

Phuong Mai

Academy of Art University
Expected Graduation: Spring 2022

PHUONG MAI

A listener. A designer. A storyteller.

Coming from Vietnam – a country with a 4000-year-old culture yet is still facing many problems and making enormous efforts to develop every day, I grew up with colorful tales of tireless people and of a culture that can never be forgotten. These are the tales that are sometimes full of hope, while other times filled with a great deal of sorrow. I have always been immensely passionate about storytelling and using visual elements to deliver untold messages. Such beautiful narratives, as I believe, should be expressed more effectively and widely diffused. That is also the reason why I decided to become an interior designer. By combining creative thinking, artistic taste, and problem-solving, I want to create spaces that convey the most interesting stories – those that are born to connect, unite, and inspire people.

With an eclectic and multi-layered approach to design, I strive to forge strong connections with and between people. Each of my designs will lead them through a journey that starts with visuals and ends with emotions: excitement, nostalgia, and perhaps, a little bit of curiosity. I appreciate the process of exploring, not only with concepts and ideas but also with the stories and emotions that they deliver. As a designer, the mission that I have set for myself is to use art and design as a language to communicate while adorning cultural values – of a brand, a community, or a generation. Through my works, I want to focus on the definition of “we” rather than “me”. By enhancing shared values and ideals of a community, I aim to draw a connection among people as well as ignite a sense of belonging and pride within them. With a culture-centered mindset, I believe that it is always important to consider the bigger picture of every problem and solve it wisely in a way that innovations and traditional values can co-exist and thrive.

As for the moment, I am very grateful for being a part of such a creative community and having the chance to learn new things every day. I value failures and see them as the best opportunities for growth. Through this competition, I hope to challenge myself on another level, re-evaluate my progress, and learn from other students. My goal is to endlessly improve my skill set and problem-solving ability as a designer. Through my past internships and freelance opportunities, where I have the chance to truly connect, listen, and fulfill the wishes of my clients, my vision for design has been clearer than ever before: to deliver meaningful stories that inspire, to foster the connection between innovative changes and cultural values, and to give back to society as much as possible.



PHUONG MAI

Interior Architecture & Design

About Me

I am an Interior Architecture & Design student who has a great passion for residential and hospital designs. I believe that interior spaces are visual reflections of the mind and soul of an individual or community. With an eclectic approach to design and endless creativity, I strive to create timeless designs that deliver interesting stories.

Contact

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California

Experience

- Interior Design Assistant**
Nghia AD Arts & Design, Dalat, Vietnam
Fall 2018 to End of 2020 (Onsite and Online)

Assist principal designer with space planning and developing design concepts.
Produce 2D and 3D renderings for projects.
Prepare presentation layouts.
- Freelance Interior Designer**
Summer 2019 and Summer 2020

Design and manage project for Nori Roll, California
Space plan & produce 3D renderings for BIOSCAPE's Office, Vietnam
Space plan for Nova Café, Vietnam
Produce 3D renderings for 3 residential projects
- Interior Design Blogger, Content Creator**
Lachouetta, www.lachouetta.com
Fall 2020 to Present

Create interior design-related content
Create visual elements for website and posts
Optimize content and website for SEO
Strategize and promote via multiple platforms

Projects

- Audi Global 2050: Audi x AAU**
Feb 2020 – May 2020

Collaborate with Industrial Design and UI/UI Department to develop a future system for Audi that closely connects architecture and mobility.

Role: Interior design, presentation layout, concept development

Software Proficiency

AutoCAD		SketchUp	
3dsMax		Revit	
Photoshop		Indesign	
MS Office		Illustrator	

Professional Skills

Concept Development	
Space Planning	
FF&E Specifications	
Proposal, Purchase Order, Invoice Preparation	

Activities

- Works selected for display at AAU Spring Show**
Spring 2020
- IIDA and ASID Active Member**
- IAD Club Active Member**

Education

- BFA, Interior Architecture & Design**
Academy of Art University, San Francisco.

Anticipated Graduation: Fall 2021
- Hand-rendering for Interior Design Course**
Inliner, Ho Chi Minh City, Vietnam

Summer 2018

JIKAN GALLERIA

Osaka, Japan



PROJECT INTRODUCTION

Jikan Galleria is a small-scale Senior Center located in Osaka, Japan. Rather than defining themselves as an ordinary facility for elder people, Jikan Galleria sought to deliver more meaningful values to their community: spreading happiness, nurturing kindness, and honoring the culture of Japan.

Named after the word "jikan" meaning "time" in Japanese, Jikan Galleria strongly values the present and strives to create the best experiences for their residents at every moment. Through a variety of inspiring activities, high-end facilities, as well as a team of wholehearted staffs, they focus on building a close-knit community where people can connect with each other, enjoy memorable times, and experience different aspects of the Japanese culture through activities, art, culinary, and good designs.

PROJECT SITE MAP

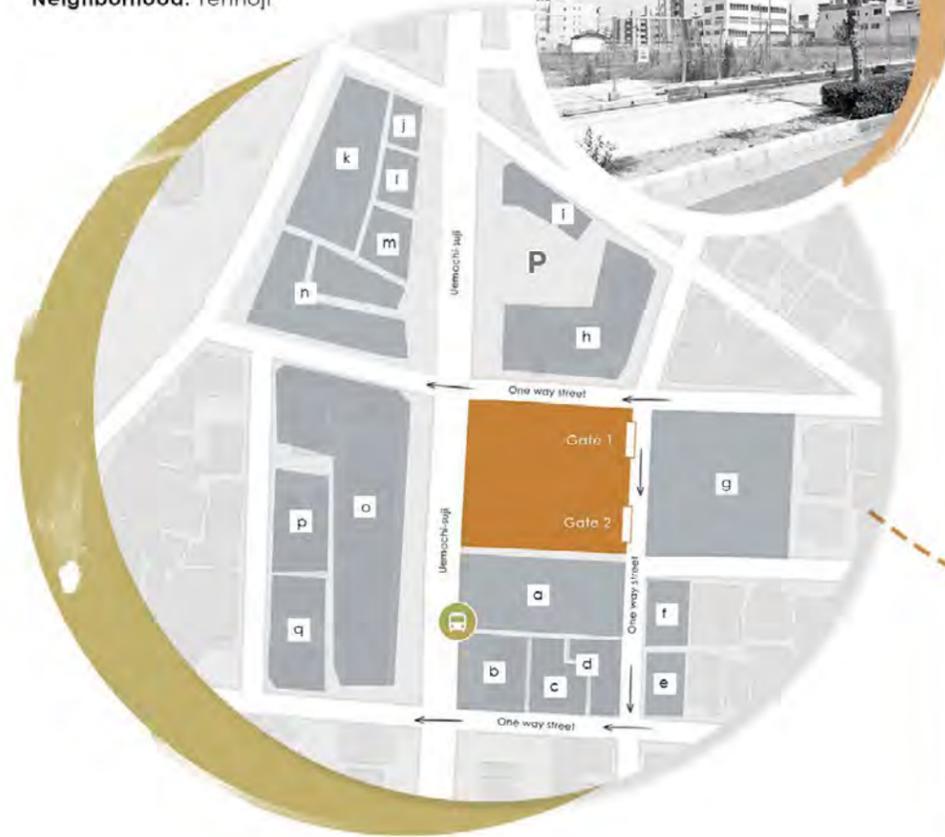
**2-chome-9-2 Daido, Tennōji-ku
Osaka, 543-0052, Japan**

