

Project

STRANGE FAMILIAR

Culture Shock



EXPRESS YOUR THOUGHTS





**I AM AN EXCHANGE
STUDENT FROM SAI GON,
SOUTHERN CITY OF VIET
NAM**



**MAIN
QUESTION**

How culture shock effects international students daily life at first?

**SUB
QUESTION**

What is the unfamiliar visual, sound, smell,etc?



OBSERVATION



Graffiti

Hongdae is an artistic area, which has various of graffiti artworks



Colorful lights

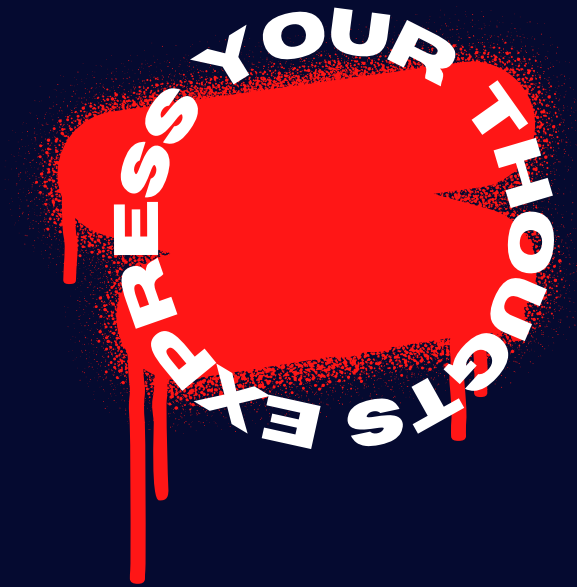
Youth area with fascinating lighting, sounds and includes cafe shops, restaurants and especially night clubs



Food tents

Sweet flavored smell from food tents on the streets around the area

METHODS Vietnamese students



Interviews

What the different from your city compared to Seoul?

What smell when you first come to the street?

3 sounds that you hear the most in Hongdae?

What make you surprised most when observe around the area?

How do you feel after living in 2,3 months at this area?

How you feel at first live in the area?

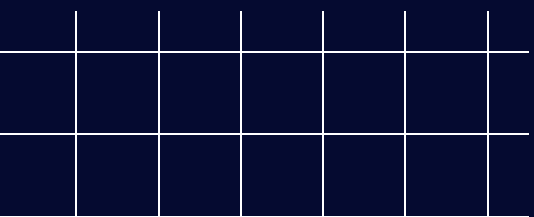
1 thing you love about the area? Why?



Photography

Took 1 photo in Hongdae that attract you at first

Took 3 photos in Hongdae that attract you the most



VIETNAMESE STUDENTS

GOOGLE FORM

What the differents from your city compared to Seoul? *

I think that It comes from how colorful the Seoul be like. Like the colorful walls, graffiti, street.

What smell when you first come to the street? *

Drain water.

3 sounds that you hear the most in Hongdae? *

Train station.
helicopter.
Kpop music every where on the street.

What make you surprised most when observe around the area? *

The colorful of Seoul.
Seoul do not have bin on the street.
The bus have a private road.

How do you feel after living in 2,3 months at this area? And compared how you feel at first live in the area? *

I think I can adapt so easily. It is same same with Ho Chi Minh City, but more expensive and the weather is a little bit cooler.

1 thing you love about the area? Why? *

Fried Chicken, because It has a special sauce, and chicken is so juicy.

What the differents from your city compared to Seoul? *

fewer motorbikes, no traffic jam, air (maybe) cleaner

What smell when you first come to the street? *

sewer smell, flower and tree

3 sounds that you hear the most in Hongdae? *

electric vehicles, wind, music

What make you surprised most when observe around the area? *

The price, like necessary things for living are very expensive but food is cheaper

How do you feel after living in 2,3 months at this area? And compared how you feel at first live in the area? *

everything is expensive compared to my country, but the pace of life here is slower and more relaxed

1 thing you love about the area? Why? *

I love atmosphere here, because the weather here is more pleasant than Hanoi at this time

What the differents from your city compared to Seoul? *

Transportation is the biggest difference. Self order machines everywhere. Minimum interactions with the locals. Garbage sorting is taken more seriously. Clubbing culture is pretty big here compared to Hanoi.

