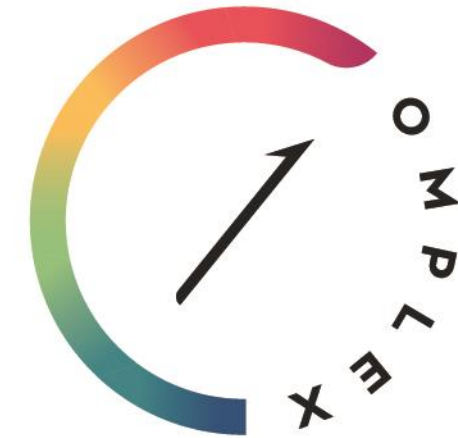




COMPLEX01



COMPLEX01
time to connect

SHOPPING - FOOD COURT – WORKSHOP – MUSIC - EVENT





Exploring COMPLEX 01

COMPLEX 01 • time to connect

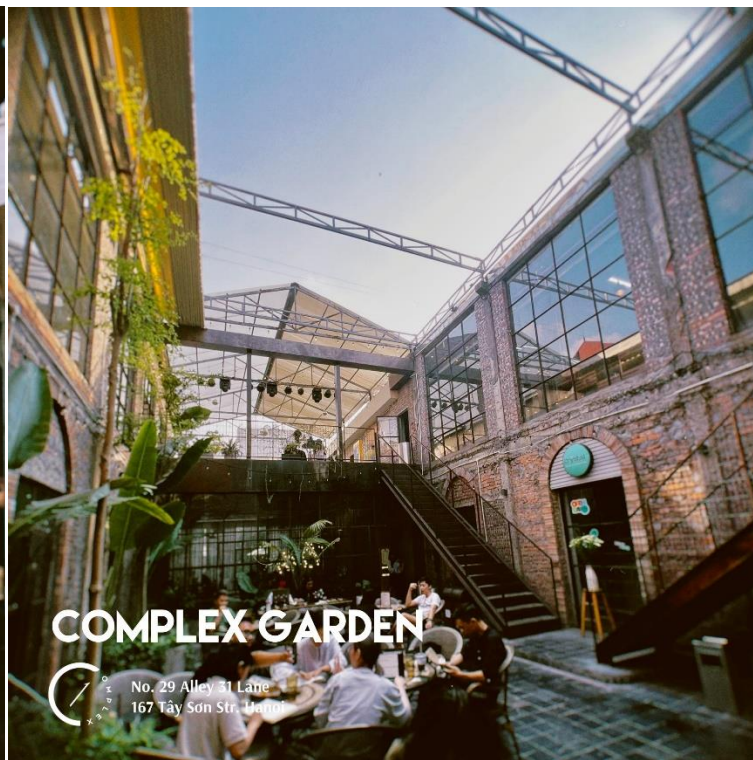
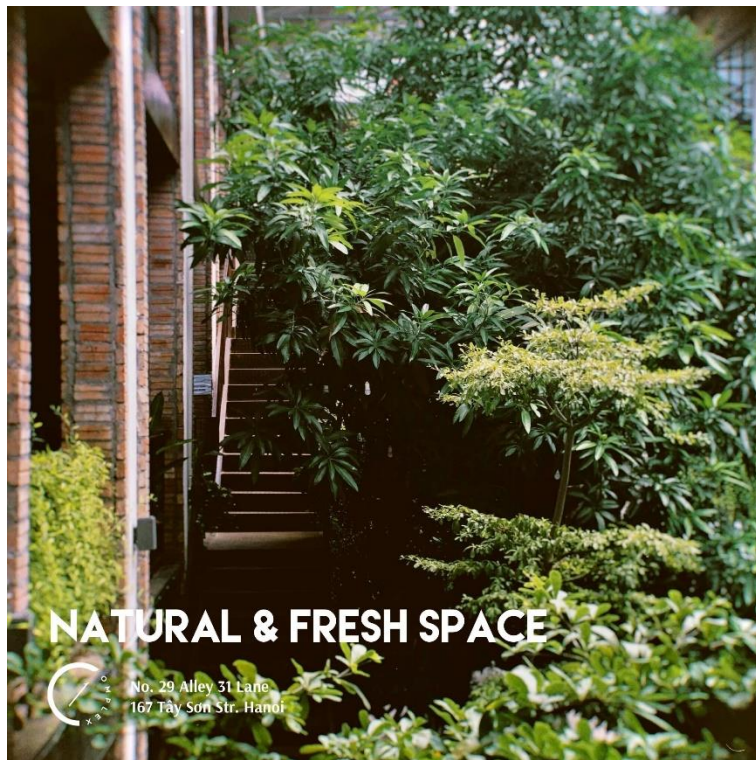
- The new generation complex from the old factory space – 3 multifunctional floors – 4000m2: shopping, food court, workshop, music, event
- No. 29, 31 Alley, 167 Lane, Tay Son Street, Dong Da District, Ha Noi.
- Facebook, Instagram & Spotify: /complex01.vn
- 02473067889
- connect@complex01.vn

COMPLEX 01 is a multi-functional complex full of vitality, nestled in an alley on Tay Son street at the Thai Ha - Chua Boc crossroads, in the heart of Dong Da district, with beautiful architecture, welcoming space, and over 30 education - art - commerce - service running brands.

