

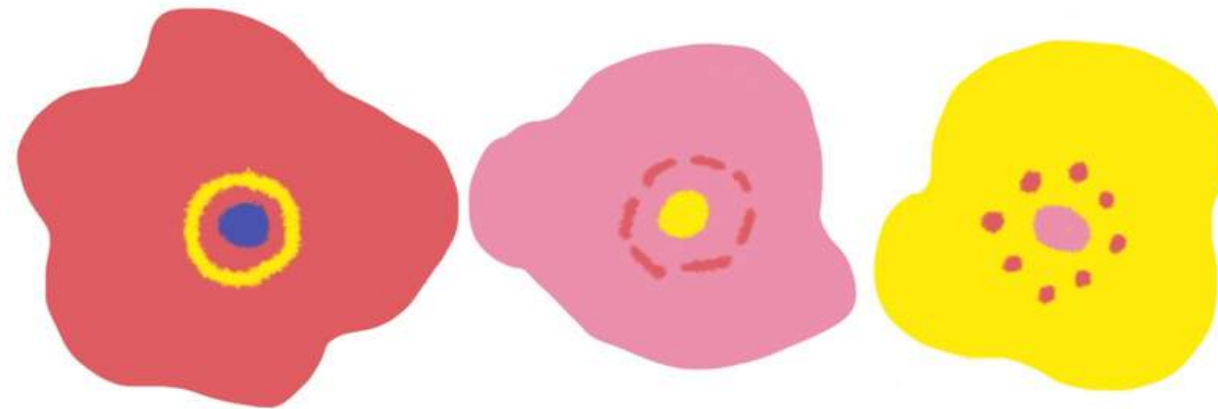


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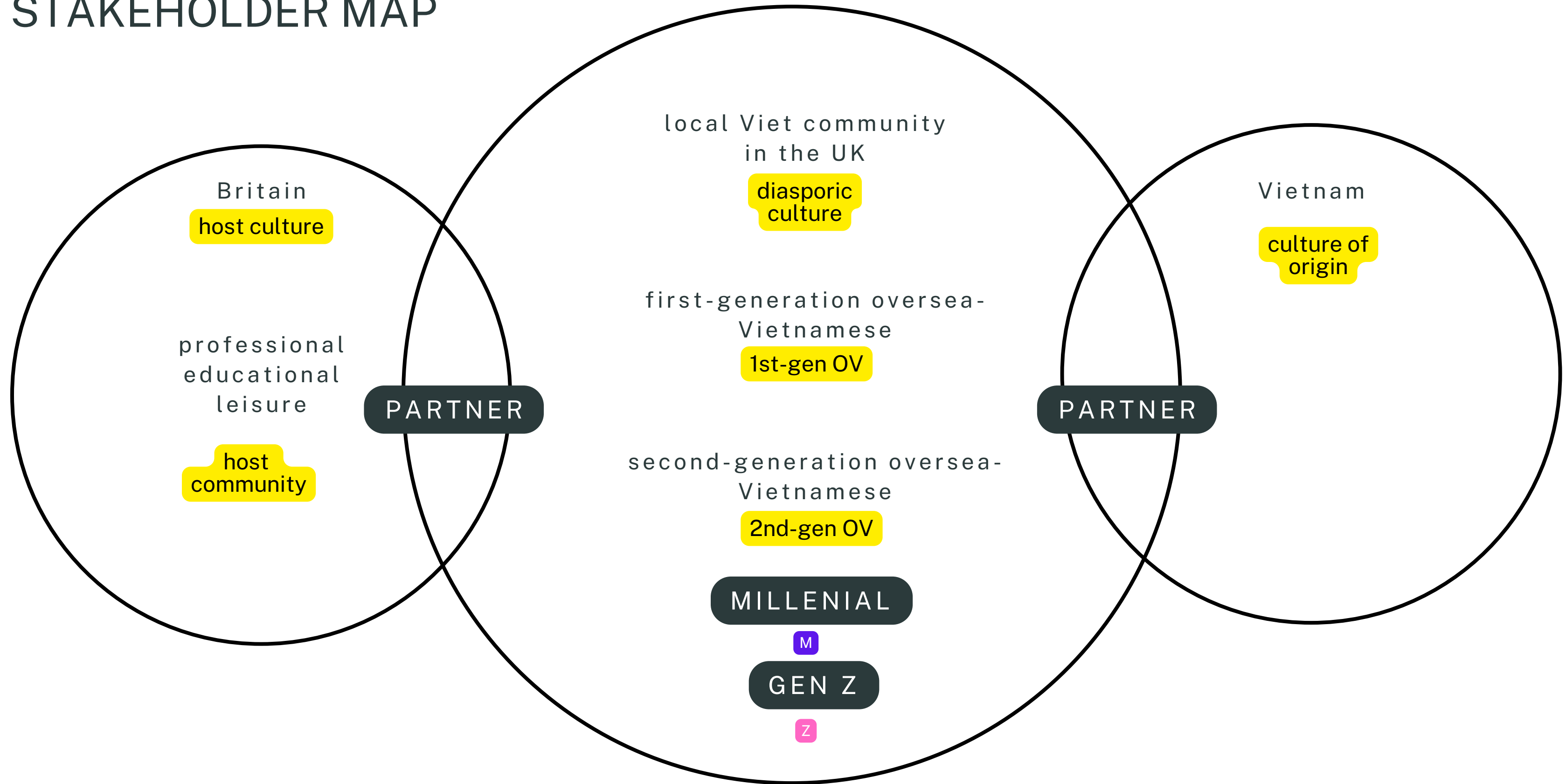


