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Emergence: Entrepreneurial Architect

36th National Conference on Architecture **Programme and Speaker's Profiles**

21st February 2019 BMICH Colombo



36th National Conference on Architecture **Programme and Speaker's Profiles**

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21st February, 2019

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Emergence:Entrepreneurship in Practicing Architecture

Architects often frame their professional identity with almost exclusive respect to the buildings they design. Traditionally a client would consult an Architect to get consultancy services for his building needs and such services were very much limited to particular projects. His involvement in a broader picture was not very much emphasized and either it was left with certain other Professionals or such needs did not arise. But today, with rapid changes in society together with appreciation of land value and construction cost a much sophisticated role is demanded from the Practicing Architect.

The above change would certainly demand entrepreneurship in the business of practicing Architecture as an added area of expertise.

The issues it confronts should compel more Architects to consider their expertise and the manner in which it is deployed. Given the current economic distress, environmental strain and geopolitical unrest, there is growing pressure on societies to find creative solutions to vast, complex and acute issues that transcend the design of the built environment itself. Clearly the built environment and those that shape it are critically important, but it isn't the only venue for Architects to make meaningful contributions to society. One key to exploring enhanced productivity for Architects may reside in the Profession's self conceptions and its relationship to entrepreneurship.

Entrepreneurship which is considered a process by which one could pursue opportunities without regard to the resources they control bears a striking resemblance to the activities of an Architect, where Architects are adept at pursuing opportunities to shape the built environment.

This conference explores entrepreneurship in Architecture, its limitations in practice and its potential role as a more integrated component of Architectural practice and also architectural education. Not only does an expanded understanding of Architecture and entrepreneurship promise to make Architects more effective within standard mode of practice, but it also represents latest opportunities for Architects to pursue unconventional methods of practice to address an expanding array of societal changes both locally and globally.

The conference will initiate discussion and a dialogue among the actors in the industry and the policy makers to be more aware of Architecture and entrepreneurship and why it matters and how?

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Message from the PresidentSri Lanka Institute of Architects

The National Conference of the Sri Lanka Institute of Architects (SLIA) is the only place where "Architecture" is discussed in its true sprit for the development of the Built Environment of this Country. This year we have selected the theme "EMERGENCE: Entrepreneurial Architect". It is a very timely subject with the latest developments that are happening in the Country. We, the SLIA believe that Architects should be able to contribute towards entrepreneurship of the project.

Today, the way projects are originated are different to the way it happened many years ago. Commercial projects work on "Rate of Return" and the nature of development is based on such decisions. At present Architects get involved once major decisions are taken and we feel it is a drawback in the propagation of the Profession. Therefore, it is high time we make sure architects are partners of the project at the very inception.

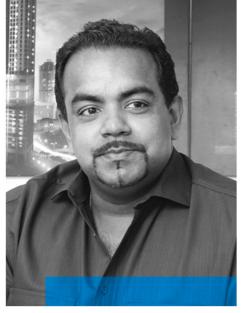
This year we have invited Archt. Nicholas Ho from Hong Kong as the keynote speaker and Archt. Rita Soh of Singapore to deliberate on this subject. Renowned Architect Vinod Jayasinghe will discuss his experiences in the practice of architecture here and elsewhere, emphasizing importance of managing projects.

For the first time in our Conference four architects are presenting their projects under one theme during a limited time given.

As the President of SLIA, I am very much pleased to send this message for the National Conference 2019 where a very timely subject is discussed among policy makers, architects, allied professionals and students.

I am sure the deliberations at this Conference will make a valuable contribution to the betterment of our profession which will eventually help Sri Lankan citizens to live in a better environment.

Archt. D.H. Wijewardena, FIA (SL)



Message from the Chairman National Conference Committee 2019

The aim of this Conference topic is to create awareness amongst the members that the conventional methods of practice have to change in order for the architectural practices to withstand the current pressure injected to the profession.