COMPLEX 01 has been impressively transformed from an old industrial factory into a creative retail, DIY, and event area, with a wide range of stores for fashion, cosmetics, accessories, décor, home furnishings, and crafts... Furthermore, the culinary section is a vital aspect of the Complex, with six distinct concepts ranging from handmade coffee, tea, and yogurt to healthy food, fast casual, hot pot, grill, and craft beer... Live music performances are also being hosted weekly. There is relaxation, bustling, trees, birds chirping, and delight intertwined with nostalgic memories in our space.

More than just a place, COMPLEX 01 expects to connect and establish a cultural and creative ecology here. COMPLEX 01 produces and participates in a wide range of unique cultural events, exhibits, fairs, conferences, and performances, both large and small, in Hanoi.

With the spirit of "time to connect", COMPLEX 01 attempts to create a cultural-creative ecosystem inside a pleasant and dynamic destination.



COMPLEX 01
time to connect



PLAYGROUND

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



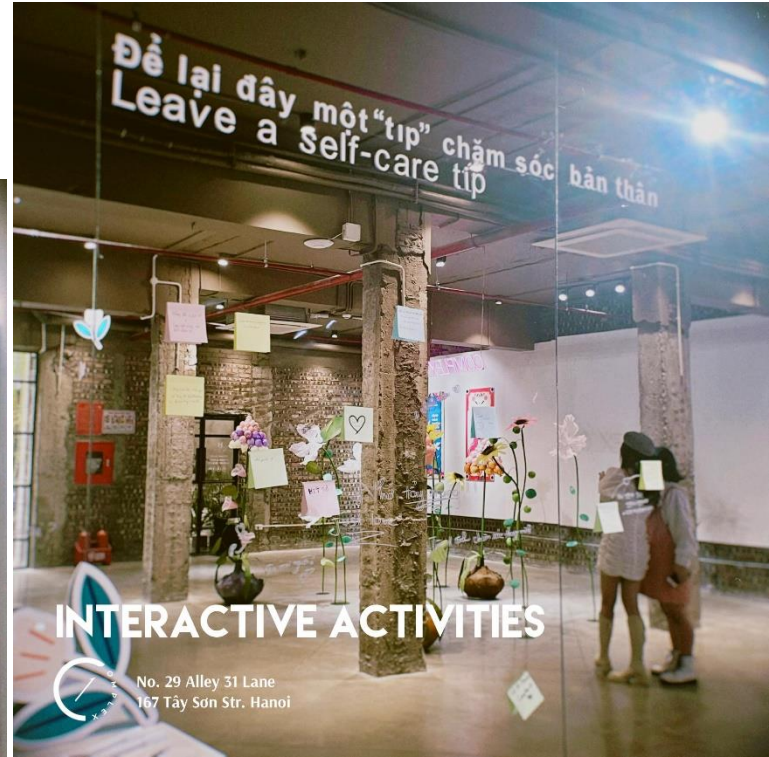
PHOTO SPOTS

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



