

# Strategic platform for architects, interior designers and builders

## News

By Pavithar Sidhu

**KUALA LUMPUR**—Architecture is not just about creating design aesthetics to meet a client's requirement. It also helps to shape a community's total environs, forming conducive working and living spaces that lead to optimal productivity and comfort. In other words, architects carry a social responsibility not unlike doctors who have sworn by the Hippocratic oath.

To increase awareness of this role within the profession, a gathering of South East Asia's fraternity of architects, urban planners, interior designers, academicians, students and various industry professionals will take place on June 25-28 at the Kuala Lumpur Convention Centre.

Archidex 2014 is part of six major events for the region's architecture, interior design and building industry. The other events are the 16th Asian Congress of Architects (ACA 16), a major bi-annual architecture conference hosted by the Malaysian Institute of Architects (PAM); the 35th Council Meeting of Architects Regional Council of Asia (ArcAsia); Datum:KL (International Architectural Design Conference); KLDF (Kuala Lumpur Design Forum); GBF (Green Building Forum); and PPF (Professional Practice Forum).

President of ArcAsia, Tan Pei Ing said that these events aim to advocate responsible architecture and promote an awareness of the need for architects to re-examine their

priority as architects.

"It also demonstrates how, with a little effort, we as architects are able to make a difference to everyone's life," she said.

Tan added that ArcAsia have also committed to hold the second Post ACA event called the Social Responsibility Symposium.

In addition, a students' design competition will be held under the theme "The Making of Socially Responsible Design Today, to Shape Communities to be Responsible Citizens of Tomorrow".

Meanwhile, in conjunction with ACA16, architecture students from ArcAsia member countries are invited to participate in the ArcAsia Student Jamboree 2014, where participants will be enriched with the sharing of various architecture knowledge and culture from different nations.

This year's Archidex will feature 1,250 exhibition booths occupied by 552 local and international companies spread over nine exhibition halls.

Archidex has evolved to become Malaysia's largest multi-national exhibition and networking event on the calendar of architects.

Besides Malaysia, a larger presence by 16 other countries will be seen this year, hailing from Austria, Australia, China, Estonia, France, Germany, Hong Kong, Indonesia, Japan, Korea, Singapore, Spain, Switzerland, Thailand, Turkey and United Arab Emirates. Five country pavilions will also be featured, namely Austria, Germany, Singapore, South Korea and China.

"This year's Archidex marks a milestone for us as we celebrate the 15th running of a successful exhibition that has grown in size, strength and influence. Not only has



(From left) Lim, Tan and President of Pertubuhan Arkitek Malaysia and ACA16 Organising Chairman Chan Seong Aun at the Archidex 2014 press conference.

Archidex become the most anticipated annual event in the architecture and building industry, it has evolved to be a strategic meeting place for industry professionals across the region to gather," said CIS Network Sdn Bhd president Datuk Vincent Lim, the joint organiser of Archidex and Eco Building and Design Exhibition (Eco-B).

Taking place at the same time in the Mandarin Oriental hotel next to the convention centre, Eco-B is a significant annual exhibition that industry professionals look forward to. In its third year, it provides a platform to explore the growing global interest in green building technologies, designs and solutions.

The event will see the latest methods and expertise shared among professionals. Information about the newest sustainable materials and products for various applications that are aesthetically appealing yet renewable will also be disseminated. Green building assessment tools and rating consultations are also part of the Eco-B exhibition.

Jointly organised by PAM and CIS Network Sdn Bhd (a Malaysian business trade show and lifestyle exhibition organiser) Archidex 2014 is a trade exhibition open to persons aged 16 years and above, and registration is required for entry. Pre-registration is now available at [www.archidex.com.my](http://www.archidex.com.my) until June 22.