RE/YOU

Mai-Thi Nguyen



STAKEHOLDER MAP



PARTNERS

Vietnamese Family Partnership

mission

To have a strong, **connected Vietnamese ecosystem** where both overseas Vietnamese and British-born Vietnamese children, young adults, elders and families are empowered to thrive, not only in their local communities but in wider society as well, with the hope that in turn, they will go on to support future generations and diasporas to do the same.

advice & support center

Viet/Eng language school

Viet cultural session online

Hate crime report

Public art display

No place like home's Artist collectives at the Museum of Home

mission

The free contemporary exhibition features a group of Vietnamese diasporic artists presenting works on the theme of Home through the Vietnamese cultural lens, with "emphases on belonging, community, conversation, and nostalgia"

Public art display

Co-creative workshop

Panel discussion

RESEARCH QUESTION

How might we ***catalyze*** the ***nostalgic experience*** of second-generation Overseas Vietnamese to ***engage in a quest for identity*** and ***develop a sustainable connection to their heritage?***

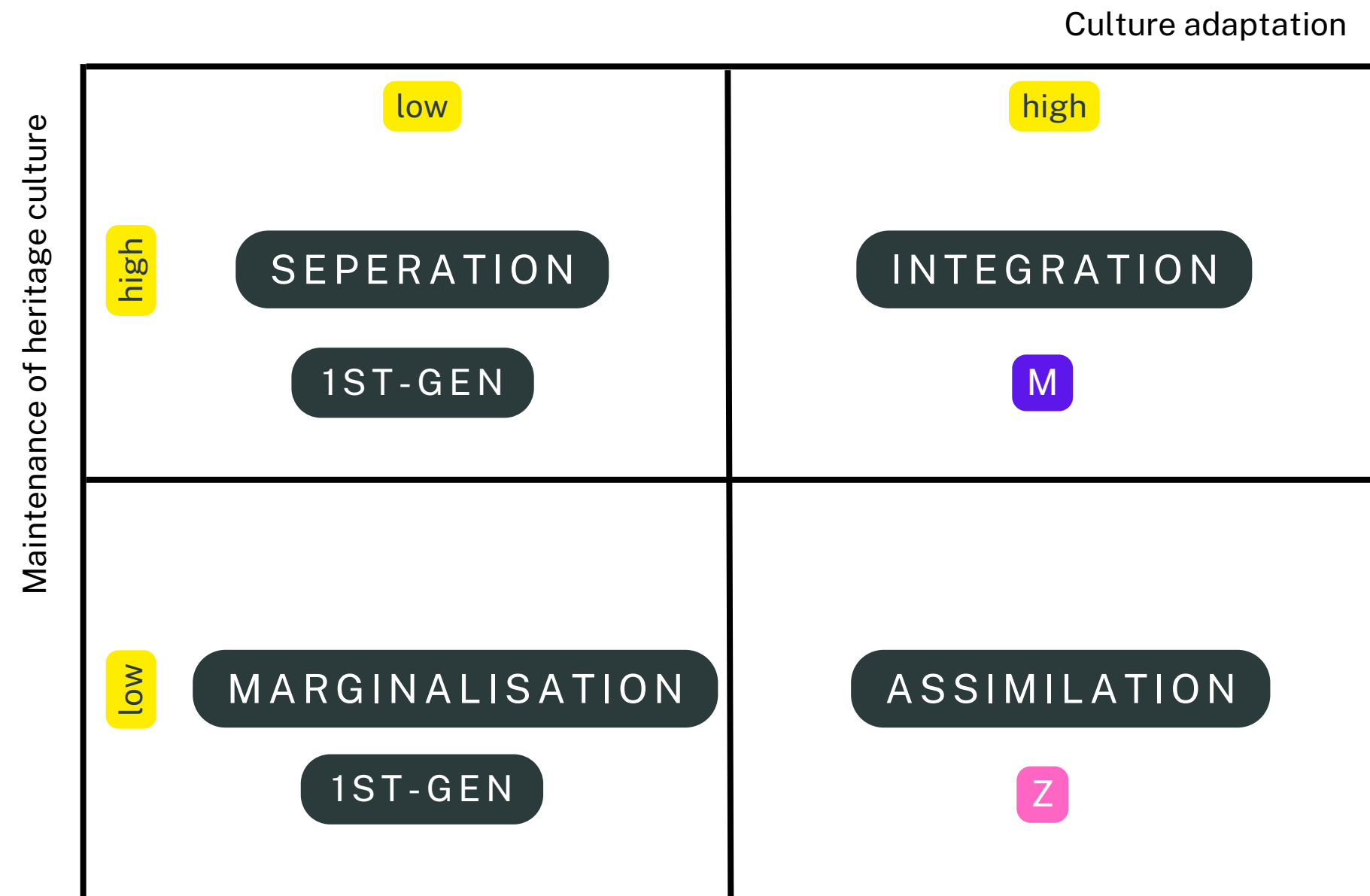
POSITIONALITY

MY DESIGN PRINCIPLE

informed outsider

- a nuanced understanding to my research
- fostering discussions on community dynamics
- observe the construction of narratives spanning across time & space

ACCULTURATION MODEL



Berry's acculturation model (1980)

orientation of immigrantstowards the new society

- desire to preserve, engage & upkeep their culture of origin or heritage
- wish to interact with host culture

DIRECT USERS

2ND-GEN

Z

assimilation
pattern

display completely
turning away from old
values and (seemingly)
unquestionably
adopting new customs.

negotiating
identity

INDIRECT USER

2ND-GEN

M

bicultural pattern
hybrid identity

shows attempt to
preserve old values
while continuing to
acquire new ideas that
are necessary to
enable the transition to
life in the new
environment.

hybrid identity

1ST-GEN

old-line
pattern

hold on to and
recreate their past
cultural experience
while facing the uphill
challenge of
integrating themselves
into a new culture.

2ND-GEN

marginalised
pattern

which display limited
contact thus excluded
from host culture and
have weak social
integration which
stems from structural
barriers.