EXHIBITIONS / DISPLAYS

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



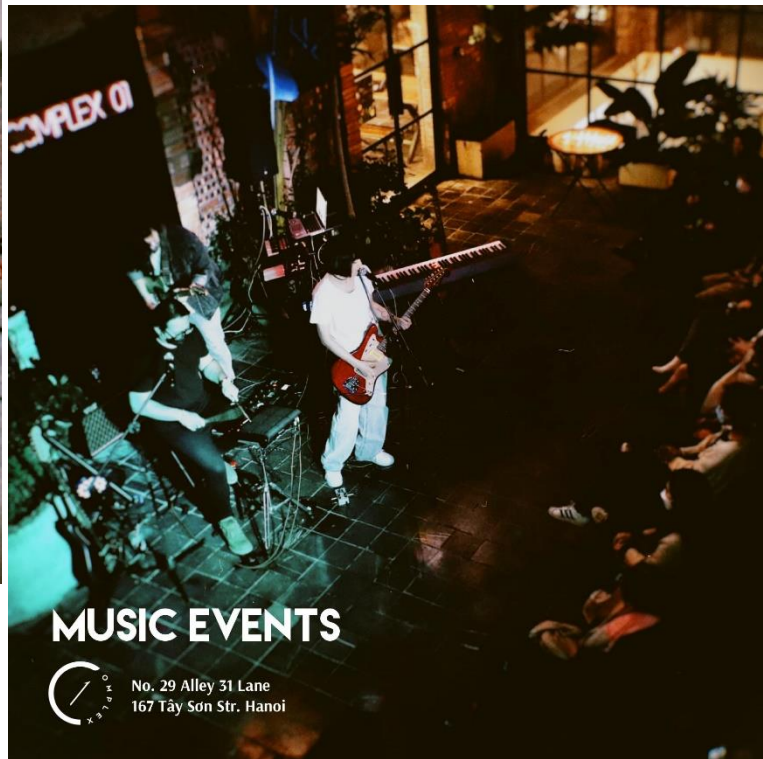
INTERACTIVE ACTIVITIES

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



DIY WORKSHOPS

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



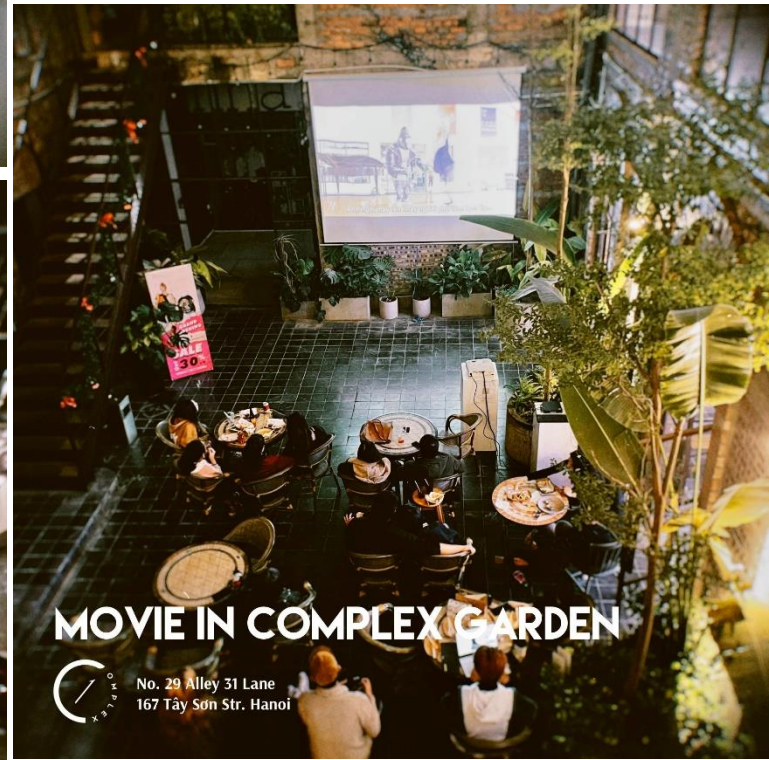
MUSIC EVENTS

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



HANOI SWING OUT

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



MOVIE IN COMPLEX GARDEN

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



COMPLEX 01
time to connect



HANDCRAFT SHOPS

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



FOOD & BEVERAGES SHOPS

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



CREATIVE GARA

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



SHOPPING

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



fotogramstudios.com

SELFIE PHOTO STUDIO

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



WEEKEND MARKETS

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



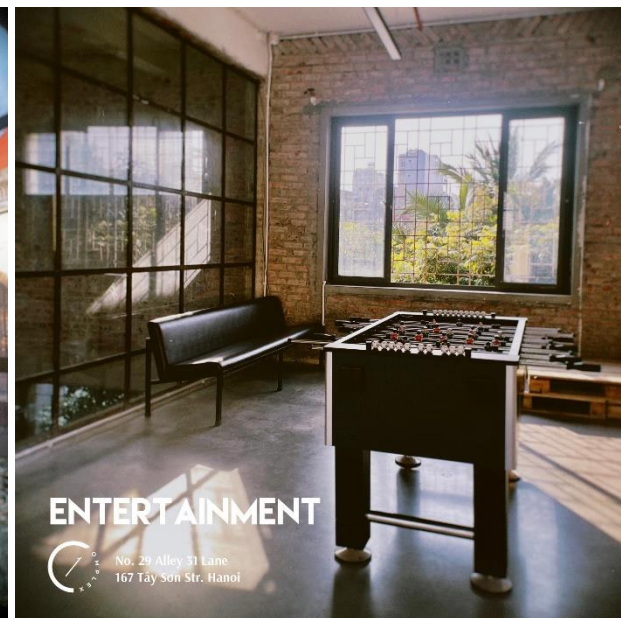
DINING & CHILLING

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



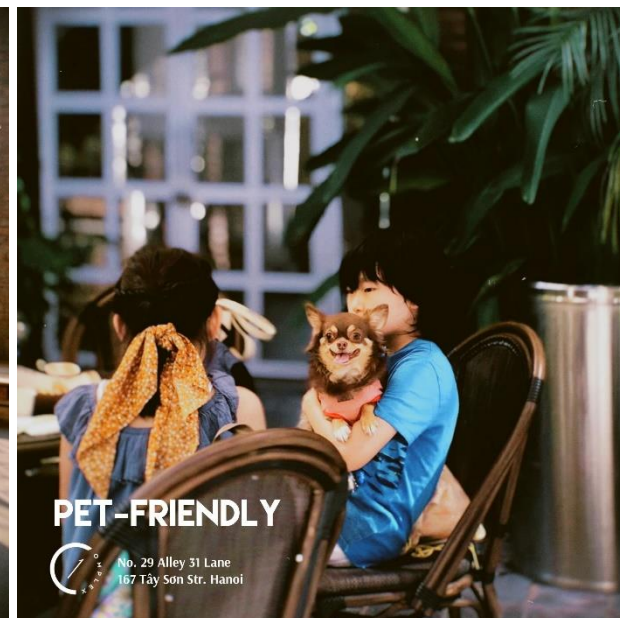
