which 82.6% is urban. The proportion of young people is high, the city has lots of energy.

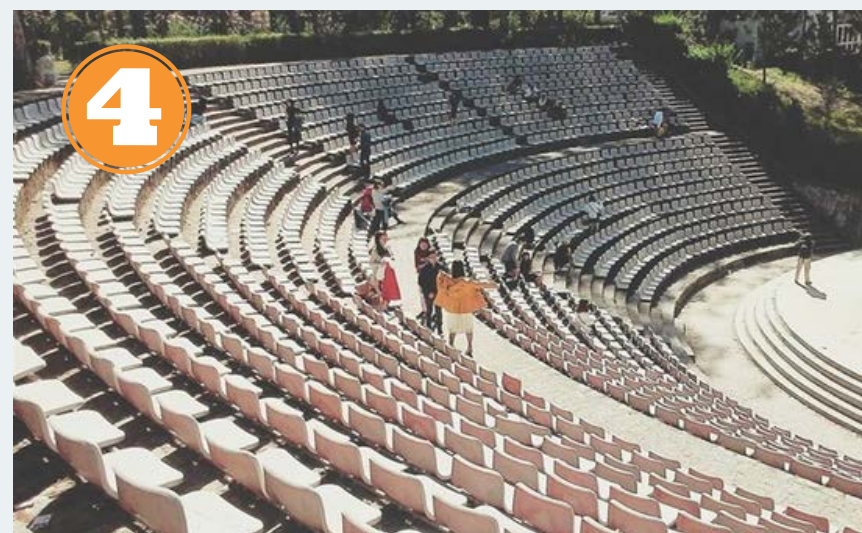
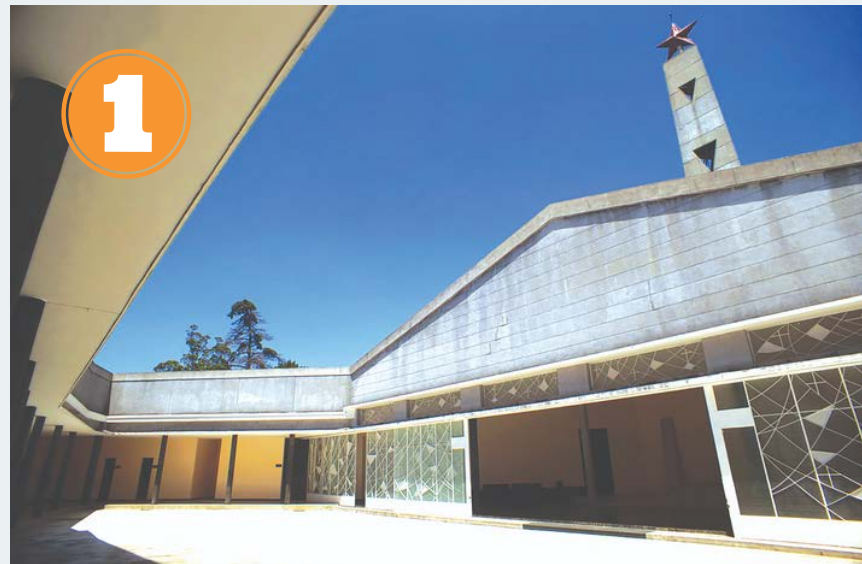
Over the past few years, Da Lat has been more and more noticed with diverse programs such as the Perpetual Flower Festival, Side Street Public Art, Yersin Art Street, etc. Dalat Dream program wants to contribute to that lively and joyful atmosphere to bring Da Lat the first week of contemporary art, to encourage local people to support cultural tourism. love nature and stay green.

# Some locations

No Cai Bum 2021 will feature a numerous events and exhibitions in key locations across Da Lat city. Visitors will follow an art map to visit the entire city and its surroundings. We also connect local businesses such as Cadasa villa compound, The Married Beans, etc.



the list of locations is updating



- 01 Đà Lạt University
- 02 Sapin Forest on Prenn hill
- 03 Hòa Bình theatre
- 04 The Children's Center of Culture
- 05 Cadasa villa compound
- 06 Scientific Research Institute of Highland

# Scheduled Programs



## Programs

time: 7 days in May/2021

Venue: ĐÀ LẠT

Estimated visitors: 3,000

### JANUARY

- Opencall for artists
- Site check venues for expo
- Start social media promotion

### FEBURARY

- Receive all list of works
- Start propose for sponsorship of local businesses
- Invite speakers, experts and curators to join educational programs.