Architect, the Team Leader in the built environment has had many challenges from its inception from artisans to architects have had to keep up with the latest developments in building materials the advancement of technology and to have the most economical methodology for the realization of a building created for a particular purpose. The Architectural profession in Sri Lanka over the past few decades have had to adjust and update the method in which the profession has been practiced in order to cater to the developing requirements. From a master builder to a sole practitioner Architect/ An Architect working with locally available craftsmanship artist, sculptors etc to the birth of small practices and the setting up of multi-disciplinary Architectural Consultancies.

At each level the profession has faced many challenges from other related external pressures mainly due to the development of specialist services and requirements. At whichever point as an Architect has had to sharpen the conventional style of practice to be more versatile with a contemporary outlook. The current challenge for an Architect, is to survive the economic challenges which are brought upon with complex and mega projects in an international arena even in the local environment.

An Entrepreneurial Architect has to offer multi-faceted professional skillset on a competitive platform where technology makes it possible for economical and speedy delivery.

Archt. Migara Alwis, FIA (SL)

National Conference Committee

Session 2018/19



President, Archt. D H Wijewardene / Advisor Archt. Migara Alwis / Chairman Archt. Dinuk Senanayake / Co-Chairman Archt. D B Navaratne Archt. Dilummini De Mel Archt. Sagara Jayasinghe Archt. Damith Fernando Archt, Vasantha De Silva Archt. Dr. Senaka Dharmatilleke Archt. Shashikala Ranasinghe Archt. Suzette Whehella Archt. Nilesh De Silva Archt. Shammi Rajakaruna Archt. Ravindri Pigera Archt. Buddhinie Kaushalya Archt. Vishaka Ratnayaka Archt. Tharinda Dissanayake Archt. Anuka Wettasinghe Archt. Dinesh Gunawardane

Programme

08.00 - 08.45 08.45 - 09.00 09.00 - 09.10 09.10 - 09.30	Registration Arrival of Speakers Arrival of Guest of Honor Her Worship Rosy Senanayake, Mayor of Colombo Arrival of Chief Guest Hon. Ranil Wickremesinghe Prime Minister of the Democratic Socialist Republic of Sri Lanka Procession proceeds to Conference Hall Lighting of traditional Oil Lamp National Anthem Opening Dance Performance Curtain Raiser Welcome Speech by Archt. D.H. Wijewardena, President SLIA Declaration of Conference Structure
	- Introduction of the Theme and Speakers by Archt. Migara Alwis, Chairman National Conference
09.30 - 09.45	Speech - by the Chief Guest Hon. Ranil Wickremesinghe
09.45 - 10.25 10.25 - 10.45 10.45 - 10.55 10.55 - 11.30 11.30 - 12.05	Prime Minister of the Democratic Socialist Republic of Sri Lanka Keynote speaker - Session 1 Ar. Nicholas Ho - Hong Kong Tea & Refreshments Sponsor Presentation - MARAZZI Group Speaker Ar. Yosuke Hayano - China Panel Discussion Moderator: Archt. (Dr.) L S R Perera
12.05 - 01.05	Panelist: Archt. Sasha Wickramasinghe 20/20 Slide Presentation Speaker 01 - Archt. Ruchi Jeyanathan Speaker 02 - Archt. Shashikala Ranasinghe Speaker 03 - Archt. Kumudu Munasinghe Speaker 04 - Archt. Muditha Prematilaka Moderators: Archt. Jayomi Yatawara and Archt. Shayan Kumaradas
01.05 - 02.05 02.05 - 02.10	Lunch Break Solo violin with guitar accompaniment
02.10 - 02.50 02.50 - 03.30 03.30 - 03.50 03.50 - 04.25 04.25 - 04.55	Session 2 Keynote speaker - Session 2 Ar. Masaharu Rokushika - Japan Speaker Archt. Vinod Jayasinghe - Sri Lanka Tea & Refreshments Speaker Ar. Borja Ferrater - Spain Panel Discussion Moderator : Archt. D B Navaratne Panelists : Archt. Shaleeni Cooray and Archt. Sumedha Wijekoon UOM Presentation
05.30 - 06.05 06.05 - 06.15	CSA Presentation Vote of Thanks by Archt. Rohana Bandara Herath, Hony. Secretary SLIA

Speakers' Profiles



AR. **NICHOLAS HO**

Nicholas Ho is the Deputy Managing Director of hpa, a leading multi-disciplinary architectural practice headquartered in Hong Kong.