Lot Size: 124 x 151 feet (18,724 sq ft)

Existing condition: Empty loft

Neighborhood: Tennoji

Project Site - Existing Condition



NEARBY BUILDINGS

- | | | | | |
|-----------------------------|-----------------------|----------------------|-----------------------|-----------|
| a. Empty Lot | g. Empty Lot | | | |
| b. Mixing Innovation Office | h. Apartment Building | | | |
| c. Building Material Store | i. Tannery Shop | | | |
| d. Hair Salon | j. Clothing Store | | | |
| e. Clothing Store | k. Car Dealer | m. Nursing Home | o. Apartment Building | q. Temple |
| f. Coffee Shop | l. Cafe | n. Grocery Wholesale | p. Parking Lot | |

Shi-tennoji Temple : 5 min walk



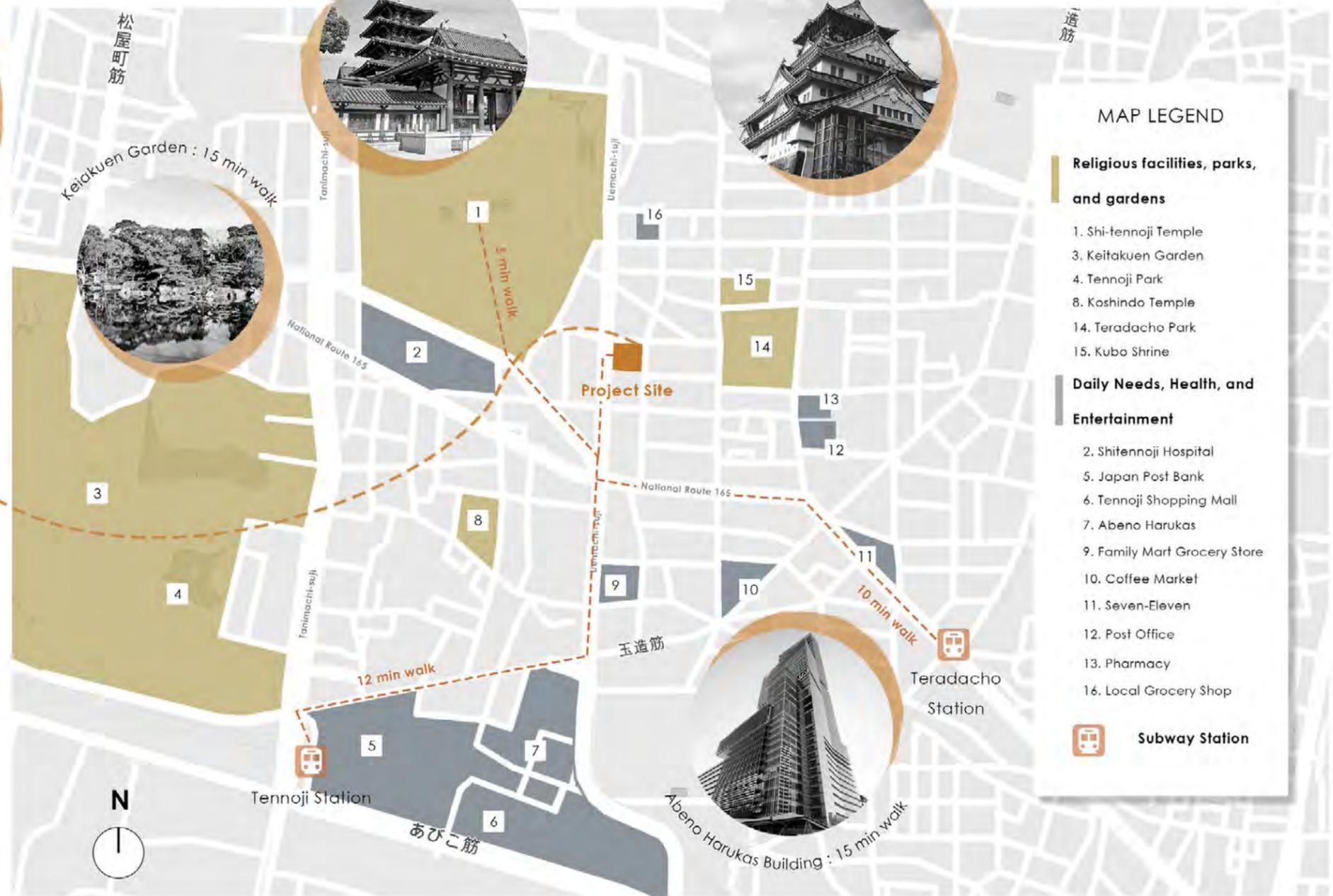
Osaka Castle: 38 min by subway



Keitakuen Garden : 15 min walk



Abeno Harukas Building : 15 min walk



MAP LEGEND

Religious facilities, parks, and gardens

- 1. Shi-tennoji Temple
- 3. Keitakuen Garden
- 4. Tennoji Park
- 8. Koshindo Temple
- 14. Teradacho Park
- 15. Kubo Shrine

Daily Needs, Health, and Entertainment

- 2. Shitennoji Hospital
- 5. Japan Post Bank
- 6. Tennoji Shopping Mall
- 7. Abeno Harukas
- 9. Family Mart Grocery Store
- 10. Coffee Market
- 11. Seven-Eleven
- 12. Post Office
- 13. Pharmacy
- 16. Local Grocery Shop

