



**MALAYSIA  
COUNTRY REPORT**

**The 36th ARCASIA COUNCIL MEETING  
and 18<sup>TH</sup> ASIAN CONGRESS OF ARCHITECTS  
AYUTTHAYA  
THAILAND**

**11<sup>th</sup> NOVEMBER – 16<sup>th</sup> NOVEMBER 2015**



**PERTUBUHAN AKITEK MALAYSIA**  
**MALAYSIAN INSTITUTE OF ARCHITECTS**

- **CURRENT OFFICE BEARERS**

<b>Term of Office</b>	<b>: April 2015 – April 2016</b>
<b>President</b>	<b>: Ar Mohd Zulhemlee An</b>
<b>Deputy President</b>	<b>: Ar Lillian Tay Wai Fun</b>
<b>Vice President</b>	<b>: Ar Ang Chee Cheong</b>
<b>Honorary Secretary</b>	<b>: Ar Sarizal Yusman Yusoff</b>
<b>Honorary Treasurer</b>	<b>: Ar Thirilogachandran</b>

PAM Council Member 2015 - 2016



**PAM** **PERTUBUHAN AKITEK MALAYSIA**  
*MALYSIAN INSTITUTE OF ARCHITECTS*



- **Council Members**

- Ar Chan Seong Aun
- Tan Sri Ar Hj Esa Mohamed
- Ar Haji Hussein Hamzah
- Ar Erdayu Os'hara Omar
- Ar Mustapha Kamal Zulkarnain
- Ar Alice Leong Pek Lian
- Dato' Ar Kevin Woo Thin Fook
- Ar Norzaini Mufti @ Ahmat
- Ar Ahmad Ridha Abd Razak
- Ar Hj. Muhammad Zawawi Zainuddin
- Ar Liew Kim Kiong, Jebb

- Ar David Teh Teik Lim
- Ar Saifuddin Ahmad
- Ar Sarly Adre Sarkum
- Ar Lim Hai Seah, Alvin
- Ar Thang Boon Ann, Steven
- Ar Zamri Ismail
- Ar Adrianta Aziz
- Dato' Ar Maurice Wee Beng Teck
- Dato' Ar Zulkhairi Md Zain
- Ar Goh Ching Keng
- Ar Mike Boon Chee Khian

# PAM Strategic Planning

- **PAM STRATEGIC PLANNING 2015**

Conducted on the 19<sup>th</sup> January 2014 by Mr Ian Davies, and attended by PAM Council members and Past Presidents.

**Current Issues Identified:**

1. Architecture as a National Resource
2. Architecture Today and Tomorrow
3. Architectural Practice of the Future
4. Role and Management of PAM



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## **1. Architecture as a National Resource**

### **Leader: Ar Mohd Zulhemlee bin An**

- i. Education and Professional Development
- ii. Economic Value of Architecture
- iii. Engage with Policy Makers

## **2. Architecture Today and Tomorrow**

### **Leader: Ar Mustapha Kamal bin Zulkarnain**

- i. City of the Future
- ii. Sustainable Architecture
- iii. Quality of Life



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### **3. Architectural Practice of the Future**

**Leader: Ar Lillian Tay**

- i. Today's Challenges
- ii. Architecture Practice of the Future
- iii. Branding Architecture
- iv. Public perception of Architecture and Architects

### **4. Role and Management of PAM**

**Leader: Ar Saifuddin bin Ahmad**

- i. Role and Management of PAM Council
- ii. Role and Management of PAM Secretariat
- iii. PAM Communication Programs
- iv. What do we want to communicate?

# Proposed scope / focus (summary)

## STRATEGIC PLAN DASHBOARD

Focus Areas	Proposed Initiative	Description of scope and target	Impact	Ease of implementation
1 EDUCATION AND PRACTICE	▪ PROFESSIONAL PRACTICE COURSE	▪ xxx	High	Difficult
	▪ xxx	▪ xxx	Med	Med
	▪ xxx	▪ xxx	Low	Low
	▪ xxx	▪ xxx	Med	Easy
	▪ xxx	▪ xxx	Low	Easy
2 ARCHITECTURE AWARENESS	▪ ECONOMIC VALUE	▪ xxx	High	Difficult
	▪ xxx	▪ xxx	Med	Med
	▪ xxx	▪ xxx	Low	Easy
3 ENGAGEMENT	▪ ENGAGEMENT WITH GOVERNMENT	▪ xxx	High	Easy
	▪ ENGAGEMENT WITH PUBLIC	▪ xxx	Med	Med

## SUMMARY: EDUCATION AND PROFESSIONAL DEVELOPMENT

NO.	ISSUES	PROPOSAL	TIMELINE
1.	Low Part 3 passing rate	Professional Practice Course	December 2015
2.	Declining interest in architecture study among secondary school students	Information kit on architecture as a career	January 2016
3.	Architecture graduates not meeting industry's expectations	Help improve quality of academic staff	August 2015
4.	Competition from foreign architects	Help members to develop specialization	Ongoing CPD

