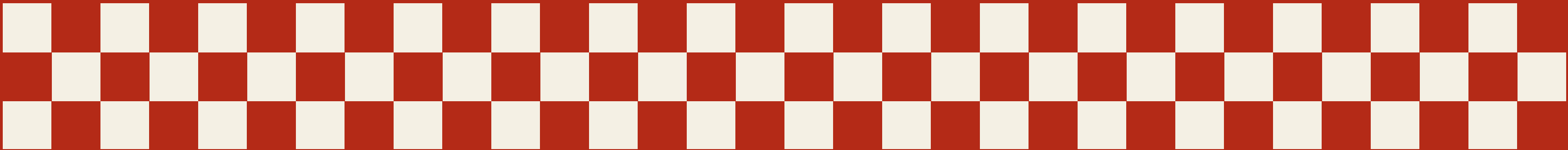


PROJECT PROPOSAL

FLAVOR OF HOME





PROJECT BRIEF

Project Type: Wall Mural
Project Title: Flavor of Home
Mural 1: Feast of Affection (main)
Mural 2: Foodie Community
Mural 3: Mom's Cooked Food
Client: Mrs Pho

Target Audience

Ages 20-30
Those who are looking for activites to
bond with their loved ones



CONCEPT

Most of us are living in a world where there are constant changes and move in a fast pace. It is the simple things in life that matter. The small gesture that portray love and care. In this case, eating a meal with your family and share about one another daily events. This projects provide the space for families/ friends to spend time bonding, cooking together, and it may be an opportunity for them to share stories and get to know each other better.

NGUYEN HONG
NGOC

BRIEF

CONCEPT

ABOUT CLIENT

DESIGN
COLLATERALS



MOOD BOARD

EXPLORATION

Few sketches I had created based on the chosen theme

The overall mood is warmth from a meal that brings people together. It is fun and exciting at the same time



CLIENT: MRS PHO

Mrs Pho's brand mission is centered around bringing authentic Vietnamese cuisine to customers.

They aim to preserve the traditional flavors and recipes of Vietnam while also embracing innovation in their dishes. Mrs Pho strive to create a dining experience that celebrates Vietnamese culture and heritage.



Through this project, I aim to establish a community of Vietnamese individuals residing in Singapore, allowing us to come together and share a comforting meal.





