



Mở Cửa (Open Door)

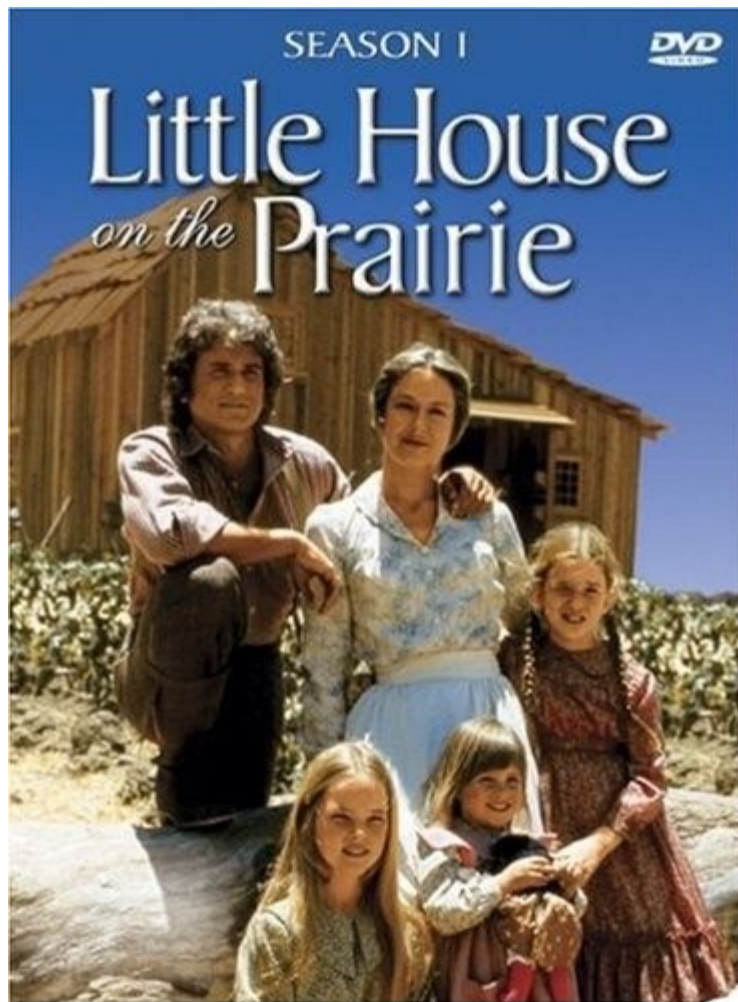
Le Thuan Uyen

Open Door era (thời Mở Cửa) refers to the post-1986 period in Vietnam when the social and economic climate in Vietnam changed drastically. Post-war Vietnam (after 1975) experienced soaring inflation, inefficiencies of goods and services circulation, as well as rising debts. The government introduced the major economic reform to allow greater role for the market, and private ownership of small enterprises. Though driven primarily by economic intentions, this policy brought about major changes in the cultural landscape. Although officially known as Đổi Mới (Reform), the term Mở Cửa (Open Door) is more suggestive of the actual changes that took place inside the country. Against the backdrop of an extended period of isolation and economic sanctions in North Vietnam and later a unified Vietnam, opening the door to the world hints at a re-assessment of political attitude and a willingness to change. Not only in the economic front, in the cultural landscape, the rapid flow of imported videos, foreign television and films have contributed to a departure from former cultural norms to a more globally integrated perspective, removing the restraints and social stigma on expressing individuality. Having said that, it has also eroded local forms of ritualistic cultures, folk and performing arts which has resulted in frictions, or rather disorientation, within contemporary society.



Hoa học trò 2!

First published in May 2002, 2! is a magazine dedicated for late teens and young adults. In this first issue, English text appears on the front cover, demonstrating changing attitude towards in mass media consumption.



Little House on the Prairie

One of the most famous imported U.S produced TV series, screened on national television in 1996. This is the beginning of a new era where Vietnam becomes more and more integrated in the global consumption and production system.

Related Links

Books

- Joyce FAN, TAN Siuli, *Post-Doi Moi: Vietnamese Art After 1990*, Exhibition Catalogue (Singapore: Singapore Art Museum, 2008)
<https://aaa.org.hk/en/collections/search/library/post-doi-moi-vietnamese-art-after-1990-69465>
- Sarah LEE, NGUYEN Nhu Huy, *Essays on Modern and Contemporary Vietnamese Art* (Singapore: Singapore Art Museum, 2009)
<https://aaa.org.hk/en/collections/search/library/essays-on-modern-and-contemporary-vietnamese-art>

Podcast

- The Renovation Generation <http://therenovationgeneration.com/>