<b>Title</b>	GRADUATES NOT MEETING INDUSTRY EXPECTATIONS		<b>Top 3 KPIs</b>	
<b>Brief description</b>	FEEDBACKS FROM PROFESSIONAL ARCHITECTS THAT GRADUTES ARE WEAK IN : 1. UNDERSTANDING REGULATIONS AND BYE LAWS 2. CONSTRUCTION DETAILING		<b>EMPLOYERS SATISFACTION</b>	100%
<b>Project sponsor</b>	PAM EDUCATION FUND		<b>EMPLOYABILITY</b>	100%
<b>Project owner</b>	PAM EDUCATION COMMITTEE		<b>IMPROVED DESIGN RESULTS</b>	'B' AVERAGE
<b>Ease of implementation</b>	MEDIUM			
<b>Case for change (as is)</b>				
DECLINING QUALITY OF ARCHITECTURE GRADUATES				
<b>Aspiration (to be)</b>				
GRADUATES TO BE MORE TECHNICALLY EQUIPPED, UNDERSTAND REGULATIONS, DESIGN SAVVY				
<b>Key activity (task)</b>		<b>Action party</b>	<b>State date</b>	<b>End date</b>
1. PAM CENTER OF EXCELLENCE: PROFESSIONALS TO TEACH AT UNIVERSITIES		AR MOHD ZULHEMLEE	1 JUNE 2015	DECEMBER 2015
2. EFFECTIVE DESIGN STUDIO TEACHING WORKSHOP		EDUCATION COMMITTEE	AUGUST 2015	AUGUST 2015
3. DESIGN MASTERCLASS SERIES WITH PROFESSIONAL ARCHITECTS		EDUCATION COMMITTEE	JANUARY 2016	APRIL 2016



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# Education and Professional Development



**Strategic Planning 2015 : Education and Professional Development**

**Issues : Low Part 3 Passing Rate**

**Proposal : Professional Practice Course (PPC)**

**Timeline : Jan to Feb 2016**

**Actions : PPC to be launched by early December 2015**

ACTION: Using existing footage & videos  
AUDIO: Footage's audio & background music



SCENE: Co-curriculum - EXCHANGE PROGRAMME  
ACTION: Using existing footage & videos  
AUDIO: Footage's audio & background music

ACTION: Using existing footage & videos  
AUDIO: Footage's audio & background music



SCENE: Co-curriculum - WORK SHOPS  
ACTION: Using existing footage & videos  
AUDIO: Footage's audio & background music

ACTION: Using existing footage & videos  
AUDIO: Footage's audio & background music



SCENE: Co-curriculum - COMPETITIONS  
ACTION: Using existing footage & videos  
AUDIO: Footage's audio & background music

ACTION: Using existing footage & videos  
AUDIO: Footage's audio & background music



SCENE: Co-curriculum - SCHOLARSHIP AWARDS  
ACTION: Using existing footage & videos  
AUDIO: Footage's audio & background music



SCENE: Interviewing 5 architects (diff lines)  
ACTION: Record Interview sessions (1 min each)  
AUDIO: Footage's audio & background music



SCENE: Footage of each interviewee's work  
ACTION: Playing in the bg of interview footage  
AUDIO: Footage's audio & background music



SCENE: Interviewing 2 architectural professors  
ACTION: Record Interview sessions (1 min each)  
AUDIO: Footage's audio & background music



SCENE: Footage of each professor's work  
ACTION: Playing in the bg of interview footage  
AUDIO: Footage's audio & background music



## Strategic Planning 2015: Education and Professional Development

Issues : Declining interest in architecture study among secondary school students

Proposal : Information Kit on Architecture as a Career

Timeline : January 2016

Actions : Storyboard is being finalized, interviews, and shooting has started

# Effective Design Studio Teaching

Understanding Learning Styles and Incorporating The Constructive Alignment and Cooperative Learning In Studio Instruction

DATE : Saturday 17 October 2015  
: Sunday 18 October 2015  
TIME : 9.00 am – 5.00 pm  
VENUE : Pertubuhan Akitek Malaysia, Level 11, Wisma Bandar, Jalan Tuanku Abdul Rahman 50100 Kuala Lumpur

REGISTRATION FEES PAM Members & Non Members/Others - RM350.00

## INTRODUCTION

The training/workshop provides tools and strategies for instructors to make their classes more effective. The training is aimed to provide the required skills in facilitating to the lecturers/instructors teaching architectural design. The participants are encouraged to participate actively in the workshop.

The workshop is designed in a hands-on-session that incorporates both the theory and practice (of teaching and learning). A simulation of the studio learning will see that the faculty members presenting drawings, sketches, notes, study models and etc, whilst working on their workshop exercises.