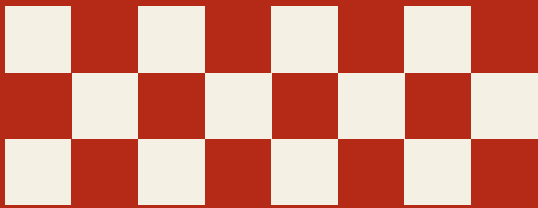
MURAL 1: MOM'S COOKED FOOD

The mural represents a mother preparing a bowl of Phở Bò for her children



MURAL 2: FOODIE COMMUNITY

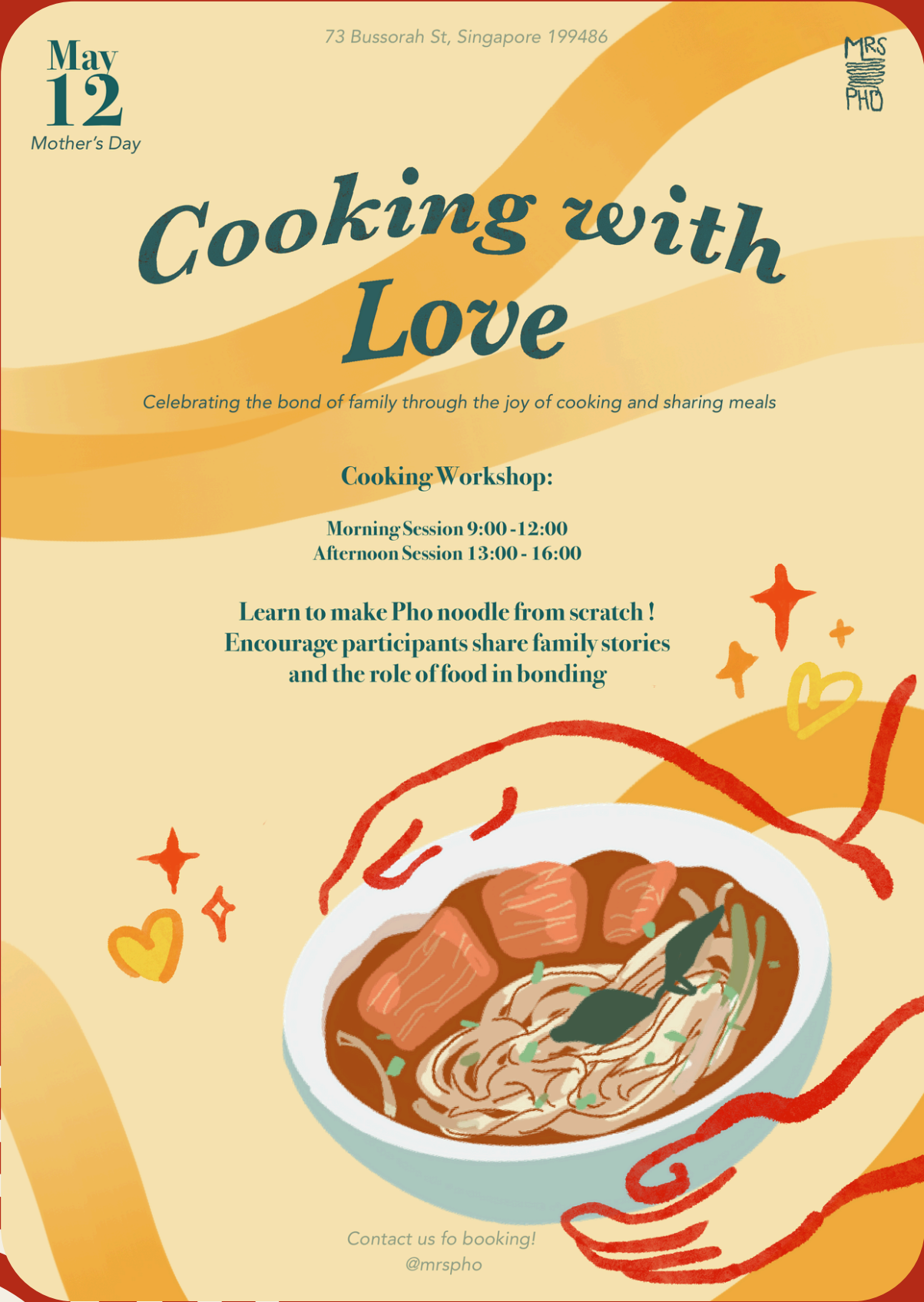
This mural depicts a community coming together to share a meal. I aim to capture the diversity of individuals and their love for food, transitioning from the vibrant background of day to night.





MURAL 3: FEAST OF AFFECTION

I chose this piece as my final mural because it most effectively conveys my message of a warm meal.



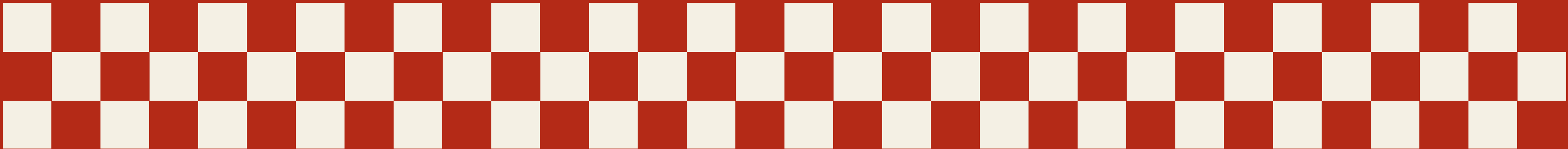
COOKING EVENT

Participant are encourage to bring along their love ones to the event. The traditional way to make pho will be introduce and they can share the mel after the workshop.

BOOTHING: TAKE PHOTO WITH MURAL

The session brings fun and exciting to wrap up their experience with us. Participant will be given a free polaroid to capture such special day.

Adititionally, when posting on their ig with @mrspho they will be given a \$15 voucher!



THANK
YOU!

FINAL YEAR 2 PROJECT @ NAFA
MAY 2024

