

**Company:** Newday Media JSC

**Company Description:** Newday Media is a leading Communication & Creative Event Agency in Vietnam founded in 2010. With our energy, knowledge and creativity, we help you plan and deliver bespoke events and more than that to achieve your business goals. Newday Media's dedication to excellence and innovation has made it one of the most sought-after event management agencies in Vietnam.

**Nomination Category:** Event Categories

**Nomination Sub Category:** Art, Entertainment & Public - Cultural Event

**Nomination Title:** The Legendary Voyage

1. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

Brand Owner: Ho Chi Minh City Department of Tourism

Event Management Agency: Newday Media JSC

Creative Idea and Concept: Hai Yen Le - General Director of Newday Media JSC

Event Production Manager: Van Kha Le, Newday Media JSC

Graphic Design Manager: Quoc Nghi Hoang, Newday Media JSC

Visual Effect: Manh Hoang Nguyen, Newday Media JSC

Explosion Effect: Khanh Bang Pham, Newday Media JSC

2. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

**Total 498 words used.**

### **The Making of “The Legendary Voyage”: A Cultural Masterpiece on the Saigon River**

Commissioned by the Ho Chi Minh City Department of Tourism, The Legendary Voyage was conceived as the centrepiece of the 2024 Ho Chi Minh City River Festival. Tasked with creating a show that celebrated the city's history, culture, and river heritage in a compelling and accessible way, Newday Media was entrusted with organising this landmark opening performance. More than just a spectacle, the brief required a musical journey that blended art, tradition, and tourism to create a lasting cultural impression.

At the heart of this ambitious project was Hai Yen Le, who spearheaded the creative concept and vision. Collaborating closely with a talented team—stage director Hoang Nam Pham choreographer Tan Loc Nguyen, composer Duc Tri, and leading lighting and visual experts—the team crafted a one-of-a-kind experience that deeply moved millions of Vietnamese audiences.

Set on the historic Saigon Port, the show used the city's actual river as both backdrop and stage. The location, once a departure point for major ships and revolutionary journeys, allowed the narrative to unfold in an authentic, immersive environment. The story traced Ho Chi Minh City's evolution from the 11th century shipbuilders to its transformation into Vietnam's leading metropolis. It featured key historical moments: battles against colonial forces, President Ho Chi Minh's symbolic 1911 departure aboard the Amiral La Touche Tréville, and emotional wartime sacrifices, such as the scene of a naval soldier writing a farewell letter to his wife and unborn baby.

The production's scale was unprecedented. With nearly 1,000 performers—including 500 students, 300 professional artists, 100 children, and 100 elderly participants—it represented all layers of society. Twenty former commandos and historical witnesses also served as advisors, grounding the narrative in real experiences. Composer Duc Tri remixed traditional songs and composed new pieces to fit the narration's emotional arc, while advanced projection mapping, lighting effects, and real ship explosions brought each chapter vividly to life.

Executing the show came with immense challenges. The team had to contend with unpredictable tides, weather, and a fast-flowing river. An innovative moving stage, adapted from barges and cargo ships, was developed to withstand the river's conditions without harming the environment. Sustainability was key: emissions were minimised, electric shuttles used, and stage props repurposed for public exhibits post-show.

The results were phenomenal. The show drew over 9,000 spectators in person and reached more than 4 million via live TV and online streams. It contributed significantly to the festival's impact: 4.5 million total visitors, \$160 million in tourism revenue, and major boosts in cultural site attendance. Online, it dominated trends with over 157,000 interactions and 36,500 discussions.

Most notably, The Legendary Voyage proved how cultural storytelling, when done with authenticity, inclusivity, and creative ambition, can transcend boundaries. It didn't just open a festival—it opened a dialogue between past and present, uniting generations in shared pride, and repositioning Ho Chi Minh City as a modern river metropolis and a world-class cultural destination.

3. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Essay of up to 525 words

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

### **Attachments/Videos/Links:**

[The Legendary Voyage](#)



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