

# FAÇADE 2010

## Design & Engineering

The region's 2<sup>nd</sup> annual conference for the design and sustainable construction of cost-effective, iconic façades

Park Hyatt, Dubai, UAE

International Summit: 8 - 9 February 2010

Interactive Workshops: 7 & 10 February 2010



King Abdullah Financial District provided by FX Fowle



Provided by TVS International



The Dubai Towers provided by TVS International

### An industry leading programme featuring exclusive presentations from:

Jeffrey Willis, Chairman, **Emirates Green Building Council**  
 Mike Lewis, Director, Middle East, **Benoy**  
 Marshall Strabala, Director of Design, **Gensler**  
 Mark Mitcheson-Low, Regional Managing Director, **Woods Bagot**  
 Daniel Hajjar, Vice President, Regional Manager MENA, **HOK**

### Essential insight into:

- Understanding changes in standards and regulations and how it will impact your work
- Examining the key components of designing and engineering sustainable façades
- Considering the economics and value of a façade
- Delivering world class façades through innovative designs and technologies
- Analysing risk reduction and safety in façade design and engineering

### Essential case studies on:

- Burj Dubai** – Design and construction challenges of building tall in the Middle East
- The Dubai Autodrome** – Exploring the design and sustainability elements
- Qatar Science and Technology Park** – A collaboration between nature and culture
- King Abdullah Financial District** – Designing a signature architectural statement for Saudi Arabia
- The Dubai Towers** – Symbolising a new phase in Dubai's architectural standards

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Exhibitors:

Researched & developed by:



# ESSENTIAL INTERACTIVE WORKSHOPS

## Sunday 7 and Wednesday 10 February 2010

IQPC's workshops are unique opportunities to spend valuable time with industry experts. These interactive sessions are extended to ensure that you will get to the heart of the most critical issues facing the façade industry and uncover practical solutions you can apply in your own projects.

### WORKSHOP A: Sunday 7 February 2010 | 09.00 - 12.00

#### Understanding essential factors in relevancy variables that affect cost and value in the procurement process

- Monitoring and assessing cost-effective façade systems
- Defining the elementary differences between cost and value
- Balancing initial costs and long term cost risks
- Exploring key variables that impact value

**Chris Macey**  
Vice Chairman  
Society of Façade Engineering

### WORKSHOP B: Sunday 7 February 2010 | 13.30 - 16.30

#### Exploring glass standardization both European and International

- Considering the role of solar power in creating an energy resource
- Changing the way solar collectors are installed on buildings
- Insight into designing and installing photovoltaic systems
- Reducing energy costs through building integrated photovoltaics into the façade

**Steve Rice**  
Director of Glazing and Director of Safety Glazing  
Glass and Glazing Federation, Gulf Region

**John Brian Waldron**  
Consultant  
Glass and Glazing Federation

### WORKSHOP C: Wednesday 10 February 2010 | 09.00 - 12.00

#### Exploring how façade standards and regulations impact your project

- Analysing standards from concept design stage through to installation
- Ensuring quality and appearance of detailed architectural design
- Discussing standards and regulations related to whole building specification issues, environmental impact and maintenance
- Understanding detailed requirements for materials and components

**Dr. Stephen Ledbetter**  
Director  
Centre for Window & Cladding Technology

### WORKSHOP D: Wednesday 10 February 2010 | 13.30 - 16.30

#### Understanding the architect's influence on overall cost, sustainability and image of the building

- Accommodating the requirements of architects through careful project management
- Project management techniques to reduce cost, programme length and create a more robust design
- Explaining the change in architectural trends and how to adapt accordingly
- Analysing the tools available from structural modeling, solar studies and the integration of building systems

**Martin Baerschmidt**  
Managing Director  
L + B Design Group



IQPC provides business executives around the world with tailored practical conferences, large scale events, topical seminars and in-house training programmes, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC's large scale 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, New York, Sao Paulo, Singapore, Stockholm, Sydney, and Toronto. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences. [www.iqpc.ae](http://www.iqpc.ae)

Media partners & Associations:



# CONFERENCE DAY ONE: Monday 8 February 2010

08.30 Registration, coffee and networking

09.15 Chairman's welcome and opening remarks

**Chris Macey**  
Vice Chairman  
Society of Façade Engineering

## An industry overview of façade design and construction in the MENA region

09.30 Forecasting current and future façade trends in the region

- Re-addressing material selection to improve sustainability and value for money
- Going back to basics by balancing sustainable and aesthetic elements
- Considering conflicting project demands and solutions to overcome them

