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# FAÇADE

DESIGN & ENGINEERING MIDDLE EAST

FORUM & AWARDS

17 September 2018 | Dubai, UAE

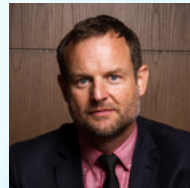
## Meet façade and design experts:



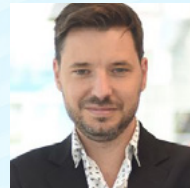
**Belarmino Cordero**  
Division Manager,  
Façades  
**AESG**



**Firas Hnoosh**  
Principal, Design  
Director of Architecture  
**Perkins+Will**



**Andy Dean**  
Head of Façades  
**WSP | Parsons  
Brinckerhoff**



**Benjamin Piper**  
Partner and Design  
Principal  
**Killa Design**



**Matthew Kitson**  
Director, Middle East  
**Hilson Moran**

- Learn from industry mavericks on the latest design innovation through current and upcoming projects
- Discover ground-breaking façades that are 3D-printed, photovoltaic, glued or double-skin
- Embrace tech disruption in smart façades to learn how IoT and AI can help your design

[facadesmiddleeast.iqpc.ae](http://facadesmiddleeast.iqpc.ae)

Construction Intelligence Partner:



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Researched and Developed by:



# Embracing design and tech disruption: Creating state-of-the-art façades

At the epicentre of a design revolution, the Middle East is gearing up for the delivery of hundreds of iconic high-rise buildings in preparation of majestic events such as Expo 2020. The 10th edition of the Façade Design & Engineering Middle East Forum & Awards will be an unmissable industry event, gathering top professionals in the region to discuss how to embrace 2.0 design and tech disruptions to deliver state-of-the-art façades.

Register your team today to fast-track your knowledge  
[facadesmiddleeast@iqpc.ae](mailto:facadesmiddleeast@iqpc.ae)

11+  
stimulating  
speakers

16+  
insightful  
sessions

4+  
insightful  
sessions

## Your Event Experience

### Engage



From keynote debates and live interviews onstage to interactive discussion groups and networking sessions with leaders in the industry, our innovative formats encourage engagement and interaction so you get the information you need to impact your organisation's bottom line.



### Network



Collaborate with your peers, exchange knowledge, and nurture important business relationships that can help you address challenges and solve problems your organisation is facing.



### Explore



Gain insight into cutting-edge technologies and learn from leading solution providers through technical sessions on how to make the most of innovation to help you achieve more with less.



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# Why attend?

**Façade Design & Engineering Middle East Forum & Awards** will gather top professionals in the region to discuss how to embrace 2.0 design and tech disruptions to deliver state-of-the-art façades. Learn how to stay ahead of the curve and create connections that matter.

## Networking and Interactivity

The IQPC Event Experience Explained

This is not a mass participation event featuring hundreds of attendees – it is a tightly focused networking, business development and learning platform for senior executives. This conference experience has been specifically designed to increase the opportunities for collaboration and networking through formats like speed networking, solutions clinics, interviews and debates. We encourage you to bring your business cards, actively participate in the interactive learning and networking sessions, reflect on your current commercial challenges and leverage the event to identify new high value relationships and tangible business solutions which you can implement when you are back in the office.

# Who is it for?



Architecture



Engineering



Construction



Real Estate



Technology



Safety



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# Exclusively featuring the hottest projects in the region



**Benjamin Beer**  
Technical Director  
**Meinhardt**

**Projects worked on:**

Jeddah Tower (previously known as Kingdom Tower), Jeddah, KSA

Amesco Tower, Dubai, UAE

Finished projects: Dubai Mall extension and Credit Libanais, Beirut, Lebanon



**Belarmino Cordero**  
Division Manager, Façades  
**AESG**

**Projects worked on:**

Address Hotel in Dubai Creek Harbour, and Hotel and Hospitality, Isfahan



**Sanjeev Coelho**  
Senior Associate  
**HOK Architects**

**Projects worked on:**

December 2019: Msheireb Downtown Doha Phase 4

December 2020: Al Salam Mixed Use Development - Jeddah, Saudi Arabia



**Firas Hnoosh**  
Principal, Design  
Director of Architecture  
**Perkins+Will**

**Projects worked on:**

Shams Bridges III (UAE), Palace Al Khan Hotel, Sharjah (UAE), Kings College Hospital (UAE), Rabat Reservoir Masterplanning (Morocco), Address Hotel & Residences (Bahrain), Aldar Shams B3 (Bahrain)



