

Archidex 2011 to drive improvements

Region's largest showcase by PAM, C.I.S. Network aims to propel industry to next level

By Roznah Abdul Jabbar

The rebranded NOW Conference – with NOW implying immediacy to define new positions and potentials – will be a major highlight of the forthcoming Malaysia Architecture, Interior Design and Building Exhibition (Archidex) to be held from June 30 to July 3 at the Kuala Lumpur Convention Centre (KLCC).

Boon Chee Wee, president of Pertubuhan Akitek Malaysia (PAM), which is organising the NOW Conference, said the conference will feature lectures by both established and emerging architects and designers with a divergent range of approaches and interests from the region and internationally.

"It will focus on the present state of the industry as the reference point for looking into the past and future.

"NOW also reflects the urgency in championing sustainable development. Now is the time to encour-

age things to happen and drive the industry towards its betterment."

He added that this year, it also welcomes back and reconnects with some of its original speakers who over the years have risen in stature and profile.

Among the speakers will be Datuk Seri Idris Jala, Minister in the Prime Minister's Department; Cameron Sinclair, executive director and co-founder of Architecture for Humanity; and Marc Simmons, founding partner of Front Inc and a faculty member at Princeton University School of Architecture.

Others are Laurence Loh of Akitek LLA, Penang; and Hiroshi Nakamura of Hiroshi Nakamura & NAP Architects, Japan.

Now into its 12th consecutive year, Archidex 2011 brings together local and international architects, interior designers and building professionals annually to source for the latest products and services.



Archidex will be the ideal platform to keep industry professionals informed, to update, to network with captains of the industries and to stay fully conversant with the developments in the built environment, besides sourcing for innovative products, designs and services.