

ABSTRACT OF THE DISSERTATION

Heading

Doctoral Candidate: Ho Nam

Dissertation title: **The art of display at “Vietnam Motor Show” commercial exhibitions from 2012 to 2017**

Major: Theory and History of Fine Arts Code: 9210101

Scientific Supervisor: Prof. Dr. Hoang Minh Phuc

Institution: Ho Chi Minh City University of Fine Arts

Content

* Purpose and object of study:

The main purpose of this study is to present new artistic awareness of the display art at "Vietnam Motor Show" trade exhibitions to determine aesthetic value and development trend.

The object of the study is the art of displaying brands such as Toyota, Honda, Ford, Lexus and Mercedes-Benz through the expression of space creating art at "Vietnam Motor Show" trade exhibitions.

The scope of the study is from 2012 to 2017 on the following brands such as Toyota 2012 in Hanoi, Honda 2013 in Ho Chi Minh City, Ford 2014 in Ho Chi Minh City, Lexus 2016 in Hanoi and Mercedes-Benz 2017 in Hanoi.

* Research methods used:

Research the thesis based on the theory of fine arts and aesthetics, art morphology application, postmodern theory, spreading cultures and value.

Methods of general analysis of secondary documents are scientific works related to the content of the thesis topic, actual images and descriptive drawings including layout, vertical and perspective views.

Statistical and classification methods involve identifying typical display spaces for evaluation in order to assess some specific methods such as description, interpretation and authentication.

Interdisciplinary approach is founded on dialectical materialistic perspective, using the research results of the art field, history and culture to aim at the results objectively and comprehensively.

* Main results and conclusions:

1. Affirming the display art at the "Vietnam Motor Show" trade exhibitions is the art of creating complete space images.

2. Affirming the display art at "Vietnam Motor Show" trade exhibitions is the result of the movement, integration and succession of the Western origin and is part of the display art at the "Motor Show" trade exhibitions worldwide.

3. Determine the aesthetic value of the display art at "Vietnam Motor Show" trade exhibitions: humanistic values in terms of content, aesthetic harmony, image, emotion and valuable expression of creating space.

4. Determine the development trend of display art at the "Vietnam Motor Show" trade exhibitions to approach the world trend and modern science and technology.

5. Determine the scope of the thesis research and specify the following research directions from the results of this thesis with in-depth focused research areas, specialized in the field of fine arts.

Through the research results, it is shown that this is an in-depth research on display art at the "Vietnam Motor Show" trade exhibitions in the perspective of fine arts, with inter-disciplinary and multi-disciplinary approach. The research contributes to bringing new artistic awareness on the art of display at "Vietnam Motor Show" trade exhibitions, which is a reference source for teaching and learning in art institutes in particular and artist culture in general.

Scientific Supervisor

Doctoral Candidate

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