Application to APU Alumni Association Achievement Award

Name: Nguyen Hoang Phuong
Year of graduation: 2012

3. College: APS - International Cooperation Policy.



Reason for applying

To make better images of the world via my photography. The notion of our world heavily depends on how we perceive it, nice images make people in love with life and enhance their hopefulness and productivity. Bearing in mind this idea, my photography philosophy is to capture and create the happy moments and beautiful landscapes of the world, as well as show the spirit of people even during tough times. I have been starting photography since 2006 and my recent achievements strongly prove the impacts of my images to my world by promoting gorgeous images of Japan into the world and presenting my emotion about the campus where I learnt for 2 years.

An introduction to my achievements

Being motivated by the miracle spirit of the Great Earth Quake' victims during my week of volunteer in Ishinomaki, I came up with an idea to use images and social media to foster the tourism in Japan and encourage travelers to re-visit Japan. This effort was recognized by number of achievements

- The Winner in <u>"Share you Wow! Japan photo contest"</u> (2). The campaign, which is organized by Tourism Agency of Japan, attracts 17,070 competitors with 38,817 photos. The goal is to promote beautiful images of Japan to attract more visitors after the Great Earth Quake. The evaluation of the winning photo mainly based on the inspiration that will inspire people to travel to Japan and showing the charm of Japan.
- Two of my images will be on exhibition in Tokyo (3), all the profit from selling the images will go directly to JEN (Japanese Emergency NGOs). My Japan, which is "crowdsourced photographic initiative, spreading the love of Japan", is the organizer of this event. The exhibition will be on 11 March this year in Subject Matter Gallery in Tokyo. Moreover, one of my pictures was included in the photo book to raise fund for Tohoku area under the same project.

Besides, the my passionate about APU drove me to create a number of works that promote the image of our campus

- I was the photographer for <u>official cover page</u> of prospectus and <u>official poster</u> of APU in Vietnam for 2013.

 I created a time-lapse movie to illustrate the perfect environment and enthusiastic student's activities of APU. The clip could be seen <u>here</u>

Why I should be the chosen

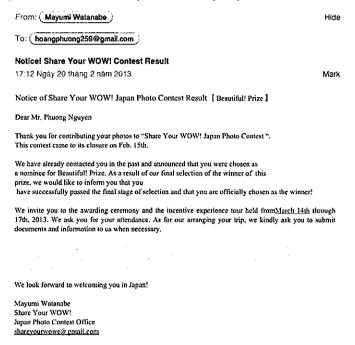
Photography is my long-life project. I always find the new angle; explore the new perspective of life in order to create the masterpiece that changes the world for the better place. I am still on my way to conquer this goal; the given achievement promises that I am on the right track to get my target to make a better world with my photography, nevertheless, the process is very challenge and risky. Thus, the supports and recognition from APU alumni could be the important encouragement to me. In addition, as an APU's alumnus, my success is part of APU's success. For example, one of my photos was on the Beppu's local newspaper with a title Nguyen Hoang Phuong/ APU Student.



All the information is provided with appropriate hyperlinks

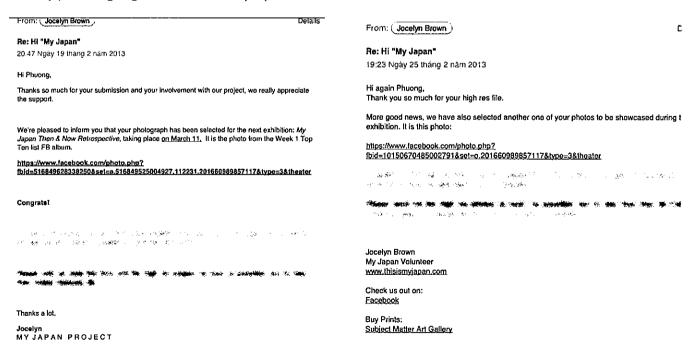
Appendix - Proofs of my achievement.

(2) Winner in the "Share your Wow! Japan photo contest"



The winning photo can be found here

(3) Photos going on exhibition of My Japan



These photos can be found here and here