WANDERLUST

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



ENTERTAINMENT

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



PET-FRIENDLY

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



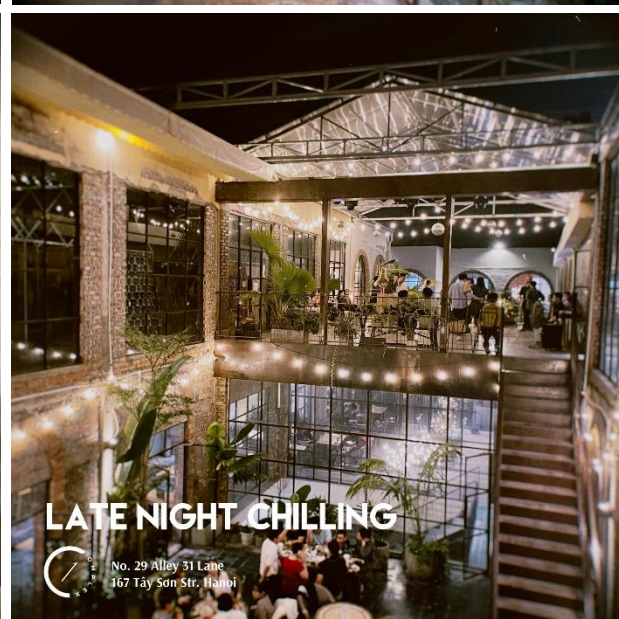
CATCHING SUNLIGHT

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



FAMILY TIME

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



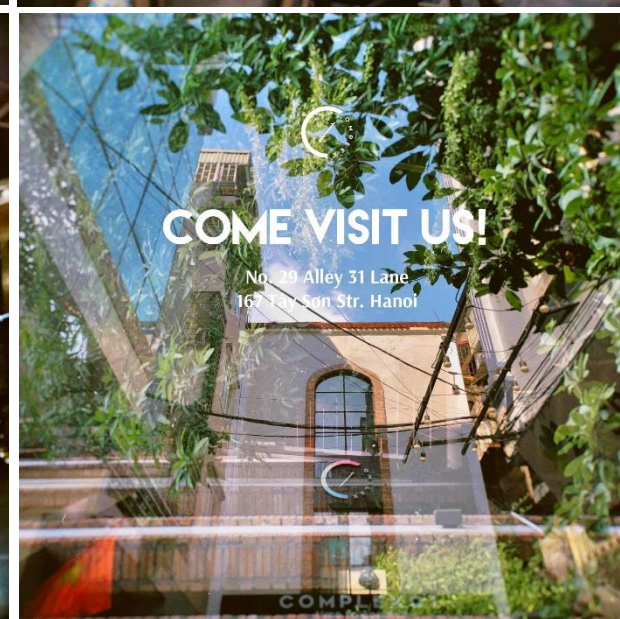
LATE NIGHT CHILLING

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



SOCIAL NETWORKING

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi



COME VISIT US!

No. 29 Alley 31 Lane
167 Tây Sơn Str. Hanoi

COMPLEX



OUR VENDORS

Polygon
Musik



mem.min

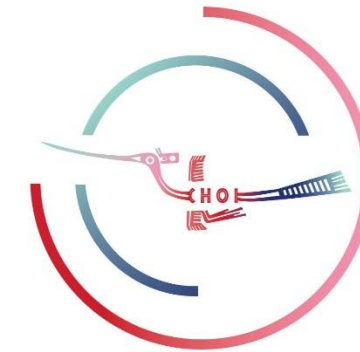


fotogram



CORNER

www.missingcorner.com



StemX

FTECH



onro
coffee



the
hungry
co.



COMPLEX01
time to connect



1 – PRE-RENOVATION STATUS

Before the refurbishment, the Complex was an abandoned and severely damaged printing factory. The electrical cabinet system and the fire prevention system are both missing. Water tanks were full, and underground works were severely damaged. Due to long-term neglect, parts of the floating works have broken and leaked.

