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# matca

Matca is an independent, non-profit initiative dedicated to opening conversations around photography in Vietnam. Founded in 2016, Matca has evolved across platforms, including but not limited to an online journal, a physical space at 48 Ngoc Ha, Hanoi, and an imprint. Matca is run by photographers Linh Pham and Ha Dao together with a small team of contributors.

As an online journal, Matca now hosts a growing archive with more than 200 articles about photography in English and Vietnamese. Established for photography practitioners, audience, researchers and critics, the journal features photographic projects of all kinds, documents ongoing movements in the local scene, and raises critical questions regarding various aspects of this visual practice.

Matca's focus lies in being a platform to open conversations around photography and writing in Viet Nam and to build an inclusive photographic community.

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