

INSIGHT

A LOOK INTO THE SINGAPORE INSTITUTE OF ARCHITECTS

SIA ANNUAL GENERAL MEETING 2017

The 57th Council
2017/2018 ▶



ARCHITECT

It gives me great pleasure to thank our *Past President Dr Goh Chong Chia* for acting as the *Returning Officer* for the election of the new Council and here's the new team for *Council Year 2017-2018*.

President	Ong Tze Boon
First Vice President / Design Thrust Co-Chair	Seah Chee Huang
Second Vice President	Chan Kok Way
Honorary Secretary / Institution Thrust Chair	Richard Lai
Honorary Treasurer	Patrick Lee
Immediate Past President	Theodore Chan
Design Thrust Co-Chair	Wu Yen Yen
Practice Thrust Chair	Lim Choon Keang
Education Thrust Co-Chair	Kuan Chee Yung
Education Thrust Co-Chair	Leong Tatt Man
Institution Thrust Deputy Chair	Lim Pinjie

Council Members

- Chan Seng Kee**
- Cheong Yew Kee**
- David Chung**
- William Lau**
- Catherine Loke**
- Siow Zhi Xiang**
- Tan Szu Hann**
- Olivia Tang**

PRESIDENT'S MESSAGE

THANK YOU FOR YOUR VOTE OF CONFIDENCE FOR ME TO LEAD THE INSTITUTE FOR ANOTHER TERM AT THE **ANNUAL GENERAL MEETING** IN MARCH 2017.

Special mentions to **Seah Chee Huang, Wu Yen Yen, Lim Choon Keang, Kuan Chee Yung, Leong Tatt Man, Richard Lai** and **Lim Pinjie** for their enthusiasm and for stepping up as Thrust Chairs.

The new Council Year started with the launch of an online member site to streamline all member applications and member activities. Subsequently, we will upgrade the services for CPD (Continuous Professional Development), Events, periodicals, feedback etc. We expect these areas to be launched during this Council Year.

The objective is to have a fully integrated online administration of all users. In so doing we expect a

massive reduction in manual administration via data entry, cheques and phone calls etc. Some features like instalment payment (*Terms and conditions apply*) will also be exclusively online features. Members are encouraged to sign up early to enjoy these special features.

To chart out the plans and initiatives for the year, the new Council had a Retreat on April 1, 2017. Some of the initiatives include developing a proposal to the Ministries on a 3-roadmap for the profession and the development of a *Practice Management Framework* for members.

2017-2018 will be a busy year for the Institute and we look forward to members support and active participation in committee works. With everyone's involvement, we hope that Council will be able to speed up the process of progress and complete the tasks that we set out to do and look forward to a year of change for the profession moving forward.

Thank You,



Ong Tze Boon

President,
57th Council 2017/2018
Singapore Institute of Architects

ANNOUNCEMENTS

DESIGN THRUST MESSAGE

Design is often the most efficient and accessible aspect of the architecture discipline through which we architects communicate with others. Through means available to us such as text, imagery, education and the most powerful of built environments, the SIA Design Thrust for 2017 looks towards a coherent eco-system of design outreach on all fronts.

" Design is an opportunity to continue telling the story, not just to sum everything up."

– TATE LINDEN

Philosophy & Concepts

In the last quarter, we had invited architects to share their philosophies and concept behind award-winning projects at two seminars, 'Award Winning Houses' on 2 March 2017 and 'Inclusive Design – Architecture for Social Change' on 22 March 2017. We are heartened that both were well received and were able to share with our fellow members.

The Singapore Architect 7th Edition

We hope you enjoy the compilation of essays, reviews and the folio section in our 7th edition of *The Singapore Architect* publication recently released. Themed 'Urbanism in Suburbia', this issue focuses on the concern for the spaces in and between buildings. The Editorial team hopes these drawings and articles will invite more attention, beyond the isolated buildings we design, to the greater socio-cultural landscape that we architects make and engage the continuum of space from inside buildings to outside, to the inside again.

Greater synergy

With more programmes planned for the coming months, we aim for greater synergy with everyone; to create design content that is useful, informative and appeals to the active minds of those in the architectural community and our affiliated industry collaborators.

Seah Chee Huang
Wu Yen Yen

Co-Chairpersons, Design Thrust 2017/2018
Singapore Institute of Architects



SIA Membership has a myriad of benefits

Thinking of being a member? Call our Secretariat at **+65 6226 2668** for more details.

Looking for a start-up workspace?

Check out SIA's CoLAB Incubator!

Call Woon Leng at **+65 6226 2668**.

PRACTICE THRUST MESSAGE

In the coming months, Practice Thrust strives to implement a few new/on-going initiatives to SIA members for the betterment of architecture profession and to uphold professionalism of architectural fraternity.

First and foremost, Practice Thrust endeavours to launch the *SIA Minor Works Sub-Contract For Use With Minor Works Contract 2012*. The *SIA Minor Works Sub-Contract For Use With Minor Works Contract 2012* is initiated by SMAP Committee after the launch of *SIA Articles and Conditions of Contract for Minor Works 2012 (MWC 2012)* in December 2012. The *Conditions of Sub-Contract* is intended to be used where an Employer under the Main Contract has chosen to exercise his rights to nominate sub-contractor and/or supplier to be engaged by the Contractor under specific conditions as determined by the Employer. This standard form is suitable for use if Sub-Contract Sum is significant and it is reasonable for the Sub-Contract to take on the same or similar obligations as the Contractor in a corresponding arrangement with the Main Contract. This Sub-Contract contains contractual provisions which are in line with the SOP Act.

With this new Contract, there will be a series of seminar conducted to equip architects to gain better understanding of the Contract, understand their role, have the skill and knowledge to advise their Clients as well as administer the Contract in a professional manner.

Secondly, *Practice Management Framework (PMF)* is expected to be launched in Q4 2017/Q1 2018. PMF is a framework developed by architects for architects. This initiative was mooted with the intention to develop a systematic framework which would lay solid foundation for effective and consistent delivery of architectural services. With PMF in place, SIA members can look forward to a framework that addresses work practice, business and risk management relevant to architecture practice.

While it is important to develop a systematic framework, having SIA members to embrace and adopt it is equally critical. With this in mind, Practice Thrust will organise a *Practice Management Framework Course* to equip architects to develop their own management system that would suit their style of practice and lay solid foundation for effective and consistent delivery of architectural services.

Thirdly, the suite of *SIA Building Contract 2016 – Without Quantities (Domestic & International)*, *Design & Built (Domestic & International)* and *Sub-Contract (Domestic & International)* was launched on 28 November 2016. Since their launch, Chairperson of Building Contract Committee and SIA Executive Director have been actively promoting the suite of new form of contracts to allied professionals. Besides promoting the new form of contracts, Building Contract Committee continues to review and address any shortcoming in these Contracts. Concurrently, the Committee is also actively working on *Specimen Forms & Certificates*, *Guidance Notes and Building Contract With Quantities (Domestic & International)*.

There were a few new requirements/legislations rolled out by the authorities. Salient changes were *Amendments to Building Control (Buildability and Productivity) Regulations 2011*, *Revisions to Code of Practice on Buildability* to raise productivity in the built environment sector and *Amendments to Public Utilities (Water Supply) Regulations*. Other new requirements were advisory notes from BCA on Good Practices for design, construction and maintenance of Infinity Edge Pools and Appointment Of Single Qualified Person For Landed Property Developments and Non-AC Projects.

To equip SIA members with the knowledge, submission procedures, dos and don'ts in complying with authority requirements, the following seminars were/ are organised by Practice Thrust in 2nd quarter of 2017:

- **Building Control & Parks Sub-Committee 2017 Seminar** on 21 April 2017
- **Design for Safety for Professionals (DfSP) Course (5th Run)** on 16 & 17 May 2017
- **Fire Safety & Security Sub-Committee 2017 Seminar** - "Do You Know The Fire Code?" on 19 May 2017

The following are major activities that Practice Thrust embarked on in 2nd quarter of 2017

- WongPartnership And SIA Contract Administration Workshop in Myanmar to promote SIA Building Contracts
- Dialogue Meeting between SIA, IES, ACES, REDAS, SCAL, PUB and NEA
- DCD/SIA/SIP/REDAS Dialogue With URA
- SCDF Fire Safety Standing Committee
- Dialogue Session With PUB
- WSHC (Construction & Landscape) Committee Meeting
- Work Group Meeting on Pneumatic Waste Conveyance System
- Inter-Agency Coordinating Committee (IACC) Focus Group Discussion with Industry Association
- BCA GM2017 Industry Consultation
- BCA Homeowner's Guide Discussion Meeting
- Construction WSH Leadership Summit: Kopi Session
- Review Of Code On Accessibility In The Built Environment Working Committee Meeting
- Facade Inspection Guidelines Focus Group Discussion with Industry
- Continuing Professional Developments (CPD) events

Lastly, Practice Thrust continues to pursue enlightened policies and improved practices on architectural services, promote equitable conditions of appointment, raise professional competencies and elevate the status of architecture profession.