## COURSE CONTENTS

1. Learning Styles
2. Learning Objectives and Bloom Taxonomy
3. Effective Design Lecturer/Instructors
4. Constructive Alignment
5. Active Learning
6. Cooperative Learning
7. Designing Effective Studio Learning Environment
8. Assessment

## ACCOMMODATION

SWISS HOTEL KUALA LUMPUR  
ROOM TYPES CHECK-IN CHECK-OUT  
Superior Room 17 Oct 2015 18 Oct 2015  
\* all room are twin sharing basis and including breakfast

## NOTES

1. The course is limited to 30 pax only.
2. The participants are expected to have the basic body of knowledge and will be conducted on problem/solution based, highlighting on the complexity of the topics.
3. The contents indicated in the programme are subject to variants of facilitator.
4. Individual laptop is required from all participants and will be used during the sessions.
5. The registration fee are inclusive 2 days courses, 1 night of accommodation and 6% of GST.
6. The training is open and suitable for lecturers not teaching design too (other architecture subjects).
7. The course is including 2 coffee breaks and 1 meal for 2 days.

## COURSE FACILITATOR/TRAINER

Dr Roslina Sharif, UPM  
Senior Lecturer  
Faculty of Design & Architecture, UPM  
PhD. in Architecture (Architecture Education), UTM  
Masters in Education (Instructional Technology), UM  
Bac. of Environmental Design/Architecture, Texas A&M University, USA

A Master Trainer for the Higher Education Leadership Academy (AKEPT), Ministry of Education. (Project Oriented Problem Based Learning Module). A trainer in the Center of Academic Development (CADE), UPM & the Center of Student Co-Curriculum & Development (CSCD), UPM. Dr Roslina believes in creating a dynamic, active and creative exploration of the learners thinking and cognitive skills which promotes a cooperative and interactive learning environment.

## Strategic Planning 2015: Education and Professional Development

Issues : Architecture graduates not meeting industry's expectations

Proposal : Help improve quality of academic staff

Timeline : February 2016

Actions : Registration open to all architecture schools



## **Strategic Planning 2015: Education and Professional Development**

**Issues : Competition from foreign architects**

**Proposal :Help members to develop specialization through CPD**

**Timeline: July to December 2015**



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# **Economic Value of Architecture**



## Strategic Planning 2015 for Export of Services

**MALAYSIA SERVICES EXHIBITION (MSE) & SHOWCASE MALAYSIA, JULY 2015 HO CHI MINH CITY, VIETNAM**



**Strategic Planning 2015 for Export of Services  
MALAYSIA SERVICES EXHIBITION (MSE) & SHOWCASE MALAYSIA, OCTOBER 2015 YANGON,  
MYANMAR**

# Engagement with Policy Makers



**Courtesy Visit to Ministry of Work (MOW)**



**Courtesy Visit to Ministry of Science, Technology and Innovation (MOSTI)**



**Courtesy Visit to Malaysian External Trade Development (MATRADE)**



**Courtesy Visit to Construction Industry Development Board (CIDB)**



# **PAM PRESIDENTS AWARD 2015**

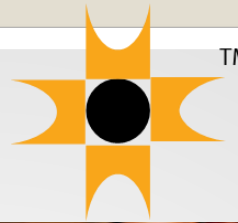


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**APEC ARCHITECT**



**KUALA LUMPUR CONVENTION CENTRE**



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**UIA 2023**



**Uia 2023 KUL**   
**KINEMATIC URBAN LIVING**  
**THE 28<sup>TH</sup> CONGRESS OF ARCHITECTURE**

# WHY



- PAM will celebrate 100 years or a centenary of its existence.
- Kuala Lumpur would celebrate 50 years as a city status befitting to our theme of KUL.



# TARGET AUDIENCE

The Conference is expected to attract between 6,000 to 10,000 local and international delegates.

Delegates will include:

- International speakers;
- Academician and global leaders in the architectural profession; and
- Associated disciplines, who are expected to address on a variety of topics through keynote presentations, workshops and seminars.





# THEME

## **K U L – KINEMATIC URBAN LIVING**

- Kinematic is the branch of classical mechanics which describes the motion of points or objects and systems of bodies or groups of objects without consideration of the courses of motion.
- It's also does not give due consideration to its mass or the forces acting on it.
- The properties and phenomena of an object or system in motion.
- The branch of mechanics that deals with pure motion.

## **KUL – Kinematic Urban Living**

Cities have their own kinematic spirits which give them life and characterize them; filling them with charm and creating a definite personality that coexists and is deeply rooted in their history, architecture and residents. Witnesses to the past and the present, cities reflect the way their inhabitants think, feel and live, and are places where hopes and dreams are developed in so many different ways as well as juxtaposes dynamically. With a great richness of architecture, tourism attractions and alternative cultures and societies all easily accessible, cities constitute modern spaces where people can experience different emotions and kinematics. Cities are where urbanity and living styles create the identity and constant kinematic movement that makes cities vibrant, vital and of value.



