

By Thai Binh Ly

MR. SQUAREFACE

# QUAN MẶT DZUÔNG

Bag design by Thai Binh Ly  
inspired by the Doctor Paper (Tien Si Giay)





## MR. SQUAREFACE

The name "Quan Mặt Dzuông" (literally "Square-Faced Mandarin") is inspired by the traditional East Asian concept of the square-shaped face - a symbol of wisdom, integrity, and virtue. It also reflects the image of mandarins and align with the character and visual concept explored in this project.



Á Đông xưa đã có bước đi trước phương tây khi từ rất sớm đã bắt vị thân (không thiên vị thân thích) mà tuyển chọn người tài thông qua hệ thống thi cử.

Không ít những vị quan xưa vừa có tài vừa có đức, có công ổn định an sinh, bảo vệ bờ cõi cho nhân dân. Sau khi mất họ được người dân kính trọng và thờ phụng thành Thần Hoàng trong làng.

Tiến sĩ giấy là hình tượng tưởng nhớ tới những vị tiến sĩ xưa. Ông được đặt ở mâm cỗ cúng Trung Thu, sau đó có thể đặt ở góc bàn học của các bé để nhắc về tấm gương Tài Đức của tiền nhân mà noi theo.



Ancient Asia had a step ahead of the West when it was very early to be impartial when select talented people through the imperial examinations. Many mandarins were both talented and virtuous. They were successful in stabilizing the population's wellbeing and securing their boundaries. They were revered by the populace and regarded as the God Emperor in the village after their passing.

The work of Paper Laureate contributes honor to them. They can be placed in the corner of the kids' study table to serve as a reminder of the virtue and talent of the ancestors to emulate after being placed at the tray of offerings during the Mid-Autumn Festival.



Tien Si Giay is typically shown with a hat pin (Hoa Cài Mũ), a handheld card (Thẻ Cầm Tay), wearing the Trang Nguyen hat (Mũ Trạng Nguyên), and a colorful robe (Áo Bào). Taking inspiration from the mandarin's outfit from the Nguyen Dynasty ensures a reliable and highly detailed source of historical references. This project centers on an in-depth study of the First-Rank Primary Civil Mandarin, based on the 1845 official dress codification issued under the reign of Emperor Thiệu Trị.

This codification remains the most comprehensive and well-documented dress code in the history of the Nguyễn dynasty and the Vietnamese imperial system. The design blends traditional inspiration with contemporary expression, bringing cultural stories to life for today's youth and celebrating the beauty of Vietnamese heritage.



1st Rank Primary Mandarin:  
the robe is colored in old copper



Mr. Tôn Thất Đàn,  
Minister of Justice, in full Great Court  
attire



The first-rank primary civil mandarin, equivalent to Cần  
Chánh điện Đại học sĩ (present-day Prime Minister)