Lim Choon Keong

Chairperson, Practice Thrust 2017/2018
Singapore Institute of Architects

ANNOUNCEMENTS

EDUCATION THRUST MESSAGE

It will be another a busy and enriching quarter of 2017 for the Thrust and its members.

The Thrust has organized 13 events comprising of Design Talks, Inspirational Talks, various Practice Sharing Sessions, Professional Knowledge Series and SIA Practice Convention in 1st quarter of 2017 with more exciting new Knowledge Sessions in the following quarters.

The first keynote event in 2017 was the SIA Inspirational Talk by **Jack Sim**, founder of *World Toilet Organization*, on 15 March 2017. He shared this life journey, thoughts and vision and how he attained financial independence at age of 40 and devoted the rest of his life to social work. Inspirational Talks by these leaders, are well received by members as their respective unique perspectives, provided insights into issues that shaped and are still influencing our industry and sustenance of our society. The Thrust will continue to engage more key public figures to share their thoughts and vision with members.



SIA
PRACTICE
CONVENTION
2017

ORGANISER



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PRACTICE IN A Sharing Economy



Mr Teoh Hai Pin
DP Architects



Mr Leonard Ng
Ramboll Studio Dreiseitl Singapore



Prof Lee Siew Eang
School of Design & Environment, NUS



Ms Catherine Loke
Lander Loke Architects



Mr Ben Thum
SIACAD



Mr Fong Hoo Cheong
Singapore Institute of Architects

The second keynote event was SIA Practice Convention 2017 on 28 April 2017. This is the 9th year running our annual Practice Convention 2017 and it was themed “*Practice in a Sharing Economy*”. This year, the convention examined Design & constraints of Shared Spaces; highlighted the shared benefits of technologies that encourage shared standards and processes; and discussed shared concerns about Practice where lower remuneration and ever growing regulatory & contractual risks undermine motivation to improve & grow our profession. The possible solutions are neither easy nor immediate as we evolve from basic functional design to holistic social-economic-environmental solutions but require participation, contribution and visions of all architects to succeed. The Convention received good feedback for addressing key issues affecting of practice today while sharing bite sized enlightening know-how on integrated Landscape and Acoustic Design.

In the coming years, the Thrust’s focus is to establish a robust knowledge framework, build a foundation industry standards supported by domain experts. Thus evolving new specializations based on active and strategic collaboration between SIA and other stakeholders in the construction industry.

The Thrust will continue to provide more exciting events in the coming year and look forward to all members’ continuous support and participation.



Leong Tatt Man
Kuan Chee Yung

Co-Chairpersons, Education Thrust 2017/2018
Singapore Institute of Architects

INSTITUTION THRUST MESSAGE

Imbuing the Spirit of Community in SIA during Challenging Times.

As we augur in a challenging and unpredictable 2017, the Institute continues to conduct programmes that are aimed to band our fellow Architects and Members closer together.



Our Institute saw a few programmes organized during the last quarter.

On 15 March, *SIA Appreciation Tea Session* was held at SIA Theatre Level 3, to thank our Sponsors and Committee Members, who had contributed to the Institute in the last Council Year.

The *SIA Golf Tournament* was held at Singapore Island Country Club's Island Course on 7 April 2017, and it served as a strong bonding event for the golfers amongst the members with industry partners. We are privileged to have the following sponsors for their generous support of SIA Golf Tournament 2017. We would like to thank them, and we look forward to their continual support in our future events.

Main sponsor: W.Atelier Pte Ltd

Co-Sponsor: CKR Contract Services Pte Ltd

Bag Sponsor: Nippon Paint (Singapore) Co. Pte Ltd

T-Shirt Sponsor: Assa Abloy Entrance Systems Singapore Pte Ltd

Not long after the Annual Golf Tournament, the Young Architects League (YAL) successfully organised the *SIA Members' Night: REWIND* on 13 April 2017. The event was aimed to welcome the newly inducted Members, and it provided an opportunity for them to be introduced to the existing Members. Everyone present enjoyed the performances put up by Derek the Magician and Pennylane the Band.

The success of *SIA Members' Night: REWIND* was very much a result of strong partnership between SIA and our Sponsors. Hence, we would like to express our heartfelt gratitude to the following sponsors for their generous support of SIA Members' Night 2017, and look forward to their continual support in our future events.

Sponsors:

Akzo Nobel Paints (Singapore) Pte. Ltd. Dormakaba Singapore Pte Ltd

Elmich Pte Ltd

Hunter Douglas Singapore Pte Ltd

LCS Optiroc Pte Ltd

M Metal Pte Ltd

Rice Fields Pte Ltd

Schueco Singapore Pte Ltd

TERREAL Singapore Pte Ltd W.Atelier Pte Ltd

In order to improve the user-friendliness and efficiency of membership application, SIA has successfully completed the online membership application portal. Along with streamlining the application process, the accompanying online payment system creates greater ease for applicants to make payment.

If you are interested in becoming an SIA member, please visit the link: <https://membership.sia.org.sg/> to try out the new portal. The website has also been upgraded to serve our existing members better. Members can now activate their membership account on the SIA website, login to update their profiles, and track activities. Please feel free to visit our website to try out the new platform.

The next event will be *The SIA Annual Dinner*, which will be held at the Ritz Carlton Hotel on 1st June 2017. We strongly encourage all Members, supporting Partners and Sponsors, to sign up with us to attend the Annual Dinner. We look forward to a meaningful gathering of architectural the fraternity on the 1st of June!

Moving into the new Council Year, the Institution Thrust will continue to ensure that programmes that have begun to gain traction, will continue to be improved, and initiatives that have been conceptualized will see their fruition. We aspire to build a larger, yet more closely-knitted architectural fraternity, enabled by the Singapore Institute of Architects.



Lim Pin Jie
Richard Loi

Co-Chairpersons, Institution Thrust 2017/2018
Singapore Institute of Architects

ANNOUNCEMENTS

What's On

SKYRISE GREENERY AWARDS 2017 :

Call for Entries

FOR MORE INFO : www.nparks.gov.sg/skyrisegreenery

SUBMIT YOUR ENTRIES VIA skyrisegreenery@nparks.gov.sg

**NOW OPEN FOR
SUBMISSION!**



**CLOSING DATE
15 JUNE 2017**



SKYRISE GREENERY AWARDS 2017

Encompassing rooftop and vertical greenery, skyrise greenery is an innovative way of integrating greenery into our urban environment. With Singapore's limited land area, growing our greenery upwards has become an increasingly important option in our transformation into a City in a Garden.

Since 2008, the Skyrise Greenery Awards has honoured outstanding projects that demonstrate creativity in integrating green elements into buildings. This year, excellent skyrise greenery projects will stand a chance to receive attractive cash prizes of up to **\$58,000**.

Interested participants can submit their entries for the Skyrise Greenery Awards 2017 via skyrisegreenery@nparks.gov.sg

For more details on the Awards, visit www.nparks.gov.sg/skyrisegreenery



Organised by:



Supporting partners:



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REDEVELOPMENT
AUTHORITY**

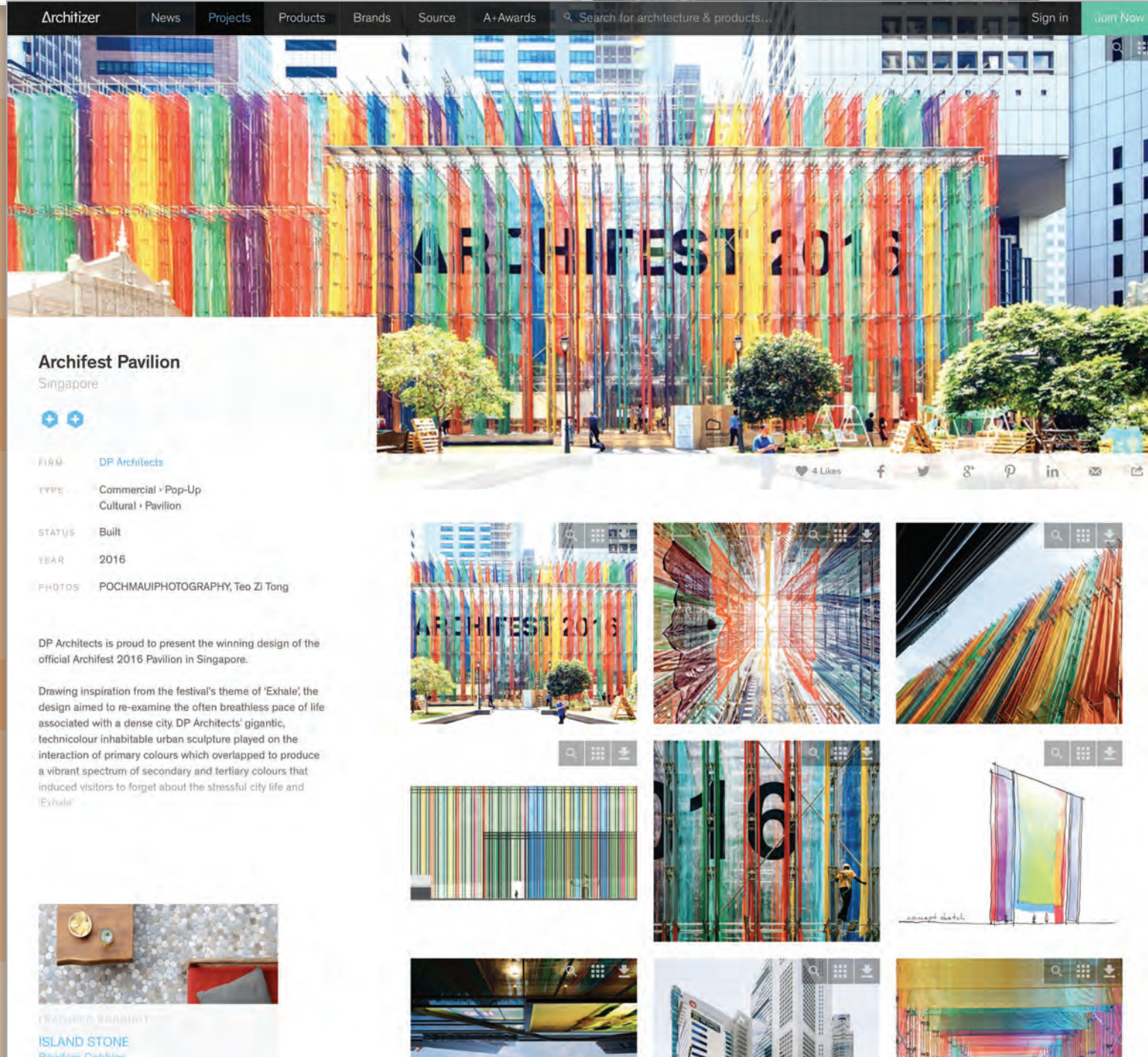
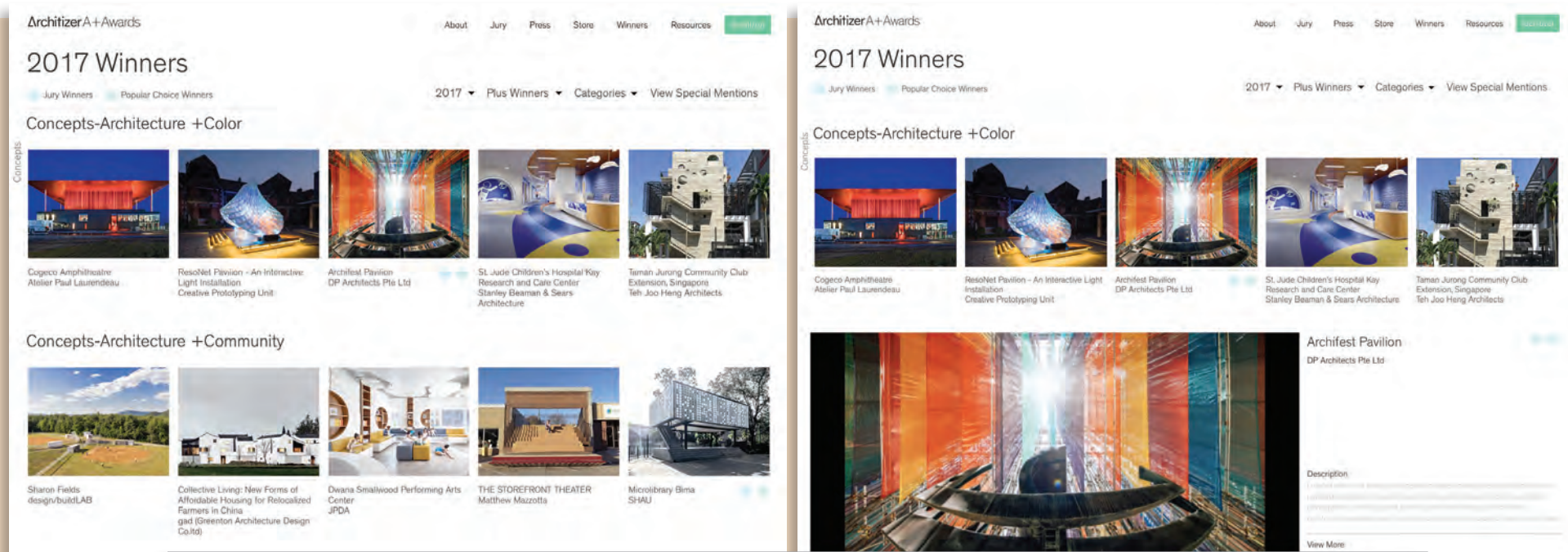
INSTITUTE NEWS

Design

Architizer A+ Awards

Archifest 2016 Pavilion wins both the Jury Award as well as the Popular Choice Award!

Check it out at <https://architizer.com/projects/archifest-pavilion/>



INSTITUTE NEWS

Practice

PRACTICE THRUST REPORT :

SIA Conditions of Sub-Contract for use in conjunction with the Minor Works Contract 2012

Together with the legal advisor, **Minor Works Contract Sub-Committee** is currently reviewing feedback from respective SIA Committees. Once the exercise is completed, the **Sub-Contract** will be launched to the industry. A series of seminar will be conducted to equip architects to gain better understanding of the **Sub-Contract** and master the skill to administer the **Sub-Contract**.

Practice Management Framework (PMF)

Practice Management Framework is a framework developed by architects for architects with the objective to lay solid foundation for effective and consistent delivery of architectural services. In the next 2 quarters, **SMAP Committee** will work with an appointed consultant to develop a programme and arrange meetings for the appointed consultant to visit participating firms to review and study their in-house management system.

SIA Building Contract 2016 - Without Quantities (Domestic & International), Design & Built (Domestic & International) and Sub-Contract (Domestic & International)

Since their launch on 28 November 2016, Chairperson of **Building Contract Committee** and SIA Executive Director have been actively promoting the **SIA Building Contracts 2016** to allied professionals. As of to-date, SIA had briefed SCAL, ACES, SPM, SIBL and SISV.

Apart from the briefing sessions, SIA had also invited allied professionals to provide feedback/comments on the suite of the new form of contracts. Currently, **Building Contract Committee** is reviewing the feedback received from quantity surveyors. Since their launch on 28 November 2016, the Committee has also been actively reviewing the Contracts to address any shortcoming.

Concurrently, the Committee is working on **Specimen Forms & Certificates, Guidance Notes and Building Contract With Quantities (Domestic & International)** and planning a series of seminar and workshop to equip architects and allied professionals with the knowledge and know-how on these new Contracts in 2017. Details on the seminars and workshops will be broadcast at a later date.

Review of SIA Conditions of Appointment and Architect's Services and Mode of Payment

The **SIA Conditions of Appointment and Architect's Services and Mode of Payment** was published in 2002. With drastic change to the practice landscape and legislations, **Architect's Appointment Committee** has been embarking on a review exercise with the objective to update the clauses therein to ensure comprehensiveness and to be in line with current legislations and practice.

The review exercise will also include working on description of *Basic Services* and *Additional Services* to be published on SIA website. **Architect's Appointment Committee** acknowledges that this review exercise is a challenging one and endeavours to complete it in next Council year.

FEATURES

In The News

UPDATES :

RIBA Courtesy Call to SIA

18 FEBRUARY 2017, Saturday
11.00am @ SIA, 79 Neil Road (S) 088904

RIBA President 2015/2017 **Ms Jane Duncan** paid a courtesy call to SIA on February 18. RIBA and SIA shared and exchanged information on the challenges faced by the profession and explored possible areas of collaboration between the two Institutes.

SIA extends its grateful thanks to **Ms Jane Duncan** for the courtesy and appreciates the path for mutual collaboration for the future.



