

# Wednesday

## Main Stage

10.00 – 10.45

Architectural values in a changing world

- Identifying the factors that inform architecture's values: are these universal or dependent on cultural difference?
- Distinguishing the values that underpin the concept of professionalism as opposed to commerce
- Are ethical codes still relevant in a globalized market-place?

**Jo Noero**, Principal, Noero Architects

11.00 – 11.45

The politics of good design

- Characterising the architectural considerations of a successful urban environment
- Improving politicians and decision-makers' understanding of the potential power of design to make a difference
- How can architectural strategies help governments address problems of growth?

**Jo Noero**, Principal, Noero Architects  
**Dr Cheong Koon Hean**, CEO (HDB) and Deputy Secretary (Special Duties), MND Housing and Development Board, Singapore

12.00 – 12.45

Designing for growth and change

- Identifying how architects can help communities undergoing rapid demographic change
- Understanding the role of architecture and urbanism in economically transformative societies
- How are buildings and cities changing as a result of the digital revolution?
- Reconciling urban growth with resource conservation through smart design

**Murat Tabanlıoğlu**, Principal Tabanlıoğlu Architects  
**Savako Kejima**, Assistant Professor at Singapore University of Technology and Design

14.15 – 15.00

Educational values: what are we teaching and why?

- Does our approach need change to equip students to face a shifting set of global challenges?
- What should be the balance between technical and process issues, aesthetics, history and theory?
- How can critical thinking and its effects be incorporated into curricula?

**Leon van Schaik** AO, Professor of Architecture, Innovation Chair – Design Practice Research, RMIT University  
**Odile Decq**, Principal, ODBC, Head of Architecture, Ecole Spéciale d'Architecture

15.15 – 16.00

The value of delight: quantifying satisfaction

- Measuring architecture's ability to inspire and lift the spirits: how can we tell?
- Quantifying levels of satisfaction that promote good design
- Communicating the experiential impacts of design to clients decision-makers
- Understanding the cost of miserable design

**Mille Silvest**, Architectural Psychologist, GXN  
**Kim Herforth Nielsen**, Principal, 3XN  
**Per Nimer**, Global Marketing Manager Powder Coatings Furniture, AkzoNobel

16.15 – 17.00

Economic value: cost, time and risk

- Striking a balance between initial cost and long-term cost-in-use
- How can design reduce costs while adding value?
- What are the risks attached to innovation?
- Identifying data that architects can draw on to produce convincing cost strategies

**Lars Autrup**, Executive Director, Realdania Foundation  
**Marco Goldschmied**, Director, Spark Architects

17.30 – 18.15

Keynote – The values of architecture

We know what architects do, but what are the ideas that underpin activity? The leading critic and landscape designer reviews the shifting history of architectural values.  
**Charles Jencks**, Architectural Theorist, Landscape Architect and Designer



UAL Campus for Central Saint Martins / UK / **Stanton Williams** / Speaking at WAF



# Thursday

10.00 – 10.45

The value of urbanism

- How can design informed legislation and regulation be applied to urbanism?
- Demonstrating the value of public urban and green space to secure investment
- Balancing formal masterplanning and informal context-setting: what should be left to intuition?
- Incorporating public space and landscape into vertical buildings and cities

**Kongjian Yu**, Principal, Turenscape

11.00 – 11.45

The value of global: architecture without frontiers

- Contrasting the models for architects operating across continents
- Recognising the advantages that broad experience can bring to specific contexts
- What resources can be brought to bear by international practice?
- How can global and local architects work successfully together?

**Ralph Johnson**, Principal, Perkins + Will  
**Stefan Behnisch**, Principal, Behnisch Architekten  
**Vivien Heng Cheng Sim**, Director, RSP

12.00 – 12.45

The value of local: context-rich design

- Planning for localised climatic conditions: elevating for floods and shade for the tropics
- Designing in context: increasing functionality and reducing energy consumption
- Evolving local identity and local solutions

**Vo Trong Nghia**, Principal, Vo Trong Nghia Architects  
**Fernando Menis**, Principal, Menis Arquitectos  
**John Wardle**, Principal, John Wardle Architects

14.15 – 15.00

The value of infrastructure: driving economic renewal

- Balancing infrastructure with the facilities and environments generated
- How can architectural analysis contribute to infrastructure planning?
- Combining public space with transport infrastructure

Session supported by Aecom. See worldarchitecturefestival.com for speaker updates

# Friday

17.45 – 18.45

Keynote – Sou Fujimoto

The architect of this year's Serpentine Gallery Pavilion in London will be describing his approach to architecture and urbanism in Japan and overseas.