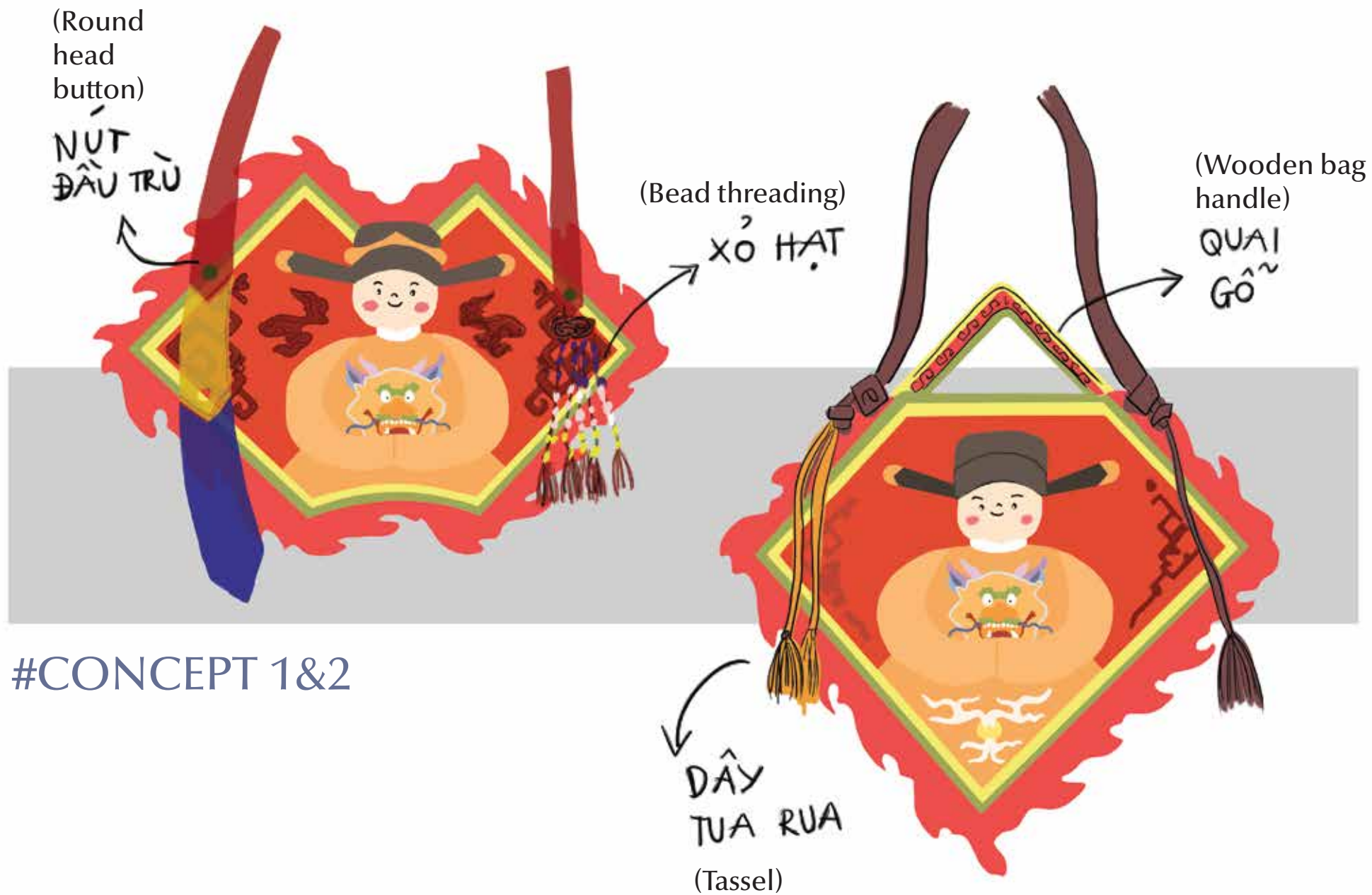


# MOODBOARD



Great-Court attires  
of the Nguyễn dynasty's mandarins

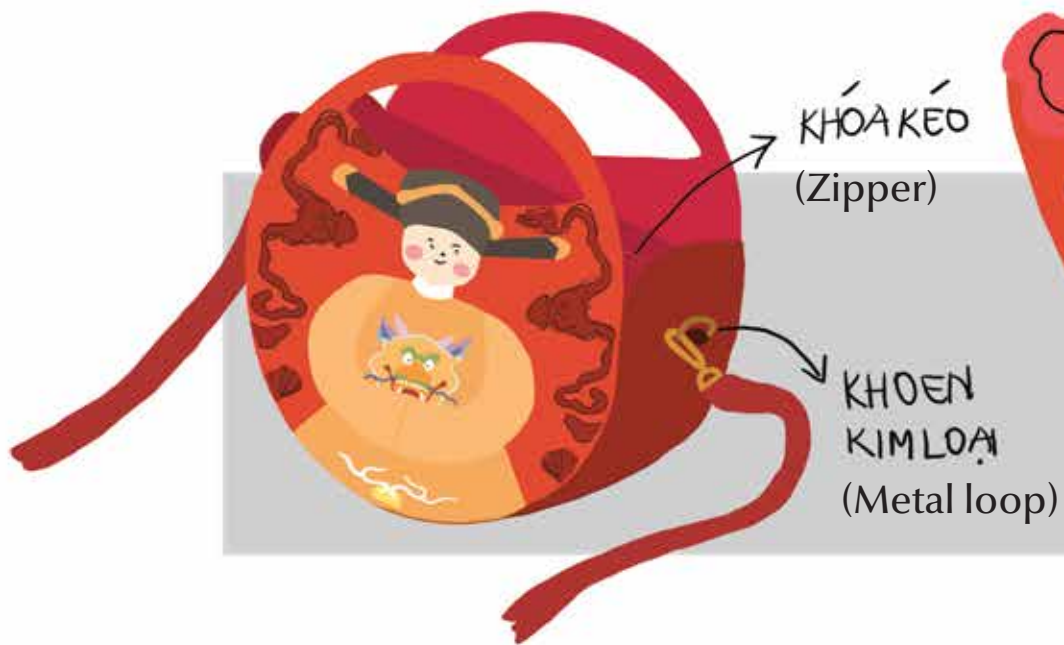
(implemented by Great Vietnam)