Subway Station



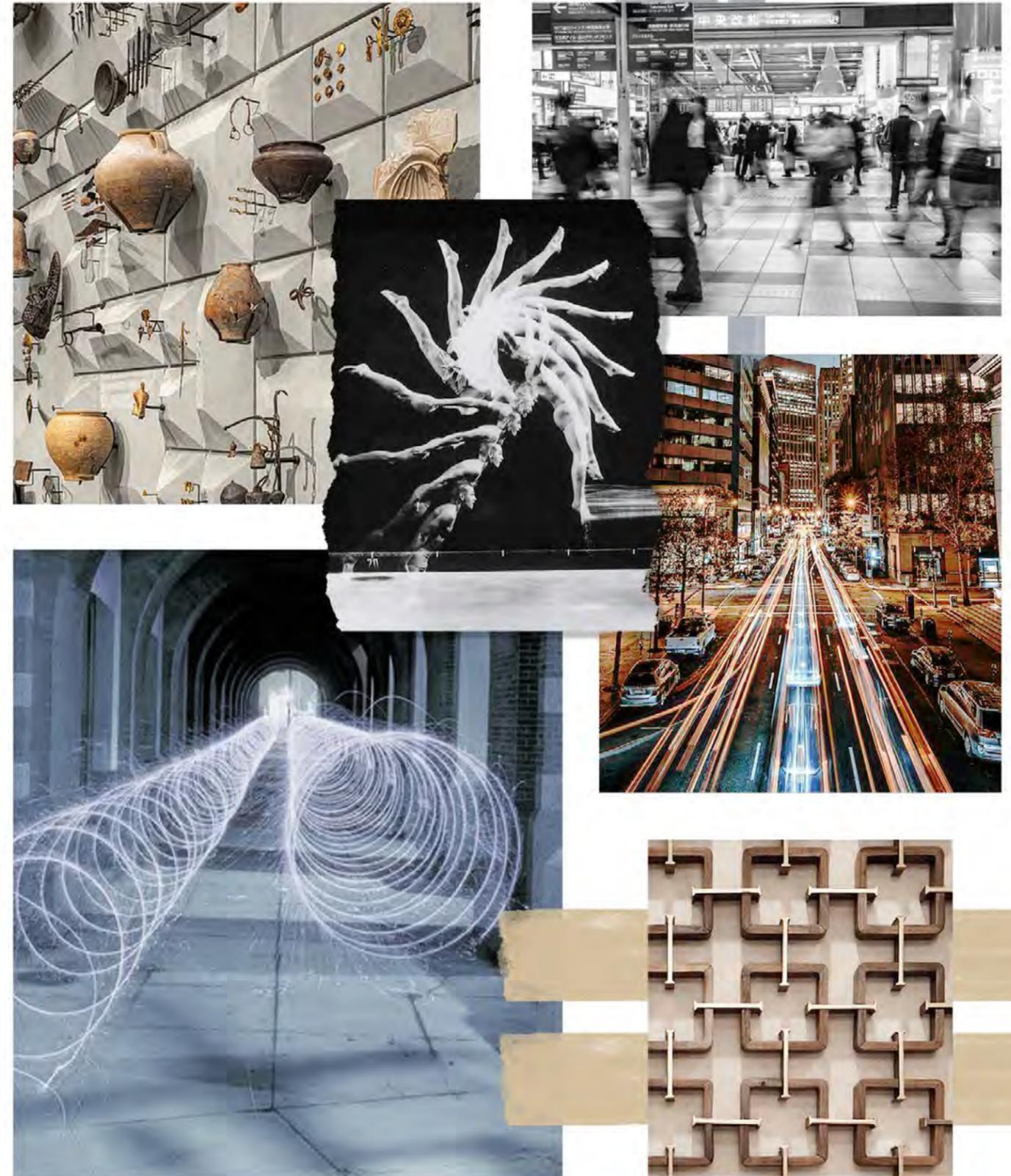
DESIGN CONCEPT

time-lapse (adj)

/'taɪm læps/

(photography term) a way of filming something in which many photographs are taken over a long period of time and are shown quickly in a series so that a slow action appears to happen quickly

Osaka is a very special city: its culture is a beautiful mixture of traditional, retro, and modern. This is because the people of Osaka always try their best to protect the city's precious past while continuously developing and adding more colors to that canvas. Inspired by the concept of time-lapse photography, I want to depict the cultural revolution of Osaka from its early years to modern days as if each era is a photograph in a time-lapse series. When being put together, they will tell the liveliest stories of the past, remind us to appreciate the present, and look forward to an even brighter future. In order to deliver this concept, I will be incorporating elements from Japanese art, architecture, and culture in multiple eras, blending, and expressing them in a completely new direction. Organic shapes will be used to abstractly illustrate the movement of time, while a combination of detailed textures, geometry, and colors helps to create the impression of quiet luxury. With this aesthetic approach, combined with thoughtful planning to resolve the needs of a senior living facility, I strive to create an environment where people do not only feel comfortable living in, but also feel strongly connected to their city, culture, and nation.



DESIGN APPROACH

Welcoming, intimate, and proud will be the feelings that people encounter when they enter the Tennoji Senior Living. Based on the concept of **time-lapse** to depict a summary of **Japanese and Osaka's cultural evolution through different eras**, the design will combine different elements of the past and present to create a one-of-a-kind space. The intention is to tell the story as if this building has been there for centuries, lived through the major transitions of Japan's culture, carried the changes with it as time passed by, and finally end up being an artistic mix of traditional, retro, and modern aesthetics. This idea is largely inspired by the innovative architectural proposals to rebuild the Notre Dame Cathedral in France after the tragic fire in 2019. Old and new can be gracefully combined into one design to reflect how things have developed over years, as well as to remind people of how proud they are of their rich heritage.

Iconic Japanese objects such as the paper fan, origami, or koinobori lanterns will be incorporated in a creative and innovative approach. Meanwhile, traditional and modern architectural elements will be gracefully mixed with the subtle application of Japanese artistic philosophies like wabi-sabi, minimalism, and Zen design. The statement would not be too bold but instead, elegant yet impactful. By bringing these components into the design, a sense of shared identity and values will be enhanced for the elderly who live here. Besides telling the story, the design also focuses on functionality and meeting people's expectations. Materials and colors will also be carefully selected to convey a welcoming and cozy mood throughout the space. They will also be wisely used for easy pathfinding and defining spaces. By considering the lifestyle of Japanese elderly in every step of the design process, it is the priority to make sure people will have the most enjoyable experience and think of this facility as not merely a senior center but also their cozy, intimate home.