FEATURES

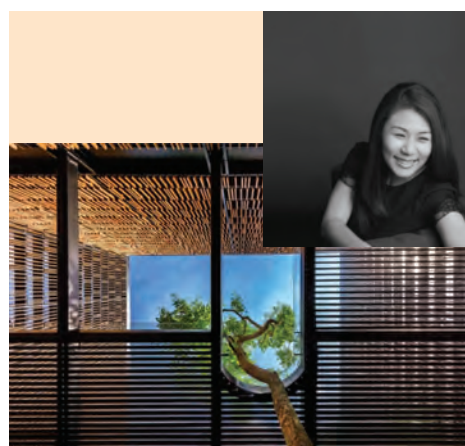
In The News

SIA EVENT :

Award-winning Houses

2 MARCH 2017, Thursday

2.00pm - 5.00pm, SIA Theatre - Level 3, 79 Neil Road (S) 088904



Christina Thean
Park+Associates Pte Ltd
Project: House 24

In a usual circumstance, the front of the house is the most important - not in our case. House 24 is sited on a triangular plot, a constraint that we took on as an opportunity to really engage with the siting and planning of the house. The site adjoins a lushly landscaped state land that we endeavoured to take advantage of at every available opportunity and every habitable space.

As such, we turned the house away from the main road and neighbouring houses, and instead have the living spaces open out to the mature greenery beyond. The courtyard screen fronting the street is an exercise in rethinking the conventional entry sequence of residential dwellings, and an opportunity to explore what timber craftsmanship might mean in contemporary architecture.



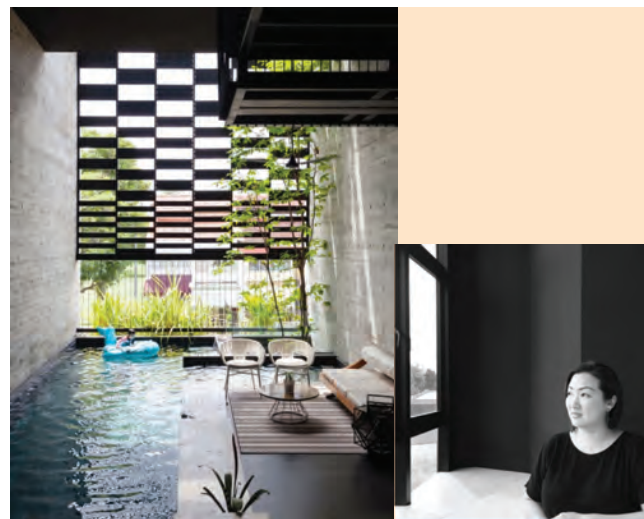
Rene Tan
RT+Q Architects Pte Ltd
Project: House Off Cluny

Located close to UNESCO listed Botanical Gardens, the project is a 2 storey good class bungalow, built for typical family with children. The design is a partial courtyard scheme where the living quarters are centred around a large swimming pool which also serves as a water feature. The 3-sided courtyard opens out towards a large open garden.

The house has 3 wings, each a variation of the letter "C", forming a 3-sided courtyard. The living quarters are housed in two blocks - one 'C' rests on a long granite clad wall which runs from the front of the house all the way to the rear of the site, the other seemingly floats above the swimming pool. The living room, meant for entertaining, is defined by a 'C' shaped shell, turned on its side, visually and spatially linked to the rest of the house at the 2nd storey level by a glass bridge.

There is a compression of space as one enters from the road and descends to the entrance foyer under the bridge. The space expands in the living room into a soaring double height space, further accentuated by the change in materials from grey stone and timber to a pure white space.

The house is also visually and programmatically defined by 2 long walls. The main one, described above, serves as a backdrop for the swimming pool as well as separates the semi-private zone from the private family room and bedrooms. The other wall intersects this perpendicularly and separates the bedrooms from the family room, expressed as a series of bookshelves that finally terminate as the pool shower room.



Gwen Tan
Formwerkz Architects LLP
Project: Open House

Open House as an intermediate terrace typology serves to explore how multi-generation communal living can be celebrated vertically while the architecture responds appropriately to climatic and contextual elements.

The namesake of the project is inspired by the openness of its west fronting facade where the house is separated from the street via an open metal screen with solid ash wood infills above the ground floor. The porous facade created an opportunity for a heightened sense of connectivity to the surroundings while the internal skylit atriums provided a connective volume where activities across all levels can be seen or heard.

In a response to the site orientation, the bedrooms are stacked vertically at the rear where the morning sun is shielded by dense foliage while the west fronting facade is paired with a pool on the second level where afternoon sun is much loved. For a house that relies heavily on natural ventilation, several strategies for passive cooling are implemented across all levels.



Project: Ramp House

A decision between building a small bungalow or a semi-detached typology had to be made. When the client shared his dream of extending his childhood memories of running about in his garden grounds to his two daughters, the answer became obvious- whichever scheme yields a maximum extent of gardens. We decided to ask "How can we have a longer stretch of external space to support two future marathon runners in the making?" An architectural element- the ramp became the driving force in the design. A ramp was designed to create an extension of running in the garden right up to the 20m pool at the roof top, where there is an abundance of sun in the day and star gazing opportunities at night. Linking the typically neglected rooftop pool to the garden makes it a destination or a transitional space when the girls play catching. The ramp is the speed trail for the girls or a slow stroll for the grandmother to the roof top.

In The News

SIA EVENT :

SIA Design For Safety For Professionals (DfSP) Course (4th run)

7-8 MARCH 2017, Tuesday & Wednesday
SIA Theatrette - Level 3, 79 Neil Road (S) 088904

▼ This Competency Requirements document specifies the performance criteria, underpinning knowledge and range and context for the design, training and assessment of the **Design for Safety for Professionals Course**. Learners of this course will gain the knowledge and skills for fulfilling the roles of the construction **Design for Safety Professional (DfS Professional)** in accordance with the WSH (DfS) Regulations.

OBJECTIVES

Upon completion of this unit, Learners will have the skills and knowledge to function as a DfS Professional which purposes to:

- Assist the Developer to identify and address means to eliminate or mitigate the risks inherent in the design of a construction project through conducting DfS review meetings and maintaining a DfS register so as to reduce the safety and health risks during the construction, maintenance / repair phase, and demolition of the building and structure
- Coordinate the flow of the construction project safety and health risks information among the stakeholders from the design stage, to construction stage until the handover to the Developer for occupation and maintenance.



SIA PROFESSIONAL KNOWLEDGE SERIES :

Professional Knowledge Series is a monthly get-together for members and architectural products suppliers to network and get updated on the latest technology and developments on architectural products.

Need for Effective & Efficient Specifications

9 MARCH 2017, Thursday
3.00pm - 5.00pm, SIA Theatrette - Level 3, 79 Neil Road (S) 088904



Presented by:

ANKIT PARIKH
 Assa Abloy

▼ Being effective AND being efficient for door opening solutions as there are “No size fits all” solutions. Future lies in empowering architects to specify better, easier and faster both in 2D and 3D spaces.

Every door in a building serves a specific use. The complexity arises especially when its use for multiple purposes. Hence the ironmongery needs to be robust, secure and adaptive. Specific building types needs tailored made solutions. Effective specifications by experts is the answer.

The complexity of specifications needs standardization and simplification, especially, in the hands of specifiers to make it more efficient. This can be solved through advance specification software which are built on providing products which adheres to codes and standards and are verticalized providing “plug & play” experience to the user.

The Use of Terracotta Building Envelope Solutions In Modern Architecture

16 MARCH 2017, Thursday
2.00pm - 4.00pm, SIA Theatrette - Level 3, 79 Neil Road (S) 088904



Presented by:

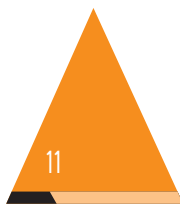
OLIVIER ROBER
 Terreal Singapore



BEN TENG
 K2LD Architects

▼ A ventilated cladding system is pressure equalized - the joints are open allowing pressure equalization in driving rain conditions to be instantaneous. Pressure inside the cavity is equal to pressure outside, thus precipitation has no inclination to be driven into cavity. Majority of the water is deflected off the outside face -any penetrating water is disposed of through drainage and drying off. Terracotta ventilated cladding means the wall panels made from clay and hung on structural sub-framing which creates air space or cavity in façade.

Thanks to its superior aesthetics, a building envelope with terracotta cladding and sunscreen solutions will create unique visual impact on 70% of building façade. Terracotta gives building warmth and character with beautiful, rich, earth tone colours. Terracotta associates very well with others building materials - glass and metal (‘colder’ aesthetics materials) and timber. Natural organics tones and variation compliment modern commercial design.



