

**CPD**

A seminar organised by  
Singapore Institute of Architects

PROGRAMME

# ARCHITECTURE AS A BUSINESS : RECENT TRENDS

**Date** : 18 Nov 2010, Thursday  
**Venue** : SINGAPORE INSTITUTE OF ARCHITECTS  
 SIA THEATRETTE - LEVEL 1  
 79 NEIL ROAD S(088904)  
**Time** : 7.00PM - 9.00PM

PROGRAMME

6.30pm	Registration & Light Refreshment
7.00pm	Welcome Remarks by SIA
7.05pm	Presentation on "Architecture as a Business : Recent trends"
8.30pm	Questions & Answers
9.00pm	End

<b>SIA Member</b>	<b>S\$ 50.00</b>
<b>BOA Registered Architects/ CIJC Member</b>	<b>S\$ 75.00</b>
<b>Non-Member</b>	<b>S\$ 100.00</b>

Registration on First-Come-First-Serve Basis

**BOA-SIA CPD Accreditation 5 points**

CPD PROGRAMME

SINGAPORE INSTITUTE OF ARCHITECTS

2010/113/MS/IY

SYNOPSIS

## 'Architecture as a Business : Recent Trends'

Whether we like it or not, the practice of architecture is a business. There are four aspects in the business of architecture that an architect must do well: Getting the business (marketing), Doing the business (the usual scope of work of the architect as defined by the Institute), Running the Business (General management functions), Financing the business (money management). The architect in practice cannot do just one or a few of these aspects well, he must do all well otherwise his business will falter and worse, fail. These are the key dials on his dashboard. The presentation discusses the latest trends in each of these four aspects.

SPEAKERS PROFILE

### **Dato Dr . Ken Yeang T. R. Hazmah & Yeang Sdn. Bhd. (Malaysia) and Llewelyn Davis Yeang (UK)**

Dato Dr. Ken Yeang is principal of the architect and planning firm T. R. Hamzah & Yeang Sdn. Bhd. (Malaysia) and Llewelyn Davies Yeang (UK), and was recently named by the Guardian newspaper as one of 50 individuals who could save the planet, as well as the leading architect in ecological design by



CNN. Yeang uses vegetation to create habitats in his buildings as total living systems to make buildings perform as complete ecosystems. He balances between engineering infrastructure and nature in design. He has over 30 years of research, delivered over 200 built projects and authored over 5 books on ecological design. He is regarded as the founder of the innovative green tall building - the 'bioclimatic skyscraper' which champions vertical urban design.

## REGISTRATION FORM

**Architecture as a Business : Recent Trends**  
**Thursday, 18 November 2010**  
**- SIA THEATRETTE - LEVEL 1**  
 (All seminar fees are inclusive of GST)

SIA Member S\$ 50.00  
 BOA Registered Architects/  
 CIJC Member S\$ 75.00  
 Non-Member S\$ 100.00

Closing Date for Registration **12 Nov 2010**  
 BOA-SIA CPD Accreditation **5 points**

## PARTICULARS

Name (as in Passport): \_\_\_\_\_

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

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

[ ] CIJC (Pls specify Institution) \_\_\_\_\_

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

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

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

Tel: \_\_\_\_\_ S ( )

HP: \_\_\_\_\_ Fax: \_\_\_\_\_

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

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

Fees paid are non-refundable under all circumstances.  
 Replacement of participant will be allowed only if written  
 notification is made at least 3 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. _____				
3. _____				
4. _____				
5. _____				
6. _____				
7. _____				

## PAYMENT OPTIONS

Please tick your payment mode:

[ ] **By Cheque**  
 Bank/Chq # : \_\_\_\_\_ Amt S\$: \_\_\_\_\_  
 Local Cheque (must be drawn in Singapore) should be  
 crossed and made payable to "Singapore Institute of  
 Architects".

[ ] **By Vouchers**  
 Voucher # : \_\_\_\_\_ Amt S\$: \_\_\_\_\_

Please mail to:  
 Singapore Institute of Architects  
 79B Neil Road, Singapore 088904  
 Please indicate your name and company/institution (if  
 any) and seminar date/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:  
 Singapore Institute of Architects  
 79B Neil Road, Singapore 088904

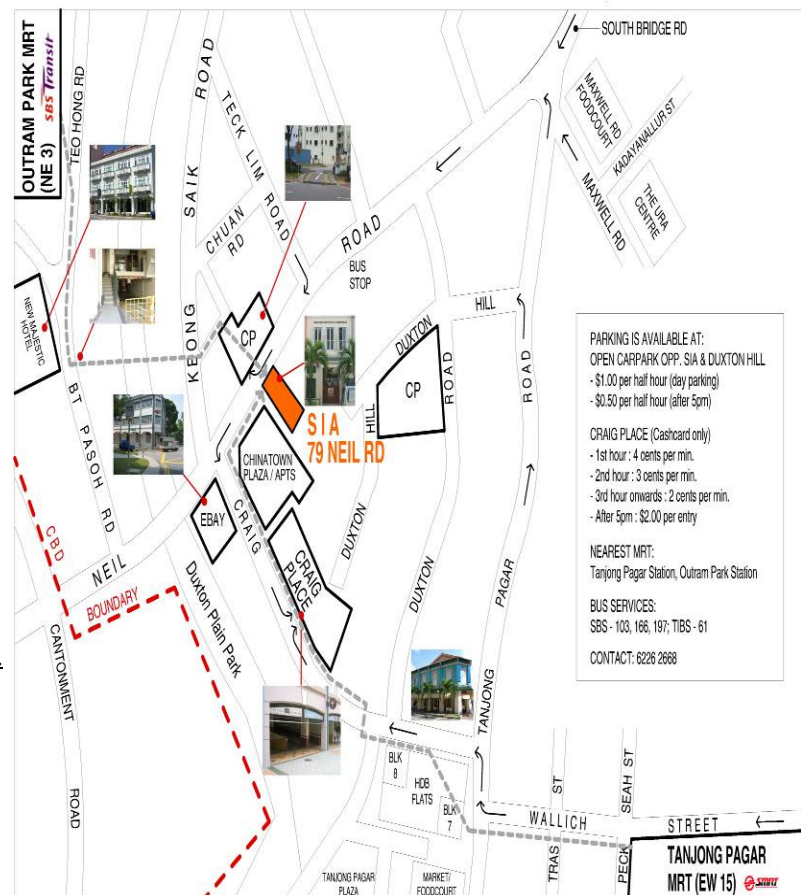
•All registration will be on a First-Come-First-Served basis and will  
 be accepted upon receipt of registration form and payment to SIA.  
 Registration by fax will only be confirmed upon receipt of payment.

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

**Registration Confirmation No.:-**

For Enquiry (Ms Isabella Yeo):  
 Tel: (65) 6226 2668  
 Email: [cpd@sia.org.sg](mailto:cpd@sia.org.sg)  
 Fax: (65) 6226 2663

## LOCATION MAP



CPD PROGRAMME

SINGAPORE INSTITUTE OF ARCHITECTS

2010/113/MS/IY