# ANCHOR MINISTRIES

- Kuala Lumpur City Hall (DBKL)
- Ministry of Natural Resources and Environment;
- Ministry of Science Technology and Innovation;
- Ministry of International Trade and Industry;
- Ministry of Federal Territories;
- Ministry of Youth and Sport;
- Ministry of Higher Education;
- Ministry of Urban Wellbeing, Housing and Local Government;
- Ministry of Works;
- Ministry of Tourism
- Ministry of Finance;
- Prime Minister's Office



MINISTRY OF WORKS  
MALAYSIA




MINISTRY OF FINANCE MALAYSIA



OFFICE OF THE PRIME MINISTER  
PUTRAJAYA, MALAYSIA





**PROPOSED VENUE OF BID  
PRESENTATION – KL TOWER**  
Menara Kuala Lumpur is the seventh tallest telecommunication tower in the world and the tallest in Southeast Asia. Standing at 421m and located in the heart of Kuala Lumpur, the capital city of Malaysia, KL Tower offer a unique blend of Cultural, Adventure and Nature experience not found anywhere else in the world.



**PROPOSED VENUE OF CONGRESS /  
ASSEMBLY – KUALA LUMPUR  
CONVENTION CENTRE (KLCC)**

The Kuala Lumpur Convention Centre is located in the Kuala Lumpur City Centre precinct within the heart of Kuala Lumpur. Designated as a city within a city, the 40-hectare (100 acre) KLCC site offers a stimulating environment within which one may work, live, stay, dine, shop and visit. With views overlooking the KLCC Park and the iconic PETRONAS, Twin Tower, the Centre enjoys a prestigious location alongside extensive public transport and over 17,000 hotel rooms.