**Matthew White**  
Partner  
Make Architects

10.00 KEYNOTE CASE STUDY: "SIZE MATTERS" - Burj Dubai: Design & construction challenges of a supertall building

- High performance curtain walls verses aesthetics & natural light
- Implementing Green initiatives in the world's largest tower
- The future of supertall buildings in the region

**Marshall Strabala**  
Director of Design  
Gensler

10.30 Speaker Q&A panel discussion

**Marshall Strabala**  
Director of Design  
Gensler

**Matthew White**  
Partner  
Make Architects

10.50 Coffee break and networking

## Understanding and applying standards and regulations

11.20 Changing codes and regulations in the UAE and how they affect the façade industry

- Key features of the regulations and how they will impact your project
- Dubai Strategic Plan and the vision for green buildings
- Exploring the real value of sustainability and the impact on cost reduction

**Jeff Willis**  
Chairman  
Emirates Green Building Council

11.50 Understanding the current trends, standards and regulations for glass installation

- Considering how the quality of glass selected can impact the entire building's performance
- Improving and regulating standards in the Middle East
- Examining regulation changes ahead in order to align your company's offering

**Richard Gulliver**  
Chairman, Technical Committee  
Glass and Glazing Federation, Gulf Region

12.20 Speaker Q&A panel discussion

**Jeff Willis**  
Chairman  
Emirates Green Building Council

**Richard Gulliver**  
Chairman, Technical Committee  
Glass and Glazing Federation, Gulf Region

## Examining the key components of designing and engineering sustainable façades

12.40 CASE STUDY: Exploring sustainable Media Facade technologies as advertising and promotional tools

- Creating iconic Media Facades utilizing lightweight LED mesh products.
- Case Study: Integrating lightweight LED mesh products onto existing facade designs.
- Design and operations of interactive Media Facade systems for civic and commercial purposes.

**Matthew W. Shankle**  
President and CEO  
ADTI Media

13.00 Networking lunch



14.00 CASE STUDY: ECOS Hotel – Embracing all facets of sustainability, environment, economy and society

- Understanding the unique application of the different façade systems
- Adopting active and passive design principles to achieve a significant reduction in both energy and water consumption
- Careful specification of both local and renewable materials to reduce transportation and energy costs respectively

**Simon Chambers**  
Associate Partner  
Godwin Austen Johnson

14.30 Designing glazing gaskets and seals for performance and sustainability

- Design principles for sound glazing systems
- A look at performance criteria for extruded rubber gaskets and seals
- Developments in materials for sustainability and energy efficiency

**Michael Scanlon**  
Vice President  
Trelleborg Global Architectural

15.00 Exploring innovations in façade design to improve sustainability performance

- Overview of sustainable design and construction
- Understanding how to use design to optimise performance
- A holistic approach to façade design

**Professor Neil Kirkpatrick**  
Head of Environment and Sustainability  
Royal Group

15.30 The role of wind tunnel testing to improve the efficiency, reliability, cost and sustainability of façade structures

- Comparison between wind tunnel study predictions and those using standards
- Understanding the effect of wind tunnel testing on the bottom line
- Exploring the essential role of wind engineering for sustainability and cost reduction (external shading, double-skin façade, natural ventilation)

**Tony Rofail**  
Director  
WindTech

16.00 Coffee break and networking

16.30 CASE STUDY: The Dubai Autodrome – Exploring the design and sustainability elements

- Explaining how sustainable built form evolves during the design process
- Understanding what influences a design's response to climatic conditions
- Analysing material selection and delivering within a constricted timeframe

**Daniel Hajjar**  
Vice President, Regional Manager MENA  
HOK

17.00 CASE STUDY: King Abdullah Financial District - Façade Tectonics in Riyadh

- Exploring the use of abstract form, drawn from both local cultural landscapes and motifs
- Analyzing the advanced parametric modeling tools and techniques
- Producing the building's intelligent, environmentally responsive louver system

