



**ACAE**  
ARCASIA COMMITTEE  
OF ARCHITECTURAL EDUCATION

## **Project Brief: THE ARCASIA ACAE 2<sup>ND</sup> ONLINE FORUM**

Title: Designing with Purpose: Architectural Thinking for a Conscious and Connected World

### **I. Introduction**

The Architects Regional Council Asia (ARCASIA), through its Architectural Committee of Architectural Education (ACAE), presents the Second Online Forum: **"Designing with Purpose: Architectural Thinking for a Conscious and Connected World."** This forum, held on July 18th, 2025, via Zoom, explores a human-centered design approach emphasizing empathy, collaboration, and sustainability. It builds upon the success of the first forum and aims to further the discussion on responsible and impactful architectural practices within the Asian context. The forum is hosted by the United Architects of the Philippines (UAP), ARCASIA Zone B.

### **II. Forum Goal**

To equip architects, educators, and students with the knowledge and tools to integrate human-centered design principles into their practices, fostering a more conscious and connected architectural future.

### **III. Forum Objectives**

- To introduce and explore a five-stage design process (Empathize, Define, Ideate, Prototype, Test) rooted in human-centered design principles.
- To highlight the importance of community engagement and stakeholder participation in uncovering real needs and aspirations.
- To showcase diverse and innovative design methodologies for generating sustainable and socially responsible architectural solutions.
- To facilitate collaborative learning and networking among participants from various backgrounds and geographical locations.
- To stimulate critical discussions on the role of architecture in creating more equitable, resilient, and ecologically sensitive environments.

### **IV. Abstracts of the Presentation**

#### **1. A/Prof Iderlina Mateo-Babiano: "The Role and Value of Stakeholder Engagement in Placemaking"**

This presentation will explore the critical importance of genuine stakeholder engagement in shaping meaningful and sustainable built environments. Drawing on case studies and practical examples, A/Prof

Mateo-Babiano will demonstrate how effective collaboration with communities can lead to designs that truly reflect local needs, aspirations, and cultural values. The discussion will cover techniques for inclusive participation, ethical considerations, and overcoming challenges in achieving meaningful engagement throughout the design process.

**2. Dr. Johannes Widodo:** *"From Tradition to Innovation: Culture in the Design Process"*

Dr. Widodo's presentation will examine the dynamic interplay between tradition and innovation in contemporary architectural design, particularly within the Asian context. He will argue that a deep understanding of local culture, history, and building traditions is essential for creating authentic and meaningful spaces. The talk will explore methods for integrating cultural elements into modern design, balancing respect for heritage with the demands of sustainability and contemporary needs.

**3. Fawad Suhail Abbasi:** *"Cultural Imagination: Ideating from History, Memory, and Place"*

This presentation will delve into the power of cultural imagination as a driving force in architectural design. Fawad Suhail Abbasi will discuss how architects can draw inspiration from history, memory, and the unique characteristics of a place to create designs that resonate with the community and evoke a sense of belonging. He will showcase projects that demonstrate the successful integration of cultural narratives and historical context into innovative architectural solutions.

**4. Amata Luphaibon:** *"Prototyping Atmosphere: Testing Space through Experience and Emotion"*

Amata Luphaibon's presentation will focus on the importance of sensory experience and emotional impact in architectural design. He will emphasize the use of prototyping as a tool for testing and refining designs, not just in terms of functionality and aesthetics, but also in their ability to evoke specific emotions and create desired atmospheres. The talk will showcase innovative prototyping techniques and methodologies for gathering user feedback on the emotional and sensory aspects of the built environment.

## **V. Anticipated Takeaways**

Participants will leave the forum with:

- A deeper understanding of human-centered design principles and their application in architectural practice.
- Practical tools and methodologies for engaging with communities and incorporating stakeholder feedback into their designs.
- Enhanced skills in generating innovative and sustainable architectural solutions.
- A renewed commitment to creating architecture that positively impacts people and the environment.
- A strong network of fellow architects, educators, and students passionate about creating a more conscious and connected architectural future.

## **VI. Conclusion**

The Second ACAE Online Forum offers a unique opportunity to engage with leading experts, learn about cutting-edge design methodologies, and contribute to a more sustainable and responsible future for architecture in Asia. The knowledge and connections gained will empower participants to design with purpose, creating spaces that truly serve the needs of communities and contribute to a more just and equitable world.

Prepared by:

**AR. JOEY MANALAD**

ACAE Chair 2024-2025