



Ready to roll: Lim (left) and Mohd Zulhemlee at the press conference on what to expect from Archidex 2015.

Get to know more about architecture

Visitors to Archidex can expect new experience with more focus on environmentally-friendly measures

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THE International Architecture, Interior Design and Building Exhibition (Archidex) will return for the 16th year with an additional hall this time around.

C.I.S Network president Datuk Vincent Lim said the exhibition, which will be held from Aug 12 to 15, was set to occupy nine halls in the Kuala Lumpur Convention Centre whilst also taking up extra space in Mandarin Oriental Kuala Lumpur located next door.

"There will be more than 550 Malaysian and international exhibitors taking up over 1,300 booths, marking a 4% increase in exhibition space compared to last year," said Lim.

He also revealed that there would be five country pavilions, featuring Austria, China, Germany, Singapore and the US as participating countries.

The exhibition, jointly organised by Malaysian Institute of Architects (PAM) and C.I.S Network, will cover nine product categories for architecture, interior design and building industry, including eco building products.

Eco-B, the exhibition that focuses on environmentally responsible technology advancements and buildings will also run alongside Archidex, as in previous years.

On top of new product and innovation showcase as well as networking sessions, the exhibition will host the International Architectural Design Conference (Datum:KL), Kuala Lumpur Design Forum, Green Building Forum, Professional Practice

Forums as well as trade talks.

Shedding light on the anticipated Datum:KL conference, PAM president Mohd Zulhemlee An said this year's invited speakers were experienced architects.

They include Marlon Blackwell and Meryati Johari from the US, Shingo Masuda from Japan and Malaysia's own Ken Wong and John Ding.

He said the exhibition and programme line-up should extend beyond people of relevance to the field.

"My objective for this year's exhibition is to get the public to know more about architecture and to be involved with what we do," he said, adding that this year's speakers would enable the public to understand the subject better.

The year marks the rebranding of the New Eco Product Awards to Green Dot Award, as well as the eco collaboration between Archidex and Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) together with Biji-Biji Initiative.

The collaboration involves gathering used banners, which will be upcycled into fashionable bags by the Biji-Biji Initiative social enterprise.

With the importance placed on green efforts in the architectural realm, Mohd Zulhemlee said even the exhibition has taken on environmental-friendly measures, with registration processes and catalogues going digital via the downloadable Archidex app.

"This will provide visitors a new experience," he added.

Lim said they were anticipating about 34,000 trade visitors this year and targeted about RM1bil in business transactions from the exhibition.

For details, visit:
www.archidex.com.my