

Supervisor's Opinion on the Doctoral Thesis:

Ngoc Quynh Giao, Pham

Degree programme	P 8206 Visual Arts		
Degree course	8206V102 Multimedia and Design		
Mode of study	Full-time	Acad. Year	2021/2022
Thesis Title	Exhibition of Dong Ho paintings in a virtual reality environment at a Fine Art Museum, Vietnam		
Evaluation written by the Supervisor:	prof. MgA. Petr Stanický, M.F.A.		

Ngoc Quynh Giao, Pham has always been a very good doctoral student with strong interest in her research topic and also at other ongoing projects as for example JUNG project, where she works as part of team for last 2 years. She was highly above standard active in publishing, as well as in his own research work. In her dissertation Giao focuses on Exhibition of Dong Ho painting in virtual reality environment at Fine Art Museum, in Vietnam. This topic brings to attention several remarkable cultural phenomena.

What might not deserve so much attention in the eyes of the European audience seems to have a different degree of urgency in context of Vietnamese culture, Dong ho painting is part of Vietnamese culture for about a thousand years. The vast field of this visual art phenomena concerning generations of all social levels is actually standing on the edge. There is urgent issue that the technique disappear in very young and fast transforming Vietnamese society. These conflicting tendencies may not be apparent on the first sight, but given the context of Vietnamese society and culture, these conflicts become evident. This Ph.D. research work is part of activities to help preserve this line of folk painting and try to find the line which will connect it to hearts and minds of young generation.

Theoretical part of research is well structured with clear goals and methodology. Thesis provides vast informations and understanding of Vietnamese folk painting, but same time provides statements about current trends in exhibiting both outside and inside of Vietnam.

Creating exhibition method, environment and visual communication which is design specially for Dong Ho folk painting is the main focus of Giao practical research.

Exhibition method is working with two traditional images, The Mouse Wedding and Beautiful woman. Images were chosen after historical and context research and same time I see the importance to study and express human and animal forms. Same time there was done a survey to more than 160 people to get informations about understanding of narrative, characters but

also exhibition preferences etc. and museum sample modeling. All this was part of design processes.

If we take culture as a historically transmitted system of meanings that are expressed in symbolic form, Dong Ho's painting is the ultimate record of how people in Vietnam have passed on inherited ideas for generations. These images maintain and further develop attitudes of life inside visual culture, and therefore I consider the decision to devote and try to translate this fact to be very important.

I believe that visual part of this research was decided with great sensitivity and spatial creativity and this theses can be a significant contributor to cultural and artistic heritage preservation and art management. At the same time, this study could give specialist ability to make decisions related to practical topics in future research.

Therefore, I believe that the dissertation as a whole meets the requirements of a standard doctoral thesis in the Multimedia and Design study program.

In Zlín, 15th April 2022

signature:

prof. MgA. Petr Stanický, M.F.A.