What smell when you first come to the street? *

I don't remember exactly but there were 2 that stood out: stinky smells from the sewers and sweet smell from the street fish cake.

3 sounds that you hear the most in Hongdae? *

People talking, music from shops, vehicles moving

What make you surprised most when observe around the area? *

They have much more green spaces than expected, especially for a metropolis. Also, the presence of graffities, I think that's Hongdae special charm that I haven't seen in other parts of Seoul. The lack of trash bins on the street is another surprise for me, it's pretty hard to find them in public, given the fact that Korean takes garbage sorting seriously.

How do you feel after living in 2,3 months at this area? And compared how you feel at first live in the area? *

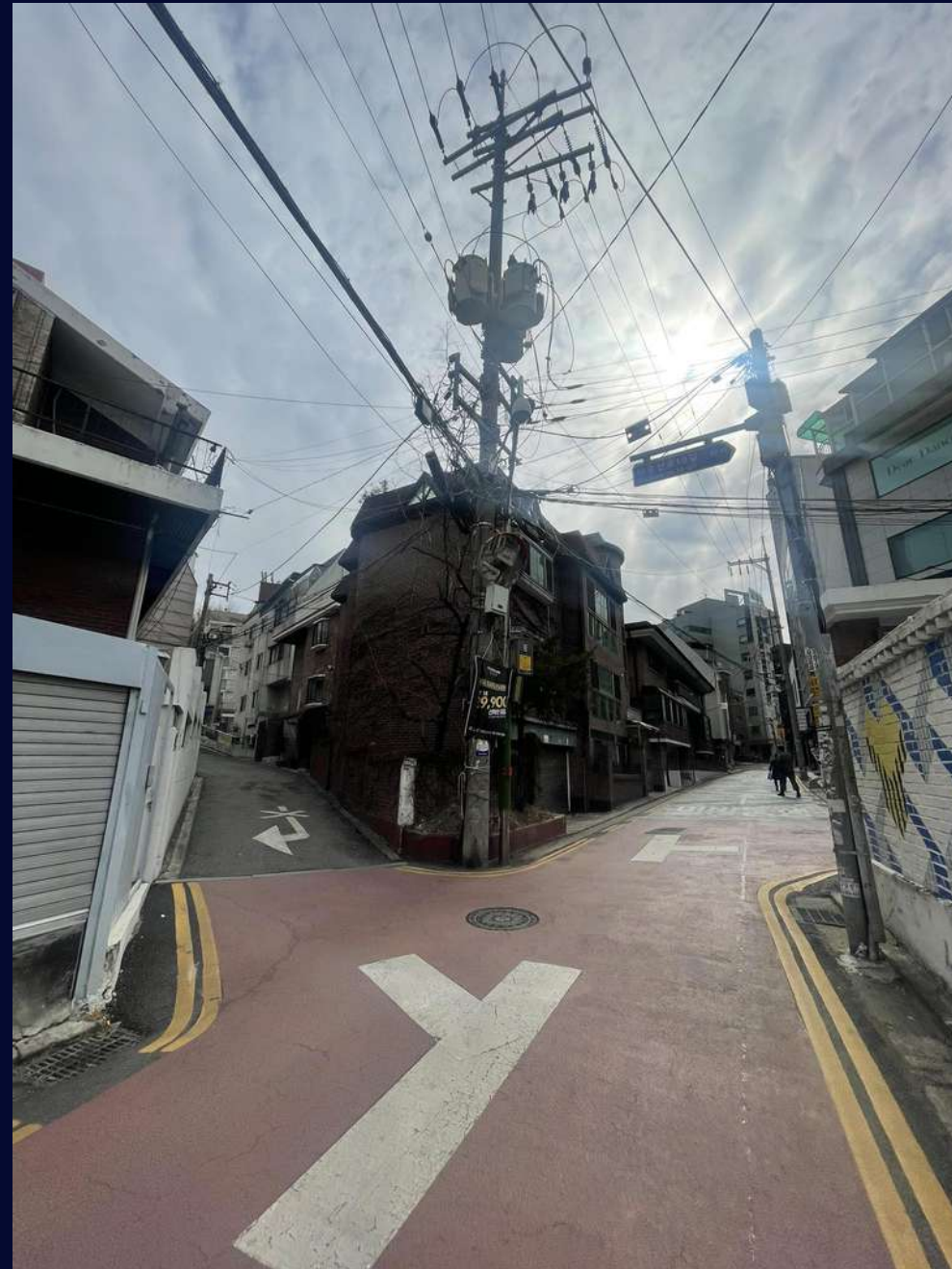
I think overall it doesn't change much. I'm getting used to living here. There are some minor inconveniences of language barrier and transportation at night but it's not as overwhelming as the first weeks.