**Steven W. Miller**  
Managing Director, Dubai  
FXFOWLE

17.30 Speaker Q&A panel discussion

**Matthew Shankle**, President and CEO, **ADTI Media**  
**Professor Neil Kirkpatrick**, Head of Environment & Sustainability, **Royal Group**  
**Tony Rofail**, Director, **WindTech**  
**Daniel Hajjar**, Vice President, Regional Manager MENA, **HOK**  
**Steven W. Miller**, Managing Director, Dubai, **FX Fowle International**  
**Simon Chambers**, Associate Partner, **Godwin Austen Johnson**

18.00 End of day one

# CONFERENCE DAY TWO: Tuesday 9 February 2010

08.30 **Registration, coffee and networking**

08.50 **Chairman's welcome and opening remarks**

**Stephen Daniels**

Principal Façade Consultant

**Hyder**

and Chair of the Technical Committee

**Society of Façade Engineering (Middle East Branch)**

09.00 **KEYNOTE CASE STUDY: Qatar Science and Technology Park – A collaboration between nature and culture**

- Investigating high performance shading to improve overall building performance
- Considering advanced solar components for building envelopes
- Appropriate methods for assessment of the durability of cost effective shading systems

**Mark Mitcheson-Low**

Regional Managing Director

**Woods Bagot**

**Alf Seeling**

Director of Design and Masterplanning

**Woods Bagot**

## Considering the economics and value of façade design and engineering

09.30 **"The Squeeze" and its effects on the façade industry**

- Analysis of the various methods of façade procurement
- Reviewing the entire supply chain and the responsibilities of each party
- Assessing quality versus associated risks during a market downturn

**Stephen Daniels**

Principal Façade Consultant

**Hyder**

and Chair of the Technical Committee

**Society of Façade Engineering (Middle East Branch)**

10.00 **Creating affordable complex façades with cold bent glazing**

- Exploring how to make the architect's dream a reality through careful cost analysis
- Examining how independent façade advice can reduce the cost of the cladding
- Utilising complex geometry buildings to become more cost-effective through cold bent technology

**Agnes Koltay**

Associate Director, Façades

**Ramboll**

10.30 **Coffee break and networking**

11.00 **Speaker Q&A panel discussion**

**Stephen Daniels**, Principal Façade Consultant, **Hyder** and Chair of the Technical Committee, **Society of Façade Engineering (Middle East branch)**

**Agnes Koltay**, Associate Director, Façades, **Ramboll**

**Mark Mitcheson-Low**, Regional Managing Director, **Woods Bagot**

**Alf Seeling**, Director of Design and Masterplanning, **Woods Bagot**

## Delivering world class façades through innovative technologies

11.20 **CASE STUDY: The Park Towers – Integrating next generation curtain wall systems**

- Adopting a unique system that provides architectural freedom
- Applying complex double-curvature surfaces
- Selecting a system that exceeds interstory drifts, air and water penetration standards

**Spiro N. Pollalis**

Professor of Design, Technology and Management

Harvard Design School, Cambridge, Massachusetts, USA (Representing Interna Trading)

11.50 **CASE STUDY: AS+GG's Masdar headquarters in Abu Dhabi – Form facilitates performance**

- Designing the world's first large-scale, mixed-use "positive energy" building
- Developing a building that produces more energy than it consumes
- Integrating one of the world's largest photovoltaic arrays

**Peter Weismantle**

Director of Supertall Building Technology

**Adrian Smith + Gordon Gill Architecture**

12.20 **Aluminum with enhanced carbon footprint**

- Aluminium & Architecture
- Aluminium Sustainability, the Carbon Footprint
- Novelis Façade & Roofing solutions

**Wulf Binder**

Novelis Product Group Manager

**Facades & Roofing**

12.50 **CASE STUDY: The Dubai Towers – Symbolising a new phase in Dubai's architectural standards**

- Creating a cluster of aesthetically designed towers that push façade boundaries
- Designing iconic façades that metaphorically represent the movement of candle light
- Understanding the installation challenges of tall buildings

**Jay Thomson**

Principal

**TVS International**

13.20 Presentation by **ETEM**

13.25 **Networking lunch**

14.30 **CASE STUDY: Aldar Headquarters – Outlining the key challenges in delivering an iconic structure**

- Understanding the performance of the façade on the overall building
- Constructing a façade with complete and intelligent building systems
- Creating the striking shape of Aldar's headquarters using the region's first structural diaphragm