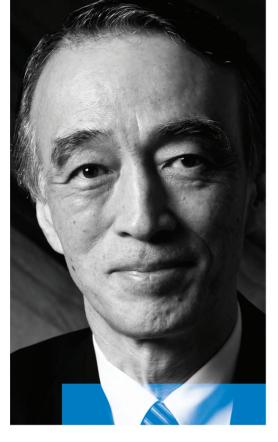
Ho has a keen interest in exporting Hong Kong professional services abroad, as exemplified by his current projects across Southeast Asia, Europe and USA. Aligning with the PRC's mandate to develop the Belt and Road Initiative, he has been actively travelling across the region to build and promote partnership alliances along the New Silk Road.

Ho expanded hpa with a strong presence in Southeast Asia, establishing a practice, hpa Design Studio (SE Asia) Sdn. Bhd., headquartered in Kuala Lumpur, Malaysia. Under his dedicated leadership, the firm has undertaken major commissions celebrated for its comprehensive property service offerings -from architectural and interior design to city planning, from development consultancy to investment advisory, providing a one-stop development platform for private and public institutions



Now more than ever, the world is in a constant flux of change, the only way to excel is to adapt with flexibility and engage new challenges with managed risks. Nicholas will share his journey from past, present and future, how embracing change propelled hpa! As architects, we have always been witnessing the progress of human civilisation, our role in the design and building industry has been evolving over time, from the early days of master builder and craftsman to today's multi-disciplinary professional, to perhaps in the future digital age of transformation. To understand where we are today on the global landscape facing the ever fast pace changing world, we must understand the niche and the true value add of architects in the entire supply chain in the world economy today. To navigate, mitigate risks and create success, we must be forward thinking, flexible and adaptive to the constant flux of change. We will look at the different forces and layers in today's world, from geopolitics to economic relevance, from traditional professional practice to digital transformation, from human intelligence to artificial intelligence.





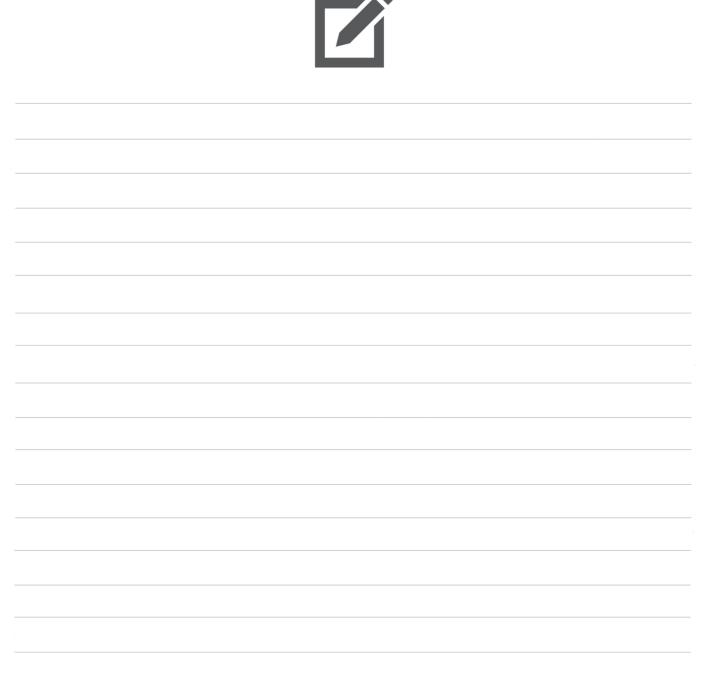
AR. MASAHARU ROKUSHIKA

Masaharu Rokushika has been working for Nihon Sekkei(NS) a Tokyo-based architectural firm which is the 2nd largest firm in Japan with 1000 architects, planners and engineers for the last 40 years. Beyond good architectural design, NS has firmly believed that urban planning and redevelopment consulting are essential for making better urban environment even if it would take very many years.