#CONCEPT 1&2



#CONCEPT 3&4





MẮT  
BÊN

KHOEN  
KIM  
LOẠI  
(Metal loop)

DÂY ĐEO  
(CÓ THỂ THÁO RỜI)

KHÓA  
KÉO  
(Zipper)

#CONCEPT 5



# FINAL CONCEPT



(Acrylic painting  
on leather)

VẼ MÀU ACRYLIC  
LÊN DA

Mandarin  
(hand-sewn)

Hình ông quan  
(may)



Dragon head

Đầu rồng  
(Vẽ acrylic  
lên da)

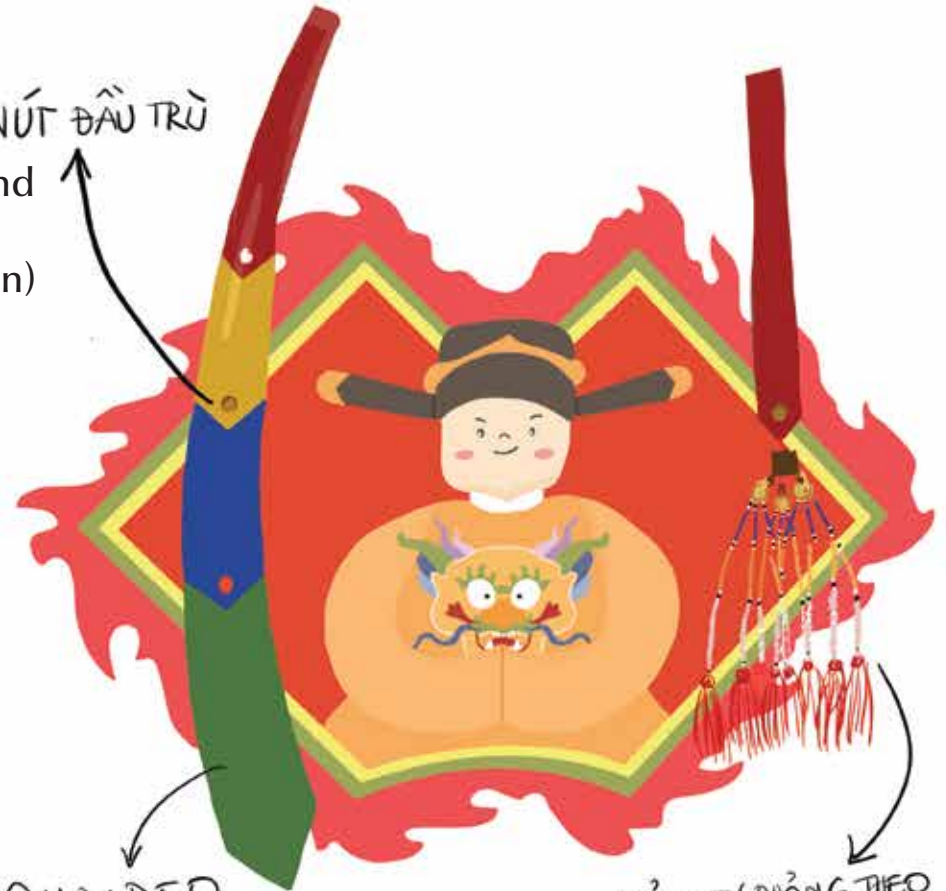


NÚT ĐẦU TRÙ  
(Round  
head  
button)