### MARCH

- start planning expo, programs locations and artworks placement.
- Proceed logistic for artworks and artists

### APRIL

- Start asking for license
- writing for the whole festival, press release, artwork labels, images, etc.
- Finalize design, send for print

### MAY

- Receive all artworks
- artists and participants come to Da Lat
- Opening on the 8th May, 2021.

# Scheduled programs



## Main activities



### Exhibitions

Gathering artworks from more than 60 contemporary artists from Vietnam and international, The Dreamy Đà Lạt will exhibit the artworks in the educational, local and historical spaces across the city. The opening will be on day 1 of the program, all exhibitions will be free access for general public. Each visitor will receive an art map so they can locate the spaces and explore by themselves.



### Talks

Discussion, round tables, talks between artists, biologists, curators, farmers are crucial part of the art Week. We would like to create critical thinking and a platform to connect contemporary art with local heritage, culture and people. The content of the talks will be disclosed closer to the opening, around April.



### Open Studio

Artworks when exhibited are the results of a long process and thinkings. The Dreamy Đà Lạt will open 5-6 studios, those who locate in Đà Lạt. At the artist's studio, the visitor will meet artists and have direct exchange, observe their practices and understand more about the process.



### Music and performance

Screening, music, performances to showcase new works of young and experimental artists, art groups. This should be fun, casual and friendly.



# Scheduled programs



## our agenda from 8 - 15 May

### 8 MAY

- 4PM: VIP art tour
- 6PM: Opening event at Hoa Binh theatre, Da Lat.
- estimate guests to the Opening: 500 people

### 9 MAY

- Exhibition opening for public
  - Sport competitions (\*\*): Marathon
  - Open studios
- Venue: 10 art spaces across Da Lat city, Xuan Huong lake, Cam Ly church

### 10 MAY

- Workshops
  - Music performances, concert
- Venue: Married Bean coffee factory, Da Lat University

### 11 MAY

- Art Talks
- Contemporary dance
- Sport competitions (\*\*): Chess, Ping-Pong, Billard

### 12 MAY

- Film screenings
- Open studios

Venue: Hoa Binh theatre, art studios of artists based in Da Lat

### 13 MAY

- Performance art
  - Workshop
  - Art talk with curators
  - Sports competitions (\*\*): Duck pedalo
- Venue: Cadasa, Tuyen Lam lake

### 14 MAY

- Music performance
- Film screenings and discussion with film maker
- Open studio

### 15 MAY

- Closing party
  - Camping (\*\*\*) with camp fire challenge
- Venue: the Sapin Hill

(\*) Programs can change depending on the number of artists and collectives participating the event  
(\*\*) exclusively for artists  
(\*\*\*) exclusively for artists, curators and invited guests



## types of artworks

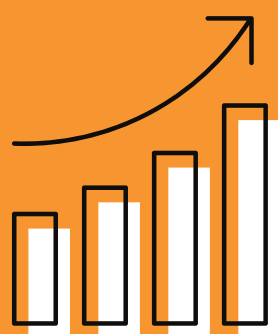
All artworks featured in NỔ CÁI BÙM is curated by artists. Above is the images of some artworks exhibited in Huế, 2020. The list of works for 2021 will be announced in March, 2021.



# Estimated impact of 2021

Click [link](#) to see NỔ CÁI BÙM 2020 in Huế

At least 3,000 visitors



According to the success and impact of NỔ CÁI BÙM 2020, we estimate a 25% growth in visitors this year

Promoting tourism in Đà Lạt



See more reviews of a visitor from last year in this [link](#).

Media cover on more than 25 channels



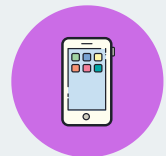
Last year for had 15 covers in Vietnam in Singapore. This year we try to make it 25.