In many fields of advancement of architecture in society, NS has been taking active leadership. For example, environmental considerations with design and engineering creativity, legal mechanisms of historic preservation with economic viability, structural ingenuity of placing a skyscraper upon a major artery, and so on. Ar.Rokushika is also the President of Japan Institute of Architects (JIA)









AR. YOSUKE HAYANO

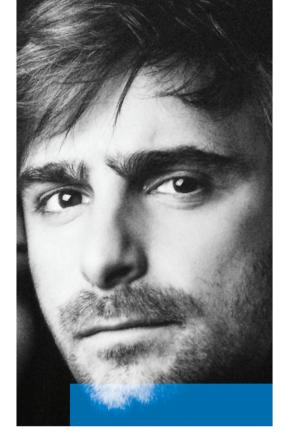
Yosuke Hayano is Principal Partner of MAD Architects. He oversees the firm's design work, translating MAD's complex and organic forms into buildable shapes. He has been involved in the development of major MAD projects, including: Absolute Towers (Canada), Harbin Opera House (China), and Lucas Museum of Narrative Art (USA).

Yosuke received his Bachelor of Materials Engineering from Waseda University in Tokyo (2000), Associate degree in Architecture from Waseda Art and Architecture School (2001), and Master's degree in Architecture from the Architectural Association of London (2003). He was the winner of the Architecture League of New York Young Architects Award (2006), and Kumamoto Artpolis Award (2011). He has been a visiting lecturer at Waseda Art and Architecture School (2008-2012) and Tokyo University (2010-2012); and, an external examiner at the Architectural Association of London since 2015.









AR. **BORJA FERRATER**

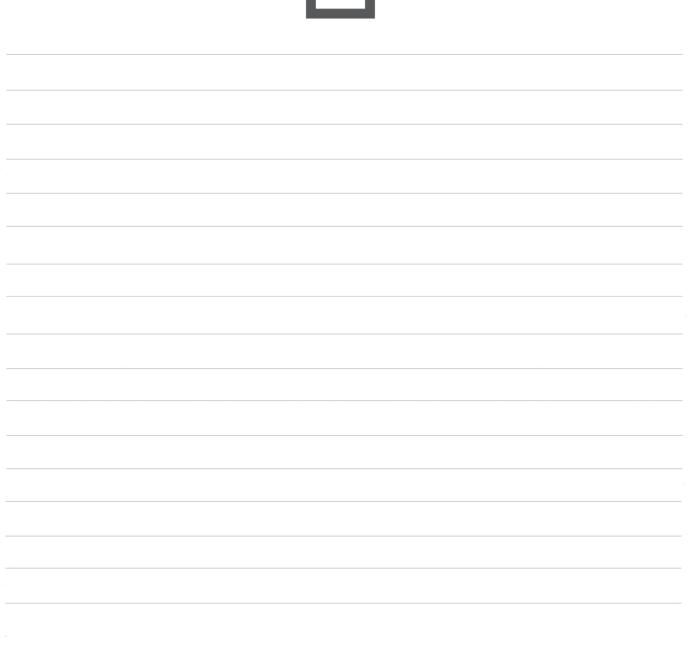
Borja Ferrater is a Founding Partner Architect of the Office of Arch1tecture In Barcelona (OAB) that was founded In 2006. He was born In Barcelona In 1978. From 1994 to 1997, he studied Biology at Temple University In Philadelphia, Pennsylvania, USA and at the University of Navarra In Spain, graduated with Thesis Cum Lau de In September 2005 from the International University of Catalonia (UIC) In Spain, and In 2010 he completed a Master's degree in Bio digital Architecture. Between April 2008 and September 2011,

Borja was Vice Dean of Culture Publications and International Relations at the School of Architecture, CSARQ, UIC and also Director of school workshops and lectures. He was the Visiting Assistant Professor during the 2011 spring semester in Pratt Institute, New York, USA.



In 2006 Carlos, Borja and Lucía Ferrater, together with Xavier Martí, decided to set up a new collective platform, Office of Architecture in Barcelona (OAB), based on what had been learnt in previous years. OAB picks up on the trajectory of the earlier CF Studio, whilst incorporating new ways of understanding architecture on the part of the members of the team in a richer, more varied and more flexible way of approaching project design. A group of young architects, decided to turn the work of the studio into a collective experience. The renewal and creation of this new platform attempts to confront the challenges that the architecture of this century has posed in the intellectual and social, technological and environmental fields.