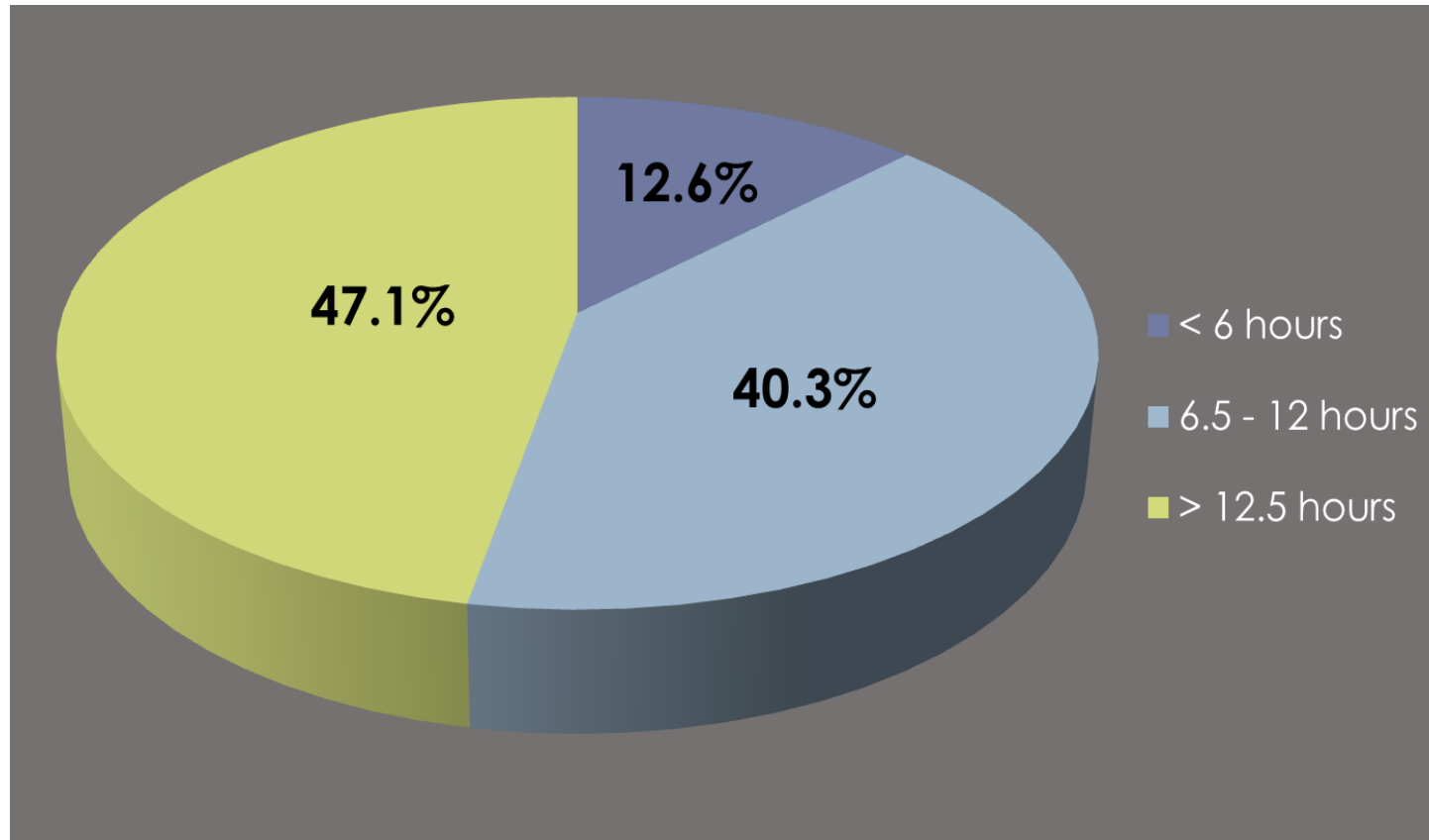
# VENUE







# PERCENTAGE OF FLIGHT DISTANCE AND TRAVEL HOURS FROM OTHER COUNTRIES TO KUALA LUMPUR, MALAYSIA





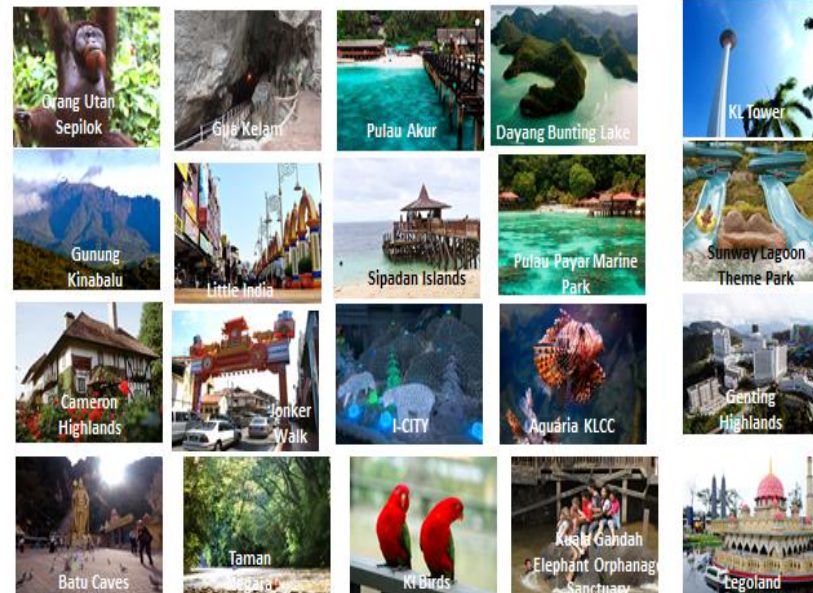
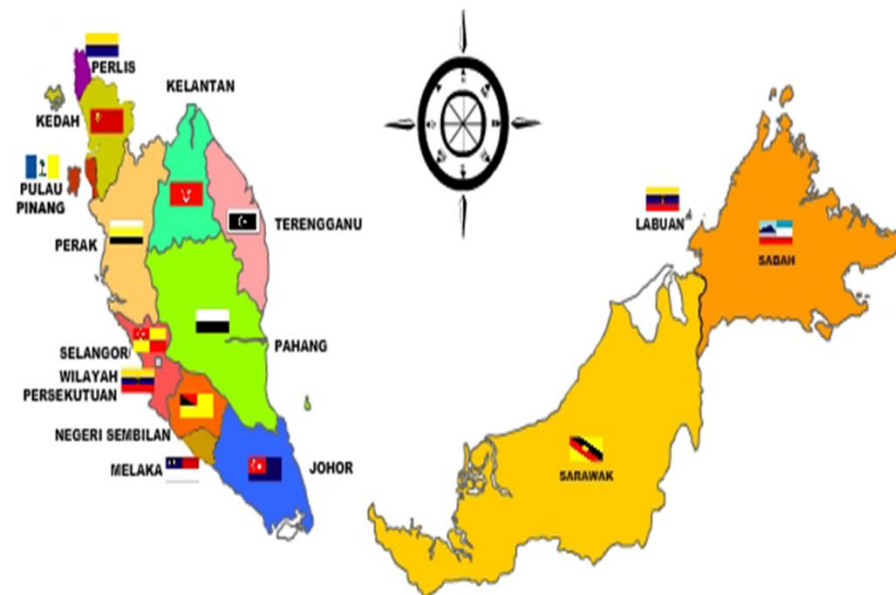
# PRE-CONGRESS