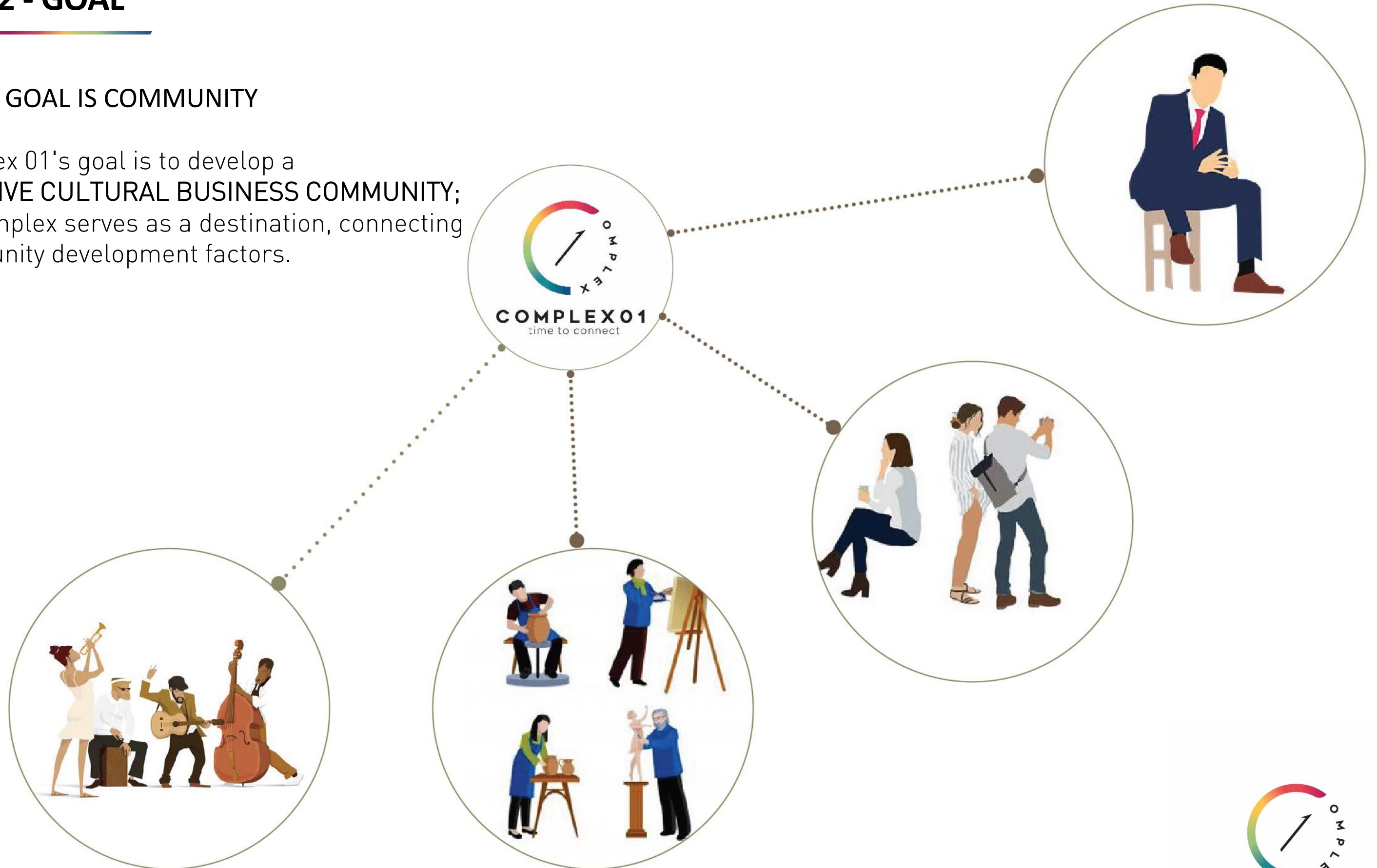




2 - GOAL

1. THE GOAL IS COMMUNITY

Complex 01's goal is to develop a **CREATIVE CULTURAL BUSINESS COMMUNITY**; the complex serves as a destination, connecting community development factors.



2 - GOAL

2. THE GOAL IS DESTINATION

The aim is to make Complex 01 a destination that young people and the community will not want to miss. Complex 01's area will become more vibrant, dynamic, and colorful.





2 - GOAL

3. THE GOAL IS TO CHANGE MINDSET

Customers and the community's perceptions of the aim must be altered when they visit Complex 01. Complex 01 is a community-oriented area where everyone may find something of interest.



