

PAM CPD TALK 2012

“The Redevelopment of the Dublin Point Theatre at the Point Depot, Docklands, Dublin into The O2 Multi-purpose Music Arena”

by Mr. Faizal Mohd Ali

DATE 17 November 2012, Saturday
TIME 9.00am - 12.30pm
(Registration will commence at 8.30am. Participants are required to be seated by 8.55am)
VENUE PAM Centre
Level 11, Wisma Bandar, No. 18 Jalan Tuanku Abdul Rahman 50100 Kuala Lumpur

REGISTRATION FEES

RM 100.00	PAM Member	Early bird rate for PAM Member
RM 250.00	Non PAM Member	20% discount as early bird rate for registration and payment received before 4 November 2012 with RM 80.00/RM 40.00 for PAM Member/PAM Student Member OR utilisation of PAM Member's privilege (1 privilege for this session).
RM 50.00	PAM Student Member	10% discounted rate for registration and payment received between 4 November - 15 November 2012 with RM 90.00/RM 45.00 for PAM Member/PAM Student Member. Full rate for registration after 15 November 2012 or walk-in registration.
RM 75.00	Student	

LAM CPD points have been applied

REGISTRATION FORM

(The Redevelopment of the Dublin Point Theatre at the Point Depot)

- PAM Member PAM Student Member
 Non PAM Member Student
 PAM Members only - I wish to register with my "PAM Member Privilege" (1 session). (All PAM Members are entitled to 4 free CPD sessions per year for payable CPD). (*Applicable for early bird registration before 4 November 2012 only*)

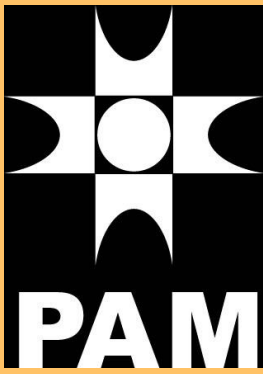
Membership No (PAM): _____ (LAM): _____
Fax No: _____ Office No: _____
Name: _____ Mobile No: _____
Company Name: _____
Address: _____
Email address: _____

Registration fee of RM _____ is enclosed, payable to **PERTUBUHAN AKITEK MALAYSIA**. Payment may also be banked-in to Hong Leong Bank Bhd, account no. 18601009000 (Please forward to us the banking slip with name of the participant on it once the payment has been made).

Capacity is limited to 150 participants only. Thus, registration is based on a first-come-first-served basis together with **FULL PAYMENT**. To be eligible for 80% refund, cancellation must be made before 4 November 2012 while 50% refund for cancellation after 4 November 2012 and no refund for cancellation after 16 November 2012. Substitution of registered participant is allowed. PAM does not recommend walk-in registration.

(Please reply by fax/email to PAM Secretariat, PAM Centre Kuala Lumpur at fax no.: 03-2692 8782 or email to cpd@pam.org.my)

NOTE : At times, due to unforeseen circumstances, the scheduled events may have to be cancelled or rescheduled for which PAM Secretariat would normally inform the registered attendees/participants accordingly. In order to avoid causing any inconvenience to members due to any last-minute changes, we strongly recommend that members to call **PAM at 03-2693 4182 (Pertubuhan Akitek Malaysia, Wisma Bandar, Level 11, No.18 Jalan Tuanku Abdul Rahman 50100 Kuala Lumpur)** for confirmation of the scheduled events or visit PAM website at www.pam.org.my.



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SYNOPSIS OF PRESENTATION

Completed in 2008, The O2 Dublin has hosted the world's major acts including Andrea Bocelli, ACDC, Red Hot Chili Peppers, The Black Eyed Peas, Lady Gaga, WWE Raw & Glee among others. Having revolutionized the design of entertainment arenas, The O2 was also shortlisted for the World Architecture Festival Awards 2008 and commended for RICS Building Conservation Award 2010.

Challenge - The requirement to retain the listed façade of a famous warehouse on Dublin's historic quayside dictated the tightest of building envelopes for this arena for Live Nation. Populous was asked to create a design that had maximum flexibility, with a focus on the demands of live music - and this had to be sandwiched within the restrictions of the existing building.

Innovation - To meet the brief, Populous converted the interior hall into a unique elliptical amphitheater auditorium, while retaining the building's essential features. In addition to creating a new arena type, we installed the largest air activated removable seating system in the world. An integrated SPS seating tier was another world first. As well as the innovative flexible capacity, the acoustics are of concert hall quality, something that is unique in an arena of this size. The venue is also innovative in terms of brand activation, with unique spaces bringing O2 to life for visitors and fans.

Impact - Thanks to its wide wings, retractable seating and a well-positioned service area for minimal seating up and breakdown time, the O2 Dublin has the flexibility to accommodate a great variety of stage and sports events. The venue hosts over 150 event nights per year and major touring acts declare it the best for audience interaction in the world. In fact, it's become the world's second most successful arena after O2 London. The building acts as a focal point within the Dublin City Plan, expressing that special character which makes it a truly unique venue.

THE SPEAKER

Mr. Faizal Mohd Ali is a RIBA registered Chartered Architect trained at the highly technical University of Bath and experimental University of East London, both in top architectural schools rated excellent in the UK, where he also studied for the MA in Sustainability. With an excellent understanding of structures, Mr. Faizal delivers architecture which is inspiring and built with elegant and effortless details. His special interest is in cities (urban environment) and the events which breathes life into buildings and transforms cities into a lively conglomeration of people, activity, culture & life. Recently back in Malaysia after 20 years abroad, he is currently the Project Architect for 3DReid International on the PJ Sentral Master Plan, one of the nation's ETP projects. Prior to leaving UK, Faizal was an integral member of Team Populous delivering the London 2012 Olympic & Paralympic Games. With Populous he was also involved in the master plan development of Russian Sochi 2014 Olympic & Paralympic Winter Games, which will also host the Russian F1 Grand Prix and Russia's 2018 Soccer World Cup. Mr. Faizal has worked in London, Russia, Bristol & the World Heritage city of Bath which gave him invaluable experience and understanding in designing redevelopments of Historic Listed Buildings which includes the Redevelopment of the Bath Post Office & Museum and Trowbridge Town Hall. Whilst at HOK Sports, Faizal was responsible for the design & delivery of The O2 Arena in Dublin, a new generation multi-purpose music venue based around a classic Roman amphitheater with a capacity of 14,000 housed in a Grade II listed 19th Century Train Depot. As one of the centre pieces of the billion euro Urban Regeneration of the Dublin Docklands City Centre development it is the world's 2nd most popular venue with over 1 million visitors, behind its sister venue The London O2 Arena.

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