Combine "old" and "new"



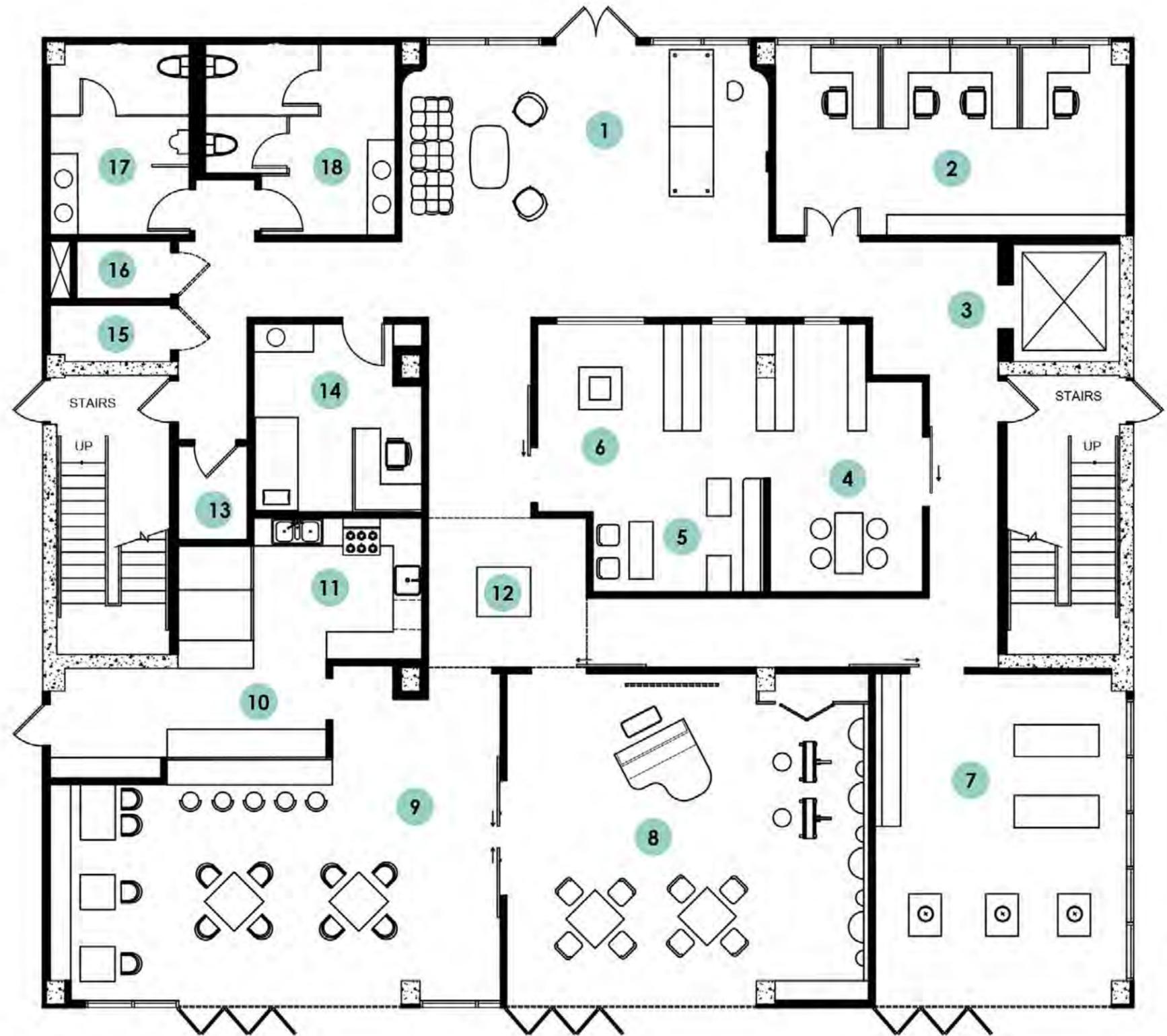
Inspiration: Proposal to rebuild the Notre Dame Cathedral, France by Studio NBA