**Andy Dean**  
Head of Façades  
**WSP | Parsons Brinckerhoff**

**Projects worked on:**

Sharjah Avenue and Bulgari Hotel & Residences



**Benjamin Piper**  
Partner and Design  
Principal  
**Killa Design**

**Projects worked on:**

Museum of the Future



**Matthew Kitson**  
Director, Middle East  
**Hilson Moran**

**Projects worked on:**

Tameer Towers and National Bank of Abu Dhabi HQ



**Ewa Juszczyk**  
Associate Director  
**Benoy**

**Projects worked on:**

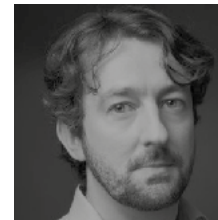
JBR The Beach, Dubai City Walk



**Belén Nemi**  
Architect & Associate  
**Gensler**

**Projects worked on:**

Tameer Towers and National Bank of Abu Dhabi HQ



**Andy Shaw**  
Director  
**AMA Design**

**Projects worked on:**

Marina Tower, JBR mixed used development  
**Previously worked on:** the EXPO 2020 Thematic Districts, London 2012 Olympic Velodrome, CP08 Towers DIFC, the Pune Cricket stadium in India for Hopkins Architects and Innovation Hub Office Park for RMJM.



**Sajid Raza**  
CEO and Vice President  
**Butler Engineering**

Member of the UAE Fire Code Council, Sajid has 23+ years of sound track record in the field of fire protection and life safety



**Anoop Babu**  
BAPV/BiPV Expert and  
MENA Regional Manager  
**Architectural Solar  
Association**

Among the first DEWA certified solar expert in Dubai, Anoop is an innovation driven solar PV professional with more than 9 years of experience in the solar PV sector

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# Façade Design and Engineering Awards 2018

## RECOGNISING EXCELLENCE AND INNOVATION IN FAÇADE PROJECTS

This prestigious awards ceremony is being organised in an effort to recognise the achievements and innovations shown by visionary architects, designers, engineers and manufacturers who are pushing the boundaries of façade design and technology in the Middle East. The awards will be a perfect opportunity to gain recognition from the industry for your façade innovation. It will also provide an ideal setting to benchmark against the best-in-industry façade projects in the region.

### AWARD CATEGORIES:

#### Best overall project for façade design

This award spotlights the most innovative façade design as seen in a recently approved or erected building. One can nominate based on the façade's material choice or structure so long as the façade's design is taken into account when nominating.

**Criteria to be assessed include:**

- Ability to demonstrate complexity
- Ability to exceed standards
- Ability to demonstrate façade detail
- Ability to demonstrate safety through façade design

#### Façade solution of the year

Clients constantly seek to modernise their façade designs through innovative solutions. This prestigious award recognises the most effective and ground-breaking solution bound to enhance the building experience.

**Criteria to be assessed include:**

- Ability to demonstrate innovation
- Ability to describe complexity the problem
- Ability to recognise safety considerations and sustainable practices

#### Excellence in façade sustainability

This award recognises the most sustainable façade design. The material choices or structure of façade that is designed in a way to ensure the façade is sustainable and high-performing.

**Criteria to be assessed include:**

- Ability to demonstrate sustainable practices
- Ability to demonstrate cost-effectiveness of sustainable practices
- Ability to demonstrate the use of sustainable materials

#### Façade designer of the year

If you were the client (or if you ARE the client), who would you choose to design your façade? This award recognises the architect making the biggest, most spectacular design in the façade industry, designing facades that are world-class, modern, and with legacy in mind.

