

SIA Design Talk Series by Mark Wee & Ernesto Bedmar

Talk Title: *Designing Experiences* by Mr Mark Wee

Synopsis:

Understanding that beautiful physical environments alone do not always equate successful experiences, but great experiences are an empathetic and innovative combination of how places, people and technology come together as a compelling story.

ONG&ONG EXPERIENCE DESIGN works with clients to establish its story and strategy for memorable experiences that emotionally engage its users and impacts culture. Mark will share the studio's design philosophy and approach through various case studies.

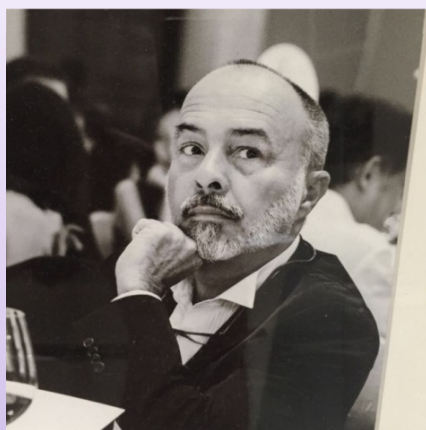
Talk Title: *My latest work – a Clubhouse* by Mr Ernesto Bedmar

Synopsis:

The steps taken from doing private houses to this big clubhouse in Hong Kong and the reasons to accept this commission.



Mr Mark Wee
Ong&Ong Pte Ltd



Mr Ernesto Bedmar
Ernesto Bedmar Architects

EVENT DETAILS

Date : 20 August 2015, Thursday
Time : 3.00pm – 5.00pm
(Registration will start from 2.30pm onwards with light refreshment @ Level 4 - Y Terrace)
Venue : YMCA International House
One Orchard Road, (S) 238824
Tan Chin Tuan Function Room 2 (level 4)
(Nearby carparks:
http://apex.sia.org.sg/xshhs/YMCA_Carpark_Nearby.pdf)
BOA-SIA CPD : 4 CPD points
Seminar fee : SIA Members* (Complimentary),
Non Members (\$140.00)
(fees inclusive of GST)
Closing date : 14 August 2015

* 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.

** Registration for attendance of seminar shall be closed 30 mins after the seminar commences.

PROGRAMME SCHEDULE

2.30pm Registration with Light Refreshment
3.00pm Welcome Remarks by SIA
3.05pm ***"Designing Experiences" by***
Mr Mark Wee
3.55pm ***"My latest work – a Clubhouse" by***
Mr Ernesto Bedmar
4.45pm Q & A
5.00pm End of event

For more information, please contact SIA (**Ms Jacey Tay**):

Tel: (65) 6226 2668

Fax: (65) 6226 2663

Email: cpd@sia.org.sg

Jointly Organized by:



SIA Design Talk Series by Mark Wee & Ernesto Bedmar

(1) Mr Mark Wee

Profile:

Mark Wee is the Director of the Experience Design studio at ONG&ONG.

He works with clients to establish its story and strategy for memorable experiences that emotionally engage its users and impacts culture. The studio takes a trans-disciplinary approach in designing how people, places, and technology come together across the fields of architecture & interiors, branding & communication, and service design, framed by a design thinking approach centred on understanding human motivation and behaviour. Mark has a passionate belief that design can be a currency for transformation, and should serve others to make life better.

This has led to the designing of innovative award winning experiences such as OCBC's award winning Gen-Y bank Frank, SGX's workplace & public experience, and Singapore Airline's new Silverkris Lounges' 'Home Away from Home' concept world wide.

Also an award-winning architect, Mark's projects have won design awards such as the URA Heritage Award & the Singapore Institute of Architects Design Award for The Majestic Hotel in 2006 under DP Architects, and most recently, the URA Heritage Award for 145 Neil Road in 2014.

Mark has served as a Council member of the Singapore Institute of Architects since 2009, and is also an artist and illustrator. The practice's first book entitled 'Let's Experience Design' will be available in bookstores at the end of the year.

