

FOR IMMEDIATE RELEASE

Date: 10 April 2017

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## **PAM STATEMENT ON THE USE OF THE TERM 'ARCHITECT'**

**KUALA LUMPUR, 10 April 2017:** Reference is made to the advertorials and publicity on **‘The Architects of Elmina’** published in The Star (dated April 8, 2017), The Edge (dated April 10-16, 2017), Harian Metro (dated April 8, 2017) and on social media sites, respectively.

Pertubuhan Akitek Malaysia (PAM) would like to highlight our concerns on the term **“Architect”** used in the Elmina brand campaign.

As the national professional institute representing Architects and the architectural profession in Malaysia, we feel that the term and photograph used is misleading to members of the public as it gives the perception that the individuals featured on the page are the Architects for the project. It also does not acknowledge the Architects behind the City of Elmina project.

Furthermore, we clarify that the Architecture profession and fraternity is regulated by the Lembaga Arkitek Malaysia (LAM) also known as the Board of Architects Malaysia, through the provision of laws - Architects Act 1967 (Act 117). As stipulated by the Act, the word **‘Architect’** is defined as a person with relevant qualifications and sufficient practice experience that has been registered with LAM as an Architect. No individual shall be entitled to describe himself *or* be described as an Architect without registration by LAM.

While we note that the term ‘Architect’ is sometimes used to describe *“a person who is responsible for inventing or realizing a particular idea or project”* (ref. Oxford dictionary), where and when it relates to a building, township, masterplan, etc. as it is here, the correct attribution is to the real professional Architects.

We note that the brand campaign is working closely alongside 6 wellness ambassadors dubbed the Architects of Elmina, to convey the message of the project’s wellness pillars. The ambassadors are not ‘architects’ proper.

This contravenes the abovementioned Act and creates a false perception that any individual can use the term as their profession without legal registration by LAM.

On this note, we hope the relevant stakeholders will take this matter into consideration. With your kind understanding, we hope to continue to promote the advancement of architecture and the architectural profession for the betterment of society and the environment.

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For any additional information or enquiries,  
please contact Puan Zarina Ibrahim, PAM Executive Secretary at [info@pam.org.my](mailto:info@pam.org.my)

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