**Criteria to be assessed include:**

- Ability to demonstrate innovation and thought leadership
- Ability to demonstrate collaboration
- Ability to display commitment to sustainable practices
- Ability of safety considerations with innovation design

### HOW CAN YOU ENTER?

Visit [facadesmiddleeast.iqpc.ae](http://facadesmiddleeast.iqpc.ae) for details of the judging criteria for each category and to download the nomination form.

### DON'T MISS THESE DATES:

**Nominations close:** 22 July 2018  
**Shortlist announced:** 22 August 2018  
**Winners announced:** 17 September 2018

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# MONDAY, 17 SEPTEMBER 2018

08:00	Registration, refreshments and networking	
08:45	Chairman's welcome and opening remarks	
08:50	Keynote address: Government entity	
<b>Mavericks in design innovation</b>		
09:00	<p><b>Panel discussion: Streamlining complex design for iconic projects</b></p> <ul style="list-style-type: none"> <li>➤ New forms in aesthetic territory: Accommodating new geometric complexities</li> <li>➤ Creating iconic façades that create an impact</li> <li>➤ Latest trends in façade design innovation – gathering the mavericks of the industry in the region and at global scale</li> </ul>	<p>Panelists:</p> <p>Ewa Juszczak, Senior Associate Director, <b>Benoy</b>            Firas Hnoosh, Principal, Design Director of Architecture, <b>Perkins+Will</b>            Benjamin Piper, Partner and Design Principal, <b>Killa Design</b></p>
09:45	<p><b>Case study: ADNOC headquarter's record-breaking granite façade</b></p> <ul style="list-style-type: none"> <li>➤ Creating the highest building in the world with an exterior façade of granite</li> <li>➤ Overcoming challenges connected to high-rise through careful planning and development</li> </ul>	<p>Sanjeev Coelho, Senior Associate,  <b>HOK Architects</b></p>
10:05	<p><b>Case study: Façade creation for a pavilion in Dubai</b></p> <ul style="list-style-type: none"> <li>➤ Innovation in modern architecture: Coinciding geometry with engineering</li> <li>➤ Structural challenges of highly complex geometrical façades</li> </ul>	<p>Matthew Kitson, Director – Middle East, <b>Hilson Moran</b></p>
10:25	<p><b>Case study: Complex geometrical façade of a museum in Dubai</b></p> <ul style="list-style-type: none"> <li>➤ 3D-printed façades: Benefits and challenges of complex geometrical design</li> <li>➤ Creating timeless design: Perforated façade with Arabic script</li> </ul>	<p>Benjamin Piper, Partner and Design Principal,  <b>Killa Design</b></p>
10:45	<p><b>Case study: Oriental ornamentation of the kinetic sunshade façade of a museum in Abu Dhabi</b></p> <ul style="list-style-type: none"> <li>➤ Creating a mesmerising architectural impact</li> <li>➤ Dynamic moving building façade that creates an eye-catching aesthetic</li> </ul>	
11:15	<p><b>Dragon's den: New generation of façades – 3D-printed, photovoltaic facades, glued systems and double skin façades</b></p> <ul style="list-style-type: none"> <li>➤ Façade 3D printing benefits: Integrating functions such as ventilation, shading and air conditioning</li> <li>➤ Green buildings: Benefits and consideration on photovoltaic façades</li> <li>➤ Benefits of double skin façades: Enhancing acoustic insulation, reducing energy consumption and creating thermal insulation</li> </ul>	