(2) Mr Ernesto Bedmar

Profile:

Ernesto Bedmar, an Argentine, graduated with a Bachelor of Architecture degree in 1980 from the University of Architecture & Town Planning in Buenos Aires, Argentina; he received the award for the Best Design in the Final Year. He is a Registered Architect in Argentina and also a Registered Architect in Singapore, as well a Corporate Member of the Singapore Institute of Architects. Ernesto's career began in 1977 when he did practical work in the studio at Miguel Angel Roca, Argentina. In 1980 he became an Associate at Miguel Angel Roca, South Africa and designed a town planning project for Protea New Town - South Africa and the Jabulani Administrative Centre in South Africa where he worked with Architects M.A. Roca and F. Pienaar. In 1982 he was made an Associate at Miguel Angel Roca, Hong Kong to develop the Tai Long Wan Tourist Resort on Lantau Island, HK. He then joined Palmer & Turner, Hong Kong as a Consultant Architect in 1983 and was involved in a vast urban project for Macau as a member of the planning group under Architect Alvaro Siza Vieira.

In 1984 he came to Singapore and worked with SAA Partnership until 1986 when he set up his own practice, Bedmar & Shi Designers Pte Ltd and since then has been a Director/Design Consultant at the company. From 1989 to 2000 Ernesto was a part-time tutor at the School of Architecture at the National University of Singapore and from 1993 to 1995 he was a Member of the Design Committee of the Temasek Polytechnic, Singapore where he also acted as External Examiner for the Bachelor of Arts (Architectural/Hons) program from 2007 to 2010. In early 2009 Ernesto was invited by the Architecture Society at The National University of Singapore to give a guest lecture and in May 2009 he was invited by Raffles University, Singapore to act as an External Examiner for Design Programmes.

He has received several awards:

1989 - Du Pont Antron Design Award - Honorary Prize - Store Planning Category

2000 - No. 15 Whitehouse Park - Architectural Heritage Awards (URA)

2002 - Merit Prize (by Singapore Institute of Architects) - Hunter Douglas Design Competition

2006 - 3 Houses at Jervois and Trevoze 12 - The Chicago Athenaeum International Architecture Award

2006 - Cityscape Architectural Review Awards 2006 Dubai - Winner of Residential Built Award

2010 - 10th SIA Architectural Design Awards for Recreational Buildings and Individual Houses Categories

Besides his monograph "Romancing the Tropics", "S-in-Five" and "The Bali Villas" published by Oscar Riera Ojeda (for Thames & Hudson), Ernesto's works have been featured in many international publications.

EVENT DETAIL

GST REG. NO.: M9-0001281-J
G.N. No. 565 in Gazette No. 27

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(Nearby carpark: http://apex.sia.org.sg/xshare/YMCA_Carpark_Nearby.pdf)
BOA-SIA CPD : 4 CPD points
Seminar fee : SIA Members* (Complimentary), Non Members (\$140.00) – *fees inclusive of GST*
Closing date : 14 August 2015

* 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.

Please fax / email the completed registration form to Ms Jacey Tay:

Tel: (65) 6226 2668

Fax: (65) 6226 2663

Email: cpd@sja.org.sa

And follow up with cheque / cash / online payment to Singapore Institute of Architects.

Please tick your mode of payment:

☐ **Cheque**

Bank/Chq #: _____ Amt S\$: _____

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

Mail to SIA address:

Singapore Institute of Architects

Eunos Technolink, Blk 3 Kaki Bukit Road 1, #02-01, (S)415935

Please indicate your name, company/institution and course date/title on the back of the cheque.

1 Cash

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

☐ **Online Payment** (No issuance of SR receipt, refer to Paypal receipt)

<http://members.sia.org.sg/papers/sia-20150820.html>

(It is mandatory to provide us with your Receipt ID # after your credit card payment transaction)

Receipt #: _____

Participant's Detail

Organization: _____ Contact Person (if any): _____

Tel: _____ Fax: _____ Email: _____

Receipt Mailing Address:

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Full Name of Participant

NRIC / FIN #

Email

Amt

(as per NRIC/FIN, pls underline surper)

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| <p>**Please take note that all the above fields are mandatory. Incomplete form will not be process.</p> <p style="text-align: right;">Total:</p> | | | | |

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 3 days before the event.

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

Registration for attendance of seminar shall be closed 30 mins after the seminar commences.

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.:-