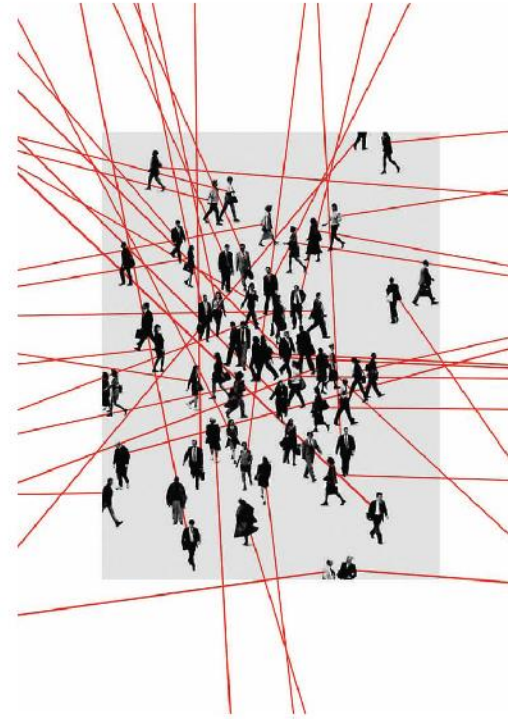
COMPLEX 01
time to connect



3 - DEFINITION

Complex 01 must serve as a cultural exchange hub for the city's young.

Complex 01 is a vibrant creative community as well as a multifunctional building.





3 - DEFINITION

SUSTAINABLE BUSINESS MODEL

1. COMMUNITY DESTINATION:

Creating a community begins with the creation of a destination. Complex 01 is a gathering area for people of all ages, featuring a variety of kiosks and several multi-functional areas.

6. COMMUNITY GRATITUDE:

The Complex will not only serve as a venue for community events but also as the unit in charge of arranging volunteer and gratitude activities for the community. Including development and philanthropic financing for Complex residents as well as those outside the Complex.

5. MAINTAINING THE DEVELOPMENT:

When the profit and size of the community rise, so will the Complex's and Community's upkeep and development. Sponsors and business units inside the Complex will provide leverage for events conducted at the Complex and will work alongside the operator to enhance the Complex.

4. PROFIT FROM THE COMMUNITY:

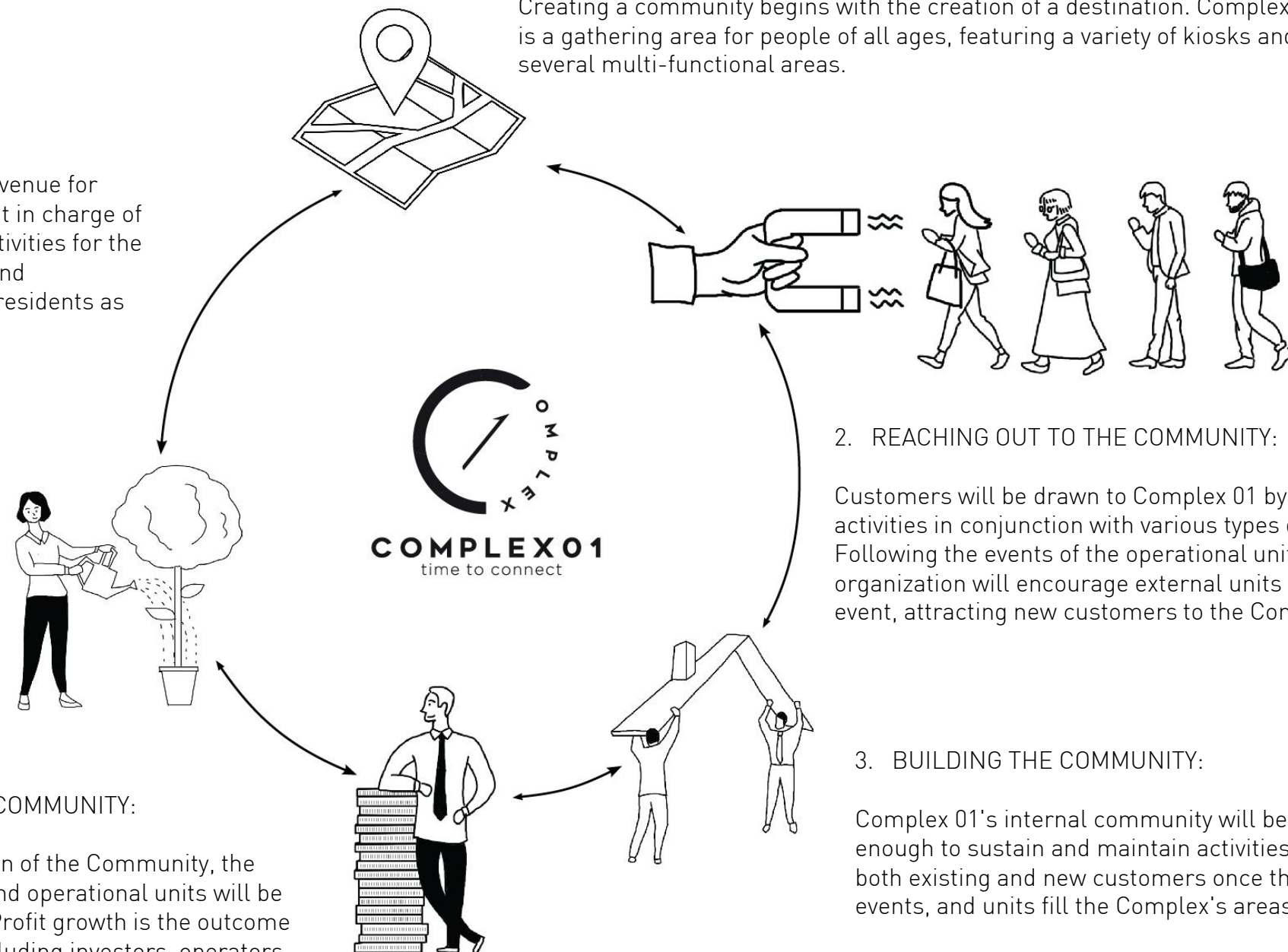
Following the completion of the Community, the number of customers and operational units will be steady and expanding. Profit growth is the outcome for all stakeholders, including investors, operators, and business units in the Complex.