FEATURES

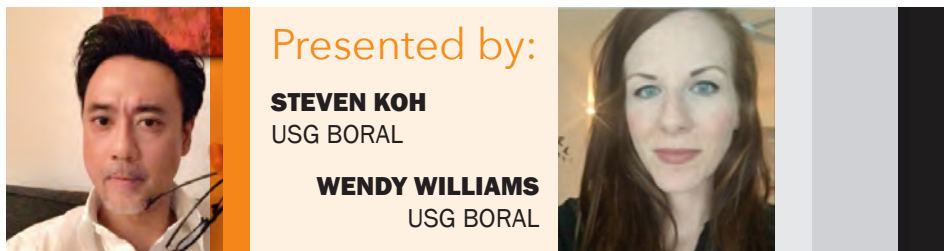
In The News

SIA PROFESSIONAL KNOWLEDGE SERIES :

Professional Knowledge Series is a monthly get-together for members and architectural products suppliers to network and get updated on the latest technology and developments on architectural products.

Ceilings in buildings from a Building Science perspective to account for practical functionality while maintaining aesthetic design intent

30 MARCH 2017, Thursday
3.00pm - 5.00pm, SIA Theatre - Level 3, 79 Neil Road (S) 088904



Building science looks at a building as a system, to account for building objectives and to apply empirical techniques to effectively provide a solution to design problems. Understanding the physical behaviour of the building as a system and how this impacts energy efficiency, durability, comfort, productivity, health (mentally & physically) and indoor air quality is essential to innovating high-performance buildings. Often we look to lab documentation and high outcomes from test results as a benchmark to specify a product into a building, often overlooking the need to review the details behind the results, looking at product's aesthetics while compromising on functionality, maintenance and durability (and at times safety). We talked about ceilings and go behind the often unmentioned empirical data behind lab tests and standards, its corresponding fundamental principles e.g. Acoustics. We relate it to "the list" of objectives which should be accounted for during the design stage, all of which will surely change how you view ceilings in your next project.

Architecture Glass Application In Today's Sustainable Built Environment

27 APRIL 2017, Thursday
3.00pm - 5.00pm, SIA Theatre - Level 3, 79 Neil Road (S) 088904



Presented by:

KANG YANPO
Chief Technical Officer,
WHTB

The seminar aimed to explain and introduce how latest technology and equipment can further improve glass product quality and performance that can better serve the need of today's building requirement especially in area such as sustainable built environment.

The desire to have high visible light transmittance and natural daylight yet low heat transfer co-efficient has been an issue for a long time. How to effectively reduce indoor and outdoor heat transfer, and keep the indoor temperature steady? Lower shading coefficient, effectively reduce solar heat gain and lower the cooling costs under our hot tropical climate is an important consideration when come to glass selection.

The solution and options are available with the introduction of Triple Silver Low-E coated glass. The seminar also presented the latest glass product availability.

SIA INSPIRATIONAL TALK :

Toilet Training for Architects by Jack Sim

15 MARCH 2017, Wednesday
3.30pm - 5.00pm, SIA Theatre - Level 3, 79 Neil Road (S) 088904

This talk revolved around the concept of human centered design. Jack, a.k.a **Mr. Toilet** took the example of toilets and focused on how to create designs for the bottom of the pyramid/poverty line. He pushed the audience to imagine ideas that nurture lifestyle aspirations of the poor. In this day and age where 1 billion people still openly defecate, the opportunities are tremendous, leaving much room for out-of-the box thinking. This may be a serious issue but don't forget the importance of the simpler things in life, such as humor!



In The News

SIA MEETINGS :

2nd ARCASIA Office Bearers Meeting

16-18 MARCH 2017,
SIA Theatre - Level 3, 79 Neil Road (S) 088904

SIA was pleased to host the **2nd ARCASIA Office Bearers Meeting** in Singapore this 16-18 March 2017. ARCASIA President, **Ar. S.M. Jahangir Khan** and his 13 of his office bearers attended the meeting.

ARCASIA is an organisation of 18 National Institute of Architects in Asia, namely *Bangladesh, China, Korea, Hong Kong, Macau, India, Malaysia, Japan, Philippines, Singapore, Sri Lanka, Vietnam, Mongolia, Pakistan, Indonesia, Thailand, Nepal* and Laos.

ARCASIA serves as a platform for members to deliberate and to give collective directions and representation on matters affecting the architectural profession in Asian region. There are 4 main committees to share and exchange information on specific areas of concerns.

- **ARCASIA Committee for Architectural Education (ACAE)**
- **ARCASIA Committee for Professional Practice (ACPP)**
- **ARCASIA Committee for Green and Sustainable Architecture (ACGSA)**
- **ARCASIA Committee for Social Responsibilities (ACSR)**



FEATURES

In The News

SIA EVENTS :

Inclusive Design - Architecture for Social Change

22 MARCH 2017, Wednesday

3.00pm - 5.00pm, SIA Theatre - Level 3, 79 Neil Road (S) 088904



Phua Hong Wei is an Associate at WOHA, where he first joined as an intern in 2003 before returning permanently upon graduation with a Master of Architecture from National University of Singapore in 2006. Hong Wei has been involved in a variety of projects, notably Crowne Plaza Changi Airport, Kampong Admiralty and Enabling Village. He led the formulation of the Livability Blueprint as part of the Re-imagining Tampines workshop with the Centre of Livable Cities in 2015. He is engaged in academia as a visiting tutor at Singapore University of Technology and Design in 2016. Hong Wei is also a certified ISO 9001/14001 Auditor, Green Mark Manager and Universal Design Assessor.



Seah Chee Huang is a director at DP Architects (DPA). He has been actively involved in the design and planning of various residential, commercial and institutional projects in both local and overseas context, especially in community and sports developments. A Director of the firm since 2014, he was one of the lead architects for the Singapore Sports Hub. Chee Huang is leading two other prominent community and sports projects: The Tampines Town Hub and Sembawang Sports and Community Hub – integrated community, sports, civic, cultural and commercial lifestyle complexes, where he is heavily involved in grassroots and resident's engagement.

Presented by:

Phua Hong Wei
WOHA Architects Pte Ltd

Project: Enabling Village,
Redhill, Singapore



The **Enabling Village** is a demonstration of heartland rejuvenation through adaptive reuse of the old Bukit Merah Vocational Institute / Employment & Employability Institute (e2i) in Redhill. The site was previously fenced-in, inward-looking and did not contribute to the neighbourhood. The Masterplan conceives the Village as a new community heart and opens up the space as a park to connect people with disabilities, residents and public.

The design removes all physical barriers, extends linkages and creates a variety of shared spaces, gardens and amenities, breathing life between and within buildings. A simple robust palette of finishes and motifs was adopted as a kit-of-parts system to stitch together surfaces and spaces of the new and existing.

The design scope includes architecture, interior design, signage, lighting, art and landscaping to deliver a holistically integrated environment. The porous and accessible nature of the Enabling Village creates an inclusive environment, integrating people with disabilities as equal in the community.

Presented by:

Seah Chee Huang
DP Architects Pte Ltd

Project: GoodLife! Makan



Goodlife! Makan is an innovative social initiative created by Montfort Care, a voluntary welfare organisation, to support ageing-in-place, built around meaningful pastimes that address the physical and mental wellness of seniors. This cheerfully designed 360sqm recreational centre is situated at the void deck of a HDB block in Marine Parade, with a communal kitchen as its nucleus.

The place aims largely at reconnecting stay-alone elderly to the wider community to facilitate multi-generational exchanges. With cooking and dining together as the essence of the experience, this activity space provides opportunities for senior residents to interact and socialise through Singapore's rich and easily understood food culture, while developing roles and responsibilities from the rituals of food preparation and consumption. The facility reinterprets social settings for the elderly, as a pioneering and alternative model that is inclusive and cost-efficient to create and maintain across open neighbourhoods.

In The News

SIA EVENT : SIA Annual Golf Tournament 2017

7 APRIL 2017, Friday
Singapore Island Country Club, Island Course

Like in previous years, there were attractive prizes, including a Hole-in-One prize and attractive prizes for winners, lucky draws, goodie bags and more. The SIA Annual Golf Tournament has been held since 1995 and has received overwhelming response from members as well as friends. Thank you for your wonderful support over the years. Once again, we would like to prevail on your generosity and to invite you to support us in the coming years.



FEATURES

In The News

SIA MEMBERS NIGHT :

REWIND : SIA Members Night is back!

13 APRIL 2017, Thursday

6.30pm - 9.30pm, SIA Theatre - Level 3, 79 Neil Road (S) 088904



And in this edition, titled "Rewind", we prepared everything retro, an evening's enjoyment for the young and young-at-heart, as we travelled down memory lane with nostalgic snacks and groovy tunes. We welcomed our newly inducted members, as well as caught up with our old friends.



