

Design Enterprise

The role and operative model of the Architecture Practice has been a neglected topic. The exceptionally successful firms are either small boutique studios or mega corporation-like establishments. While the education of an Architect offers training in creative design and analytical skillsets, it tends not to address the reality of running a business. This is not to say that commercial concerns outweigh creative priorities – but rather suggests that financial rigour and design quality are in fact mutually beneficial.

The talk will cover Frven's concept of the Design Enterprise which he has developed over the past 6 years through personal research. Presented using diagrammatic models to suggest the operative modes of sustainable design-office typologies, the content is intended to question whether business and architecture can be the same thing.

The contents will be illustrated via a juxtaposition and comparison of projects that Frven has been involved in both in Singapore (at Surbana) and in London (at Adjaye Associates). The talk will be beneficial for practitioners who are interested in the discourse between design-focussed and financial-focussed modes of operating.

EVENT DETAILS

Date	: 24 August 2016, Wednesday
Time	: 7.00pm - 9.00pm (Registration will start from 6.30pm onwards with light refreshment)
Venue	: Singapore Institute of Architects SIA Theatre - Level 3 79B 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	: 18 August 2016

PROGRAMME SCHEDULE

6.30pm	Registration with Light Refreshment
7.00pm	Presentation by Mr Frven Lim, Adjaye Associates
8.30pm	Q & A
9.00pm	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:





Frven Lim is a Singapore registered Architect who is currently practising in the London office of Adjaye Associates. Prior to moving to the United Kingdom in late 2015, he worked for 17 years in Singapore (at HDB until 2003 and subsequently at Surbana). He has worked at Director level for the past five years, leading and managing both the design and practice realms. Over his career, he has advocated the concept of “Design Enterprise” and believes strongly in the practice of architecture as a design-driven business.

Now at Adjaye Associates, Frven is managing a number of the London office’s projects, including 70-73 Piccadilly (a £600M project opposite the Ritz Hotel in central London) and Rwanda Paediatric Cancer Hospital.

His achievements include the AUDE “20 under 45” in 2010 as well as several design publications (whilst at Surbana) including the widely circulated “Housing People”. In 2014, the fourth book titled “Project 2050” was launched and presented at the World Architecture Festival. Frven is also the author of an essay published alongside the Singapore Design Council’s exhibition titled “1000+ Singapores” held at Paris’ city hall during the summer of 2015.

He gained a distinction for his Masters degree in Landscape Urbanism, and a graduate Diploma from the Architectural Association School of Architecture, and was awarded a first-class Honors degree from the University of Manchester.

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

[EDU]

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
79B 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-20160824.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 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.:-