2. REACHING OUT TO THE COMMUNITY:

Customers will be drawn to Complex 01 by the Complex's activities in conjunction with various types of marketing. Following the events of the operational unit, the organization will encourage external units to register for the event, attracting new customers to the Complex.

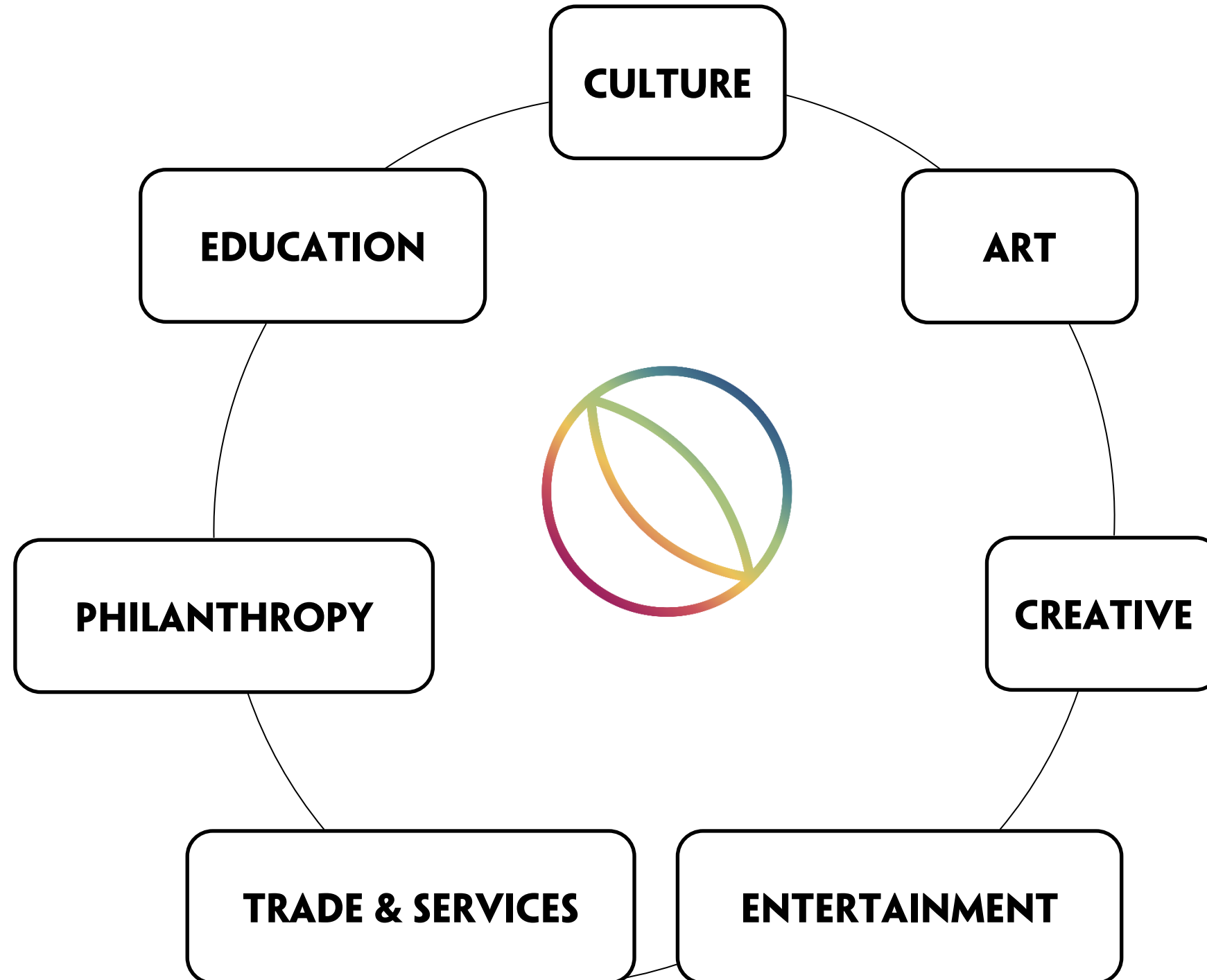
3. BUILDING THE COMMUNITY:

Complex 01's internal community will be strong enough to sustain and maintain activities that draw both existing and new customers once the operation, events, and units fill the Complex's areas.