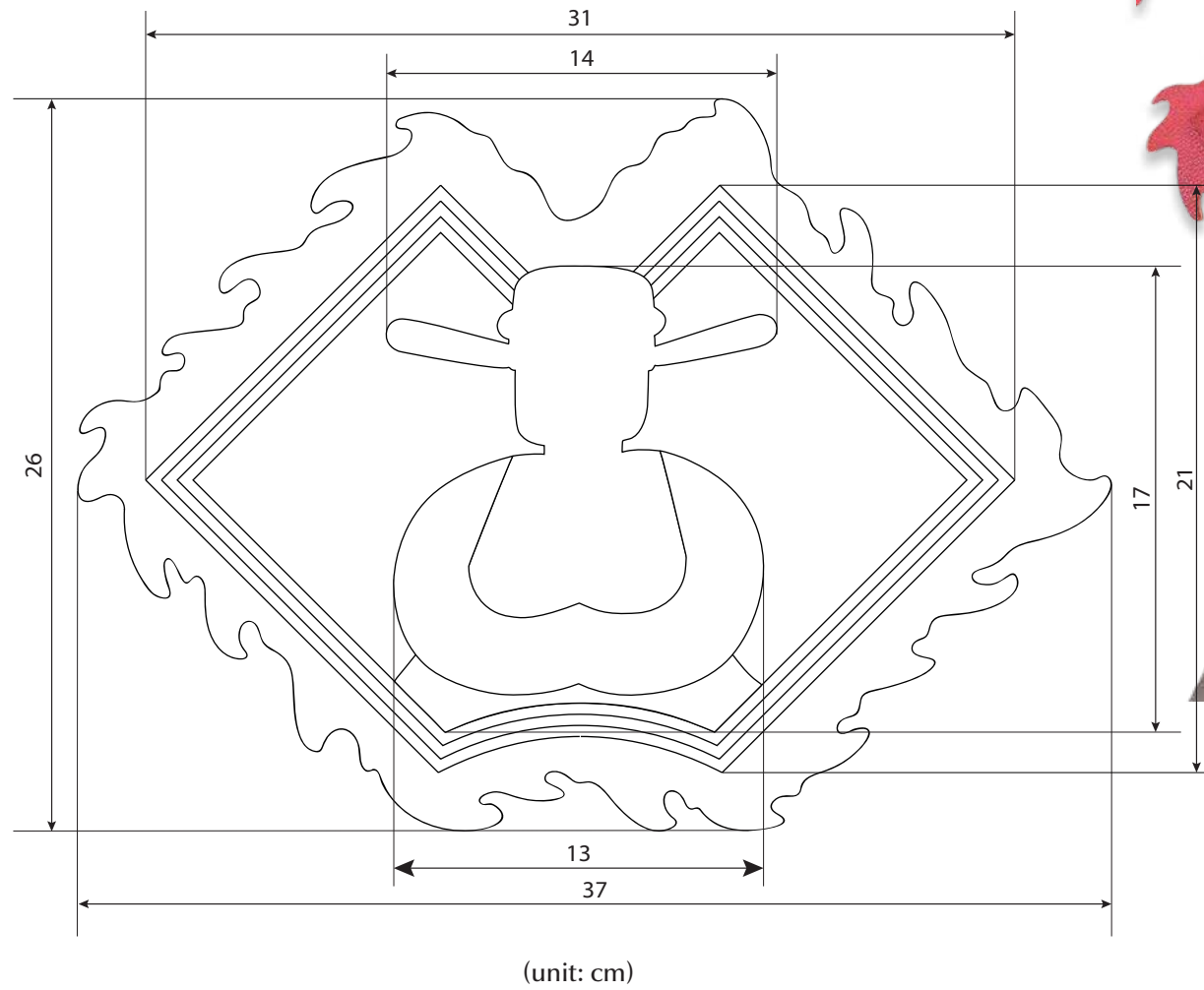
QUAI ĐEO  
(CÓ THỂ TĂNG GIẢM)  
Strap (adjustable)

XỖ HẠT (PHỐI THEO  
KIM TÔNG)

bead threading  
inspired by "Kim Tong"



# DIMENSIONS



# MATERIALS





