

ARCHIFEST 2009

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Date: October 2009

Venue: The Plaza, National Library Building (Festival hub) & various locations

COLLABORATE WITH ARCHIFEST!

Dear members and friends,

SIA is pleased to welcome interested members and friends to be part of the ArchiFest, through **Exhibitions | Public Talks | Career Talks | Collaborations | Presentations | Open House | Workshops | Parties | Fringe Activities**

If you are holding an event that will synergise with the theme of "Architecture for Humanity" or fit well with the existing programme of the ArchiFest, please contact our event manager to discuss further. We will be pleased to profile your event/ activity as part of the festival, to reach a wider audience together, to help raise the profile of architects and architecture in Singapore!

Examples of how we can work together:

Open House at architects' studio

- open your studio to students, share a-day-in-the-life-of-an-architect experiences with aspiring architects

Career Talk/ Recruitment Party

- If you are hosting a career talk or recruitment party on architecture, let us assist to promote the event

Exhibitions and Gallery Openings

- If you are hosting an exhibition on architecture, or showcasing your projects, let us assist to promote the event to architecture enthusiasts.

Archi-related event/artwork/ installation/ gallery opening/ performance/ concert

- think out of the box, engage non-architects through your alternative talents and hobbies!

ABOUT THE ARCHIFEST

The Singapore ArchiFest is set to be an annual festival for the city to celebrate the built environment. This will be a precursor for the Singapore Architecture Biennale in 2010. Organized by the Singapore Institute of Architects, the main aim of the festival is to provide a platform for the breeding of 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 and free atmosphere.

ArchiFest 2008, the 2nd ArchiFest was held from 6 October to 31 October 2008, this month-long festival was a myriad of exciting events including Exhibitions, Forum and ArchiTours (Architectural Tours). We are very pleased to see many members and friends supporting the event last year.

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There was a significant increase in the programme development, content, with over 12 festival partners staging architecture-related activities, seminars and interesting installations. Post evaluation indicated a strong interest and awareness from both the public and the design fraternity with over 50,000 visitors participating in the 33 events.

	ArchiFest 07	ArchiFest 08
Forum	375 participants (47.5% - non members)	394 participants (53% - non members)
Exhibition		50,000 visitors
Tours	400 participants	420 participants
Website visit	4117 hits	9533 hits
Media Coverage	24 (print coverage) 1 (radio coverage) 43 (online media coverage)	30 (print coverage) 2 (radio coverage) 86 (online media coverage)
Competitions	<ul style="list-style-type: none">• Ideas Competition for Marina South Residential District• S3 : Steel.Space. Structure Ideas Competition	<ul style="list-style-type: none">• SIA-NParks Skyrise Greenery Awards 2008• SIA-Hunter Douglas Awards• SIA-Philips Green Innovation Award
Partnering Events	2 events	33 events

HIGHLIGHTS / SINGAPORE ARCHIFEST 2009

Returning for its 3rd installation, here is a line-up on the Singapore ArchiFest 2009:

THEME 2009

Architecture of Humanity

Our theme for the ArchiFest 2009 – "**Architecture for Humanity**" expresses our ambition to return to one of the fundamental purposes of creating Architecture – to celebrate and embrace the concept of humanity. In the midst of frantic urbanization, proliferation of globalized 'one size fits all' solutions and the ubiquitous production of 'icons', have we, as part of the cultural and social stalwarts of society, forsaken our duty to create Architecture for People? Does Architecture have the capacity to act as catalyst for changes for the good, to relieve in moments of crisis, to trigger socio-cultural regeneration?

This ArchiFest attempts to re-address that basic role of an Architect. Through the spirit of humanity building in the works of such Architects around the world, we hope to find the inspiration forward. From low cost social housing to disaster relief housing, from schools to social design services, these Architects improved lives, supported community development and provided invaluable contributions to community partners around the world.

Through the sharing of ideas, aspirations and debate, ArchiFest 2009 hopes to encourage more to build safer, sustainable and relevant environments. Works that will be enduring to the community and which could symbolizes the ability of people to unite for a better future for humanity.

FORUM 2009

This year's Forum will be held over 2 days, focusing on the theme "Architecture for Humanity presented by a careful selection of international speakers, with an estimate attendance of 500 professionals and students from the architectural fraternity and its related industries. SPEAKERS LINE-UP 2009 to be released soon.

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ARCHITOUR 2009

"Architecture and Humanity", the theme for ArchiFest 2009, brings us back to two pertinent questions: "What is the fundamental purpose of creating architecture, and what is the basic role of an architect?" Singapore's vibrant historical past has brought about a large amount of changes in the architectural scene. In this year's ArchiTours, we trace the changing demands of an architect in our society in areas of housing, entertainment and community, and explore the challenges faced by the architects in the future. We look at architecture from the past and present and ask, amidst the myriad of changes, is there something that is constant? Perhaps, architecture will always remain as a platform for the architect to respond to the needs of the community. This year, the ArchiTour will be based on 4 themes - Day Tour 1: **Pad Parade**; Day Tour 2: **Hype Hunt**; Day Tour 3: **Civic Chase**; and Location Tour: **Superstar Architecture**. More details of the tours will be released soon.

EXHIBITIONS 2009

The month-long festival will see its main activities happening at the festival hub at the Plaza, National Library Building. The launch of the following exhibition will coincide with World Architecture Day on 5 Oct.

- Exhibition on speakers' works
- Regional Architecture Institutes Exhibition
- HDB: Punggol Masterplan / Eco Precinct
- NUS Students' Works
- Public Photography Competitions
- 20 under 45 Exhibition
- SIA-NParks Skyrise Greenery Awards 2009

PARTNERS EVENTS 2009

A series of events are organised with partners to allow the public to be inspired through experiencing architecture in alternative ways, including Speakers Workshop with Students | My Favourite Architecture! Online Digital Photography Competition | Recyclable Housing Design Ideas Competition | Lighting Workshop | Photography Workshop | BEX Asia 2009 | International Green Building Conference (IGBC) | more to come.

FESTIVAL ATTENDANCE

Targeted Festival overall attendance: 500,000

Targeted Overseas attendance: 10%

Targeted Forum attendance: 500 professionals

Target Audience (professionals and media):

Architects | Developers | Construction industry and Building Material suppliers | Interior designers/ architects | Landscape architects | Other creative and design professions | Public and government institutions | Educational Institutions | Architectural/ Design Students | Architectural institutions in Asia and the Pacific Rim | Singapore embassies around the world | International architectural media and critics | Local architectural media/ mass media

Target Audience (public):

- Singapore community including families, schools, senior citizens
- Architectural enthusiasts
- Tourists

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ENQUIRIES

For enquiries on Collaborations & Sponsorships, please contact:

Singapore Institute of Architects

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For regular updates on festival programme, please visit website: www.archifest.sg

See you soon at ArchiFest 2009!

Main Festival Partners