**Sou Fujimoto**, Principal, Sou Fujimoto Architects



15.15 – 16.00

The value of longevity: designing for permanence

- How can architects promote 'long life, loose fit, low energy'?
- Balancing cost and value over a building's lifetime
- Delivering buildings that are flexible and adaptable which work for the first client

**Paul Williams**, Principal, Stanton Williams  
**Jeanne Gang**, Principal, Studio Gang Architects

16.15 – 17.00

Art and Architecture

- What value can art bring to the built environment?
- What are the values that underpin creative relationships between artist and architects?
- How can collaborative working be most effective?

Session organized in conjunction with RA London

17.30 – 18.15

Keynote – The purpose of architecture

What does society require from architects in the 21st Century? A proposition on the challenges facing architects across the world.

**Dietmar Eberle**, Principal, Baumschlager Eberle (left)



## Socials & tours

18.30 – 20.00

**PechaKucha** night & "Design of a Decade" show with ColourFutures™ launch

Sponsored by



**Gardens by the Bay**

A first chance to meet your contemporaries from around the globe and enjoy an evening of PechaKucha (hosted by none other than Mr PechKucha himself, Mark Dytham), with colour inspiration (courtesy of Dulux's spectacular "Design of A Decade" show and its ColourFutures™ launch). With a backdrop as sensational as a Flower Dome this is a party that you won't forget in a hurry!

Throughout the Festival

Behind the Scenes at Marina Bay Sands

Get a more thorough understanding of the festival's spectacular venue in this exclusive tour led by the MBS Design Director. There will be a tour each day, make sure you visit the Kone stand in the Festival Hall to secure your place Sponsored by



Tuesday

12.00 – 14.00

Singapore Sports Hub Tour

See Singapore's latest and largest sporting infrastructure project first and up close in this exclusive tour given by members of the design team.

Sponsored by



15.30 – 17.30

Grohe Live Center

Find out about cutting edge regional design – join GROHE on a complimentary study tour that includes a stop at the GROHE Live! Center. The tour will then deliver attendees to the PechaKucha evening in time for drinks and talks. Space is strictly limited, festival delegates will be able to confirm their places from the 26 August.

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Join the community

Follow @Worldarchfest and use #waf2013 to join the conversation

World Architecture Festival World Architecture Festival

Wednesday

18.00 – 19.00

WAF welcome reception

**Festival Halls, Marina Bay Sands**

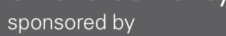
After a jammed-packed first day, join us for a celebratory drink and a chance to catch up with contacts, new and old. Mingle with INSIDE delegates at this joint reception with our sister event.

Thursday

19.00 – 21.00

WAF Shortlist Party

sponsored by



**Secret location to be announced**

In a glamorous city center location WAF finalists get to toast their achievements after presenting their projects at the festival.

Friday

20.00 – 23.00

WAF Gala Dinner and Awards

**Marina Bay Sands**

Find out which project has been crowned World Interior of the Year at the festival's finale, celebrate in style as you take a last look over Marina Bay. Dinner seats are on a first come first served basis so don't delay in booking your place (see back page for details)

# Wednesday

## Festival Hall Stage

11.00 – 11.45

Product value: manufacturing collaboration

- Can standardisation of products and processes help contextual design?
- How are rapid prototyping and bespoke products changing architecture and construction?
- Increasing quality and lowering component costs through collaboration

**Albert Williamson Taylor**, Principal, AKT  
**Lee Nyit Kean**, Executive Director, BKB Hevea Products

12.00 – 12.45

The value of low tech: designing with limited resources

- How can basic local materials and technologies work to the best advantage?
- How can the givens of geography, climate and materials be best exploited?
- Exploring simple new techniques can help low-cost construction

**Rene Tan**, Principal, RT&Q

14.15 – 15.00

The value of communication

- Distinguishing your practice image: what you can do to stand away from the crowd
- What skills can marketing and PR professionals bring to bear for practices of all sizes?
- How can you improve presentations to clients and potential clients?
- What lessons do Scandinavian participatory models have to teach?

