



EVENTS

2 December 2010

PAM CPD Workshop

"The Feng Shui Perspective 2011 – Shikkui, Landscape, Environology and Colour"

By Pn. Julina Zainal Abidin West, Prof. Joe Choo & Prof. Master David Koh

Time 9.00 am – 5.00pm

Venue Renaissance Kota Bharu Hotel, Kelantan

11 December 2010

PAM CPD Workshop

"Marketing for Architects, Colours in Architecture & Sustainability and Green Coating"

By Assoc. Prof. Tajuddin Ismail, Ms. Foo See Yee & Mr. Patrick Ng

Time 9.00am – 4.00pm

Venue Kuala Lumpur

11 December 2010

PAM CPD Workshop

"Certification in Building Contract – Does it Have to be a Choice Between the Devil and the Deep Blue Sea?"

By Ir. Chong Thaw Sing

Time 9.00am – 12.30pm

Venue PAM Southern Chapter, Johor Bahru

11 December 2010

PAM CPD Workshop

"The Feng Shui Perspective 2011 – Shikkui, Landscape, Environology and Colour"

By Pn. Julina Zainal Abidin West, Prof. Joe Choo & Prof. Master David Koh

Time 9.00 am – 5.00pm

Venue Pulau Pinang

18 December 2010

PAM CPD Workshop

"The Feng Shui Perspective 2011 – Shikkui, Landscape, Environology and Colour"

By Pn. Julina Zainal Abidin West, Prof. Joe Choo & Prof. Master David Koh

Time 9.00 am – 5.00pm

Venue Kota Kinabalu, Sabah

Kindly note that the scheduled events above are subject to change. Please call PAM at 03-26934182 for confirmation.

# Branding the nation through architectural services

Participation in Venice Biennial will showcase Malaysian architects' skills and creativity

by Emily Tan  
FD@bizsage.com

Malaysia's debut at the globally acclaimed 12th International Architecture Exhibition organised by La Biennale di Venezia (The Venice Biennial) on Aug 29 is a major step towards promoting Malaysian architecture and branding the nation's creative industries.

"Malaysian architects are beginning to gain international recognition and their success has lifted the image of Malaysia. This three-month exhibition (ending Nov 11) is one way we can further our branding as a nation with advanced knowledge and creativity-based industries like architecture," said Datuk Noharuddin Nordin, CEO of the Malaysia External Trade Development Corp (Matrade), in an interview on Aug 11.

Successes like the RM6.8 billion Meydan Racecourse in Dubai designed by Malaysian architect Teo A Khing convinced Noharuddin that Malaysia should promote its architecture industry as an export. "Projects like this (Meydan Racecourse) provide empirical evidence of Malaysia's ability to design iconic buildings," he said.

Matrade became fully aware of the architecture industry's global potential at the Malaysian Services Exhibition 2010, which was held in Dubai in April. "PAM (Malaysian Institute of Architects) was a participant and when they approached us to help pitch for participation in La Biennale's architecture exhibition, we felt confident in saying yes," explained Noharuddin.

La Biennale di Venezia began as a showcase for Italian art in 1895 and today is the oldest and most important international visual-arts event in the world. Held once every two years in the city of Venice, it has evolved over the years to include performing arts and architecture.



Boon (left) and Noharuddin

The International Architecture Exhibition was introduced in 1980 and is held on alternate years to the Venice Biennale International Exhibition of Art. According to PAM president Boon Chee Wee, participation at the exhibition is by invitation only and the request to participate must be made by a government agency — which is why PAM teamed up with Matrade.

Noharuddin likes the exclusivity of the event, which is only allowing 52 countries to participate this year. "Branding is about promoting and fits into the strategy," he said.

The Malaysian delegation will showcase 22 architectural design firms. "We received over 80 submissions and shortlisted 30 exhibits. The architectural fraternity is quite excited about this," said Boon.

The 30 exhibits are architectural models in different mediums created by individual architects and firms — both well-established as well as up-and-coming ones. The materials used range from paper to wire mesh and acrylic and wood.

Malaysia's participation is a breakthrough for the industry, observed Boon. "The exhibition is a springboard that opens doors to many more venues allowing you to showcase your work. Plus, the event is covered extensively by the international press and is a great venue for international trade

partnerships," he said. Visitors to the exhibition will include architects, urban planners, developers and key government officials.

"More and more nations are looking to developing countries for new ideas, a can-do attitude and more working flexibility," said Boon. Malaysian architecture, he added, is not defined by any particular aesthetic style but more by its progressive, cutting-edge approach to achieving client objectives.

Expressing this value is the idea behind the Malaysian exhibition's theme — RE/MIX for "Remixing Architectural Imaginations", in line with the exhibition's overall theme of "People meet in architecture". The Malaysian exhibit catalogue explains, "The title of this exhibition echoes an open attitude towards embracing the different levels of thought processes ... the models bring to light to the public the ways that architects think that are different from the ways expressed in the marketplace."

