

Does the house know that we're from Vietnam?

The house which became my parent's first home since immigrating from Vietnam has not changed much from the day they first arrived. This house and land was passed down to us by my aunt and is able to recognize that Vietnamese people still live here. The land is able to identify this as my parents and I carried the same traditions as my aunt did before she left. We remind the land every day that we are Vietnamese inhabitants living on it by cooking traditional Vietnamese foods, speaking Vietnamese in our everyday conversations and interacting with our Vietnamese neighbours. When my parents move on this house/land will be passed down to me and the tradition to remind the land about our culture will be my responsibility.

Execution Idea 1:

- Photograph collection
 - Will feature photos of my parents cooking, praying and talking to each other around the house
 - Photos will be taken all over the house, including outside
 - Photos will be edited to look like film photos(?)

Opportunity:

- Grown up here and not known anywhere else
- Security it provided for my family and I
- Talk about what I've known

Insight:

- Renovation done each year to the house
 - Backyard, front yard, kitchen, bathroom etc
- Improving quality of life
- More space to experience culture
- Change without disturbing my memories of the place

The Idea and how the execution supports it:

- Photo essay through instagram
- Show clips of my life in the home that helps me identify with being Vietnamese
- Photos would help how I identify with the culture

The role of the communication:

- Inspire other Vietnamese Canadian youth to embrace both heritages/cultures
- Relate to other immigrant children

Tone of Voice:

- Inspiring uplift
 - Inspire others to embrace cultures
- Warm and friendly
- Reassuring

Metric:

- Shares and likes on Instagram