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# MONDAY, 17 SEPTEMBER 2018

## Disruptive technology in smart façades design

<b>11:35</b>	<p><b>Panel debate: How the Internet of Things is disrupting façade monitoring</b></p> <ul style="list-style-type: none"> <li>➤ Tech disruption in smart buildings: Data collection on IoT-enabled sensors</li> <li>➤ Edge detection for identifying cracks on building façades and roofs</li> </ul>	<p>Panellists:  <b>Benjamin Beer</b>, Technical Director, <b>Meinhardt</b>  <b>Belén Nemi</b>, Associate, <b>Gensler</b>  <b>Andy Dean</b>, Head of Façades – Middle East,  <b>WSP   Parsons Brinckerhoff</b></p>
<b>12:20</b>	<p><b>Case study: Digital façade of a skyscraper in Dubai</b></p> <ul style="list-style-type: none"> <li>➤ Setting a world record through ground-breaking engineering: LED lighting on façades</li> <li>➤ Maintenance and energy consumption on high-rise buildings</li> </ul>	
<b>12:40</b>	<p><b>Case study: BMU and fully-automated façades</b></p> <ul style="list-style-type: none"> <li>➤ Benefits of fully-automated cleaning systems for high-rise buildings</li> <li>➤ Saving on costs and preserving the lifespan of the façade</li> </ul>	
<b>13:00</b>	<b>Lunch and networking</b>	
<b>14:00</b>	<b>AWARDS CEREMONY: Recognising façade designs in the Middle East</b>	

## 2.0 solutions that ensure safety in façade development

<b>14:15</b>	<p><b>Regulatory update: Latest regulations presented by government entity</b></p>	
<b>14:30</b>	<p><b>Panel discussion: Fire safety compliance issues and practical feasibility</b></p> <ul style="list-style-type: none"> <li>➤ Setting fire safety for façades as a focal point for the industry</li> <li>➤ Developers perspective: How to successfully manage liability and safeguard investments</li> </ul>	<p>Sajid Raza, CEO and Vice President, <b>Butler Engineering</b></p>
<b>15:10</b>	<p><b>Safety and materials: Safety aspects of glass balustrades</b></p> <ul style="list-style-type: none"> <li>➤ Complex curved façade: Selecting the right materials to deliver excellent results</li> <li>➤ Benefits of glass façade construction: Reliable, structural and thermal performance</li> </ul>	<p>Andy Dean, Head of Façades – Middle East,  <b>WSP   Parsons Brinckerhoff</b></p>

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# MONDAY, 17 SEPTEMBER 2018

## Hard talk: Breakthroughs in sustainability

15:30	<p><b>Panel discussion: Façade modernisation for retrofitting existing buildings to achieve energy efficiency</b></p> <ul style="list-style-type: none"> <li>➔ Aligning design to current regulations: Retrofitting existing buildings</li> <li>➔ Tackling air, moisture leakage, thermal or acoustical performance issues</li> </ul>	<p>Panellists:  <b>Andy Shaw</b>, Director, <b>AMA Design</b>  <b>Sajid Raza</b>, CEO and Vice President, <b>Butler Engineering</b>  <b>Benjamin Beer</b>, Technical Director, <b>Meinhardt</b></p>
15:45	<p><b>Case study: State-of-the-art methodology for Dubai's English College façade energy optimisation</b></p> <ul style="list-style-type: none"> <li>➔ Stage 1: Façade options study – Comparative analysis of 3 architectural options for the façade and energy saving recommendations</li> <li>➔ Stage 2: Façade optimisation – Sensitivity analysis and final results</li> </ul>	<p><b>Belarmino Cordero</b>, Division Manager, Façades, <b>AESG</b></p>
16:00	<p><b>Façade environmental performance optimisation from masterplanning to building scale</b></p> <ul style="list-style-type: none"> <li>➔ General masterplanning arrangements and principles</li> <li>➔ Techniques to measure solar radiation from masterplanning</li> </ul>	<p><b>Matthew Kitson</b>, Director – Middle East, <b>Hilson Moran</b></p>
16:40	<p><b>Building integrated, photovoltaic and energy-efficient building design in the MENA region</b></p> <ul style="list-style-type: none"> <li>➔ How solar PV can be integrated into distributed generation – BAPV and BiPV</li> <li>➔ How BiPV can be a game-changer for the construction industry and accelerate the country's vision towards sustainability?</li> <li>➔ When onsite renewable energy and energy efficiency meets – Net zero energy building</li> </ul>	<p><b>Anoop Babu</b>, BAPV/BiPV Expert &amp; MENA Regional Manager, <b>Architectural Solar Association</b></p>
17:00	<p><b>Chairman's closing remarks and end of conference day</b></p>	

The published programme is correct at time of printing. However, given the seniority of our speakers and the nature of their roles, speakers may subsequently substitute or remove themselves from the programme. This is always regrettable, and we will always try to replace the speaker with a speaker with equivalent insight. For the most up-to-date programme, please visit the event website.

