

About Thomas VINCENT

Thomas Bình-Minh Vincent is a French designer based in Ho Chi Minh City, Vietnam. He is Co-Founder and Creative Director of BằNG. He took the direction of Vietnam to fulfill his passion for design in a manufacturing environment after studying Applied Arts and Industrial Design in France.

His work is rooted in a deep engagement with materials and the realities of production, reinforcing his belief that it is through the execution, that simple ideas or sketches can turn into great products.

His design approach is guided by four clear principles:

Understandable – The product’s shape and construction make it intuitive to use, easy to disassemble and repair without the need of specialized skills.

Open – Making sure the product can be appropriated by users, making it friendly and accessible.

Innovative – By creating unexpected objects with standard materials and manufacturing processes. Designing with what his environment offers.

Common sense – Reaching the previous principles while staying down to earth. Taking into account the manufacturing, the use and the product end of life or repairability.

With a hands-on approach spanning research, prototyping, production, and packaging, Thomas brings a holistic perspective to product design, always working within real life constraints. He makes objects with distinctive silhouettes that show how simple ideas, when carefully developed, can result in pieces that are both refined, enduring and functional.

His motto is: *“Design ain’t no office job”*

About BằNG

Founded in 2021, BằNG is a Vietnamese furniture and lighting brand, known for its combination of innovative ideas and excellent manufacturing. The brand is rooted in materials and processes, inspired by its workshop environment. BằNG creates Unboring Objects, that awake curiosity, invite interaction, while staying functional, and designed with good sense.

‘bằng’ is a vietnamese preposition for ‘made by’ (a process) or ‘made from/of’ (a material). For example: ‘made by hand’ is ‘làm bằng tay’, and ‘made of steel’ is ‘làm bằng sắt’.



For more information

www.instagram.com/bangoibanga

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