**Stuart Clarke**

Associate, Middle East Façade Engineering Business Leader

**Arup**

and Chair of the Events Committee

**Society of Façade Engineering (Middle East Branch)**

15.00 **CASE STUDY: Aldar Headquarters – Achieving a holistic approach to façade design and engineering**

- Adopting an integrated team approach to enable a super-fast construction schedule
- Integrating advanced 3D models in order to adhere to the programme
- Implementing successful project management approaches to meet deadlines

**Myles O' Sullivan**

Construction Manager, **Aldar Laing O'Rourke JV Al Raha Beach Project**

**Peter Taylor**

Construction Manager, **Aldar Laing O'Rourke JV Al Raha Beach Project**

15.30 Presentation by **Robert Stephens**, Regional Director, **Meinhardt**

16.00 **Coffee break and networking**

16.30 **CASE STUDY: Ferrari World – Designing the jewel in the crown of the Yas Island scheme**

- Reinterpreting the essence of form and colour to transform automotive design into architecture
- Overcoming the challenges of building a mega-scale façade
- Integrating the roof into the façade

**Mike Lewis**

Director, Middle East

**Benoy**

## Considering risk reduction and safety in façade design and engineering

17.00 **CASE STUDY: 'The Façade Systems used in the Ferrari Theme Park in Abu Dhabi'**

- Façade system for the Funnel
- Façade system for the Shield
- Façade system for the Walk Way

**Jurgen Cop**

Project Manager

**Reynaers**

## A look to the future

17.30 **Ensuring optimal façade safety from design through to installation**

- Assessing the impact of the façade's design on safety
- Risk management strategies to reduce the likelihood of damage or injury
- Considering safe access to the façade and possible disruption when devising the inspection and maintenance schedule

**Stephen Ledbetter**

Senior Lecturer, **University of Bath**

and Director, **Centre for Window and Cladding Technology**

18.00 **Exploring the latest innovations and future developments**

- Discussing façade engineering of the future
- Planning for new trends and advancements
- Understanding next generation technologies and systems

**Jay Thomson**, Principal, **TVS International**

**Stuart Clarke**, Associate, Middle East Façade Engineering Business Leader, **Arup**

and Chair of the Events Committee, **Society of Façade Engineering, Middle East Branch**

**Myles O' Sullivan**, Construction Manager, **Aldar Laing O'Rourke JV Al Raha Beach Project**

**Peter Taylor**, Project Leader, **Aldar Laing O'Rourke JV Al Raha Beach Project**

**Mike Lewis**, Director, Middle East, **Benoy**

**Stephen Ledbetter**, Senior Lecturer, **University of Bath**

and Director, **Centre for Window and Cladding Technology**

**Peter Weismantle**, Director of Supertall Building Technology

**Adrian Smith + Gordon Gill Architecture**

18.30 **Conference close**

#### Sponsors:

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**WINDTECH** Consultants is a world-leading wind engineering consulting company with a track record of over 1,000 projects world-wide over the past 20 years. The company is based in Sydney Australia and has offices in Dubai, Singapore and Melbourne.

Services offered include the following:

- Design Pressures for Facades and Cladding
- Structural Loads and Occupant Comfort under Building Motion
- Design and Commissioning of Motion Dampers
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- Pedestrian Wind Environments
- Natural Ventilation
- Air Quality
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**Ramboll** is a leading multidisciplinary engineering consultancy with over 200 offices worldwide. We offer a full range of engineering services from our Dubai office, including:

- Structures
- MEP
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Our combined pool of knowledge and multiple disciplines ensure that we are able to provide our clients with the best possible solutions to engineering challenges. Ramboll's engineering is robust, elegant, sustainable and cost effective. Our Façade Engineering Group has expert knowledge of the increasingly complex methods and techniques available and understands the implications of different façade solutions. We assist Developers, Architects and Contractors and drive efficiency gains by constantly appraising and incorporating the most optimal design, latest research and most suitable technology. [www.ramboll-mea.com](http://www.ramboll-mea.com)



**Reynaers Aluminium** is a leading European provider of innovative and sustainable architectural aluminium systems. These include a wide variety of window and door systems, curtain walling, patio and swing-entrance doors, façade systems, brise-soleil, conservatories, skylights, insect screens and systems to incorporate blinds and ventilation. Reynaers can help architects and fabricators to design and build all types of buildings, from impressive and transparent office buildings to cost-effective residential housing, and from innovative energy-efficient buildings with integrated photovoltaic modules to traditional windows for homes.