JOURNEY MAP; 2ND-GEN OV DEVELOP CONNECTION FOR CULTURE OF ORIGIN

BEFORE/AWARE

DURING/ACT

AFTER/(DIS)ENGAGE

activities

M Z

- home meals
- chores
- vietnamese language class
- vietnamese's celebration
- annual summer visits

M

- solo-travel to Vietnam to immerse

Z

- rely on parents for answers
- searching answer online

M

- expand Viet's network or don't return

Z

- seek for external answer

touchpoints

M Z

- family & relatives
- local Viet community in the UK

M Z

- family & relatives
- Internet

M

- penpal
- social media

emotions

M Z

- pressure
- perplex & confused
- alienated

M Z

- intrigued & curious
- anxious
- eager
- guilty

M

Z

- engage or disengage
- sustain or stop trying

PAINPOINTS

BEFORE

Identity crisis & negotiation

DURING

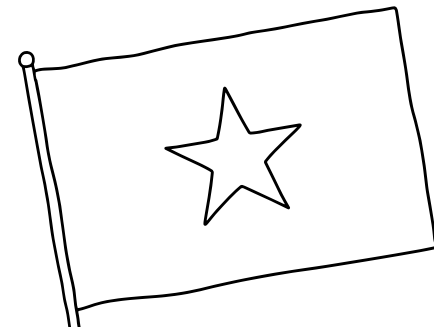
Culture isolation

AFTER

Absence of policy framework

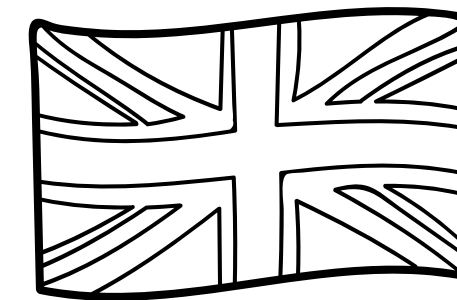
INSIGHT 1

IDENTITY CRISIS & NEGOTIATION



collectivism

1ST-GEN



individualism

2ND-GEN

ACCULTURATION GAP



A sense of dissonance and uncertainty among second-generation OV hinders their ability to embrace and express their **diasporic or hybrid identity** fully. It limits their exploration and inhibits their personal growth within the diaspora experience.

ASSIMILATION



INSIGHT 1

HYPOTHESIS

If second-generation OV **proactively embraces and celebrate their diasporic or hybrid identity** during their adolescent years, then there will be a **positive change in their identity development process, bridging the acculturation gap and fostering a sense of harmony** between their individualistic aspirations and their cultural heritage.

OPPORTUNITY

By setting a **strong foundation and pathway** for younger second-generation OV (Gen Z) to confidently explore and embrace their own cultural identities and contribute to the richness and diversity of the diaspora experience.

STRATEGY

Empowering the second-generation OV to feel a **strong sense of pride in their cultural heritage** and develop a clear understanding of their identity, reducing confusion and fostering a positive self-image.

INSIGHT 2

CULTURE ISOLATION

INTERNAL URGE

unmet

ENGAGEMENT BARRIERS

62% stated that your Vietnamese identity has increased the last 5 years.

When Jenny experienced **negative impacts from her engagement** with the Vietnamese community's close-knit networks centred around drug-taking and social pressure to conform in order to belong, she wants to **distance herself** from those influences, the expected outcome so she can create a healthier, more fulfilling lifestyle that aligns with her values and aspirations.

"my love and passion for Vietnamese culture really blossomed in my adult life"
Lyna Nguyen, Viet American, Oversea Vietnamese



When Paul felt constantly **under surveillance** by the Vietnamese community, moves from East to West London to **escape negative social attention and the stigma** surrounding mental illness he seeks a sense of freedom and acceptance so him and his mother could live without fear, leading to improved their well-being in a supportive, respectful & discreet environment.

unresolved identity quest

actively chooses to disengage from the Vietnamese community in London

INSIGHT 2

HYPOTHESIS

If second-generation OV receives a **positive sense of belonging** in which they will feel accepted, supported and valued, then they will be able to actively engage in the the Viet diaspora community.