See worldarchitecturefestival.com for speaker updates

Rigshospitalet – The North Wing / Denmark / **3XN** / Speaking at WAF



15.15 – 16.00

The value of engagement: clients and communities

- How does stakeholder engagement benefit design outcomes?
- How can practices make consultation an effective strategy?
- What lessons do Scandinavian participatory models have to teach?
- Striking a balance between consultation and design decision-making

**Jan Lim** and **Mizah Raman**, Founders, Participate in Design

16.15 – 17.00

Product values: new materials update

A showcase of new material research that has been undertaken by architects, materials technologists and research from other industries that can transform the way that you design now and in the future. See worldarchitecturefestival.com for speaker updates

# Thursday

10.00 – 10.45

Optimising the value of existing spaces

- Achieving greater levels of detail and precision in retrofit
- Using BIM technology to improve energy use in outdated buildings
- What can BIM achieved in terms of economy and energy-saving
- Can BIM prompt new creativity as well as efficiency?

See worldarchitecturefestival.com for speaker updates

11.00 – 11.45

Product values: new technology update

A showcase of new technological products that has been undertaken by architects that can transform the way that you design now and in the future. See worldarchitecturefestival.com for speaker updates

12.00 – 12.45

Reorganising your practice for growth

- Analysing prospects for growth of your practice in overseas markets
- Identifying structures that can be put in place to make international working effective
- Where are the major emerging markets that require architectural input?

See worldarchitecturefestival.com for speaker updates

14.15 – 17.00

WAF World Updates:

**14.15 – 15.00** Lagos  
**15.15 – 16.00** Beijing  
**16.15 – 17.00** Mumbai  
**Sanjay Puri**, Principal, Sanjay Puri

# Friday

10.00 – 10.45

Practice values: defining and implementing

- Establishing the values that will inform your practice and its work
- Are values different for practices that specialise, for example in commercial or cultural work?
- Translating practice values into design

**Colin Seah**, Principal, Ministry of Design

11.00 – 11.45

The value of emergency design

- Where has architectural design helped in rescue and relief?
- What are the challenges in devising short-term physical shelters?
- What are the next steps in the work of architecturally-led aid agencies?

See worldarchitecturefestival.com for speaker updates

12.00 – 12.45

The value of experience: designing for age

- What are the architectural implications of demographic change regarding older people?
- Can we accommodate three generations under one roof, or on one site?
- How can digital technologies improve living conditions for the third age?
- Extending self-sufficiency through smart design
- Incorporating different care levels in under one same roof

**Michael Heenan**, Principal, Allen Jack&Cottier

14.15 – 16.00

WAF World Updates:

**14.15 – 14.45** Moscow  
**Tanya Kalinina**, Principal, McAdam Architects  
**14.45 – 15.15** Mexico City  
**Michel Rojkind**, Principal, Rojkind Arquitectos  
**15.15 – 15.45** Japan  
— reconstruction and recovery  
**Akihiko Hamada**, Principal, Nikken Sekkei  
**15.45 – 16.15** Kuala Lumpur

# At WAF

The WAF Bars

The WAF central bars are not only your place catch up with new contacts but also unique design features in themselves. After a global competition to find designs that befit the world's greatest architecture festival two specially commissioned concepts have been chosen. Be inspired, refreshed and see them for yourself only at WAF. Join us at the bar for the daily "Happy Hours" courtesy of our sponsors, from 16.00 – 17.00.

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WAF Student Competition

Witness the next generation of design talent at work in WAF's live student Charrette, this year looking at architectural solutions for an aging population. Spot some new talent and be inspired by the architects of tomorrow.

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The WAF Book Store

We love a bit of intellectual retail therapy! Get your copies of the latest architectural releases, peruse the most inspiring architectural tomes at your leisure and even catch a signing at WAF's very own extensive book store. Sponsored by



Plaza Espana / Spain / **Menis Arquitectos** / Speaking at WAF



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