Iconic Japanese Elements



FLOOR PLAN DESIGN

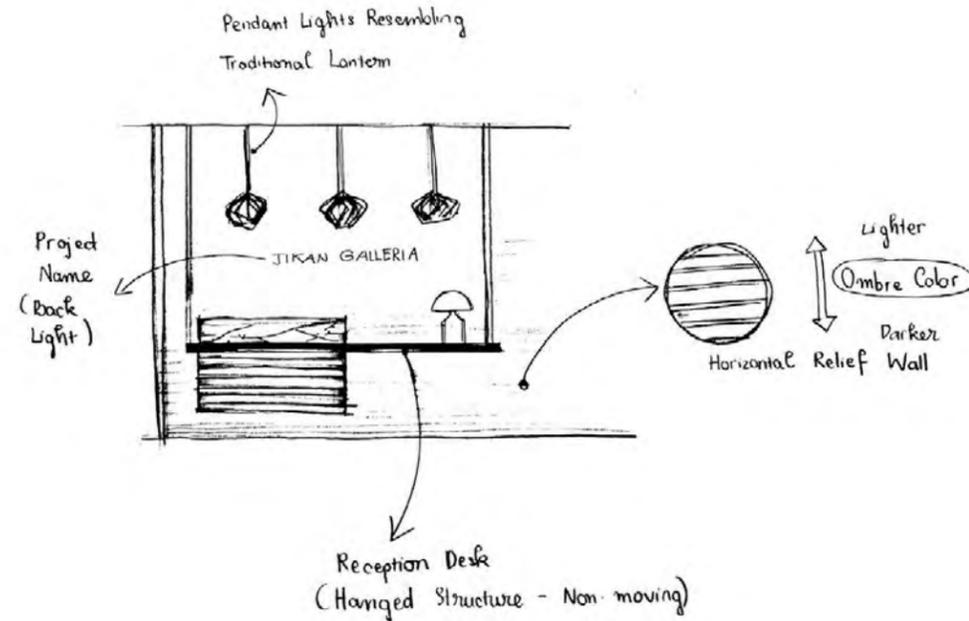
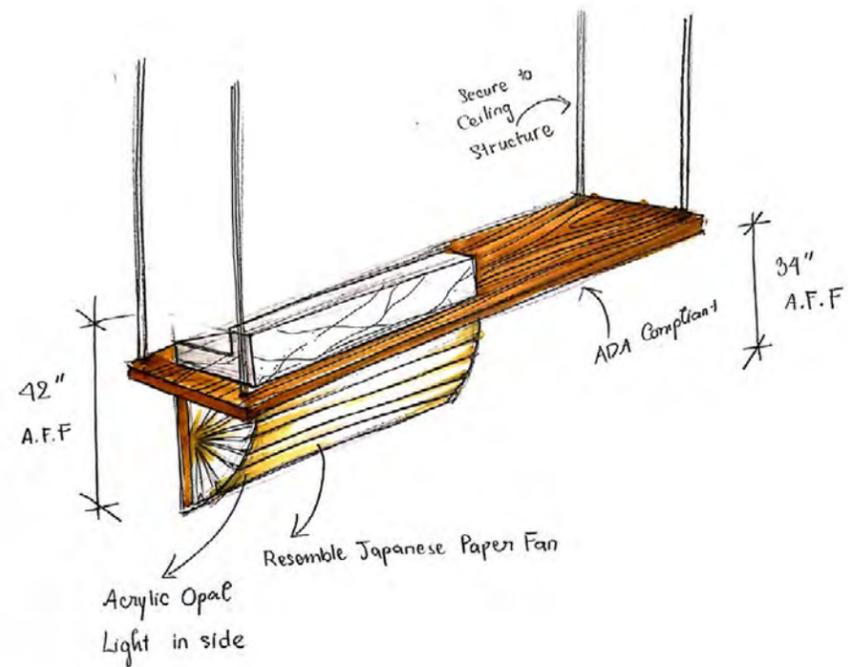
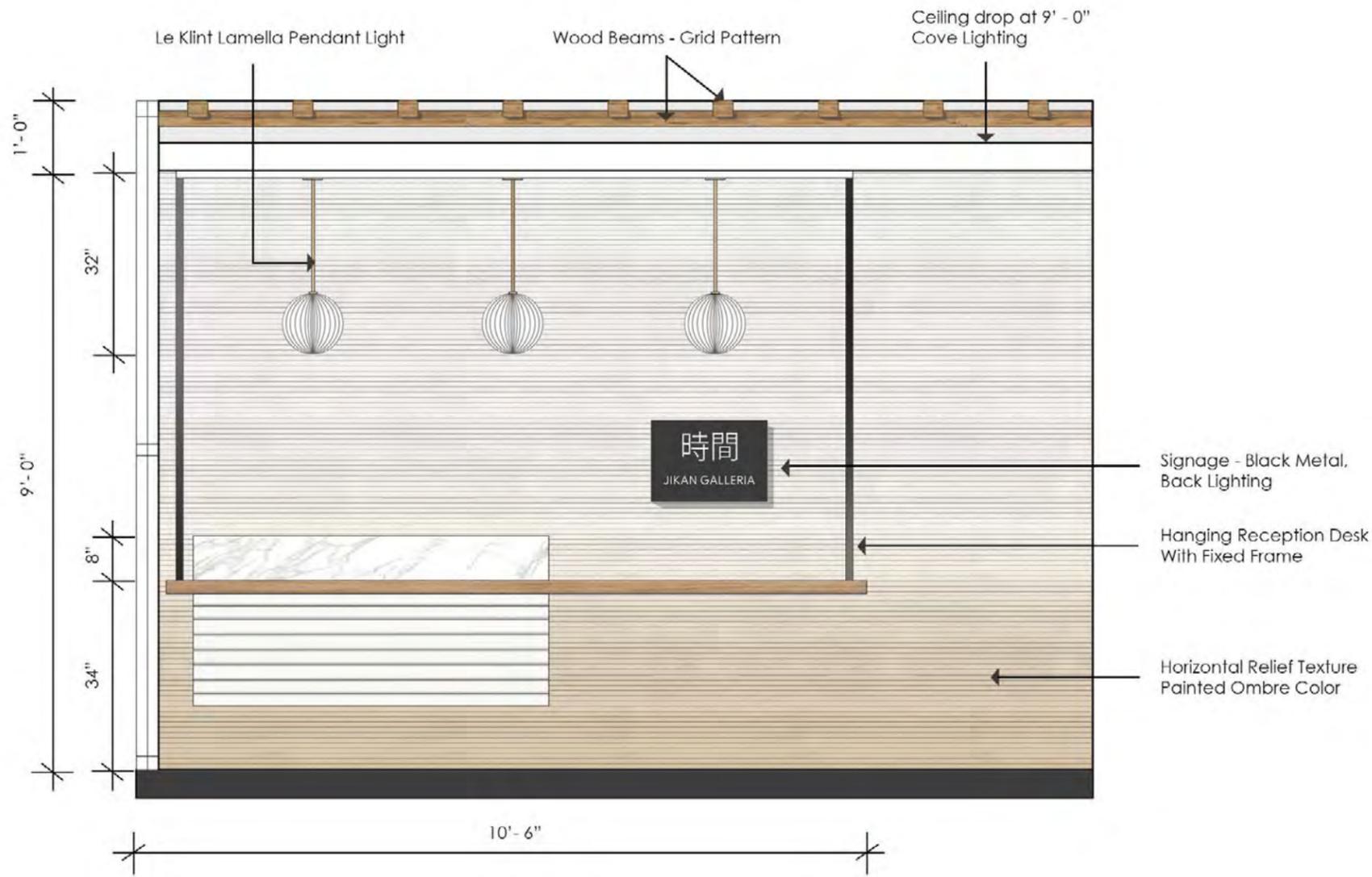
1. Lobby
2. Staff's Office
3. Elevator
4. Tea Room (in Library)
5. Reading Area (in Library)
6. Book Shelves & Display (in Library)
7. Exercise Room
8. Community Room
9. Restaurant Dining
10. Sushi Bar
11. Restaurant Kitchen
12. Decorative Feature (Skylight above)
13. Janitor's Closet
14. Nurse's Office
15. Mechanical Closet
16. Telecom Closet
17. Men's Restroom
18. Women's Restroom



THE LOBBY.

First Impression: New, Yet Familiar





Inspiration - Japanese Paper Umbrella & Fan





Lobby Area - 3D Rendering of Reception Desk

The design concept for the Lobby was developed based on the iconic Japanese aesthetics that everyone can instantly picture – a minimal, relaxing, and cozy space. By representing traditional elements from the Japanese culture and architecture with a modern twist, this space was intended to create a new, yet familiar feeling for people, making them feel curious about the space but still be able to find a connection with it. A first impression that provokes a sense of familiarity and intimacy tends to make people feel more attracted to and safe, especially for the elderly – the main users of this facility.

The reception desk is one of the innovative highlights of this lobby area. Inspired by the folding textures from traditional Japanese paper fans and lanterns, the custom-made table subtly portrays these elements to bring a hint of traditional beauty to the space. The seating area also followed the same aesthetic but was enhanced with a pair of contrasting color – saturated mustard yellow and blue – and furniture with curved silhouettes. As for the focal wall, the decorative detail was a representation of the Kazari Shoji (A circle-shaped window in Japanese architecture) with Shippo patterns, which is a symbol of harmony and peace.