OPPORTUNITY

reating a re-imagined Viet diaspora communit

By **creating a re-imagined Viet diaspora community**, second-generation OV can foster a positive sense of belonging.

STRATEGY

Creating a reimagined community environment that cultivates their curiosity to explore their cultural heritage through a new lens and encouraging their active engagement within the community and transnational context for 2nd-gen OV.

INSIGHT 3

ABSENCE OF POLICY FRAMEWORK

When asked about their willingness and motivations of moving back to Vietnam

EAGERNESS

14% said they're looking to move immediately.

40% said they're considering doing such within the next 1-3 years.

40% said within the next 4-6 years.

MOTIVATIONS

49% said they feel there's an emotional connection with their heritage and the Vietnamese culture.

41% want to give back and contribute to Vietnam's growth.

40% said would do it for their career and if there's an opportunity

Vietnam does not have a diaspora engagement policy. The State Commission for Overseas Vietnamese (SCOV) has focussed mainly on establishing financial linkages to Vietnam to speed up national development but has not put in place activities or policies to heal emotional and political scars.

INSIGHT 3

HYPOTHESIS

If second-generation OV receives **a comprehensive diaspora engagement benefits**, then they will avoid the negation of a diaspora by the Vietnamese government.

OPPORTUNITY

By establishing **a restored relationship**, the 2nd-gen OV can promote dialogue to build bridges for a harmonious future.

STRATEGY

The 2nd-gen OV can initiate the first step towards healing emotional and political scars by promoting dialogue, understanding, and reconciliation within the general OV and Vietnamese government.

