

ARTIST & CURATOR STATEMENT

Noah Nam An | Founder & Lead Cultural Practitioner, Baiyue Project

1. Ethos: Re-Centering Local Cultural Perspective

For decades, the visual and sonic representation of ancient Southeast Asia in contemporary digital media has suffered from cultural flattening. Traditional Vietnamese narratives are often either obscured or subsumed under generic fantasy aesthetics. The Baiyue project is an artistic commitment to **re-centering authentic Vietnamese cultural perspectives** by examining historical epigraphy, architectural carvings, and indigenous musical scales with rigor and creative devotion.

2. Acoustic Philosophy: The Soul of the Pentatonic Scale

In traditional Vietnamese music, the *Hò - Xự - Xang - Xê - Cống* pentatonic modal system is not merely a sequence of five notes; it is an emotional dialect defined by micro-tonal inflections (*luyến, láy*) and vocal breathing. The solitary bend of the Đàn Bầu or the crystalline resonance of the Đàn Tranh speaks directly to centuries of riverine labor, spiritual longing, and ancestral celebration. Our acoustic practice merges these traditional instruments with warm cinematic orchestration, tuned to A=432Hz for contemplative, immersive listening.

3. Creative Technologist Practice & Human Authorship

As a creative practitioner, I view modern computational tools not as automated content engines, but as architectural brushes directed by deep human research. Every visual silhouette, character costume, and melody in the Baiyue universe is strictly anchored to source materials—from *Đại Việt Sử Ký Toàn Thư* to archaeological bronze artifacts. We publish our research openly to ensure cultural heritage remains a shared, living resource for artists and scholars worldwide.

4. Selected Practice & Previous Milestones

- **Curator & Author, Baiyue Open Research Corpus:** Authored 80+ documented research treatises on GitHub.
- **Composer & Sound Architect:** Produced over 3,250 original audio works exploring pentatonic and orchestral crossover.
- **Digital Heritage Archiving:** Pioneered open-access cultural provenance frameworks and educational portals.