1 thing you love about the area? Why? *

Despit being one of the busiest area in Seoul, for me Hongdae oddly has a calm and peaceful vibe. I'm not sure why, probably it is more about me mentality when I came here than Hongdae its self.

VIETNAMESE STUDENTS

PHOTOGRAPHY



VIETNAMESE STUDENTS

PHOTOGRAPHY





OTHER COUNTRIES STUDENTS

Describe Seoul (or Hongdae) through senses in daily life
Visual (eyes), Smell (noses), Sound (ears)



RESPONSES

< Senses Seoul

Visual:

As a people watcher there's a lot to see in Seoul. A lot of different people doing lots of things and it's on such a big scale. Also in places like Hongdae there's so many signs, shops, posters and other things. There's a lot of everything to see and sometimes it's too much. On my way to uni in the morning I walk through Hongdae street and the street is always so colourful, I never saw a painted street before.

Smell:

What I notice a lot is the smell of the foodstalls, also in the subway. Usually it's something sweet that catches my attention and I often end up buying whatever I smell from those stalls. I like food so it's comforting to smell something nice in the busy areas of the city.

When I walk to my classes every morning every other week I see the workers painting the Hongdae street and that smell is so intense. It's really chemical and I wonder why they would repaint it so often..

Audio:

I usually walk around with headphones because usually outside noises overwhelm me especially in big cities.

When I don't wear headphones it's a lot of music from stores over more softer noises of people talking. It's funny to hear stores blasting music next to each other on the street, it's not something shops do in Austria.

Walking through Parks in Seoul is always nice because of the difference between the different sounds of nature like trees in the wind and animals and the city sounds.

Living in Hongdae is very noisy there's too much going on so I always just wear my headphones with music on here.

In the subway I usually don't wear my headphones cause I wanna hear the announcements, I need glasses but I don't want to wear them so sometimes I can't read the stop names on the screens. I really like the little subway jingle that they play for some stations it's so cute.

Colorful, smells of food, loud sounds

Actually, I didn't like the smell of Korean kitchens

I really liked how Korean people are very organized

About sounds, I liked that the streets are very quiet. No loud car horns. And of course the young singers in Hongdae are amazing

RESPONSES



For Hongdae :

👁️ VISUAL: 👁️

Colors everywhere!!!! (shops and products sold in the streets) a lot of details (small size), a lot of advertising signs → visually super-stimulating ! Especially the self-photobooth piping everywhere.

However, surprisingly, the garments of people are usually really contrasting with the environment, only in black beige grey or white colors (+ the university jacket ^^)

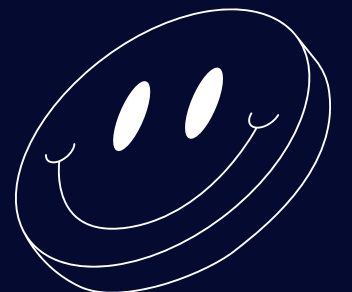
👂 SOUND: 👂

Over-stimulating as well in Hongdae ! It looks like a gigantic amusement park in the streets with all the shooting/ punching-ball stands! Speakers outside is very new for me and so interesting to be immersed in multiple sound environments at the same time (though exhausting). The music and dance performers are also part of the sound landscape of Hongdae and I find it fascinating even if hard to appreciate fully one performance when another singer is just next to it with a powerful sound system as well! 🤯 stepping away from Hongdae around Sangsu station we can really see the difference : Hongdae seems to be like an island of sounds.

👃 SMELL: 👃

It is a really like a roller coaster ! While walking in the streets, you can smell tons of different smells, from the sewage system smell to marvelous tantalizing cuisine smells. Intense smell experience !