STRATEGY SCOPE

individual level

IDENTITY CRISIS & NEGOTIATION

CULTURAL PRIDE & CLARITY

community level

CULTURAL ISOLATION

SENSE OF BELONGING

transnational level

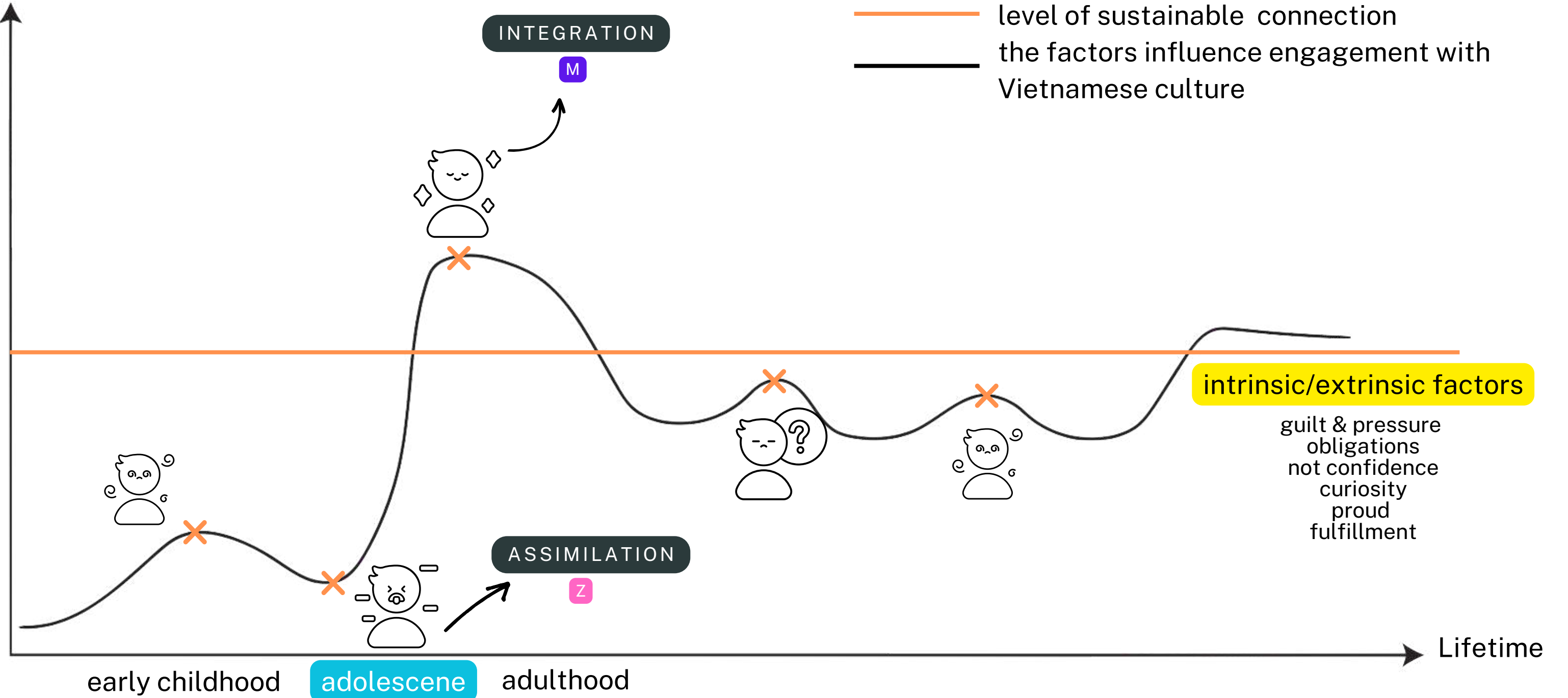
ABSENCE OF POLICY FRAMEWORK

RESTORED RELATIONSHIP

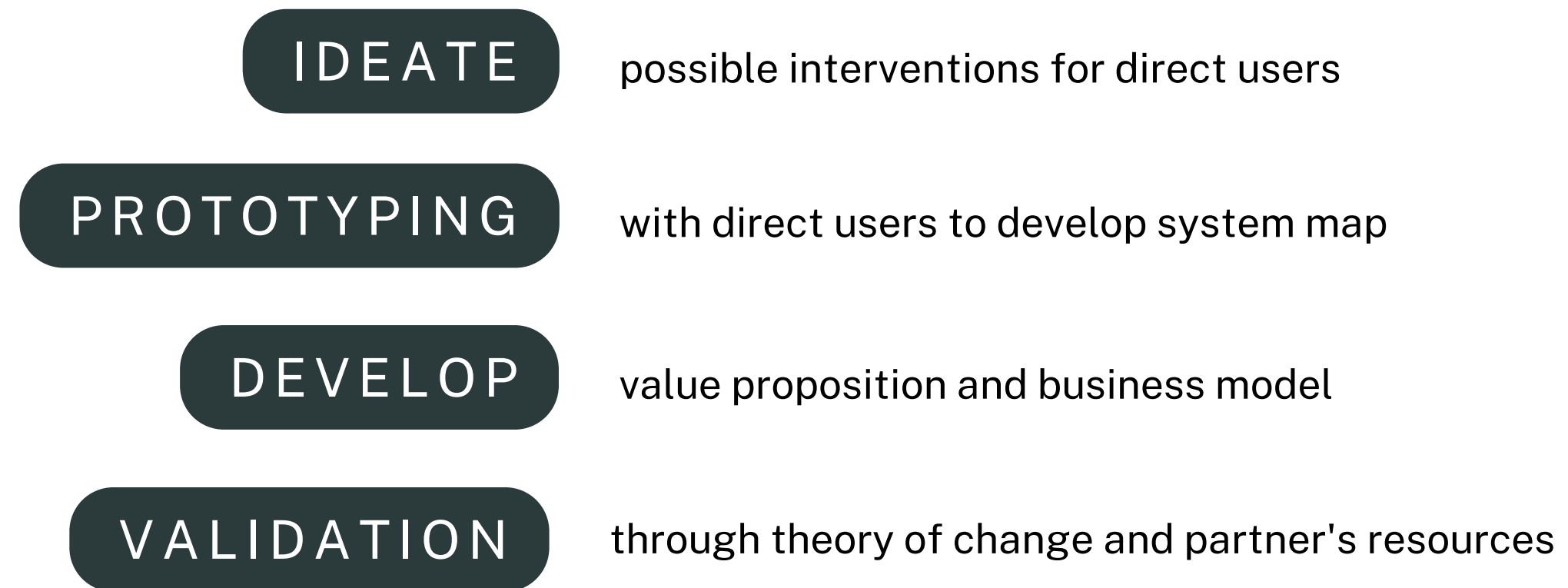
HYPOTHESIS

ENGAGEMENT MAP OF 2ND-GEN OV AND VIETNAM

Engagement/