**INTERNA MIDDLE EAST FZCO** in Jebel Ali, a member of INTERNA GROUP with 35 year presence in Middle East Countries represents ALUSTET in the Middle East market. ALUSTET is the highly sought next generation curtain wall system based on a radically new concept, protected by several patents worldwide. The main concept of ALUSTET System is to separate the Curtain Wall of each floor from those of adjacent floors by the introduction of a sliding line on the top of the windows, through the mutual hooks of suspension of the windows. The ALUSTET curtain wall is earthquake proof and has been tested to conform to international standards of water and air penetration. It is produced using advanced CAD/CAM processes and is applied to the double curvature façade of Park Towers in D.I.F.C. - Dubai which is fabricated by Arabian Aluminium Co. LLC - Al Ghurair Construction. ALUSTET comes with full engineering support, customized for the most demanding buildings of today.



**Novelis Inc.** is the global leader in aluminum rolled products and aluminum can recycling. The company operates in 11 countries, has approximately 2,700 employees and reported revenue of \$11.2 billion in fiscal year 2008. Novelis supplies premium aluminum to automotive, transportation, packaging, printing, industrial and construction markets throughout Asia, Europe, North America and South America. Since more than 40 years Novelis is actively involved in the development of special aluminium alloys and surfaces for the building industry. Novelis is a subsidiary of Hindalco Industries Limited, Asia's largest integrated producer of aluminum and a leading copper producer. Hindalco is the flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India.



**Trelleborg** is a global engineering group whose leading market position is based on advanced polymer technology and in-depth applications know-how. We develop high-performance solutions that seal, damp and protect to secure investments, processes and people in demanding industrial environments. Trelleborg has 20,000 associates with facilities in 44 countries and is the number one producer of industrial rubber products in the world. Trelleborg is recognized as the leader in the design and manufacturing of gaskets and seals used in facades, curtain wall and high performance window systems worldwide. We are routinely called on by the world's leading experts in façade design and fabrication to design and produce gaskets and seals that will meet the demands of today's complex geometric building designs. We use materials that will withstand the effects of the harshest environments, resist deformation while under compression and provide compatibility with the other materials with which they are meant to come into contact. The result is a sustainable design that will seal and protect against air, water, and dust infiltration at a time when thermal designs are increasingly demanding.

Event partner:



**Meinhardt Group** provide international, multi-disciplinary engineering services through a team of over 2,500 staff located in 27 offices, in four continents. A complete range of engineering services are provided by Meinhardt Group for building, rail, airport and infrastructure projects. Within the group Meinhardt Façade Technology has a specialist team with over 100 staff dedicated to the design and engineering of facades, BMU systems and provide lighting solution on some of the world's most prominent buildings

Day one lunch sponsor:



**ADTI Media, Inc.** is the industry-leading developer and manufacturer of proprietary mesh LED outdoor video displays. Their SkyNet™ displays mount high intensity LEDs on flexible lightweight mesh architectures. This creates full color, 8000 nit, flexible video displays visible in harsh sunlight at previously unimaginable sizes. The 50% transparent, breathable and true mesh design allows see through visibility and ventilation for unique architectural applications. SkyNet™ is specifically designed for extreme environments from -35C to +70C in sand, dust or salt air. More information regarding ADTI Media and its parent Advance Display Technologies, Inc. can be found on their web site at [www.adtimedia.com](http://www.adtimedia.com).

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\* Discounts cannot be combined. \* Payment prior to Summit is mandatory for attendance.  
 \* Discounts are not valid if payment is received after closing date. \* Check for special group discount for registration of 3 or more.  
 \* Discount do not apply to workshops only bookings

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Organisation \_\_\_\_\_ Nature of business \_\_\_\_\_

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 PO Box 502397  
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## TEAM DISCOUNTS

Team discounts available on request. Call +971 4 364 2975 for more information.

## VENUE & ACCOMMODATION

**Park Hyatt**  
 Dubai, United Arab Emirates

Dubai Creek Golf & Yacht Club  
 PO Box 2822, Dubai, United Arab Emirates  
 Tel: +971 4 602 1234, Fax: +971 4 602 1235  
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Please book early to avoid disappointment.

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