

DETAILS

Globalization and Design Practice in Asia: A Case Study of CCTV Headquarters Beijing, China - Thursday, 19 July 2007

Seminar Fee:	
SIA Member	S\$ 74.90 (incl GST)
BOA/CIJC Member	S\$ 112.35 (incl GST)
Non-Member	S\$ 149.80 (incl GST)

Closing Date for Registration **12 July 2007**

Enquiry (call Ms Jasmine Chan) Tel: (65) 6226 2668
Fax: (65) 6226 2663

REGISTRATION

Name: _____
(please underline Surname)

NRIC No: _____

Membership No: [] SIA _____

[] CIJC (Pls specify Institution) _____

[] BOA Reg No _____ [] Non-Member

Organisation: _____

Address: _____
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Tel: _____ Fax: _____

Email: _____

Contact Person: _____

Bank/Cheque No: _____ Amount S\$ _____

Please forward your registration form and crossed cheque payable to **"Singapore Institute of Architects"** before the closing date to:



Ms Jasmine Chan
Singapore Institute of Architects
79B Neil Road, Singapore 088904

Registration will be on a First-Come-First-Served basis and will be accepted upon receipt of registration form and payment to SIA. Registration by fax will only be confirmed upon receipt of payment.

Cheque payment for this activity **should not be** combined with payment for other SIA events/courses.

Fees paid are non-refundable under all circumstances. Replacement of participant will be allowed only if notification is made at least 7 days before the event.

Where a Non-Member replaces a Member (must be from the same organisation) the fee difference will have to be made good to SIA prior to the event.

SYNOPSIS

Free Trade Agreements, World Trade Organisation and Mutual Recognition Arrangements

The Free Trade Agreements (FTAs) assist Singapore companies to connect to major economies and new markets. With FTAs, Singapore-based exporters, service providers and investors stand to enjoy a myriad of benefits like tariff concessions, preferential access to certain sectors, faster entry into markets, Mutual Recognition Arrangements and Intellectual Property (IP) protection. As an integral part of Singapore's trade architecture, our network of 13 FTAs is designed to position Singapore as an integrated manufacturing center in this region; promote research & development in our knowledge-based economy and drive the services hub. From the presentation, participants will gain an understanding of the FTAs and how they could benefit as service providers and investors.

Globalization and Design Practice In Asia: A Case Study of CCTV Headquarters Beijing, China

Driven by economic development, architecture in Asia has become the symbol for national pride, individual aspiration, and collective success. Asian countries have in many respects become the ground for innovation in design practice. Over the last two decades, in China in particular, an increasing spatial reach and density of global interconnectedness continues to weave complex webs and networks of relations between clients, designers, and builders. With the opening of the country's economies and markets and the related transfer of professional personnel from one place to another, design practice in China is not as apart from design practice elsewhere as it was before. Otherwise dissimilar elements of professional life have been brought much closer together.

The lecture presents aspects of a research started at the Harvard University Graduate School of Design (GSD) with the support of the Harvard Asia Center in 2002. The objective of this investigation is to provide design and building professionals and researchers with a better understanding of the impacts of global collaborations on discourse and practice. These impacts are examined both in breadth and depth. Methodologies employed include interviews with design and building professionals and researchers, quantitative analyses of project data, and in-depth case studies of recent and current "global projects", i.e. projects in which local designers and builders collaborate with global designers and builders in various parts of the world.

The lecture introduces an analytic framework of different project types, with a comprehensive description of the characteristics of each of them. It further discusses the principles behind the transformation of design environments and demonstrate correlations between different project types and impacts on practice based on "project DNA", an innovative concept that acknowledges that it is not only the characteristics of each configuring actor that matters in a global project, but rather the configuration as a whole and the position of each actor within it that determines its characteristics and impacts on practice. Both global project type and project DNA are illustrated through an in-depth case study of a global mega-project that is currently under construction in Beijing - the new Chinese Central Television (CCTV) Headquarters.

SINGAPORE INSTITUTE OF ARCHITECTS



Singapore Institute of Architects
Seminar on

Globalization and Design Practice In Asia: A Case Study Of CCTV Headquarters Beijing, China

Thursday, 19 July 2007

- 2.00pm Registration
- 2.30pm Welcome Remarks by Singapore Institute of Architects
- 2.35pm Special presentation by Ms Maler Vilee on Free Trade Agreements, World Trade Organisation, Mutual Recognition Arrangement, etc
- 3.00pm Coffee Break
- 3.30pm Lecture by Dr Thomas Schroepfer on Globalization and Design Practice In Asia: A Case Study Of CCTV Headquarters Beijing, China
- 5.00pm Questions & Answers
- 5.30pm End of seminar

VENUE

Singapore Institute of Architects
Level 1 - SIA Theatre
79 Neil Road
Singapore 088904

ACCREDITATION

A Singapore Institute of Architects (SIA) registered activity. Participating in this activity will accrue **4** points towards the requirements of the SIA Continuing Professional Development Programme.

Registered as a CES Provider of American Institute of Architects (AIA). Participation in this activity will accrue Learning Unit Hours.

Supported by the Royal Institute of British Architects (RIBA) as valid CPD Hours for its members.

PROFILE

Dr Thomas Schroepfer is Assistant Professor of Architecture at the Harvard University Graduate School of Design (GSD). He teaches courses in the Core Design Studio sequence and in the Science and Technology series. Schroepfer is a registered architect in Germany and has been associated, in addition to his own practice, with several architectural practices in Berlin. He has been an invited lecturer and critic to many architecture schools in the US, Europe, and Asia including Yale University, The Cooper Union, Technical University Berlin, Fudan University, and National University of Singapore. His own projects have received awards and recognitions, including from the Union Internationale des Architectes (UIA) in 2002, and his work has been exhibited in the US, Europe, and Asia. His writings have appeared in international refereed journals. Dr Schroepfer's research on sustainable architecture and urbanism is a new interdisciplinary project that was awarded a GSD Dean's Junior Faculty Grant in 2005. His work on global design practice has also received support from the Harvard Asia Center.

Ms Maler Vilee joined International Enterprise Singapore (IE Singapore) in 1995. She is currently an Assistant Director in IE Singapore Trade Group. Her current responsibilities include assisting foreign companies to set up representative offices in Singapore, promoting the usage of Free Trade Agreements (FTAs), developing export capabilities and facilitating export opportunities for exporters. Prior to her appointment in the Trade Promotion Group, Ms Vilee held manager positions in various divisions including: International Operations - Europe and Southeast Asia; Corporate Group - Electronics and Precision Engineering; and Business Information Services. Ms Vilee was also the First Secretary in Kuala Lumpur Singapore High Commission between 2004 and early 2006.