motivation level



NEXT STEPS

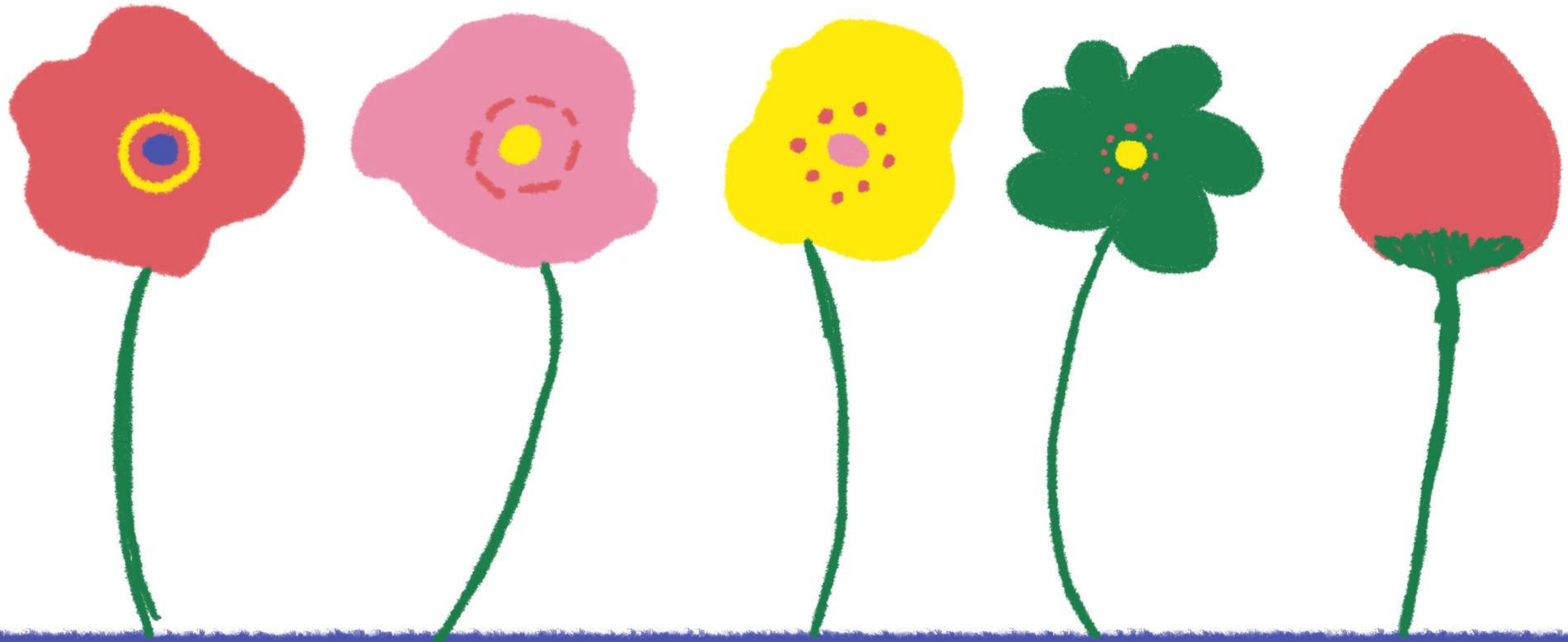




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THANK YOU!



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