THURSDAY, 10th August  
PRE CONGRESS  
ACTIVITY DAY 1

FRIDAY, 11th August  
PRE CONGRESS  
ACTIVITY DAY 2

SATURDAY, 12th August  
PRE CONGRESS  
ACTIVITY DAY 3

## GOLF GAMES & CITY TOUR



	SUNDAY, 13rd August CONGRESS DAY 1	MONDAY, 14th August CONGRESS DAY 2			TUESDAY, 15th August CONGRESS DAY 3			WEDNESDAY, 16th August CONGRESS DAY 4			THURSDAY, 17th August CONGRESS DAY 5
SUB-THEMES / SESSIONS		SUB-THEMES / SESSIONS 1			SUB-THEMES / SESSIONS 2			SUB-THEMES / SESSIONS 3			
		MAIN PROGRAMME	RESEARCH THEMES / GROUPS	SCIENTIFIC PROGRAMME	MAIN PROGRAMME	RESEARCH THEMES / GROUPS	SCIENTIFIC PROGRAMME	MAIN PROGRAMME	RESEARCH THEMES / GROUPS	SCIENTIFIC PROGRAMME	
7.00-8.00 REGISTRATION	REGISTRATION	OPENING CEREMONY									CLOSING CONGRESS
8.00-9.00 KEYNOTES		SPEAKER 1	SPEAKER 2	SPEAKER 3	SPEAKER 4	SPEAKER 5	SPEAKER 6	SPEAKER 9	SPEAKER 10	SPEAKER 11	
9.00-10.30 KEYNOTES PANEL											
10.30-11.00 BREAK											
11.00-13.00 PARALLEL SESSIONS & MEETINGS	OPENING CEREMONY	PARALLEL MEETING 1	RESEARCH GROUP 1	ACADEMIC PAPERS 1	PARALLEL MEETING 2	RESEARCH GROUP 2	ACADEMIC PAPERS 2	PARALLEL MEETING 3	RESEARCH GROUP 3	ACADEMIC PAPERS 3	
13.00-14.00 BREAK											
14.00-16.00 PARALLEL SESSIONS & WORKSHOPS	COUNCIL MEETING	WORKSHOP 1	WORKSHOP 2	WORKSHOP 3	WORKSHOP 4	WORKSHOP 5	WORKSHOP 6	WORKSHOP 7	WORKSHOP 8	WORKSHOP 9	OPENING CEREMONY OF ASSEMBLY
16.00-16.30 BREAK											
16.30-17.30 KEYNOTES						SPEAKER 7		SPEAKER 12			
17.30-19.00 FREE TIME											
19.00-20.00 KEYNOTES					SPEAKER 8						
20.00-22.00 SOCIAL EVENTS		BEACH PARTY			ARTIST / PERFORMER KEYNOTE ARCHIBALL			DINNER AND AWARD CEREMONY			
CONCURRENT EVENT / VENUE		STUDENT JAMBOREE						EXHIBITION ALA ARCHIDEX			



# POST CONGRESS

FRIDAY,  
18th August  
CONGRESS DAY 6

ASSEMBLY MEETING SESSION 1  
i) Activity Reports by the Regional Vice President  
ii) Finance Report by Treasurer.  
iii) Activity Reports concerning the UIA Commissions.  
iv) UNESCO / UIA validation system for architectural education

ASSEMBLY MEETING SESSION 2  
i) Vision & Strategy, and Future of UIA talk.  
ii) UIA General Policy

SATURDAY,  
19th August  
CONGRESS DAY 7

ASSEMBLY MEETING SESSION 3  
i) Election by UIA Bureau members

ASSEMBLY MEETING SESSION 4 & COMMITTEE VOTING

SUNDAY,  
20th August  
CONGRESS DAY 8

ASSEMBLY MEETING SESSION 5  
i) Thanks by the President to retiring people.  
ii) Miscellaneous questions

