

SIA Event:

Winning Design Philosophies and Concept Seminar Series 3: New Approaches to Small Projects

The lecture will feature the sharing of the design philosophies and concept by the winning designs of the 15th SIA Architectural Design Awards 2015.

15th SIA Architectural Design Awards

The SIA Architectural Design Awards (SIAADA) is the most prestigious award conferred by Singapore Institute of Architects (SIA) to promote and encourage distinction in architectural design. The Awards recognises the achievements of SIA Members in their pursuit of architectural excellence and motivates architects to push the boundaries with innovative solutions. SIA hopes to imbue Members with the relentless mindset of continually achieving greater heights, leading to the vision of Singapore architecture and architects being acknowledged as world class standards. The Awards also aim to heighten the appreciation and patronage of good architectural design from both the architectural fraternity as well as the general public.

EVENT DETAILS

Date : **30 March 2016, Wednesday**
Time : **3.00pm – 5.00pm**
(Registration will start from 2.30pm onwards with light refreshment)
Venue : Singapore Institute of Architects
SIA Theatre - Level 3
79 Neil Road (S) 088904
BOA-SIA CPD : 4 CPD points
Seminar fees : SIA Members (\$70.00),
Non Members (\$140.00)
(fees inclusive of GST)
Closing date : 24 March 2016

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

PROGRAMME SCHEDULE

2.30pm Registration with Light Refreshment
3.00pm Presentation by **Mr Mark Wee, Ong&Ong**
(House at Neil Road)
3.30pm Presentation by **Mr Chioh-Hui Goh,**
Studiogoto (riceLAB)
4.00pm Presentation by **Mr Ho Tzu Yin, Laud**
Architects (Deck)
4.30pm 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

Organized by:



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Project: House at Neil Road **Mr Mark Wee, Ong&Ong**

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.



Project: riceLAB **Mr Chioh-Hui Goh, Studiogoto**

Chioh-Hui Goh is one of the two founding Principal Architects of studiogoto. He graduated with a Bachelor of Architecture (Hons) in Year 1992 from the National University of Singapore, and was awarded a Distinction in design. Prior to studiogoto in 2009, he had practiced for 16 years in several acclaimed architecture practices in Singapore where he led the design directions of numerous projects that eventually went on to win many design awards in both the local and international architecture scenes.

Project: Deck **Mr Ho Tzu Yin, Laud Architects**

Ho Tzu Yin is one of the founding partners and Deputy Managing Director of LAUD Architects Pte Ltd. A Registered Architect with the Board of Architects (BOA), Singapore, he obtained the First-Class Honors for Bachelor Degree in Architecture from the Royal Melbourne Institute of Technology (RMIT).

Besides engaging in professional practice, Tzu Yin had served as Panel Member for the Singapore Polytechnic (SP) School of Design and Architecture 5-yearly Academic Course Review, served as a Design Studio Tutor (Part-time) in National University of Singapore (NUS) School of Architecture and Built Environment, and is

also a member of the Singapore Institute of Architect (SIA) BIM Interest Group (BIG).

Tzu Yin has experience in a diverse portfolio of projects ranging from condominiums, institutional buildings, place of worship, private residences, etc, many which has received Design Awards including SIA Design Awards and shortlisted for World Architectural Festival (WAF).

Tzu Yin believes that good architecture must incorporate three aspects: First, it must appeal to the intellect, meaning the architecture must be capable of communicating through a conscious understanding and interpretation of its composition of forms and volumes to the visitor. Secondly it should fulfil its role as a social institution that supports the daily social interactions of the occupants. Thirdly it must offer a heightened sense of experience, whereby a memorably designed space transcends the mundane quality of daily life.

Application Form

EVENT DETAIL

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

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

Tel: (65) 6226 2668

Fax: (65) 6226 2663

Email: cpd@sia.org.sg

[DES]

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

79 Neil Road, Singapore 088904

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

☐ Cash

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

☐ Online Payment

<http://members.sia.org.sg/payment/sia-20160330.html>

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

Receipt ID #: - - -

Participant's Detail

Organization: _____ Contact Person (if any): _____

Tel: _____ Fax: _____ Email: _____

Receipt Mailing Address: _____

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	Full Name of Participant (as per NRIC/FIN, pls underline surname)	NRIC / FIN #	Email	Amt
1				
	HP #: <input type="checkbox"/> SIA Member, SIA #: []		<input type="checkbox"/> Non Member, BOA # (if any): []	
2				
	HP #: <input type="checkbox"/> SIA Member, SIA #: []		<input type="checkbox"/> Non Member, BOA # (if any): []	
3				
	HP #: <input type="checkbox"/> SIA Member, SIA #: []		<input type="checkbox"/> Non Member, BOA # (if any): []	
4				
	HP #: <input type="checkbox"/> SIA Member, SIA #: []		<input type="checkbox"/> Non Member, BOA # (if any): []	
5				
	HP #: <input type="checkbox"/> SIA Member, SIA #: []		<input type="checkbox"/> Non Member, BOA # (if any): []	
				Total:

****Please take note that all the above fields are mandatory. Incomplete form will not be process.**

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.:-

