

Hanoi, 6 March 2026

ITALIAN DESIGN DAY 2026 IN VIETNAM

The Embassy of Italy in Hanoi is pleased to present the 10th Italian Design Day in Vietnam (IDD). The event, entitled “**REDESIGN. Regenerating Spaces, Objects, Ideas, and Relationships**”, will take the form of a moderated conversation combining interview and debate, supported by visual material. Conceived as a platform for reflection on contemporary design culture, the initiative will explore regeneration as a design method and as a cultural attitude through an active dialogue among Arch. Tiziano Vudafieri, Italian Design Ambassador to Vietnam 2026, Dr. Nguyễn Cao Lân, Dean of the Faculty of Architecture and Planning of HUCE, Arch. Hoàng Thúc Hào and Arch. Trung Mai, and moderated by Nguyễn Phan Thùy Dương, Managing Editor of ELLE Decoration Vietnam.

The theme of the 2026 edition - “**REDESIGN. Regenerating Spaces, Objects, Ideas, and Relationships**” - reflects the belief that design evolves through layering and reinterpretation rather than through isolated originality. Echoing Gio Ponti’s statement that original ideas do not exist, the discussion will highlight how projects emerge from the accumulation of previous cultural inputs and from the continuous reinterpretation of existing ideas.

The 10th Italian Design Day will focus on selected projects in which spaces, objects, ideas and relationships have been regenerated, illustrating how contemporary design can reinterpret heritage, engage with local identities and generate new cultural syntheses. Particular attention will be given to the dialogue between contemporary Italian design culture and Vietnamese architectural identity, reflecting on how historical influences and local specificity have shaped the built environment and may continue to inspire a shared contemporary vision.

The event will be hosted by Hanoi University of Civil Engineering (HUCE), which marks both the 10th consecutive edition of Italian Design Day organized in partnership with the Embassy and the 60th anniversary of the University, founded in 1966. Recognized as a key national technical university in the fields of civil engineering and architecture, HUCE has consolidated its role as a leading academic institution committed to innovation in the built environment. The collaboration with the Embassy reflects a shared commitment to fostering dialogue between Italian design culture and Vietnamese architectural identity, promoting sustainable and forward-looking approaches to contemporary urban and architectural development.

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