

## OUR COMPASS

### Designing Vietnam's future - with clarity, culture, and returns

Vietnam's cities are in hyper-drive. Ancient Hanoi boulevards now share skylines with tower cranes; Ho Chi Minh City hums with venture energy; Da Nang and a chorus of secondary cities sprint into relevance. Net-zero 2050 is no longer a press release it's the scaffolding for regulation, capital, and design practice. Opportunity is vast; the map can be foggy. Codes evolve, customs matter, and transparency is a decisive edge. In places like this, a reliable compass isn't optional.

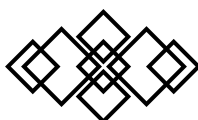
**Viet UN.Studio is that compass.** We design like locals, think like investors, and deliver like engineers. From the first coffee-fueled sketch to the final certified payment, our single job is to make architecture work financially, technically, and culturally in Vietnam. We bridge concept to completion with end-to-end services in architecture, cost planning, valuation, and investment consulting, so decisions are beautiful and bankable.

Founded in 2012 with a multilingual team of architects, engineers, and quantity surveyors, we operate across residential, workplace, hospitality, and mixed-use projects up to 14 stories. Our documentation path runs Concept → IFC, and our cost discipline carries through to progress certification, BOQs, and close-out. For due diligence, valuation, and audit, we work with licensed partners because credibility shouldn't be a promise; it should be a paper trail.

### THE THREE NEEDLES OF OUR COMPASS

#### 1) Culture, as a performance system

We don't apply "Vietnamese style" as décor; we build with it as physics and comfort. Courtyards that breathe. Overhangs that shade. Cross-ventilation that tames humidity. Gạch bông gió screens that filter light and views. Materials that feel at home in their climate and community. Tradition is not a museum piece; it's a manual for human comfort in the tropics.



We translate that manual into contemporary engineering: double-skin façades with operable louvers, daylight-first plans, serviceable MEP routes, and details that shed monsoon rain instead of pretending it doesn't exist.

## 2) Profitability, by design

Capital needs clarity, we invite it in. Our plans are cost-literate by default: structural grids rationalized, spans tuned to local supply, façade strategies priced per square meter, finishes graded by lifecycle value. Sustainability is framed as cash-flow logic-lower energy and water use, resilient envelopes, maintainable systems, and market-recognized certifications (LEED/EDGE/LOTUS) that attract tenants, lenders, and exit premiums. In Vietnam's green-growth agenda, sustainability isn't a halo; it's a pro-forma.

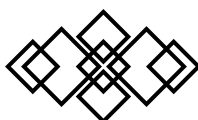
## 3) Professional integrity, proven not claimed

Professionalism is not a tone; it's a chain of custody from decision to drawing to delivery. We operate on transparent methods, traceable data, and compliance that withstands scrutiny. The spreadsheets you see are the ones we use formulas intact. Change orders follow a clean Variation-Order path with three-quote validation. Inspections are logged, photos time-stamped, and payment certifications tied to evidence. Show, don't tell is our default.

## WHAT DEDICATION LOOKS LIKE (BEYOND NICE WORDS)

Presence beats promises. You'll find us on site when the rebar is tied, in your inbox when a decimal shifts the budget, and on calls when the rainy season teases your schedule. Dedication, here, isn't a mood; it's a calendar entry.

- One brief, one team, one source of truth. Designers, cost planners, and engineers sit shoulder-to-shoulder so drawings and numbers evolve together.
- Fast loops, clear logs. Weekly snapshots scope, cost, risk, decisions keep surprises out of the project and inside the birthday party where they belong.
- Context is king. We design for narrow Hanoi plots and breezy Da Nang balconies, for Saigon sun and sudden downpours cross-ventilation, shading, dry-in details, and MEP that just works when humidity doesn't.



## ARCHITECTURE THAT BREATHES VIETNAM

Vietnam is tropical, dense, entrepreneurial and delightfully specific. Good buildings here breathe, shade, drain, and age with grace. That's our baseline.

- Climate-smart by default. Deep overhangs; vertical fins; ventilated or cool roofs; glazing ratios that balance daylight and heat; stack-effect planning to encourage natural airflow; façades that modulate glare without dimming the day.
- Local craft, global polish. Terracotta, laterite, terrazzo, bamboo composites detailed with modern joints and maintenance in mind. Beauty with a service manual.
- Human scale, community feel. Courtyards, pocket gardens, and gracious thresholds that make homes sociable and offices civil. Your aunt approves; your investor Instagrams.

