



**Speech by Vice President Xu Zongwei at ARCASIA OB Meeting
Kuala Lumpur, January 18, 2013**

Respected President Tan Pei Ing, Respected Former President George Kunihiro, Respected ARCASIA Official Bearers, Dear friends, good morning/afternoon:

Before I start my speech, please allow me forward all of you greetings of new year in representing all member sections of ARCASIA Zone C. I would like also thank Malaysian Institute of Architects for your efficient and excellent work for this meeting.

Since the establishment in 1979, ARCASIA has played an important role in the professional exchange in Asian region, and contributed a lot to the architectural innovation, building energy saving and the improvement of human habitat. It has gained recognition in the Asian region and the world community. Since ASC joined in the ARCASIA family in 1990, we have actively participated in all ARCASIA events and successfully hosted the 12th ARCASIA Congress in 2006 in Beijing. We take it as our duty to contribute to the advancement of the architect profession in Asia region.

Today, Ms. Tan Pei Ing is inaugurated as the newly elected ARCASIA President and we are gathering here for the first meeting as new ARCASIA Official Bearers. It is the symbol that ARCASIA has a new start. As the future work of ARCASIA concerned, especially the ARCASIA Zone C, I would like to mention two points for your consideration.

1. ARCASIA should lead the direction of the architectural profession

In the new era, the economy in Asia had a rapid development and the society had a distinct achievement. Against the background of world economy depression, Asian economy still remains a smooth growth. In Asian region, investment is active and we have so many building projects resulting in a large scale building market. But we also encountered some problems. For example, a lot of buildings pay too much attention to the form and decoration but are short of local culture and destroy the environment. How to solve these problems and ensure the right development direction of architectural design and practice? As an international professional body in Asian Region, ARCASIA should play an active and important role in leading the direction. This role is mainly reflected in the following aspects.

First, architects should inherit the outstanding local architectural culture and reflect the regional and national character. Architecture is the symbol and carrier of the historical culture of a nation and country, also the important historical cultural heritage. To protect, inherit and develop the outstanding local architectural culture is

not only the respect to the local historical culture, but also the guarantee to the pluralism of architectural culture and style.

Second, architects should design more projects with people oriented as well as the integration of form and function. We should advocate the architecture back to rational design and back to the nature of the building. The building should be convenient to the people's life, and make people more health, more safe and more happy. Building should serve the people but not people serve the building.

ARCASIA should lead the Asian architects to this direction and deploy its works accordingly.

2. Promote the academic exchange

After the industrial revolution in Europe, especially after the information revolution, people society has a rapid development and reached a unprecedented technology level. New technology, new material, new equipment, new products come out one after another and are updated continually. On the one hand, there is the trend of economic globalization and the convergence of world culture, on the other hand, human society is facing a fundamental contradiction between the unlimited development and the limited resource on earth. Building consumed numerous steel, wood, cement, aluminum, glass, ceramics. The size of the building becomes more and more big, the life cycle of the building decoration becomes more and more short, and the energy consumption in the building operation and maintenance become more and more high. As the architect professional body in Asia, we have the duty to protect the earth resource, protect the natural biology. We have the duty to design building with low energy consumption, with harmony between the building and nature for ensuring the sustainable development of human society and building our beautiful home. To this end, we should arrange more professional and academic exchange accordingly.

First, establish the right concept for architectural design and architectural consumption. Architecture is art, as well as the space for life and work, but also a kind of consumption goods in the real estate market. Architects should advocate concept of minimum but rational building size, advocate the idea for resource protection, environment protection and harmony between people and nature. We should first make the people have a right architectural conception and rational thought for architectural consumption.

Second, we should try to reduce the consumption of resource and energy in building. We should encourage architects employ more physical measures but not the mechanical or electrical method to realize the building energy saving. The heat preservation could be realized by thicker wall, the light could be ensured by open window, and the interior ventilation could be enhanced by convection openings. These physical methods are low cost but high efficient resolution. But for the mechanical or electrical methods, its manufacture and employment will consume a lot energy and resource and more resource and energy will be consumed in the operation and maintenance process.

Based on the above consideration, Architectural Society of China will host the Weihai International Human Habitat Festival in the second half of the year in Shandong Province in east China. I heartly invite an ARCASIA OB meeting or a

Zone C meeting to be held in Weihai. I welcome all ARCASIA Official Bearers to visit China for the event and express your ideas or your experience against the above problems in Weihai.

Thank you.