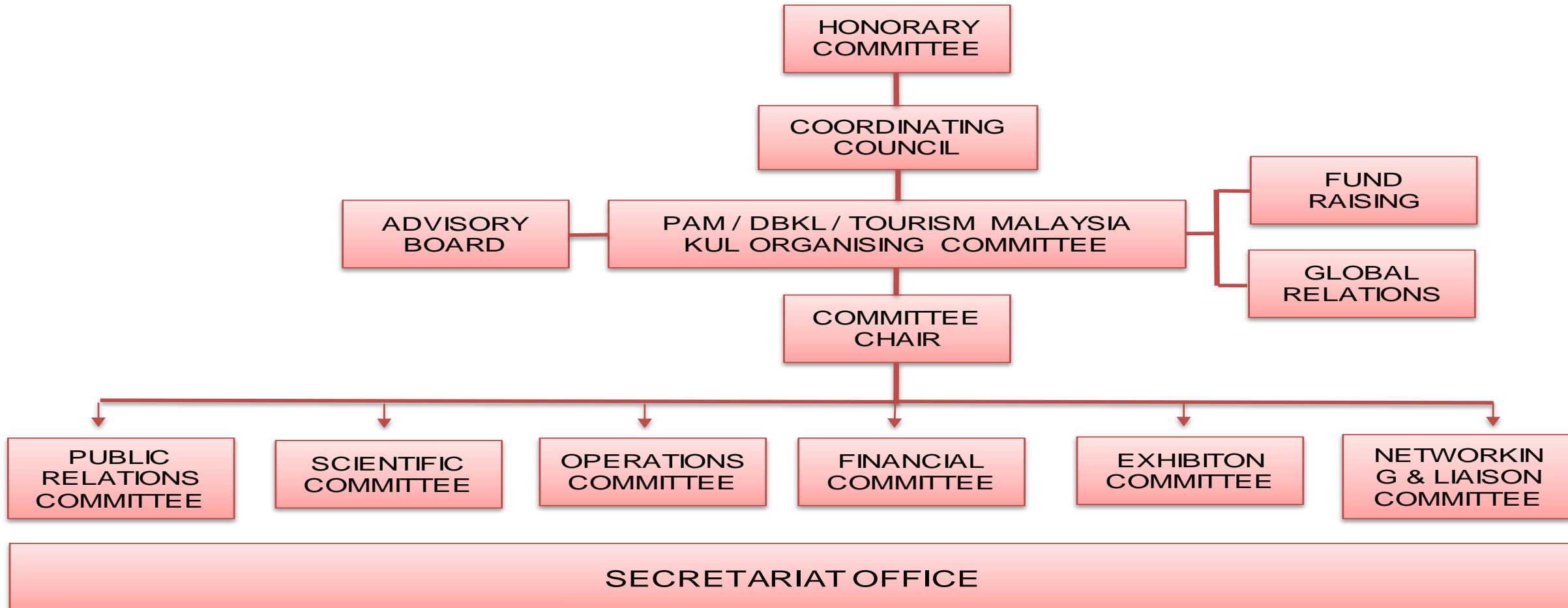
CLOSING CEREMONY & VOTING OF BID CITY 2029

EXHIBITION ALA ARCHIDEX



# BID ORGANISATION CHART, JULY 2017, SEOUL, SOUTH KOREA

## UIA2023KUL ORGANISATION CHART





# SOCIAL MEDIA PLAN

- Twitter
- Facebook
- LinkedIn
- Instagram
- YouTube
- Local and International Events
- Film Screenings
- Printed Newsletter and Materials
- Speaking Opportunities
- 'Word-of-Mouth' Campaign





PAM/INT/23/15-1

26<sup>th</sup> October 2015

YB Datuk Seri Panglima Madius Tangau  
Menteri Sains, Teknologi Dan Inovasi,  
Aras 1-7, Blok C4 – C5,  
Kompleks C,  
Pusat Pentadbiran Kerajaan Persekutuan,  
62662 Putrajaya,  
Wilayah Persekutuan,  
Malaysia.

Dear YB Datuk Seri Panglima,

### **28<sup>TH</sup> WORLD CONGRESS OF ARCHITECTURE (UIA2023KUL)**

On behalf of Pertubuhan Akitek Malaysia (PAM), we are pleased to announce our bid for the 2023 28<sup>th</sup> World Congress of Architecture, which will be under the auspices of the Union International of Architects (UIA) and other related events in Malaysia in 2023. Our invitation has the endorsement of the Ministry of Tourism through Malaysia Convention and Exhibition Bureau (MyCEB). The 2023 28<sup>th</sup> World Congress of Architecture will be positioned as a National Event.

The selection of the country to host 2023 28<sup>th</sup> World Congress of Architecture will take place at the UIA General Assembly in July 2017 during the UIA World Congress in Seoul. On behalf of the PAM Council, it is my honor to seek your kind support for the bid and vote for Malaysia to host 2023 28<sup>th</sup> World Congress of Architecture.

The congress will be held from 10 August to 20 August 2023. The theme for 2023 28<sup>th</sup> World Congress of Architecture will be Kinematic Urban Living (K U L).

# **LETTER OF SUPPORT**



## **K U L – KINEMATIC URBAN LIVING**

Kinematic is the branch of classical mechanics which describes the motion of points or objects and systems of bodies or groups of objects without consideration of the courses of motion.

It's also does not give due consideration to its mass or the forces acting on it.

The properties and phenomena of an objects or system in motion.

The branch of mechanics that deals with pure motion.

Cities have their own kinematic spirits which gave them life and characterize them; filling them with charm and creating a definite personality that coexisted and deeply rooted in their history, architecture and residents. Witnesses to the past and the present, cities reflect the way their inhabitants think, feel and live, and are places where hopes and dreams are developed in so many different ways as well as juxtaposes dynamically. With a great richness of architecture, tourism attractions and alternative cultures and societies all easily accessible, cities constitute modern spaces where people can experience different emotions and kinematics.

Cities are where urbanity and living styles creates the identity and constant kinematic movement that makes cities vibrant, vital and of value.

We look forward to your kind support and working together with the relevant departments of your Ministry so as to make a difference to the 2023 28<sup>th</sup> World Congress of Architecture.

