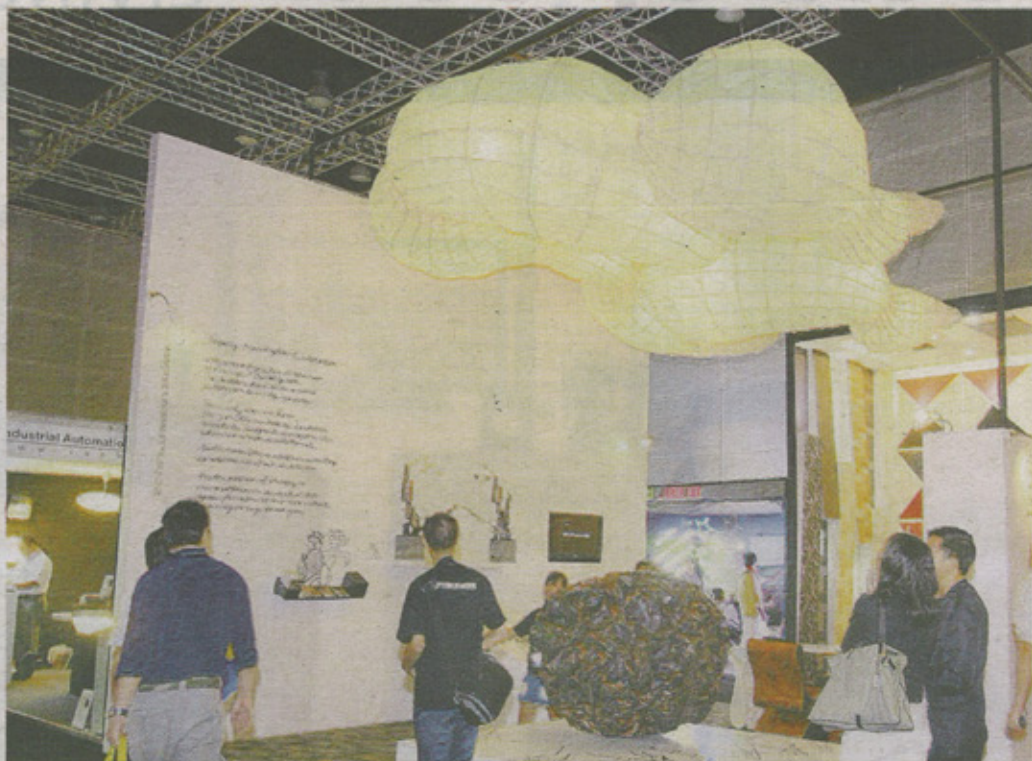


Architectural-fest to perk up building industry



Boon: The building industry needs to progress to proactively seek new potential and possibilities.



Archidex 2011 promises to be the largest ever showcase of products, services and ideas for the building industry.

MODELLED along the lines of the Venice Biennale and the London Architecture Festival, the inaugural Datum:KL, the Kuala Lumpur Architecture Festival, in July will include exhibitions, lectures, dialogue sessions, workshops, forums and conferences, organised by the Malaysian Institute of Architects or PAM (Pertubuhan Arkitek Malaysia).

The event has been planned as a month-long, multi-programme celebration throughout next month. The festival aims to bring forth wider, cultural aspects of the discipline onto the public domain and to invigorate the city of Kuala Lumpur. PAM's objective is also to establish Datum:KL to be the key definitive regional architecture and design event.

Explained PAM president Boon Chee Wee: "The festival is our opportunity to build a sustaining, energetic and positive engagement with Kuala Lumpur in the public domain and showcase our initiatives to excite a newer and wider audience."

Her added that the event also served to reinforce the notion that architecture is an essential consideration in the cultural agenda of the city.

Highlights

- Some of the highlights include:
 - House@SEA presented by architects from South-East Asia
 - Re:View KL by professional photographers
 - Build Your Manifesto 8 Architectural Installations, which is

an installation display by emerging Malaysian architects.