The lecture will go around 4 main concepts in architecture: Systems (understood as the social organization of buildings), Landscape, Light and Materiality. The lecture will develop those concepts through several examples and works by OAB in the last 15 years that confront the circumstances of working in many different scenarios, not only physical ones, but most importantly, intellectual new challenges. All these experiences will be connected by the exploration of geometry as a research tool that helps the architect in the search of innovative new forms in architecture.





ARCHT. VINOD JAYASINGHE

Vinod Jayasinghe has become a widely recognized Sri Lankan architect known for effortless designs that are epistemic and often contrasted by ideological statement often with an experimental twist on volumes and materiality.

Graduated from University of Moratuwa, Sri Lanka. His early work was primarily influenced by great Geoffrey Bawa for whom he was privileged to work with and under M/s Edwards Reid & Begg in 1987. Thereafter, Vinod Jayasinghe Associates (Pvt) Ltd. was established in 1996 with a team of few young architects.

He has been commissioned for a number of luxury and boutique hotels for major trade names his expanding and impressive portfolio of work to his credit had webbed around the region and beyond from India to Maldives to Middle East to UK and from Malaysia to Indo China (Vietnam & Laos) to Australia.







Session 20/20

This is a new presentation method as adopted in other parts of the world to conserve time in conferences. Here each Presenter would be given only 20 slides (photos) in total for the presentation. The slide will change to the next slide within 20 seconds. The duration of one slide is limited to only 20 seconds for the Architect's narration related to the slide.



ARCHT. RUCHI JEYANATHAN



ARCHT. KUMUDU MUNASINGHE



ARCHT. SHASHIKALA RANASINGHE



ARCHT. MUDITHA PREMATILAKA





City School of Architecture

REDEFINING THE METAMORPHOSIS

The answer to the question "what does an architect really do" has time and again, been simplified to that of a professional who designs, drafts ad builds. Despite its simplicity, this conversation serves to reveal a narrative that is far more complex. This suggests, that the expected scope of work, on the part of an architect does not expand beyond the limitation of a built solution to a client driven brief.

Today however, the role of an architect is further restricted by rapid development, advancement of technology and the changing social patterns. This begs the question, 'Does such a restriction validate five years of training'.

Over the five to seven years of formal education, the architecture student is trained in creative thinking, problem solving and analytical implementations that is not restricted merely to a client's requirements.

Innovative thinking that is out of the box is a prerequisite to survive as an architect in today's rapidly evolving world.

'Innovation' as a word, evokes a sense of drastic technological advances and modernity, but, 'innovation' by definition is simply the creation of new, efficient means of arriving at a desired outcome. Sometimes innovation may lie in the rekindling of traditional practices, or in the fusion of tradition with modernity.





University of Moratuwa

Architectural practice in Sri Lanka generally focuses on catering to the building requirements of their clients. Architect '19 is looking forward to expand horizons in the practice for the purpose of gaining profit, creating businesses and providing innovative approaches in utilizing technology.

Although not explored fully in the mainstream yet, would these approaches be new avenues in architecture to provide better opportunities? Or could this be an opening for anyone to develop their individuality in order to survive within the field? Are we as architecture students already equipped with the skill of seeing the unseen to expand our horizons beyond existing?

In support of the idea that entrepreneurship is a positive venture, we examine how our students explore innovations and approaches through various design interventions, as part of their journey through everyday life. Innovative designs are preceded by inspiring ideas, which can be created in some instance focusing on the basics. In our narrative, we see how even the simplest of idea generates a vision.



Special Thanks

W.Kawmali Priyadarsha Ironi Kaushalya Padmaperuma Venuri Mithma Jinadasa R.W.A.Dinesh Dilshan Wickramasinghe Yasasi Maitipe K A Piyumi Pamodya Kithulgoda Vipuni gunarathna Banuja Sathiamoorthy Sandun Ekanayake Buddhi C. De Silva Shiloni Abeywickrema Ridhma Perera Dilini Rathnayake Melissa Li Hiranya Thiranagama Chethani Gunawardena