This is the first letter to seek your support and to inform you of our bid. We will continue to keep you posted regarding our bid presentation with more rounds of letters and other details as we progress towards the Seoul WCA Congress in July 2017.

Thank you.

Yours sincerely,  
PERTUBUHAN AKITEK MALAYSIA (PAM)

Ar. Mohd Zulhemlee An  
President, Council 2015/2016

# **LETTER OF SUPPORT**



**Uia 2023 KUL**   
**KINEMATIC URBAN LIVING**  
**THE 28<sup>TH</sup> CONGRESS OF ARCHITECTURE**





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# ARCHITECTURE ASIA



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## **REPORT ON ARCHITECTURE ASIA**

### **1. (a) PAM/Pusat Binaan Sdn Bhd (PBSB) as Publisher of AA on behalf of ARCASIA**

**Tabled and approved by PAM Council 2015 – 2016 meeting dated 30 October 2015**

PAM/Pusat Binaan Sdn Bhd (PBSB) would like to continue as Publisher for Architecture Asia for a period of 2 years starting January 2016.

PAM/PBSB had informed ARCASIA Office Bearers of the decision during their meeting in Kuala Lumpur in mid-August 2015, and is awaiting approval from ARCASIA Council.

## **(b) Featuring of Projects in Architecture Asia**

PAM/PBSB is proposing that AA only features works by registered architects.

The submitting person should be a registered architects in his/her home institute or equivalent.



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### **(c) Architecture Asia 2015**

Ar. Lee Chor Wah and Memo Publishing will continue as Editor-in-Chief and Publishing Agency for **Architecture Asia** for 2016 and 2017.

#### Issue 2 (Apr/May/Jun) 2015

The issue themed “**PLACES OF LEARNING**” has been published and will be circulated to ARCASIA member institutes, subscribers, bookstores, etc by mid November 2015.

#### Issue 3 (Jul/Aug/Sep) 2015

This issue will feature the **2015 ARCASIA Awards for Architecture Winners** and will be published and circulated during the ARCASIA Awards Ceremony on 14 November 2015 @ Ayutthaya, Thailand.



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### **(d) Comments by Editorial Board**

- i. Editorial Board (EB) continues to express concern over the lack of contributions from member institutes, and would like to highlight that AA needs contributions of projects from all member institutes in order to make “Architecture Asia” truly reflective of ARCASIA’S membership.
  
- ii. EB is requesting each member institute to continue encouraging their architects and academicians to submit theoretical papers relating to architecture, design, environment and other related topics for publication, to promote more theoretical and intellectual discourse. Institutes are requested to help promote the magazine among their Architects and encourage their member to subscribe to the magazine.

- iii. EB is requesting each member institute to try to secure at least one advertisement from their home country. Except for PAM, we have not received any advertisement bookings from any of the member institutes

**(e) AA Online Interactive Edition ([www.architectureasia.co](http://www.architectureasia.co))**

The interactive edition, launched in 2011 is receiving encouraging responses. The number of viewers from April to June averages 2,000+ viewers monthly.

The EB would like to request the Presidents of all member institutes to encourage their members to log on to the website and view the digital magazine consistently.

## **2. Architecture Asia Awards for Emerging Architecture (AAEA)**

- PAM /PBSB is proposing that the Awards be judged and the winners be announced at the DATUM:KL 2016 Conference in Kuala Lumpur, due to logistic reasons.
- This proposal has been forwarded to the ARCASIA Office Bearers during their meeting in Kuala Lumpur in mid-August 2015.
- The OB's have in principle no objection for the Awards Presentation to be part of DATUM:KL. However, this decision has to be formalised by the ARCASIA Council.
- If the above proposal is agreeable to the ARCASIA Council, PAM/PBSB is proposing that registration for AAEA 2016 be open in January 2016.



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The time-line for the AAEA 2016 is as follows:

- January 2016 : AAEA 2016 opens for registration and submission
- 15 February 2016 : Registration closes
- End March 2016 : Closing date for submission
- April – May 2016 : Short-listing of submissions
- 22<sup>nd</sup> July 2016 : Final Judging during Day 1 of DATUM:KL 2016 Conference
- 23<sup>rd</sup> July 2016: Announcement of Winners during Day 2 of the Conference

The Convener for the Award is Ar. Mohamad Pital Maarof, and the submission fee will remain at USD100 per submission.

If ARCASIA is not agreeable to the request, PAM/PBSB will re-consider whether to continue with the Award.

### **3. CONCLUSIONS**

The combined potential of print and digital media channels offers vast possibilities.

In order to utilise these to our advantage, we need to diligently heighten awareness, particularly of the AA digital platform.

**Editorial Board** : **Ar. Lee Chor Wah, Editor-in-Chief**  
**Ar. Mohd Zulhemlee An**  
**Ar. Mohamad Pital Maarof**  
**Mr. Tony Liew Voon Fun**  
**Dr. Veronica Ng Foong Peng**