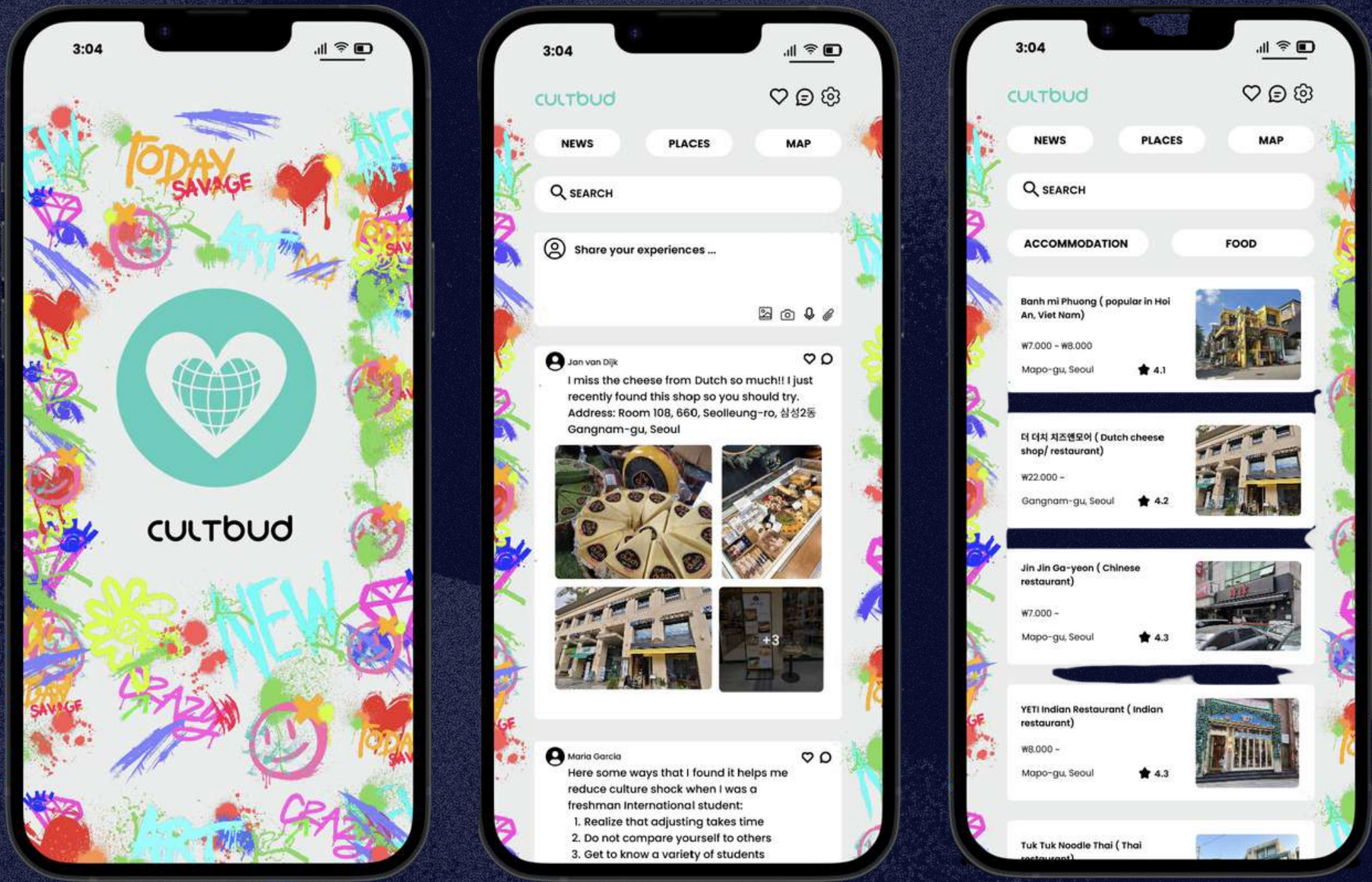
Hongdae is definitely a very special and over-stimulating multiple sensorial experience you won't want to miss ! It is worth experiencing it in one's life



OUTCOME



App Link



THANK YOU!



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