



MEDIA STATEMENT



Kuala Lumpur Architecture Festival

Pertubuhan Akitek Malaysia/Malaysian Institute of Architects (PAM) is pleased to announce that the forthcoming Kuala Lumpur Architecture Festival from 20th to 29th July 2016 will seek to engage the public and promote architecture and design.

DATUM which is PAM's annual architecture conference started in 2003. It was joint in 2007 by ARCHIDEX, which is PAM's international building exhibition. Together they have become a regular event in the Kuala Lumpur calendar. In 2011 the moniker Kuala Lumpur Architecture Festival was used to bring together these and other events.

The Kuala Lumpur Architecture Festival (KLAF) 2016 has been rebranded and revamped to include new exciting events so that PAM can go beyond the confines of the profession and the building industry, and engage the public at large to celebrate architecture and design.

The theme of this year's Kuala Lumpur Architecture Festival is 'Future Communities' It is planned that there be discourse at the many events on the theme and the Re-emergence of Social Urbanism; and also the role which architecture and architects can play to shape future communities.

The new events planned are the PAM Public Lecture, the PAM Architecture Exhibition, the PAM Graphic Design Exhibition, the PAM Round Table and the novel KLAFX.

For this year's inaugural PAM Public Lecture, PAM has invited the Honorable Ridwan Kamil, the Mayor of Bandung to share his vision and experience in building new impactful public spaces and improving the quality of life for the urban community in his city.

The PAM Architecture Exhibition will showcase award winning buildings and designs and also entries on the Festival theme. Collaborating with wREDA, the Graphic Design Association of Malaysia, the PAM Graphic Design Exhibition seeks to engage a wider community of designers to respond to the Festival theme. Another new event, the PAM Round Table is a series of discussions with different focus groups. The KLAFX is novel series of informal events initiated by the young to address the young through social media. One of its events is KLAFX Discourse which will be short and informal presentations by young designers which the public can attend without payment.

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The Kuala Lumpur Architecture Festival will include previous regular events which have been rebranded to have focus

- DATUM PAM Conference (formerly DATUM:KL) – a 2 days international conference on architecture
- PAM Green Forum (formerly Green Building Forum) – a half day forum on green design and technology
- PAM Design Forum (formerly Kuala Lumpur Design Forum) – a half day forum focusing on interior, landscape, graphic and product design
- PAM Masterclass – a 5 days masterclass for students from 7 accredited schools of architecture
- PAM Architecture Tours – a half day tour of award winning buildings in Kuala Lumpur

The Kuala Lumpur Architecture Festival will open on Wednesday 20th July 2016 at a ceremony where PAM will honour two city bodies with the PAM Partnership Recognition. The two city bodies are Dewan Bandaraya Kuala Lumpur and Majlis Bandaraya Petaling Jaya. This is a move by PAM to continually engage and recognise contributions by local government bodies in the public interest.

The Kuala Lumpur Architecture Festival will close on Friday 29th July 2016 at the New PAM Centre in Jalan Tanduk, Kuala Lumpur. The closing will also be a Soft Launch of the New PAM Centre which is a RM30 million 8 storeys building and PAM's new home after its relocation from Jalan Tangsi.

You can find out more about the event on www.klaf.com.my!



#KLAF2016