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### Establish yourself as a thought leader



Whether you're presenting on stage or participating in a debate, demonstrate your expertise around façades so you're top-of-mind when solutions are required

### Nurture important industry relationships



Benefit from valuable face-time with influential stakeholders and hold meaningful conversations that may result in future business for your organisation

### Generate new business



Network with serious buyers, important influencers and potential business partners

# Benefits of Sponsoring & Exhibiting

### Cement your position as an industry innovator



Highlight your cutting-edge solutions and expertise in one of our solution provider showcases or on the exhibition floor

### Elevate your profile



Ensure your brand stands out from the crowd and is associated with excellence in façades to improve your chances of winning business

### Edge out your competition



Gain an advantage over your competitors at the precise time that decision makers are evaluating products and considering solutions

## Who should sponsor and exhibit?



**Materials**  
(Glass, Metal, Cladding, Cement, Concrete)



**Lighting/Media**



**Precast**



**GRC/GRP**



**Solar Panels**



**3D Printing**



## Capitalise on this opportunity

To get an edge over your competition, showcase your solutions to our qualified audience of industry decision makers and gain access to unparalleled networking opportunities, **please contact +971 4 360 2800 or email [partnership@iqpc.ae](mailto:partnership@iqpc.ae)**

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# FACADE

DESIGN & ENGINEERING MIDDLE EAST

FORUM & AWARDS

17 September 2018 | Dubai, UAE

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WEB: [facadesmiddleeast.iqpc.ae](http://facadesmiddleeast.iqpc.ae)

Event Code: 17052.026



## GROUP BOOKING DISCOUNTS

- Group of **3+** save **10%** off the standard price
- Group of **5+** save **15%** off the standard price
- Group of **8+** save **25%** off the standard price

Book and pay before 3 May 2018 and save US\$600!

### STANDARD PRICING FOR ARCHITECTS, DEVELOPERS, CONSULTANTS AND PROJECT OWNERS

Package	Book and pay before 3 May 2018	Book and pay before 19 July 2018	Book and pay before 9 August 2018	Standard price
1-Day Forum	US\$999 <b>SAVE US\$600</b>	US\$1,199 <b>SAVE US\$400</b>	US\$1,399 <b>SAVE US\$200</b>	US\$1,599

Please note: For all events taking place in the GCC countries, a mandatory VAT of 5% will apply.

### VENUE & ACCOMMODATION

Hotel and travel costs are not included in the registration fee.

For assistance in your travel and accommodation requirements, please refer to details below:

#### Room Reservations

Special / corporate rate for room accommodation is available in the hotel. You may contact the hotel directly as per the details above quoting IQPC Middle East or the name of the conference.

#### Flight Reservations

Contact Bindu Babu at SNTTA Travel & Tours LLC Dubai.

Email [iqpc@snttadubai.com](mailto:iqpc@snttadubai.com)

Tel + 971 4 282 9000

Fax + 971 4 282 9988

Online [www.sntta.com](http://www.sntta.com)

Please book at the earliest for your convenience.

### Delegate package includes:

- ✓ Access to all registered conference sessions
- ✓ Access to interactive networking sessions
- ✓ Access to networking lunch and refreshment breaks
- ✓ Access to speaker presentations post-event (pending speaker approval)

### CONFERENCE DOCUMENTATION

If you cannot make the conference, you can still access all presentations delivered throughout the conference days for just US\$450, post event. Contact us on +971 4 364 2975 for further details.



IQPC provides business executives around the world with tailored practical conferences, large-scale events, topical seminars and training programmes, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC conferences are market leading "must-attend" events for their respective industries. IQPC produces more than 1,700 events annually around the world, and continues to grow. Founded in 1973, IQPC now has offices in major cities across six continents including: Berlin, Dubai, London, Miami, New York, Singapore, Sydney and Tampa. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences. [www.iqpc.ae](http://www.iqpc.ae)

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