



NEWS RELEASE

ARCHIFEST'10 RETURNS WITH MORE ARCHITECTURAL EVENTS AND ACTIVITIES

“Happy Cities” forum will feature line-up of distinguished speakers

21 September 2010 – ArchiFest'10, Singapore's premier architectural festival, will return to our city this year with a strong line-up of events and fringe activities to celebrate our built environment. Organised by the Singapore Institute of Architects (SIA), This year's ArchiFest will run from October 4, coinciding with World Architecture Day, to November 3. The festival, open to the public, will feature an international forum showcasing renowned design practitioners from around the world, ArchiFest exhibitions, ArchiTours, talks, workshops and a multitude of social events.

ArchiFest is aimed at providing a platform to encourage a vibrant design culture, and consequently a design-conscious society, by encouraging and guiding the general public and design professionals of all fields to interact in a fun-filled and free atmosphere.

SIA President, Mr. Ashvinkumar said: “The festival encapsulates the essence of Singapore's architecture scene today but more importantly it is meant to catalyse discussions about what things could be like in the future with positive intervention and interaction. Buildings and the built environment form an intrinsic part of Singapore, shaping its unique architectural identity, in response to the socio-economic context. Architects have played a significant part in this process in collaboration with stakeholders and strategic partners. ArchiFest '10 gives us the opportunity to reflect upon, recognise and honour their efforts.”

This year's event explores the theme of "Happy Cities" and how urban environments can be developed to foster feelings of "happiness" in members of its community. ArchiFest'10 will examine this through a collection of built and speculative architectural and urban projects conceived under various socio-economical, political and cultural conditions. The theme "Happy Cities" will focus on creative parameters that define places and urban settings, challenging the conventional notions of sustainable urban living.

The theme is echoed in the ArchiFest Forum which will feature nine distinguished speakers comprising of both local and international architects, designers and urban planners such as Pitupong Chaowakul, Dr Chong Fook Loong, Rosalea Monacella, Larry Ng, Ng Sek San, Daan Roosegaarde, Makoto Tanijiri, Kjetil Thorsen and Julien De Smedt. Together, they will discuss challenges related to the theme including how quality architecture and urban design can contribute towards a state of well-being and what changes could be introduced to the built environment to promote vitality and livability – hence happiness in our society.

One of the highlights of the event is the much anticipated architectural tours called ArchiTours. Visitors will be delighted by the five different types of tours that explore unique facets of Singapore's architectural landscape.

"Open Office" will offer participants a glimpse into the working lives of architects and designers, leading them into the offices and work spaces of Singapore's most esteemed architectural firms. In "DomestiCity", the tour will guide participants through the well-designed private spaces of Singapore's home-owners, giving them an insight into how unique design elements can effectively meet the lifestyle and personal needs of individual homeowners. "IntricaCity" features how the law and educational institutions have been shaped and supported by the buildings that house them and how revitalising these structures will help them stay relevant in today's society. Participants on the "ComplexCity" tour will find out how architectural design can impact the flow of ideas and work in our Science and Technology sectors while "VeloCity" will unearth the secrets to Singapore's public transport system.

This year's ArchiFest will also include exhibitions of stimulating works consisting of projects by international architectural organisations, such as the Norwegian Embassy, Swissnex and Architects Regional Council Asia, (SIA award winners, student's projects. These exhibits will be spread throughout in the city in festival hubs such as the National Library Building, National Museum of Singapore, Illuma, as well as the newly completed Bras Basah and Esplanade MRT Station. This year's event will also consist of an array of supporting fringe events. Some of the highlights include a guerilla lighting workshop, a talk on the life and work of Tay Keng Soon, 5th SIA Gold Medalist the Light Marina Bay Festival and an open pitch session for youths called Project 636.

Chairman of ArchiFest Organising Committee, Mr Seah Chee Huang said: "Innovation and creativity are hallmarks of the Architectural profession. The celebration of these imaginative spirits of our built environment is what we aim to showcase in this year's ArchiFest'10 event. Responses and support for the festival have been extremely positive and we are confident that this year's event will be another exciting one for the design fraternity, public and our City."

For more information and details on ArchiFest'10, please visit www.archifest.sg

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About Singapore Institute of Architects

The Singapore Institute of Architects (SIA) is a professional organisation representing architecture professionals in Singapore. Established in 1961, SIA aims to promote the architectural profession and to encourage a growing interest in the built environment in Singapore.

SIA acknowledges the efforts of its architectural members as they pursue standards of excellence in their field and continue to create innovative architectural designs. The Institute has played an active role in several major events, such as The World City Summit, Shanghai World Expo 2010 and the Venice Biennale 2010.

SIA is an affiliate of four international associations – the International Union of Architects (UIA), the Architects Regional Council Asia (Arcasia), the ASEAN Association of Planning and Housing (AAPH) and the International Real Estate Federation (FIABCI).

About ArchiFest

Established in 2007 by the Singapore Institute of Architects (SIA), ArchiFest is an annual festival to celebrate Singapore's unique architectural designs. The main aims of the festival are:

- to highlight the importance of architecture and urban design to professionals and the public

- to encourage a sense of community among architectural industry players
- to educate and motivate the public and future generations on fine city planning.

This year's month-long festival, ArchiFest'10 will run from 4 October to 3 November 2010, and the main events will include a forum centered on the theme of "Happy Cities", ArchiTours, exhibitions, workshops, social and fringe events.

For more information on ArchiFest'10, please visit the official website www.archifest.sg.

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