Another not-to-be-missed event is the NOW Conference, which features over 10 local and internationally distinguished speakers. It is held in conjunction with the Asean Architect Congress.

Minister in the Prime Minister's Department Datuk Seri Idris Jala is scheduled to give the keynote lecture at the opening of the conference.

"Now" is a recurring word throughout the festival.

According to Boon, "It reflects the urgency to move forward in terms of the building industry. We need to progress to proactively and seek new potential and possibilities."

He added, "We cannot be complacent with what we have, which is why our festival symbol is the 'Play' button."

Aside from this, the festival also features a Green Building Forum (GBF) and Kuala Lumpur Design Forum (KLDF) as well as a number of other exciting activities. (For details on the festival, log on to www.datumkl.my)

Archidex 2011

A major part of the festival is the Malaysia Architecture, Interior Design and Building Exhibition - Archidex 2011.

Held for the 12th year, Archidex is jointly organised by PAM and CIS Network Sdn Bhd and will be held from June 30-July 3 at the Kuala Lumpur Convention Centre.

Encompassing seven exhibition halls, there will be 399 exhibitors



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from 10 countries occupying 923 booths.

This marks a 10% increase in exhibition space and 13% increase in exhibitors.

Building on its success last year in attracting over 31,700 visitors, Archidex promises to be the largest ever showcase of products, services and ideas for the building industry.

As a testament of its success, Archidex was recently awarded the Best Trade Exhibition Award and Industry Excellence Award by Maceos (Malaysian Association of Convention and Exhibition Organisers and Suppliers).

According to CIS Network president Vincent Lim, "Archidex is a place for learning, networking, having some fun as well as to get updated on the happenings in the building industry."

Known to be the biggest exhibition in Malaysia, Archidex also holds the distinction of being one of the most important event of its kind in the region. This year's exhibition marks the biggest to date.

The country partner for Archidex 2011 is Austria.

Austrian technology

At the exhibition, a pavilion will showcase Austrian interior design, modern lighting solutions, advanced framework technology, innovative washroom system and high quality laminated boards for the furniture industry.

Also, Advantage Austria will hold a special exhibition on "Modern Austrian Sustainable Wooden Architecture". Focusing on "Now", this exhibition will be the ideal platform to keep industry professionals informed and updated.

It also offers the opportunity to network with captains of industries and to keep abreast with developments in the built-environment, besides sourcing for innovative design, products and services.

Several concurrent conferences and forums at Archidex include:

- NOW Conference
 - GBF and KLDF
- To register for the NOW conference, GBF or KLDF, log on to <http://datumkl.my> or call Pusat Binaan Sdn Bhd at 03-2693 2843.

Expose@Archidex

Another exhibition not to be missed at Archidex 2011 is Expose@Archidex, which features a unique way of showcasing designer products in a dark room.

Archidex 2011 also sees the return of the successful Building Industry Gala Night or BIG 2011, for the second year.

It offers an ideal evening to network in a relaxed and casual setting.

Entry tickets are priced at RM150 each. To purchase the tickets, call PAM at 03-2693 4182 or email BIG@pam.org.my.

Other exciting events at the Archidex 2011 include:

- New Product Awards
- Green New Product Award
- Designer's Day
- Architects' Day cocktail receptions hosted by specific exhibitors
- Green Biz@Archidex
- PAM Night/Professionals' Networking Evening
- Datum: KL workshops/tours
- PAM Convention Archidex 2011 Golf.

From June 30-July 1, Archidex 2011 is only open to trade visitors, while on July 2 & 3, it is open to the public as well.

Exhibition hours are from 11am-7pm. It is open to those aged 16 and above only. Admission is free and registration is required at the entrance.

• For details, call 03-7982 4668 or log on to www.archidex.com.my or email info@archidex.com.my