Coffee Table - Detail 3D Rendering



3D Rendering of Seating Area

COMMUNITY ROOM.

A joyful spring festival



INSPIRATIONS



Daruma : symbol of perseverance and luck



Japanese dessert: mochi and wagashi

Pattern inspired by kimono



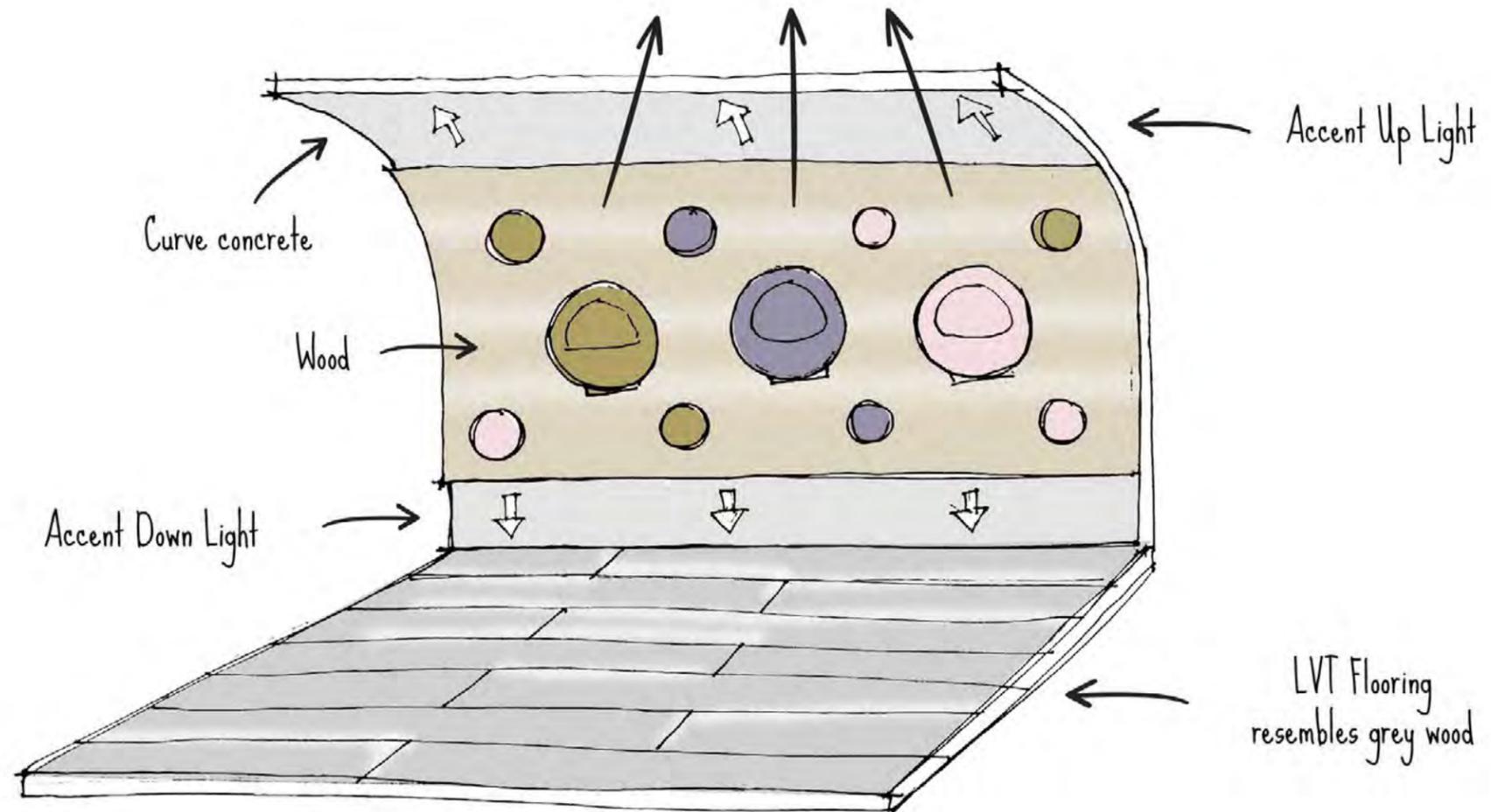
Pattern inspired by kimono



Pattern inspired by kimono



Daruma Doll Painted with Patterns



AUDI ELYSIUM

Collaboration Project

Role: Interior Designer + Concept

2020

A collaboration between AUDI and Academy of Art University's various departments. Based on the brand culture of AUDI and its clientele, this project aims to create a grand future for the brand's development in 2045 – focusing on the combination of architecture and mobility. Created by a team of interior designers, industrial designers, and UX/UI designers, AUDI Elysium illustrates a vision for the future in which cars and buildings are connected through a smart system that helps to not only solve parking issues but also provide users with the best experience.

