

**SIA Academy SAGE Talk Series:  
Mr. Tay Kheng Soon on****Knowledge, Emotion and Design:  
Going beyond normal practice...**

**Date** : 5 May 2009, Tuesday  
**Venue** : SIA THEATRETTE - LEVEL 1  
**Time** : 7.00PM-9.00PM

6.30pm	Registration & Light Refreshment
7.00pm	Welcome Remarks by SIA
7.05pm	Shift from Urbanisation to Rubanisation
8.30pm	Questions & Answers
9.00pm	End

<b>60yrs &amp; above</b>	<b>Complimentary</b>
<b>SIA Member</b>	<b>S\$ 50.00</b>
<b>BOA/CIJC Member</b>	<b>S\$ 75.00</b>
<b>Non-Member</b>	<b>S\$ 100.00</b>

**BOA-SIA CPD Accreditation: 5 points**

**ACCREDITATION**

A Singapore Institute of Architects (SIA) registered activity. Participating in this activity will accrue 5 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.

Mr. Tay Kheng Soon have been in practice for nearly 50 years. He is among the first batch of Architects graduating from our one and only Architecture school in 1963. He also had the honour to speak on behalf of the "poly" batches at the 50th anniversary exhibition of his school recently.

He has lived through the critical years from colonial transition, to nation building, saw the inception of public housing, the efforts at job creation, the emotions of expulsion from Malaysia, the redefinition of Singapore as a global city, its transition to a high wage economy and how this failed, then to globalisation, the emergence of China and now global capitalism has collapsed.

The death of Dubai, the fantasy of Architects and their clients. He saw how architecture was used, exploited and how easily the profession fell to the blandishments of jobs, of how design was used as props for political purpose and personal pride, how power corrupts decent ideals, how postmodernism blunted and corrupted thinking by appealing to the sense of freedom among the young through narrowing their perspectives to navel gazing, how easily they believed in "the death of the author" by Roland Barthes and how this led without them knowing it, to the death of the reader as well, as each one interpreted every text any which way they liked to satisfy privatised appetites.

How that makes communication impossible and civilisation at risk to the machinations of greedy and insecure corporations aided and abetted by the advertising and pop art industries in tandem with the "manufacturing of consent" we call Democracy.

Implications of value change in Architecture within, as Minister of Foreign Affairs, BG George Yeo puts it, the "re-pricing" of the world economy. After being in practice, education and as a social critic, Mr. Tay Kheng Soon has a lot to say... 'our profession has been myopic, subservient to the ebb and flows of fashion in thought and design. Yet we have a lot to contribute once we shed our subservient attitudes'.

Rurbanisation; the shift from Urbanisation for the time being to focus on social, cultural and environmental justice in the rural areas before returning to repair the cities. Cities are inadvertently destroyers of the eco-system and induced middleclass consumption is the engine of such environmental degradation, unhappiness and social injustice.

Mr. Tay thought to resolve the issues of today is through rurbanisation. Rubanisation is both rural and urban, a hybrid. It is the relative equalisation of the rural/urban opportunities and life styles built around food security, job choice and personal, environmental, social and familial satisfactions long lost to the stresses of tread milling in the urban economy of the middle classes. He will speak about the opportunities for rethinking life, the environment and what we can do.....

## REGISTRATION FORM

**DESIGN & COMPETITIONS: URBANISM/  
HIGH DENSITY MEDIUM RISE LIVING**  
- Tuesday, 5 May 2009 - 7pm to 9pm  
- SIA Theatre - Level 1

(All seminar fees are inclusive of GST)

60 yrs & above	Complimentary
SIA Member	S\$ 50.00
BOA/CIJC Member	S\$ 75.00
Non-Member	S\$ 100.00

Closing Date for Registration **30 April 2009**

For Enquiry:

Tel: (65) 6226 2668

Fax: (65) 6226 2663

Email: cpd@sia.org.sg

## PARTICULARS

Name: \_\_\_\_\_

(please underline Surname)

NRIC No: \_\_\_\_\_

Membership No: [ ] SIA \_\_\_\_\_

[ ] CIJC (Pls specify Institution)

[ ] BOA Reg No \_\_\_\_\_ [ ] Non-Member

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ S ( )

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Bank/Chq No: \_\_\_\_\_ Amount S\$ \_\_\_\_\_

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 written 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.