5 - ACTIVITIES & EVENTS



TRADE - SERVICES

- Fairs: crafts; creation; local young businesses; printing & packaging; second-hand trade...
- Book fair & Education market...
- Interesting activities & workshops
- Pop-Up sale
- Launching products, computers, tools & technology



EDUCATION - CULTURE

- Workshop STEMX, robot and creative toys for children
- Talkshow, workshop about gender equality, family matters,...
- Workshop about painting, arranging flower, making paper mask, molding clay, printing Dong Ho paintings, making candles,...
- Workshop about Vietnamese coffee material area

#nhà nhiều cột



CHƠI GÌ TẠI Tết Craft playgrounds??

Địa điểm: Union Hall **MINIATURE WORKSHOP**

GÓI TẾT VÀO TAY

NẶN 6 VỊ MỨT TẾT TÍ HON

THỨ BẢY (9/1/2021)
CHỦ NHẬT (10/1/2021) **220K / NG**

15.00 H - 17.00 H

CHUỖI WORKSHOP Địa điểm: Sân tầng 2

THƯƠNG DƯƠNG TẾT HỨA

NẶN CON GIỐNG BỘT **IN TRANH ĐÔNG HỒ**

THỨ BẢY (9/1/2021) **120K / NG** THỨ 7 (9/1/2021)

11.00 H - 12.00 H 15.30 PM - 16.30 PM 14.00 H - 15.00 H

Địa điểm: Sân tầng 1 **SÂN CHƠI**

Think Playgrounds ft. Tết Craft Playgrounds

THỨ 6 > CHỦ NHẬT (8 - 10/1/2021)

MIỄN PHÍ VÀO CỬA HỘI CHỢ THỦ CÔNG

SÂN CHƠI 80K / NG



COMPLEX 01
time to connect

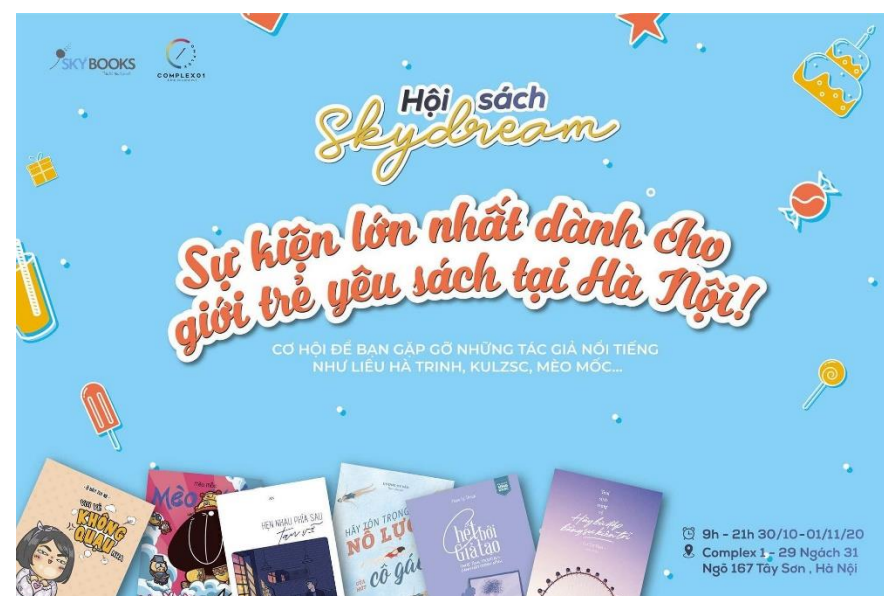
ART - ENTERTAINMENT

- Music live shows
- Art awards ceremony
- Exhibition & display
- Fashion show
- Children's playground
- Folk games
- Outdoor movie



PHILANTHROPY - COMMUNITY

- Concert “For a worth-living Hanoi”.
- Covid-19 quick test side of Quang Trung Ward, Dong Da District.
- Art Toy exhibition of young domestic artists.
- Art performances (Indie, Jazz,...) for charity fundraising.
- Seminars, community networking sessions about Marketing, Sale, sport, talkshow with young artists...
- Fairs, talkshows about connecting craft manufacturers, sellers, and international payment gateways.
- Book fair.





COMPLEX01
time to connect

... now it's time to connect more!

THANK YOU FOR WATCHING