*This is not imitation; it is thoughtful evolution how we ensure every building is not only in Vietnam, but of Vietnam.*

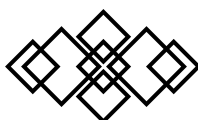
## THE COMMERCIAL CASE FOR SUSTAINABILITY (IRR, NOT INCENSE)

“Green” is the new gold because it performs. High-performance envelopes and systems may ask for a modest premium up front, but paybacks are swift lower utilities, less waste, stronger tenant demand, and better exit multiples. Certifications like LEED, EDGE, and LOTUS are not plaques; they are price signals to corporate tenants, to lenders, and to your future buyer. When a government aims at net-zero and markets follow, future-proofing is not virtue signaling; it's fiduciary duty.

We run sustainability as decision theatre, not ideology:

- Option A: higher capex, lower opex, shorter payback, direct certification path.
- Option B: lower capex, modular upgrades later, staged certification.
- Option C: hybrid tuned to your cash-flow curve and exit horizon.

*You see capex/opex/time/carbon trade-offs on one page, with a fit-for-Vietnam score that reflects construction reality, not wishful renderings.*



## FROM VISION TO PROFITABILITY: OUR VALUE CHAIN

**1.Opportunity framing** – A candid conversation and targeted market intelligence produce a curated investment thesis: where to enter, why it’s defensible, and how success is measured. Clarity reduces optionality tax.

**2.Cultural & site analysis** – Microclimate, neighbors, utilities, logistics, patterns of daily life augmented by Feng Shui where it matters to users and buyers. Output: a Site Feasibility & Cultural Resonance Report that catches expensive mistakes before they’re drawn.

**3.Sustainable architecture** – Integrated design with LEED/EDGE/LOTUS pathways baked into concept. Concept & technical blueprints that speed approvals, sharpen pricing, and keep construction predictable.

**4.Regulatory navigation** – A proactive permit-and-compliance plan that sequences drawings, technical dossiers, and agency touchpoints toward smooth construction permits.

**5.Financial governance** – Cost management plus curated partners (audit, legal, tax) produce audited financials and a clean legal framework. Your board sees rigor; your lender sees discipline; your counterparty sees reliability.

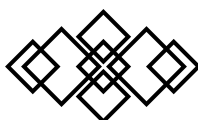
**6.Project execution** – Oversight with inspection points at foundations, concrete, waterproofing, MEP rough-in, and close-out each tied to payment certification. Change orders follow a published VO path; risk registers stay alive, not ceremonial.

**7.Asset optimization** – As-builts, O&M, warranties, and when needed independent audits for decisive approvals. Final valuations support refinance or exit. The asset doesn’t just open; it performs.

*Net effect: fewer unknowns, faster decisions, and projects that pencil and keep penciling long after the ribbon is cut.*

## GOVERNANCE THAT WITHSTANDS SCRUTINY

If a board, bank, or buyer asks, we can show not tell how each decision was made: versioned drawings with clear deltas; meeting notes with decisions and consequences; cost logs with VO rationale and three-quote evidence; inspection photos tied to milestones; and handover packs your facilities team will actually use. That’s not extra paperwork; that’s institutional confidence.



## WHY INTERNATIONAL CLIENTS CHOOSE US FOR VIETNAM

Because we translate ambition into assets. We're multilingual, multicultural, and mono-focused on outcomes. We're at home in site boots and boardrooms; we can debate façade rhythm at 9:00 and debt covenants at 10:00. We think in diagrams and spreadsheets. We measure aesthetics by experience and investments by IRR. We never forget the end users the families, teams, and communities who will live and work in the spaces we shape.

This is Vietnam's moment: the green-building wave, the manufacturing pivot, urban densification, and the national push to net-zero. Currents are powerful. But currents without a compass can drift. **Our compass holds steady:**

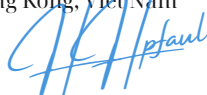
- **Dedication** to Vietnam's legacy and future.
- **Credibility** forged in transparency and elite partnerships.
- **Professionalism** expressed as tangible profit.

If you're entering Vietnam or leveling up here let's sketch the future over a strong "cà phê sữa đá". Send us your brief. We'll reply with a first pass on scope, cost, and timeline within a working day and a plan that respects your capital and the culture it will live in.

**Viet UN.Studio — "Make it work. Make it Vietnam."**



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