Creating a community



We want to create an art community online and offline. Our social media platforms seek to gain + 6000 likes over the art week 2021.

# Marketing plan



## Main actions

**#NOCAIBUM2021 #DALATMONGMO #LEHOINGHETHUAT**

Hashtag, stories on FB, Insta

### **PRESS CONFERENCE**

Containing all the details regarding the project, the art weekend details and important dates.

### **OFFLINE MARKETING**

Posters, banners at local hotels and coffee, universities, shops



**facebook**  
@nocaibum.hue



**youtube**  
@nổ cái bùm



**instagram**  
@no.cai.bum



## Target audiences



### AGE

There are no age limits, everyone interested in the project is welcome!



### JOB

Farmers, artists, collectors, curators and the Vietnamese scholars.



### LOCATION

Offline audiences are mainly from Vietnam. The online audiences include the communities of the artist.

# Communication partners



PLEASE CLICK THIS [LINK](#) TO ACCESS THE MEDIA REPORT OF NỔ CÁI BÙM 2020 IN HUE

Tasks	Estimate cost (USD)	
	No Cai Bum and artist	Need sponsor
	5,600	34,920
<b>Before the event</b>		
License	250	
Design (map, brochure, etc.)		2500
Promotion	950	
Packing artworks and shipment		1,000
Airfare for artists		6,000
Accommodation for artists		6,230
Perdiem for artists		6,200
<b>Opening</b>		
Space rental		500
Light and sound system		350
Event coordinator	250	
Opening		730
Artists' fees		1,500
<b>Public programs</b>		
Rental spaces for public programs		3000
Installation and deinstallation		1500
Maintenance		1000
Website		730
other fees	500	
fees for speakers		1100
sound, light system		1100
<b>Closing the artweek</b>		
Rental space for party		500
Light and sound system		250
Event coordinator	250	
Closing party for 100 invited guests		730
<b>Management</b>		
Event management	2,400	
Operational fees	500	
Volunteers	500	
<b>TOTAL</b>		<b>40,520</b>



# Estimate budget

## "The Dreaming Đà Lạt"

- From NO CAI BUM: 5,600
- Crowdfunding: 10,000
- Sponsors: 35,000

# Sponsorship



CASH

VENUE

SERVICE

## WE NEED

Cash to run the programs as proposed.  
Sponsors can choose to support us according to the packages below:

DIAMOND: 8,000 USD

GOLD: 2,400 USD

SILVER: 1,500 USD

Venues for exhibitions (7 days), public program (1 day during the week of the event).

The Art Week will attract new and more visitors to visit your business. It is a good promotion for your brand image. You will have similar benefits equivalent to your values of sponsor.

Transportation, shipment, accommodation, sound and light systems and other services to organize the show. We are opened to send you the list of equipment needed and propose suitable partnership.

The Art week will introduce your products to the artistic public and enhance your brand image.

Beside logo of the sponsors featuring on our social media platforms and banners, we are open for negotiation for specific needs of sponsors.

# Benefits for sponsors



	DIAMOND 8,000 USD	GOLD 2,400 USD	SILVER 1,500 USD	INDIVIDUAL > 250 USD
VIP art tour of No Cai Bum artweek	✓	✓	✓	✓
Catalog of No Cai Bum art week	10 COPIES	5 COPIES	5	1
Limited edition wine set of Cù Rú bar	2 SETS	2 SETS	1 SET	1 SET
Thank you posts for your brand on Facebook, instagram of No Cai Bum	✓	✓	✓	✓
Free hotel vouchers for 2 nights	CADASA	TERRACOTTA	MOILAND	
Brand name mentioned on our communication documents (press release, factsheet)	✓	✓	✓	
Logo on our printed and online materials (poster, banner, backdrop, catalog)	PRIMARY	SECONDARY	TERTIARY	
Speech at the Opening event (7-10 mins)	✓			
Choose between: a painting for your office OR a consulting service for interior of your office	✓			



# Our sponsors 2020



# Contact



## Mailing address

Cù Rú. #02 Phạm Hồng Thái st., Ward 10,  
Đà Lạt, Vietnam.



## Email

nocaibum2020@gmail.com



## Phone

+84 989 690 050



# Thank you!