## MULTIPLE REGISTRATION

NAME:

NRIC NO.

SIA/BOA NO.

ORG.

AMT:

1. \_\_\_\_\_
2. \_\_\_\_\_
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## PAYMENT OPTIONS

Please tick your payment mode:

### [ ] By Cheque

Bank/Chq # :

Local Cheque (must be drawn in Singapore) should be crossed and made payable to "Singapore Institute of Architects".

Please mail to:

Singapore Institute of Architects

79B Neil Road, Singapore 088904

Please indicate your name and company/institution (if any) and seminar title on the back of the cheque.

### [ ] By Cash

You can drop by the SIA office to make cash payment between 9.30 am - 5.30 pm on weekdays.

Address:

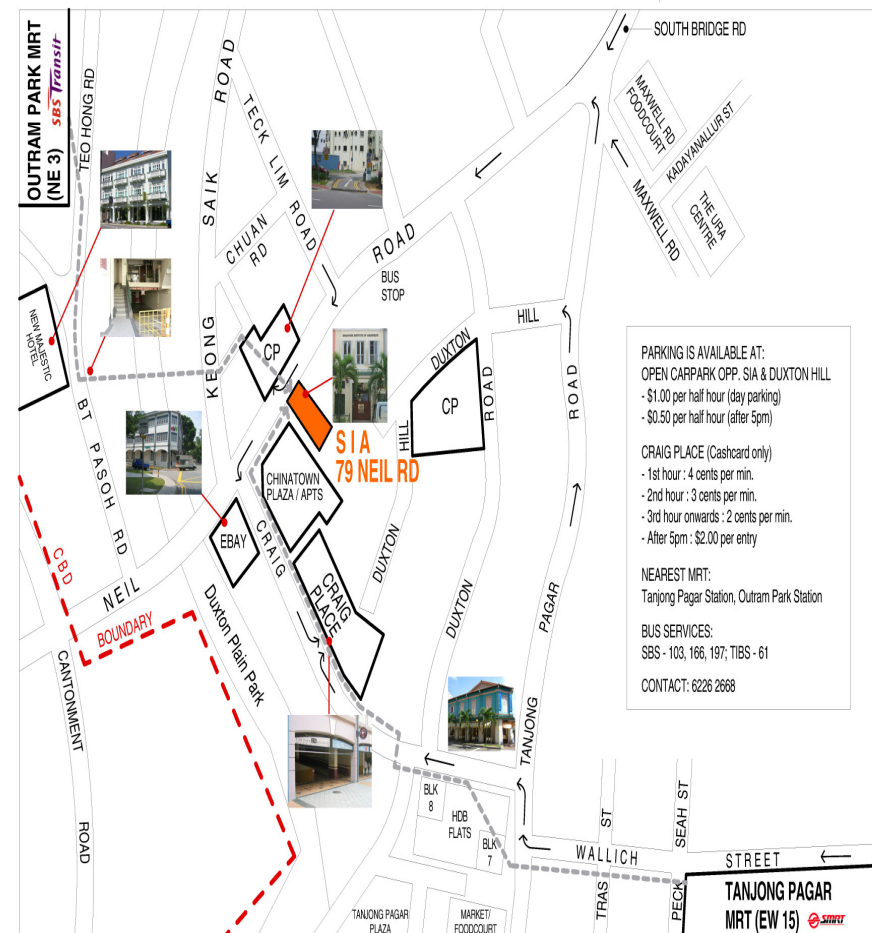
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Registration will be on a First-Come-First-Served basis and will be accepted upon receipt of registration form and payment to SIA. Registration by fax will only be confirmed upon receipt of payment.

Registration Confirmation No.:-

## LOCATION MAP



CPD PROGRAMME

SINGAPORE INSTITUTE OF ARCHITECTS

2009/042/MS/CT