

Announcement



Asia Design Forum

Presents

Design Roulette: *A Sequential Dialogue*

Singapore Institute of Architects
Auditorium
79 Neil Road
Singapore 088904

December 14, 2010, 5-7 pm

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Format: 11 designers/planners/ developers/provocateurs interview each other, one-on-one, one after another. The conversation starts with Person #2 showing five images in three minutes and being interviewed by Person #1 for seven minutes. It continues with #3 showing five images and being interviewed by #2, then goes on and on, until #11 engages #1. The result is a lively, 110-minute discussion that flows in unpredictable directions while following a common thread.

Topics: Critical issues facing the design and development communities in Asia, including green architecture, innovation, smart planning, hyper-development, cross-border ventures, and cross-disciplinary collaborations.

Participants: **Ken Yeang** (Hamzah & Yeang/Llewelyn Davies Yeang, KL/London), **Soo K. Chan** (SCDA, Singapore), **Kay Ngee Tan** (Kay Ngee Tan Architects, Singapore), **Richard Hassell** (WOHA, Singapore), **Lyndon Neri** (Neri + Hu, Shanghai), **Jamie von Klemperer** (KPF, New York), **Edward Leida** (graphic designer, New York), **Tim Johnson** (NBBJ, New York), **Danwen Xing** (artist, Beijing), **Clifford Pearson** (Architectural Record, New York), and **Alex Cho** (Jumeirah Development)

Audience: Architects, designers, students, and citizens concerned with the places in which they live, work, and play.

Goals: Change the way the public views architecture and design. Provoke architects, planners, developers, and government officials to envision new approaches to buildings, cities, public open spaces, and the environment. Start an on-going dialogue on making better places for people to live, work, and play.