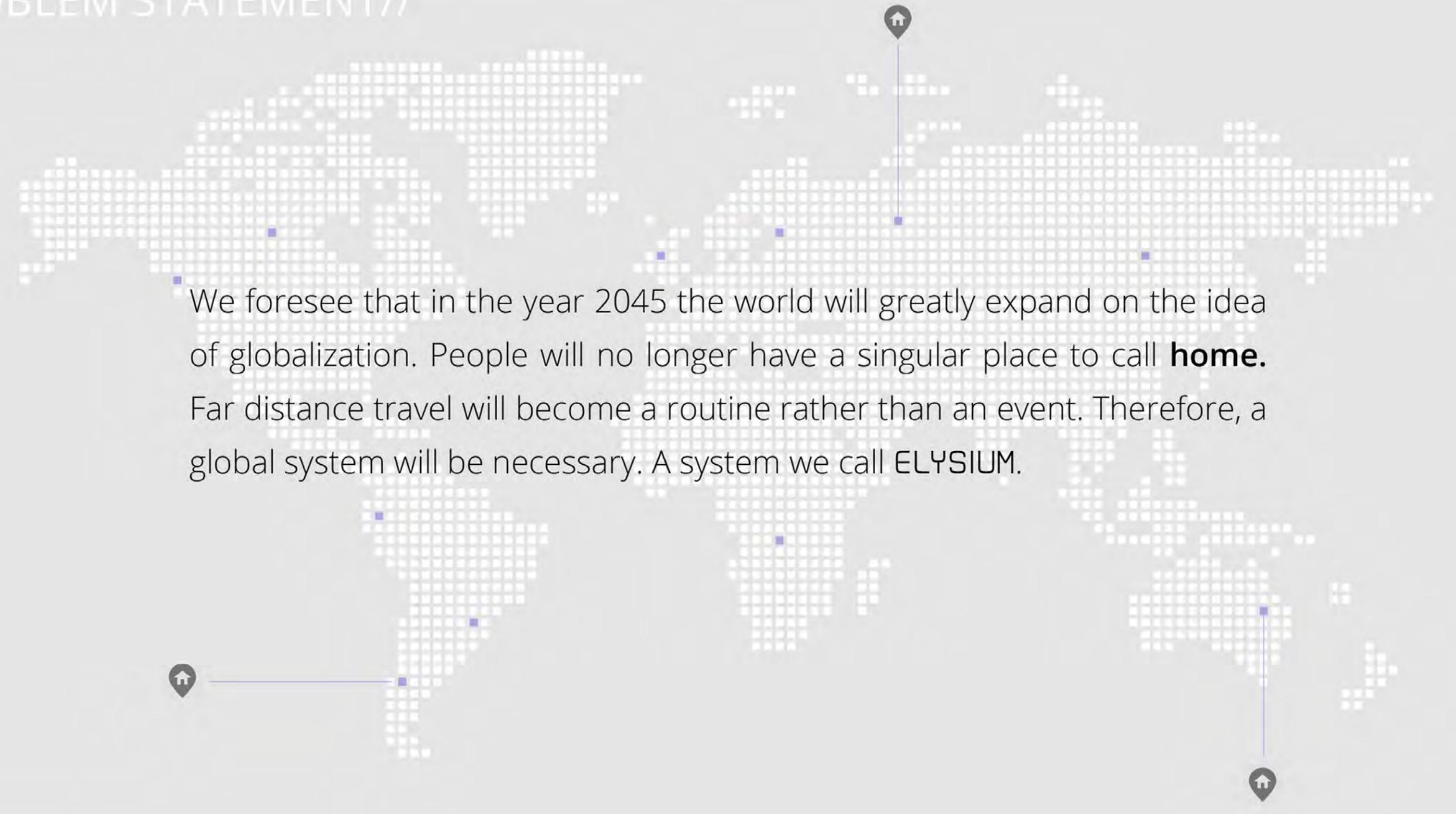




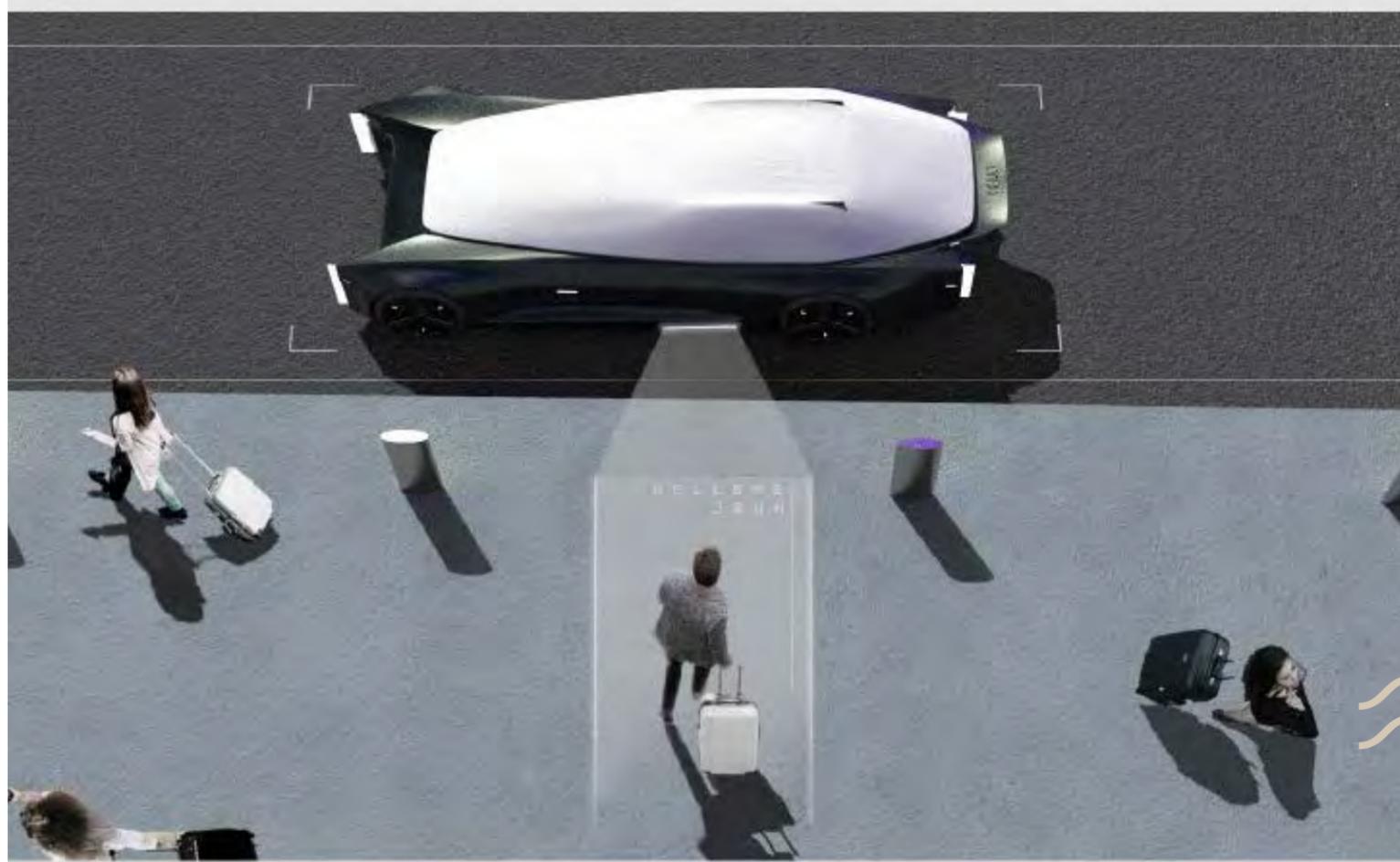
AUDI ELYSIUM

SF 2045

PROBLEM STATEMENT//



We foresee that in the year 2045 the world will greatly expand on the idea of globalization. People will no longer have a singular place to call **home**. Far distance travel will become a routine rather than an event. Therefore, a global system will be necessary. A system we call ELYSIUM.



