

CPD

PROGRAMME



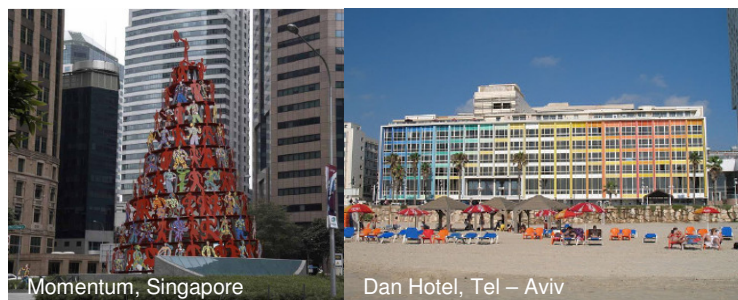
A seminar organised by
Singapore Institute of Architects

Art and Architecture

Date : Monday, 03 October 2011
Venue : National Library Board
 National Library Building
 The Pod (Level 16)
 100 Victoria Street, S(188064)
Time : 5.00PM - 6.00PM

PROGRAMME

4.30pm Registration
 5.00pm Welcome Address By SIA
 5.05pm Presentation by Mr Motti Abramovitz
 6.00pm End



SIA Member	Complimentary
BOA/CIJC Member	S\$ 35.00
Non-Member	S\$ 45.00

Registration on First-Come-First-Serve Basis
 BOA-SIA CPD Accreditation **5 points**

SYNOPSIS

When planning or designing a city, building or house, one should always consider including art.

A common question that is raised when discussing the integration of art with architecture, is whether there is a difference? Isn't architecture considered art? Award winning architect, Richard Meier is quoted as saying, "Architecture is the greatest of the arts".

We distinguish between three ways of incorporating art with architecture:

- 1.Design the building or house in an artistic way, almost as a sculpture.
- 2.Merge the building or house with the environment and landscape.
- 3.Add works of art indoors and out.

Although these three agendas are distinct, we often see a merging of two and sometimes even all three of them.

Some artists and architects will also incorporate the forces of nature into their creations. One example is making use of the sun's rays and trees.

We will present these agendas in our lecture along with examples and ideas.

SPEAKER PROFILE

Mr Motti Abramovitz (Owner - Bruno Art Group)

Motti Abramovitz is a graduate of Technion - Israel Institute of Technology with B.Sc and M.Sc in Mechanical Engineering and an MBA in Project Management.

He has been responsible for managing various projects in the electro-optics field for the Ministry of Defense, Israeli Aircraft Industry, Soreq Nuclear Research Center and others.

During his military service Mr. Abramovitz was a Project Officer in the Merkava Development Center (the Israeli Main Battle Tank), responsible for all the CCD (Camouflage, Concealment and Deception) systems in the tank.

Motti, a third generation art dealer whose grandfather started in the art business over 100 years ago, established the Bruno Art Group in the year of 2000.

Bruno Art Group integrates all aspects of the art business - representing world renowned artists, owning and running a silk-screen workshop, and selling to the wholesale and retail markets. Bruno Art Group's comprehensive and unique collections are currently available to wholesalers, art galleries and high-end design shops while the company's retail customers can enjoy the same quality art in any one of the company galleries located throughout the United States, Asia, Europe, the Caribbean and Israel.

Motti specializes in art consulting for both individuals and companies. Whether it is city projects or decorating the interior/exterior of buildings and residences, our company offers its expertise on which works of art will fit your project. Further, we take into consideration environmental and cultural trends in order to create the ultimate integration between concrete and art.

Among the projects that Motti and Bruno's artists were involved in, we can find the Millennium Residence in Bangkok, the Momentum in Singapore, The Heart of the Fountainhead in Taipei, Dan Hotel in Tel-Aviv, "Tiferet Israel" Synagogue in Los Angeles and many more.



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SINGAPORE INSTITUTE OF ARCHITECTS

2011/094/MS/JT

REGISTRATION FORM

Art and Architecture

- Monday, 03 October 2011
- 5.00pm - 6.00pm
- National Library Building - The Pod (level 16)

(All seminar fees are inclusive of GST)

* SIA Member	Complimentary
BOA/CIJC Member	S\$ 35.00
Non-Member	S\$ 45.00

* For SIA Members whose registrations have been confirmed, attendance is compulsory.

Absentee/Cancellations 3 days or less before the event will be charged at \$20.00. Verbal notification of cancellation is not acceptable.

Closing Date for Registration	30 Sept 2011
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".

Due to time constraint, please **do not post** your cheque to SIA office. **Please fax in your registration form together with a copy of your cheque for SIA registration confirmation first.** You can bring your cheque on 03 October 2011 to the registration counter at The Pod.
** 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

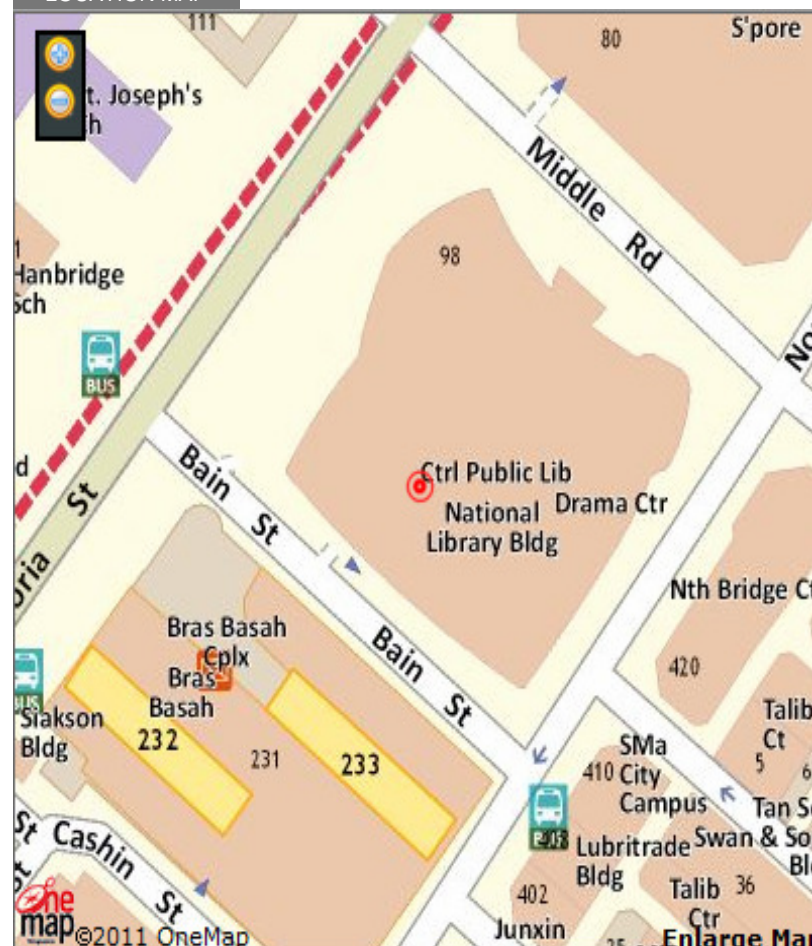
•All registration will be on a First-Come-First-Served basis and will be accepted upon receipt of registration form and payment to SIA. Registration by fax will only be confirmed upon receipt of payment.

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

Registration Confirmation No.:-

For Enquiry (Ms Jacey Tay):
Tel: (65) 6226 2668
Fax: (65) 6226 2663
Email: cpd@sia.org.sg

LOCATION MAP



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