

MAKE A DIFFERENCE

DESTINATION:



Destination: GOOD

The AirAsia Foundation team talks shop about the people they meet and the ideas they come across as they travel the Asean region on their unique mission: to meet social entrepreneurs and explore ways to support their growth. airasiafoundation.com



Art of Healing

In celebration of Children's Day on November 20, we shine the spotlight on Tôhe, a Vietnamese social enterprise that applies art to give disadvantaged children a voice. Not only are their quirky accessories among the bestsellers at our Destination: GOOD social enterprise shop, Allstars (AirAsia staff) now receive an exclusive Tôhe welcome kit. We meet Pham Thi Ngan, one of the Tôhe's co-founders in Hanoi, to find out how working with children has changed her life.

What inspired you to start Tôhe?

I was in a different job when I began using art therapy to work with disadvantaged children. The programme was running low on

funds and I was wondering how to continue when my husband and I visited the Picasso Museum in Spain and saw this quote: "It took me four years to paint like Raphael, but a lifetime to paint like a child." We realised that children's paintings are of classic beauty. We decided to start a social enterprise that produces accessories with the children's drawings and channel the profits back to sustaining the programme.

How do you decide which artworks are made into products?

Millions of Vietnamese children with learning disabilities struggle with their circumstances, but many of them draw art that reflects an opposite side of their lives.

What's a 'social enterprise'?

A business that tackles social challenges and improves communities or the environment using profits from the sale of goods and services

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Sharing is Caring



Another social enterprise that uses art to empower children is Lagi-Lagi Bali from Indonesia. Lagi-Lagi raises environmental awareness by teaching children how to make charcoal from twigs and use it creatively for drawing and sketching. To fund the programme, the social enterprise retails beautifully handcrafted kitchenware made from teak wood offcuts salvaged from lumberyards. These one-of-a-kind pieces are now available at our Destination: GOOD shop!

1. Pham Thi Ngan, Co-founder of Tôhe
2. Portraits by children attending a Tôhe workshop

We select paintings with bright colours and innocent, happy brushstrokes. Although the lines or shapes can be clumsy, the art should flow with lively elements. Sometimes, we choose paintings that touch our hearts.



What did you learn most from working with children?

Regardless of their living conditions, children always show their love for life. As adults, we've forgotten how it is to be a child. Working with them has helped me lead a simpler life.

How has AirAsia helped you create impact on your business and social goals?

Our little artists have been able to spread their joy around the world! AirAsia's orders have enabled the children to earn a stable income. Some of them receive as much as USD200 to 300 in copyright fees per month, helping them contribute to their families while gaining self-confidence to integrate into society.

If you could write to yourself as a child, what would your message be? Love and believe in yourself.

Contact Us!



Yap Mun Ching, Executive Director of AirAsia Foundation, is always on the lookout for exciting new social enterprises. Write in to foundation@airasia.com