SIA EVENT :

SIA Building Control & Park Committee 2017 Seminar

21 APRIL 2017, Friday

2.00pm - 5.10pm, SIA Theatre - Level 3, 79 Neil Road (S) 088904



Building & Construction Authority

Charmaine Deng & Deva Lutchia covered the following topics:

1. Common non-compliances from Approved Document and Accessibility Code
2. Recent Circulars and IACC 3. Design for Maintainability

National Parks Board

Greenery Provision Within Premises

Expanded by Eunice Ong Shu Ying


Over the years, the efforts of the Building & Construction Industry has contributed to the creation of pervasive greenery in the built environment of Singapore. In this talk, NParks will be sharing on our proposed new flexibilities in guiding the provision of greenery within premises, so as to cater for greater expanse of development designs. This includes alternative configurations of the requisite planting areas

as a mean to assist developments in meeting the greening objectives. Examples of good practices and designs will be used to illustrate the change in requirements. With this, NParks endeavours to work with professionals of the industry to achieve better quality and more meaningful greenery in their developments.

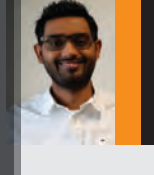
Self-Declaration Schemes

Expanded by Heng Leng

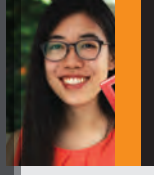
NParks has reviewed and expanded the self-declaration scheme for development plan application. We would be sharing on the enhanced scheme and how architects can benefit from the shortened processes.




Charmaine Deng,
Building Plan & Management Group,
Building & Construction Authority



Deva Lutchia,
Building Plan & Management Group,
Building & Construction Authority



Eunice Ong Shu Ying,
Parks & Trees Regulatory (Policy and Planning Division),
National Parks Board



Heng Leng,
Parks & Trees Regulatory (Policy and Planning Division),
National Parks Board



In The News

PRACTICE CONVENTION 2017 : Practice In A Sharing Economy

28 APRIL 2017, Friday
SIA Theatrette - Level 3, 79 Neil Road (S) 088904

Practice Convention 2017 was themed 'Practice in a Sharing Economy' as it examined Design and constraints of Shared Spaces; understanding the shared benefits of technologies that encourage shared standards and processes; discussed shared concerns about Practice where lower remuneration and ever growing regulatory and contractual risks undermine motivation to improve and grow our profession.

The possible solutions are neither easy nor immediate as we evolve from basic functional design to holistic social-economic-environmental solutions but require participation, contribution and visions of all architects to succeed.

PROGRAMME

SEGMENT 1: DESIGN THEME OF SHARED SPACES AND CONSTRAINTS

9:15 – 10:00AM : Our Tampines Hub

Teoh Hai Pin, Director • DP Architects Pte Ltd

A people-centric and inclusive community hub, Our Tampines Hub (OTH) is purposefully designed for the residents of Tampines. Its design was conceived through an exceedingly participatory process undertaken by residents of all ages and interest groups. Through participation, residents of Tampines are empowered with ownership of the new community hub.

10:00 – 10:45AM : Landscape Unlimited

Leonard Ng, Partner & Managing Director
Ramboll Studio Dreiseitl Singapore

Landscape in Singapore is a precious commodity. We do not have the benefit of a hinterland where we can escape to for respite from urbanity. Our city is also our sanctuary... where we live, work and play. What have we done and what more can we do to make the best use with the little that we have left?

11:00 – 11:45AM : Acoustical Design of Nursing Home for Overall Performance and Users' Well Being

Prof Lee Siew Eang, Associate Professor,
Department of Building • School of Design and Environment, NUS

New nursing homes are community facilities. It is desirable that they are connected to established community as it is the catchment of its patients, and provider of community support. It seeks to address a balanced performing design through understanding the needs & incorporation of features such as noise barrier, the provision of daylighting and ventilation, layout concepts and materials selection.

SEGMENT 2: PRACTICE IN THE SHARED ECONOMY

2:00 – 2:45PM : The Future Economy – Whither The Construction Industry?

Catherine Loke, Partner • Lander Loke Architects

This year Catherine turned the lens to the future and explored a possible economic model, how public policy measures in the construction industry could be implemented, and where it could take the profession of the architect.

2:45 – 3:30PM : Reinventing Specifications

Ben Thum, Innovation Director • SIACAD Pte Ltd

The presenter shared with the audience the inception, journey and decision making processes behind projects. The goal was to excite the audience and get interested members / firms to join in the next stage of refining and completing this solution which we believe will be most useful for addressing the challenges of the new "Sharing Economy".



3:45 – 4:30PM : An Introduction to the Conditions of Contract 2016

Fong Hoo Cheong, Executive Director
Singapore Institute of Architects

The discussion looked at the comparative differences of this new plain language Condition of Contract that encapsulates aspects the latest legislation with the features of the previous versions.

FEATURES

In The News

THE STRAITS TIMES :

1 MARCH 2017,
Wednesday



WEDNESDAY, MARCH 1, 2017 | THE STRAITS TIMES

HOME | B3

Why Albert Hong donated \$30m to SUTD

Architect's close brush with death has prompted him to do more for community

Melody Zaccheus

When Dr Albert Hong was hospitalised in 2013 for pneumonia, he was given a 20 per cent chance of survival – and he lived.

The pioneer architect's close encounter with death prompted him to do more for the community.

Soon after that, the philanthropist donated \$30 million to the Singapore University of Technology and Design (SUTD).

Emeritus Senior Minister Goh Chok Tong yesterday shared the story behind Dr Hong's donation to SUTD, which has named its largest lecture theatre after him.

In his speech at the dedication ceremony, Mr Goh called Dr Hong a good friend who had confided in him after recovering from pneumonia in 2013 that "there must have been a reason why God let him live". So he decided to give away most of his wealth.

Mr Goh, an SUTD patron, suggested that he contribute to the university and its students.

Today, the Albert Hong Lecture Theatre seats up to 530 students and is designed as a central meeting venue for discourse and knowledge exchange, SUTD said.

The donation will aid in advancing teaching and research goals



(From far left) SUTD president Thomas Magnanti, chairman of RSP Architects Planners and Engineers Albert Hong and Emeritus Senior Minister Goh Chok Tong at the Albert Hong Lecture Theatre at SUTD. ST PHOTO: ARIFFIN JAMAR

and provide more bond-free scholarships and bursaries, it added.

Prior to SUTD's formation in 2009, Dr Hong had advocated for a second school of architecture apart from the one at the National University of Singapore.

Dr Hong and his firm designed

landmarks such as Ion Orchard.

In his speech, Dr Hong, 82, chairman of RSP Architects Planners and Engineers, said he was not born into a wealthy family.

But his mother, who lived frugally, managed to send him to London to study architecture.

There, he took on part-time jobs including working during the winter at an ice-cream factory in Birmingham, where he contracted severe pneumonia, which continues to afflict him today.

He said: "My aim is straightforward – to help the underprivileged receive the education they deserve. No deserving student should be denied formal education because of lack of financial support."

About 100 SUTD scholarships are disbursed every academic year.

EDUCATION FOR EVERYONE

My aim is straightforward – to help the underprivileged receive the education they deserve. No deserving student should be denied formal education because of lack of financial support.



DR ALBERT HONG

melodyz@sph.com.sg

Other donations to schools

The Lee Foundation, which is synonymous with the late Mr Lee Seng Gee, a longstanding chairman of the foundation and the Lee Rubber Group, donated \$50 million to the Singapore Management University (SMU) in 2004 and \$30 million to the National University of Singapore (NUS) in 2005.

The Hotel 81-Choo Chong Ngen Bursary was launched in SMU in 2015, following a \$2 million donation by budget hotel magnate Choo Chong Ngen, founder and executive chairman of the Hotel 81 chain.

In 2013, SMU renamed its student counselling base the Mrs Wong Kwok Leong Student Wellness Centre after a donor who had pledged \$1.6 million to it. Mrs Wong made her fortune in ship equipment and supplies, tin mining and the hotel business.

Professor Saw Swee Hock, a demographer and statistician, donated \$30 million to launch a new school at NUS in 2011. The money went towards researching cost-effective ways of improving public health that are relevant to Asia.

SOURCE: ST FILE

In The News

THE STRAITS TIMES :

1 MARCH 2017,
Wednesday



B6 | HOME

THE STRAITS TIMES WEDNESDAY, MARCH 1, 2017

Parliament

New law to help architects work abroad

More than 1,500 architects registered here can soon practise in participating countries

Danson Cheong

It will soon be easier for architects here to internationalise their businesses and practise overseas, under changes to the law approved in Parliament yesterday.