KEYWORDS

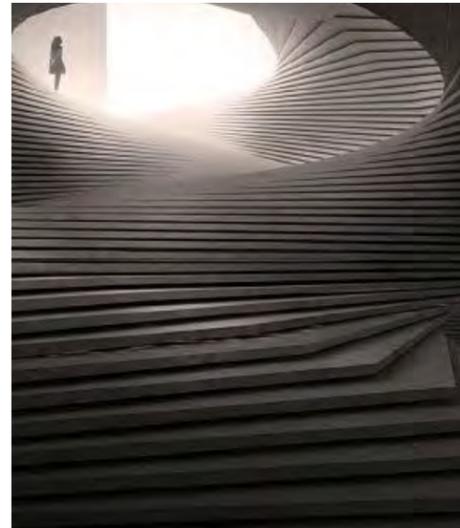
Elysium is a combination of mobility and architecture, where the cars connect directly with the building in order to provide people with the highest level of comfortability and exclusivity.



SEAMLESS



PERSONAL



EXCLUSIVE



ELYSIUM LOBBY.

A vision for 2045

AUDI has always had a clear vision about their target audience – modern, elegant, and have extraordinarily good taste. The lobby of AUDI Elysium strives to express the iconic and timeless architecture of California by implementing Mid-Century Modern style from a minimal perspective, then finishing it with a hint of quiet luxury. As the place where members of the AUDI community would come in for business trips, the design of the space prioritizes creating an environment that feels comfortable and homey to just anyone.





ELYSIUM SUITE.

A vision for 2045

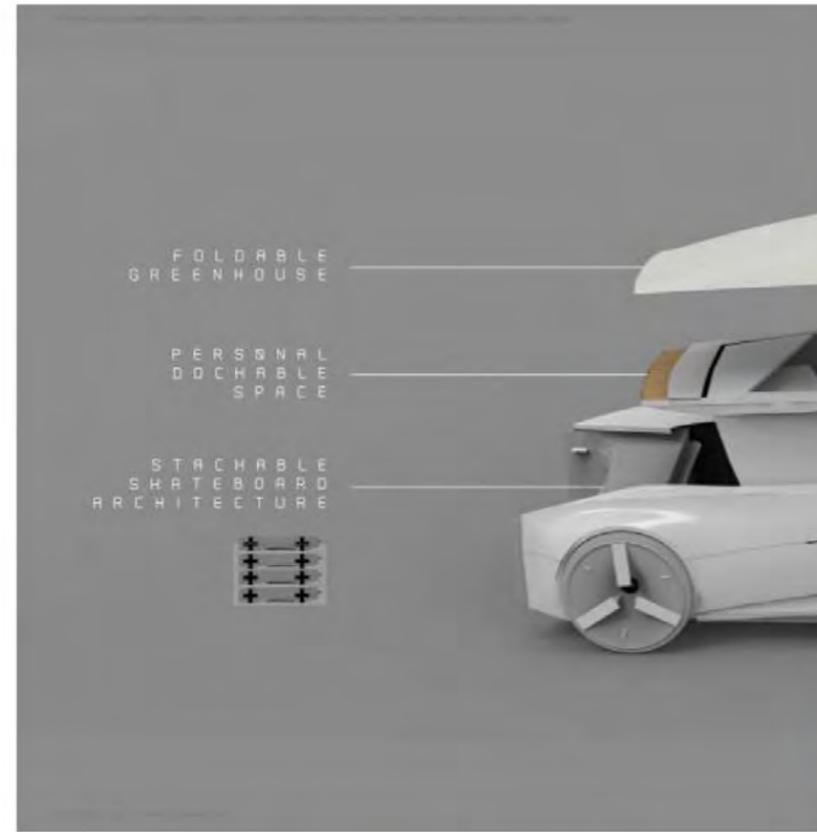
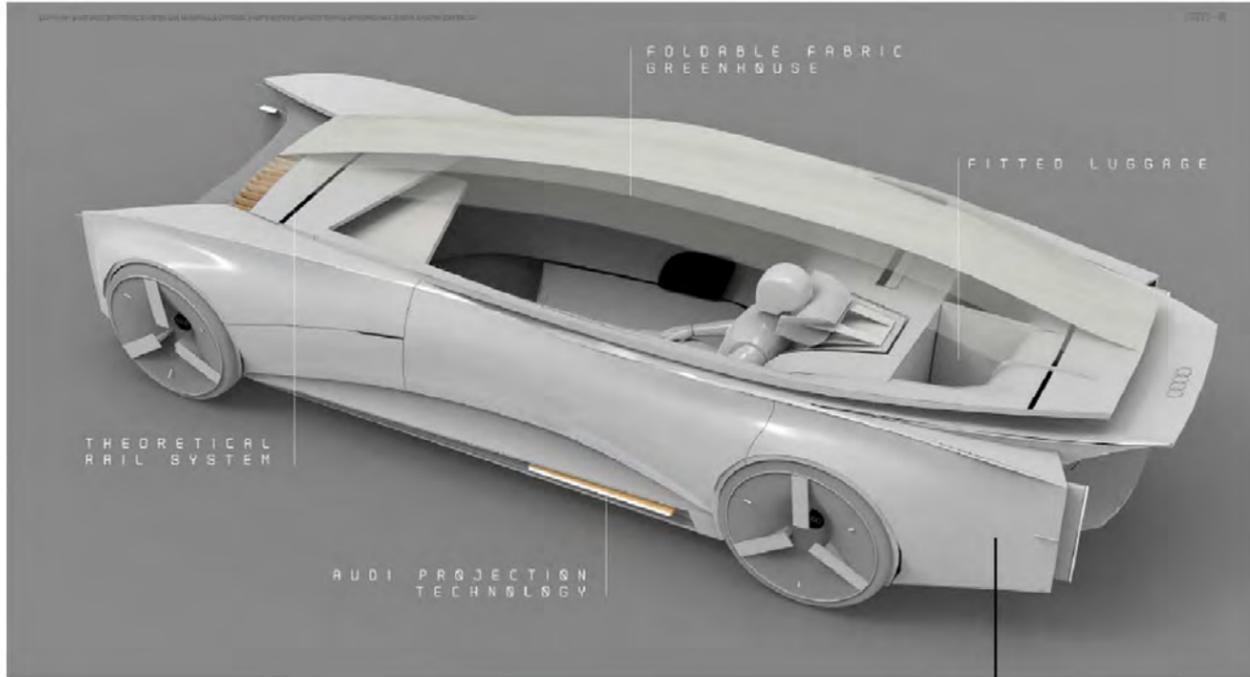


PROBLEM SOLVING

This rendering illustrates the living room of Elysium Suite – which was designed based on the idea of combining architecture and mobility. The internal car-elevator system allows the cars to move directly up to the rooms and become a part of the building. This user experience will not only save a lot of time but also help to resolve the parking problem of San Francisco

MOBILITY.

A vision for 2045



Pod linked to living unit by a separate elevator set and underground system