Following the event, Matrade intends to continue working closely with PAM and is in the process of discussing several projects. "We will also continue to help in every way we can in terms of networking and opportunities for our architects to pitch for projects," said Noharuddin.

Malaysia's rebranding of itself

as a high-value knowledge-based nation, from one of manufacturing, will only be achieved by leveraging services it has to offer like architecture, said Noharuddin. "There isn't much point spending millions on advertising campaigns without creating branding touch-points, places where what we have to offer can be seen and felt," he added. "We have a challenging journey ahead of us to change the perception of the world. Architecture is one facet we can leverage."

RE MIXED  
MALAYSIA AT BIENNALE ARCHITETTURA 2010

The Edge Financial Daily 17 August 2010



## News

### Matrade, PAM bawa idea arkitek Malaysia ke Venice

Harian Metro 01 July 2010

**P**ERBADANAN Pembangunan Luar Malaysia (Matrade) akan bekerjasama dengan Persatuan Arkitek Malaysia (PAM) untuk membawa reka bentuk, corak dan idea Malaysia ke pameran arkitek antarabangsa terkemuka di dunia, La Biennale Di Venezia di Venice, Itali, tahun ini.

Ketua Pegawai Eksekutif Matrade, Datuk Noharuddin Nordin berkata, lebih 20 syarikat reka bentuk arkitek Malaysia akan mengambil bahagian pada acara yang akan diadakan dari 26 Ogos hingga 21 November 2010.

"Penyertaan di La Biennale di Venezia satu merca

tanda penting bagi sektor arkitek Malaysia kerana ia satu acara ikon dan pameran terkenal di kalangan komuniti arkitek global," katanya pada taklimat media di Kuala Lumpur.

Menurutnya, sekranya sebuah negara itu terpilih menyertai pameran berkenaan, ia akan mendapat pengiktirafan dalam industri global kerana penyertaan dalam acara tersebut berdasarkan jemputan pihak penganjur.

"Sekiranya negara itu dipilih menyertai pameran tersebut, ia menjadi lambang pengiktirafan dunia berikutan penyertaannya terhadap dan berdasarkan pe-

### M'sian architectural design firms at Italy's La Biennale di Venezia

Sinar Harian 01 July 2010

**KUALA LUMPUR:** Malaysia External Trade Development Corporation (Matrade) will collaborate with the Malaysian Institute of Architects (PAM) to bring Malaysian architectural designs, styles and ideas to the world-renowned international architecture exhibition, La Biennale di Venezia in Venice, Italy this year.

Over 20 Malaysian architectural design firms will be participating at the event, which will take place from Aug 26 until Nov 21.

"Participation in the La Biennale di Venezia is a significant milestone for the Malaysian architectural services sector because it is an iconic event and a well-known exhibition amongst the global architecture community," Matrade's chief executive officer Datuk Noharuddin Nordin said here.

He explained that once a country was selected to be in the exhibition, the country would gain recognition within the global industry as participation in the event would only be by invitation from the organiser.

Meanwhile, PAM's president Boon Chee Wee said the objective of participating in the event would be to promote Malaysian architecture globally.

"By participating in the La Biennale di Venezia and having the country's name in the official show directory, it provides an avenue for Malaysia to organise roadshows within the next two years in other countries to showcase their architecture models that were exhibits in Venice," he said, adding that about 40 architecture models from Malaysia would be on display at the event. — Bernama

### Matrade perkenal seni bina peringkat global

Gunakan pameran sebagai platform utama

SALWANI MO ZAIN



**P**ERBADANAN Pembangunan Luar Malaysia (Matrade) bergandingan bersama Pertubuhan Arkitek Malaysia (Pam) menyertai pameran perkhidmatan seni bina selaras membari persembahan kepada syarikat yang terlibat dalam perkhidmatan seni bina negara di peringkat global.

Ketua Pegawai Eksekutifnya, Datuk Noharuddin Nordin berkata, pameran itu menghimpunkan 21 buah syarikat dalam industri seni bina bersama model pembari bangunan masing-masing.

"Matrade menyediakan RM200,000 untuk tujuan promosi, dan kos untuk setiap pameran," katanya pada sidang media di Kuala Lumpur semalam.

Menurutnya, disanggunkan lebih 50 peserta akan hadir dalam pameran itu yang dijadualkan berlangsung pada 26 Ogos 2010 hingga 21 November 2010 di La Biennale Di Venezia, Venice, Itali.

Katanya, pameran itu adalah penyertaan pertama bahagian seni bina membari pameran di luar negara akan menjadi signifikan industri seni bina negara.

"Pameran itu akan bertindak sebagai platform untuk membin-

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Borneo Post (KK) 01 July 2010

Malays Mail 30 June 2010

Sin Chew Daily 01 July 2010

### MALAYSIA IN VENICE

Malaysian designs on show at prestigious architectural exhibition

**SI ANN NE**

**KUALA LUMPUR:** Malaysian architectural designs, styles and ideas will be making their debut at the world-renowned international architecture exhibition, La Biennale Di Venezia, in Venice, Italy.