The Architects (Amendment) Bill will enable any architect registered with the Board of Architects here to ply their trade in a "participating overseas jurisdiction", Minister for National Development Lawrence Wong told the House.

The new law will allow the Board of Architects to form arrangements with its foreign counterparts.

These will recognise the more than 1,500 architects registered in Singapore and allow them to practise in those foreign countries.

Likewise, the board here would also have to recognise foreign architects registered in those jurisdictions, which also makes it easier for them to work here.

Mr Wong told the House that with globalisation, it is more likely that architects here will practise in foreign countries.

"Many of our locally registered architects are well recognised for their skills and professionalism, and many of them are expanding their business overseas," he said, adding that the amendments to the Bill were timely, and would "enable our architects to operate more effectively in a globalised world".

At present, Singapore has mutual recognition arrangements with countries such as Australia and

New Zealand, and Asean member countries.

These were signed by governments, but the changes will allow the Board of Architects to make these arrangements.

They will also open up more opportunities for Singapore-registered architects to find work abroad, Mr Wong said.

The two MPs who spoke on the Bill - Mr Louis Ng (Nee Soon GRC), and Nominated MP K. Thanaletchi - asked how the Government would ensure that overseas architects meet local standards.

Mr Ng said training and exposure for architects from less developed countries may not be adequate to familiarise them with standards and codes here, pointing out that the standard of architectural practice could be affected.

He asked how the profession here could be protected.

In response, Mr Wong said foreign architects recognised in their countries would have to pass an examination set by the board here, to ensure they have knowledge of local practice laws, rules and regulations.

Architects said the changes were timely. Ms Wo Mei Lan, director of Liu and Wo Architects, said: "This is very useful for us. We are very developed and advanced in the region, and this opens up jobs abroad."

Other notable changes in the law included the raising of the maximum penalty for errant architects from \$10,000 to \$50,000.

dansonc@sph.com.sg



Dasia Hotel Downtown was designed by Spanish designer Patricia Urquiola with local firm WOHA. The new law will allow foreign architects from participating jurisdictions to practise here. ST FILE PHOTO

FEATURES

In The News

THE STRAITS TIMES :

4 APRIL 2017,
Tuesday

TUESDAY, APRIL 4, 2017 | THE STRAITS TIMES

PARLIAMENT | B5

More support, protection for designers

Lester Hio

Local designers are set to receive better protection for the rights of their works and an easier time registering new designs, under a series of proposed changes to the Registered Designs Act.

These were tabled by the Ministry of Law (MinLaw) in Parliament yesterday, in a move to give stronger support to Singapore's design industry. The changes in-

clude broadening the scope of designs that can be registered, shifting ownership from commissioning party to designer, extending the scope and grace period provision, and streamlining the process for multiple applications.

The Registered Designs (Amendment) Bill is the first significant change to the Registered Designs Act since it was introduced in 2000. "The proposed legislative changes will update Singapore's design protection regime to take

into account latest trends in design and technology," MinLaw said in a statement. "It will support the growth of the design industry by making it easier for designers to protect their creative works."

Designs that can be registered include virtual designs of non-physical products that can be projected onto a surface and have useful functions, such as a virtual keyboard.

Designers will also be able to register colours, to protect them as a design feature in their products.

The designs of artisanal or handcrafted items, such as handmade jewellery, can be registered as well.

Another key change is the shift of ownership from commissioning party to designer. Currently, design ownership goes to the party that commissioned the design. With the change, ownership goes to the creator. This will minimise instances of designers inadvertently losing the rights of their designs. Designers will also have a longer grace period to apply for design protection.

Currently, a designer whose design is made public has six months to register it and can do so under limited circumstances.

The change will extend the period to 12 months and cover any

disclosure from the designer, whether accidental or on purpose.

The proposed law will let multiple designs in the same broad category be filed in a single application. For example, a bed and a table now require two separate design applications as each falls under a different sub-category.

With the new law, the designer files a single application for both designs as they belong to the same broad category of furniture design.

Under the proposed changes to the Registered Designs Act, designs of handmade jewellery can be registered as well.

PHOTO: COURTESY OF TAY I I ERUAN

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Govt reviewing 4 areas for SkillsFuture Credit

As part of a review of the SkillsFuture Credit scheme before providing the next tranche of credits, the Government is examining how well utilised the scheme is.

It is also looking at the types of training Singaporeans are using the existing \$500 credit for, their training participation rate and the Government's fiscal position, said Parliamentary Secretary for Education Low Yen Ling yesterday.

Ms Low did not specify when the next tranche of credits will be doled out when responding to Ms Sun Xueling (Pasir Ris-Punggol GRC), who asked for details on the scheme.

More than 126,000 Singaporeans, or 5 per cent of those eligible, used their credits in the first year of the initiative, which was launched in January last year. Noting that some of the eight most popular courses seem to be more hobby-related such as photography, Korean language and baking, Ms Sun asked if more can be done to ensure the courses lead to tangible economic benefits for people and society.

Ms Low replied that courses eligible for SkillsFuture credit use have been evaluated, and determined to

be skills-based and relevant to industry or individual professional development. She also provided the top 10 areas of training by number of claims in February:

- Information and communications
- Food and beverage
- Language skills
- Service excellence
- Security and investigation
- Personal development
- Productivity and innovation
- Advertising, sales and marketing
- Leadership and people management
- Business management

She added that the SkillsFuture credit covers a much wider range of courses, as it is also meant to raise awareness of the importance of continual learning and skills mastery.

Thus, even if Singaporeans opt for courses not directly related to their current careers, the aim is to encourage them to take ownership of their lifelong learning, she said.

Separately, Minister for the Environment and Water Resources Masagos Zulkifli told Nominated MP Randolph Tan that hawker stallholders can find out about relevant training courses at a one-stop information and service centre that will be set up in the second half of this year.

Joanna Seow

5%

The percentage of eligible Singaporeans - or 126,000 people - who have used their SkillsFuture credits in the year since its launch.

\$500

SkillsFuture credit available to every Singaporean

In The News

THE STRAITS TIMES :
8 MARCH 2017,
Wednesday



Guests viewing an exhibition last week at the opening of this year's Singapore Design Week at the National Design Centre. Singapore's design community needs to take the lead by seeking new partnerships in business, non-design academia and the public sector, says the writer. ST PHOTO: ALPHONSUS CHERN

Design innovation is more than just new font types

Design thinking is catching on. This problem-solving approach puts the user first, tests ideas and adapts quickly, and involves all stakeholders. It's essential in a complex world.

Agnes Kwek

For The Straits Times

As the head of a government agency promoting design innovation in Singapore, I am often asked to amplify design innovation.

People often think that design is aesthetics or form-giving. But design at its heart is a problem-solving process, based on three mindsets.

First, deeply understanding your end user and his emotions, behaviours and motivations.

Second, rapidly testing your ideas with users.

Third, involving all your stakeholders in the process.

This simple rubric encapsulates what has come to be called design thinking - a way of approaching problem-solving that is gaining traction around the world.

Businesses and governments have started to invest in design innovation capabilities: to help them respond to market shifts, garner new stakeholder insights, create better user experiences and reinvent organisations.

In 2009, the Ministry of Manpower's Work Pass Division used design thinking to improve its service centre experience. It thought about the decision points and difficulties customers experienced, and subsequently redesigned the various interaction points, reducing the waiting time. This increased business efficiency and resulted in a more pleasant customer experience.

Another early adopter was DBS. The bank applied the human-centred design approach, which enables its customer service staff to anticipate customers' reasons for calling. Its system allows the staff to see, for example, that a customer who is calling has just had his ATM card retained. The staff would then be in a better position to help, even without a detailed description from the customer. This provides the customer with a better experience and reduces the probability of follow-up calls to resolve the issue. In this instance, DBS understands

its customers' pain points and alleviated their anxiety by anticipating their needs.

This shows the transformational potential of design. Traditional business strategy or policy starts from an objective, and then uses data to form tactics, with the customer receiving the experience at the end.

Design thinking has the opposite starting point - it starts by determining the experience that customers should receive and find the best way to deliver.

I experienced this first-hand when I was sent to San Francisco for a one-year attachment with global design consultancy IDEO in 2013. I had to unlearn everything. The closest analogy is that of learning a new sport and waking up the next day to find muscles hurting.

