

PAM-Lafarge contest focuses on affordable housing

TALENT HUNT: Pertubuhan Akitek Malaysia (PAM) has recently joined hands with Lafarge Malaysia Berhad to launch the inaugural PAM-Lafarge Architecture Student Competition on affordable housing.

Opened to tertiary university students, this competition seeks to bring out the hidden talent and challenge students to produce innovative and sustainable design that will be desirable for the local market.

"Being the biggest cement producer in the construction industry, we are excited to see new ideas that can alter the building industry," said Bradley Mulrone, President and CEO of Lafarge.

The main idea behind this competition is to change the perception of affordable housing where it doesn't have to compromise on the quality but rather on reducing the cost of construction through the promotion of building efficiency by using the

right method, materials and solutions.

"We are looking for new ideas that can redefine affordable housing that are not only low in cost but also desirable, sustainable and durable," said Ar Chan Seong Aun, President of PAM.

Participants will also be encouraged to explore the use of sustainable materials and designs which seeks

to raise awareness on sustainable construction.

This competition is opened to all university students who are registered with PAM. The entry submission will close on 29 November 2013 and the results will be announced on 16 January next year. **By Rubaa S**



Ar Chan and Mulrone at the launching ceremony.