The showcase of Malaysia's architectural services at the 12th La Biennale Di Venezia from Aug 26 to Nov 21. The Malaysian delegation will be led by the Malaysia External Trade Development Corporation (Matrade) and Malaysian Institute of Architects (PAM). Some 21 Malaysian architectural design firms will be participating in the event.

At a media conference hosted by Matrade and PAM this morning, Matrade chief executive officer Datuk Noharuddin Nordin said participation in the La Biennale di Venezia is a significant milestone for the Malaysian architectural services sector.

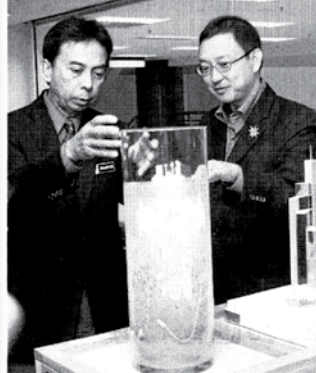
"Once a country is selected to be in the exhibition, that country will gain recognition within the global industry as participation in the event is by invitation-only from the organisers.

"It is timely that our architectural services be showcased among international players through La Biennale. Matrade sees this as a way to specifically promote the services sector overseas," he said.

Noharuddin said the cost for the architecture exhibition will be borne by Matrade and PAM on a 50-50 basis, adding that Matrade's expenditure alone is about RM200,000. He also pointed out that Malaysian architects have been successful in designing various projects overseas including resorts, residential and commercial towers and airports.

"It is apt that we now focus on branding our architectural capabilities and expertise for the global market to enhance the global visibility of Malaysian architects," he said.

As an international platform for contemporary art, it has evolved over the years to include architecture. The Architecture Biennale is now recognised as the most strategic, high-profile event on the international calendar of contemporary architecture.



吉隆坡

**大**马对外贸易发展机构首席执行官拿督诺哈鲁丁 (左) 和大马绘图师协会会长兼绿色建筑物指标评审小组主席温志伟，正在观看EvoLo Ho2型的海底摩天楼设计。外贸发展机构将与大马绘图师协会合作，以便今年能将大马的绘图设计、风格及点子带到意大利威尼斯举行的国际建筑展览会。

New Sarawak Tribute 01 July 2010

Business Press • <http://www.tokyo-cji-nyukai.jp/businesspress/News/Item/11002>

### Business Press

マレーシア建築家協会会長、ヴェネツィア建築ビエンナーレ成功の喜びを語る — People Meet in "Malaysia" Architecture

マレーシア建築家協会会長、ヴェネツィア建築ビエンナーレ成功の喜びを語る — People Meet in "Malaysia" Architecture

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### Re/Mixed: la Malesia alla Biennale di Venezia

37 progetti per riassegnare e ridefinire il rapporto tra Architettura e Natura

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[http://www.edilportale.com/news/2010/09/evanti/re-mixed-la-malesia-alla-biennale-di-venezia\\_19848\\_32.html](http://www.edilportale.com/news/2010/09/evanti/re-mixed-la-malesia-alla-biennale-di-venezia_19848_32.html)

Livedoor News • <http://news.livedoor.com/article/detail/4999305/>







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MALAYSIAN INSTITUTE OF ARCHITECTS

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THE 12TH INTERNATIONAL ARCHITECTURE EXHIBITION, VENICE BIENNALE 2010  
29 August - 21 November 2010 | Padiglione Della Malaysia (Pavilion Of Malaysia)  
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[www.remixed.org.my](http://www.remixed.org.my)

## PARTICIPANTS

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# RE MIXED

MALAYSIA AT BIENNALE ARCHITETTURA 2010









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# Other Highlights

04/08/2010

PAM Design Lecture Series

## Building with History

by Roland Schnizer (Foster + Partners)  
PAM Centre, Kuala Lumpur.



Roland Schnizer

07/08/2010

PAM CPD Seminar

## Rediscovering and Using Malaysia's Traditional Building Forms for Sustainability

by Ar Najib Ariffin  
PAM Centre, Kuala Lumpur.



Ar Ar Najib Ariffin

09/08/2010

## Universiti Putra Malaysia Student Visit to PAM Centre

PAM Centre, KL



Ar Lee Chow Wah

16/08/2010

## Masjid MACMA Architectural Competition Launch

Seri Perdana, Putrajaya



23/08/2010

## Universiti Teknologi Malaysia Student Visit to PAM Centre

PAM Centre, Kuala Lumpur.



28/08/2010

PAM CPD Seminar

## The Architect As Contract Administrator - A Legal Perspective

by Ar Thurai Das Thuraisingham  
PAM Centre, Kuala Lumpur.



Ar. Thurai Das Thuraisingham

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Ar Lawrence Lim Hua Kwang

#### southern chapter chairman

Ar Azman Bilaji

#### sabah chapter chairman

Ar Ho Jia Lit

#### sarawak chapter chairman

Ar Desmond Kuek

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Ar Boon Che Wee

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Ar Mohd Zulhemlee An

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