During my stint, one of the projects I did was to develop innovative solutions to improve the workplace culture of a large tech firm in Silicon Valley, in a bid to attract talent. By working in a quick sprint of eight weeks, and conducting on-site experiments with employees, we collected user data and executed an end product that was well received. I learnt to invest in human stories as data points, create prototypes and conduct experiments to get user feedback before implementing, and to quickly repeat the process. I learnt to co-create with stakeholders to gain early buy-in. In short, I built design muscles to complement traditional strategy.

PUTTING THE PERSON, NOT THE BUSINESS, FIRST

For Singapore to benefit from the transformational potential of design thinking, two changes are needed.

First, designers. They need to know not only how to develop desirable products, services and experiences, but also what that means for the production, marketing and delivery processes.

Increasingly, designers are working in in-house design teams of companies across various industries. Hence, designers need to know how to operate in a multidisciplinary setting, with engineers, software developers, finance personnel or marketing specialists. Some of the most effective cases where design brings great business value are when designers marry their core design skills with deep industry knowledge.

Technology giant IBM has transformed into one of the world's biggest employers of designers.

Last year, it acquired three creative services firms to expand its Interactive Experience division, IBM iX, and launched IBM Studios Singapore.

It is a co-creation space where more than 100 designers, strategists and technologists collaborate to create experiences of the future. They apply the principles of design thinking to their product development process.

For example, the team worked with pilots from Singapore Airlines to understand their day-by-day flight planning activities, and then rapidly designed and built a suite of innovative iPad applications that helped them with their planning schedules. The pilots loved it because it was not technology designed to meet business objectives, but to solve human challenges. Productivity and business gains were a natural result.

While craft mastery continues to be a crucial skill of a designer, it is insufficient. The unfortunate stereotype of a designer today is that of a hipster sipping hand-brewed artisanal coffee, debating which font type to use. I will also say that design education at large remains rooted in relatively singular disciplines, even though educators recognise the need to nurture more multidisciplinary and systems-level thinkers.

IDEO chief creative officer Paul Bennett said to me once: "We need people who are ambidextrous." He

The next wave of Singapore's workforce needs not only a strong grounding in professional skills but also design innovation skills. Creativity cannot be automated. Design innovation has been part of our Singapore story since the beginning when the pioneer generation invented solutions to overcome the constraints faced by a small island state with no natural resources.

was talking about designers who can code-switch between the creative sense and the pragmatic sense and know what can be reasonably implemented, as well as how to navigate the stakeholder environment.

WHY NON-DESIGNERS SHOULD CARE

Second, why should everyone else care about design? If designers can solve complex problems, then the rest of us do not need to bother with design, right?

Wrong. If design is becoming of strategic importance to a whole range of businesses - from multinational corporations to small and medium-sized enterprises and government agencies - then everyone who leads these places should have a design mindset. In short, non-designers, too, need to be ambidextrous.

Engineers, business strategists and civil servants armed with a design mindset and skills are much quicker to identify customer value for their organisations. More critically, I have witnessed how engaging deeply with citizens has reinvigorated civil servants and given them a renewed sense of purpose.

People don't join organisations to serve policies or rules - they join to serve other people. An organisation that can harness this sense of purpose of staff will be the one that wins.

The next wave of Singapore's workforce needs not only a strong grounding in professional skills but also design innovation skills.

Creativity cannot be automated. Design innovation has been part of our Singapore story since the beginning when the pioneer generation invented solutions to overcome the constraints faced by a small island state with no natural resources.

The design community needs to take the lead by seeking new partnerships in business, non-design academia and the public sector. It needs to learn the language of their partners, and understand their ways of thinking.

We must do this in order to design Singapore's future.

stopinion@sph.com.sg

• The writer is executive director, DesignSingapore Council.

• Singapore Design Week 2017, now till March 12, aims to rally the design, business and public-sector communities to jointly design the future of Singapore, designated a Creative City of Design by Unesco.

FEATURES

In The News

SIA APPOINTMENTS:

Welcome Our New Executive Director

FONG HOO CHEONG



▼ **Fong Hoo Cheong** graduated from the NUS in 1990. He founded **HCF & Associates** and leads a specialized team of architects, designers and technologists.

Fong's practice focuses his extensive and comprehensive experience on the continuing research for a relevant process in the genesis of culturally relevant architectural morphology. He had managed to straddle the logistical demands of large scale projects while also creating progressive, idea driven and crafted architecture.

Fong believes in a 'hands on' crafted approach to each project to achieve high architectural skill and craftsmanship. His attention to not only the material form but also the underpinning ideas and approaches, allows his work to be read in many ways. This presents in essence, the core of what his architecture attempts to do for the observer and user - an engagement not only on a practical level but also immaterially.

Fong also believes in contributing to Architectural Education. He had been teaching at his alma mater - NUS - as a studio master since 2000 and is currently *Adjunct Associate Professor*. As an extension of architecture theory and practice, he conducts lecture series, participated and chaired various lectures and talks on architecture and architectural pedagogy. He has also been a guest critique at the **Harvard Graduate School of Design**.

Fong's extensive experience has seen active success in various design competitions and implementation work. He joined SIA in 2016 and is the current *Executive Director*.

RETIRING SIA EXECUTIVE DIRECTOR:

Completing 24 Years Of Stellar Service

OW CHIN CHEOW



▼ During **Ow Chin Cheow's** storied career, significant events that made their historical mark include:

- Hosting of the **16th Arcasia Council Meeting & Forum 8** in 1995, with theme "Asian Cities in Asia's Century". Event was fully sponsored by BHP SE Asia Pte Ltd (now BlueScope Steel Asia Sdn Bhd)
- Hosting of the **22nd Arcasia Council Meeting & Forum 11** in 2001, with theme, "MAN ARCHITECTURE NATURE". Event was fully sponsored by Corus Building Systems Pte Ltd
- Hosting of the inaugural **UIA Regional Forum** in 2004 with the theme "Sustainability Mobility Identity"
- Bidding in 2008 for hosting the **2014 UIA World Congress**, with theme "Green Cities", but was not successful
- Bidding in 2011 for hosting the **2017 UIA World Congress** with theme, "One World Only" but failed to secure the bid
- Participated in 2010 the **12th International Architecture Exhibition of La Biennale di Venezia**, with theme "1000 Singapores 'A model of the Compact City'"
- Staging of the **Singapore Archifest**, a festival to celebrate design and the built environment

During Ow's tenure with SIA, several key initiatives implemented include:

- **SIA-Industry Series** of awards, like *SIA-Hunter Douglas Design Competition*, *SIA-ICI Colour Awards*, *SIA Bathroom Awards*, *SIA G-Architect Awards*, *SIA-SB Façade Awards*, *SIA-Getz Architecture Prize*
- New membership categories of Fellow and Fellow (Life)
- **SIA Friend of Architecture Awards**
- **SIA-HWA Joint Awards for Community-Friendly Buildings**
- **SIA Gold Medal Awards for Life Time Achievement**
- **SIA Continuing Professional Development (CPD) Programme**, which later was adopted as the **SIA-BOA CPD Programme** for awarding credit points required under the Architects Act

Other Significant Highlights also include:

- Purchase of unit 79 *Neil Road* in 1999 and unit 81 in 2010
- Establishment of **SIACAD** in 2000
- Formation of **CIJC** in 1997 and **Singapore Design Alliance (SDA)** in 2009 (later changed to **DesignS**)

LearningScapes
EXPERIENCE ASIA
12-14 July 2017
Marina Bay Sands, Singapore

The Conference's key focus is the notion of 'experience of learning'. As Singapore is a cultural and economic gateway to Asia, the conference will explore how learning environments are evolving in this rapidly changing part of the world. Key issues such as density and urban schools, technology and innovation, collaboration and community as well as the power of the education experience to change lives will be explored. The conference will include diverse insights from leading thinkers, designers, educators, strategists and academics across various sectors, from both inside and outside of Asia.

KEYNOTE SPEAKERS

MC



Sugatra Mitra



Bunker Roy



Megan Fallone



Maxine McKew

CONFERENCE THEME

- Building More On Less
- Collaboration And Community
- Exploring New Learning Models: Improving Lives
- Digital Asia

KEY SITE VISITS

- School of The Arts
- Singapore University of Technology and Design
- GEMS World Academy
- NTU's The Hive
- TreHaus Co-Working
- Library @ Orchard
- La Salle College of the Arts

SIA Members

Architects registered with the Board of Architects, Singapore can obtain 4 points for the SIA-BOA CPD Programme by attending the whole conference. This is the first time in 10 years that Learning Environments Australasia's conference is returning to Singapore. Don't miss this fantastic professional development and networking opportunity.

For further information, contact the Conference Manager at ros@bccm.com.au or info@bccm.com.au

Shaping Better Learning Environments

<http://experience-asia.a4le.org.au>

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