

UNITED ARCHITECTS OF THE PHILIPPINES

To All Who Shall See These Presents

Know That:

ARCHITECT FROILAN L. HONG

Fellow, United Architects of the Philippines

Fellow, ARCASIA

APEC Architect

For having continued and sustained the momentum gained by the Founding Fathers of the integration of the three architectural organizations into the United Architects of the Philippines (UAP), the recognition of which by the Union Internationale des Architectes (UIA) as the National body of Architects in the Philippines came during his term as National president of the UAP in 1988;

Undertaking relevant researches and studies that provided valuable guide and inputs to keep the Architects' National Code and Professional Practice dynamic and relevant to its time;

Working on institutionalizing the Architect's Continuing Education Program and pushing for continuous training for excellence before, during and after his term as National President;

Actively working on the curriculum development of architectural schools, and working in tandem with another Likha Awardee Dean Geronimo V. Manahan, has produced guidelines, manuals, articles and researches on Passive Cooling Design, Climate Design, and Man-Environment Synergy, which were later to become the foundation of Green Architecture;

Experimenting and applying the results of his researches in all his projects, be it a space for slum dwellers or settlements or informal settlers, medium-rise condominiums, chapels, churches and shrines, hospitals, educational institutions and retrofitting projects;

Highlighting the capability of a Filipino Professional when he was tapped by the UNDP-IRRI team of experts to prepare the Master Plan for the "China National Rice Research Institute" in Hangzhou, China in 1983;

Together with Dean Asteya M. Santiago as Director, and he as Deputy Director of the Bases Conversion Program, he demonstrated innovativeness in harnessing the expertise of 37 Filipino firms in producing in record time the Master Plan for the Bases Conversion Program during the time of President Corazon C. Aquino and at the same time sourcing PhP 1 Billion initial fund for its implementation without incurring debt from government, and which two decades later has evolved into the Bonifacio Global City.

Pioneering on scientific probing of retrofitting projects called Forensic Architecture which he applied in his retrofitting works for the Asian Development Bank Headquarters in Ortigas Center in Mandaluyong City, Metro Manila;

Pursuing a higher, fuller view of man as Spirit, Soul and Body through his active involvement in the Catholic Charismatic Renewal that gave him new insights and approach in Architecture and Planning for the preservation of life and everything that supports life;

NOW THEREFORE:

For all these accomplishments worthy of emulation and deserving the highest recognition, the UAP National Board, acting on the recommendation of the UAP Jury of Fellows and in accordance with the UAP By-Laws, has unanimously approved to give the highest distinction that may be bestowed by the National Board upon a Fellow of the United Architects of the Philippines to:

ARCHITECT FROILAN L. HONG, FUAP
as the eleventh
LIKHA AWARD and GOLD MEDAL Awardee

this eighteenth day of April in the Year of Our Lord, two thousand thirteen and that of the UAP, the thirty ninth.

In witness whereof, are hereunto affixed the Seal of the UAP, the signatures of the National President of the United Architects of the Philippines, the Chancellor and Scribe of the College of Fellows, the Chairman of the Jury of Fellows and attested by the Secretary General.



MEDELIANO T. ROLDAN, JR., FUAP
Chancellor, College of Fellows



ROZANNO CRUZ ROSAL, FUAP
UAP National President



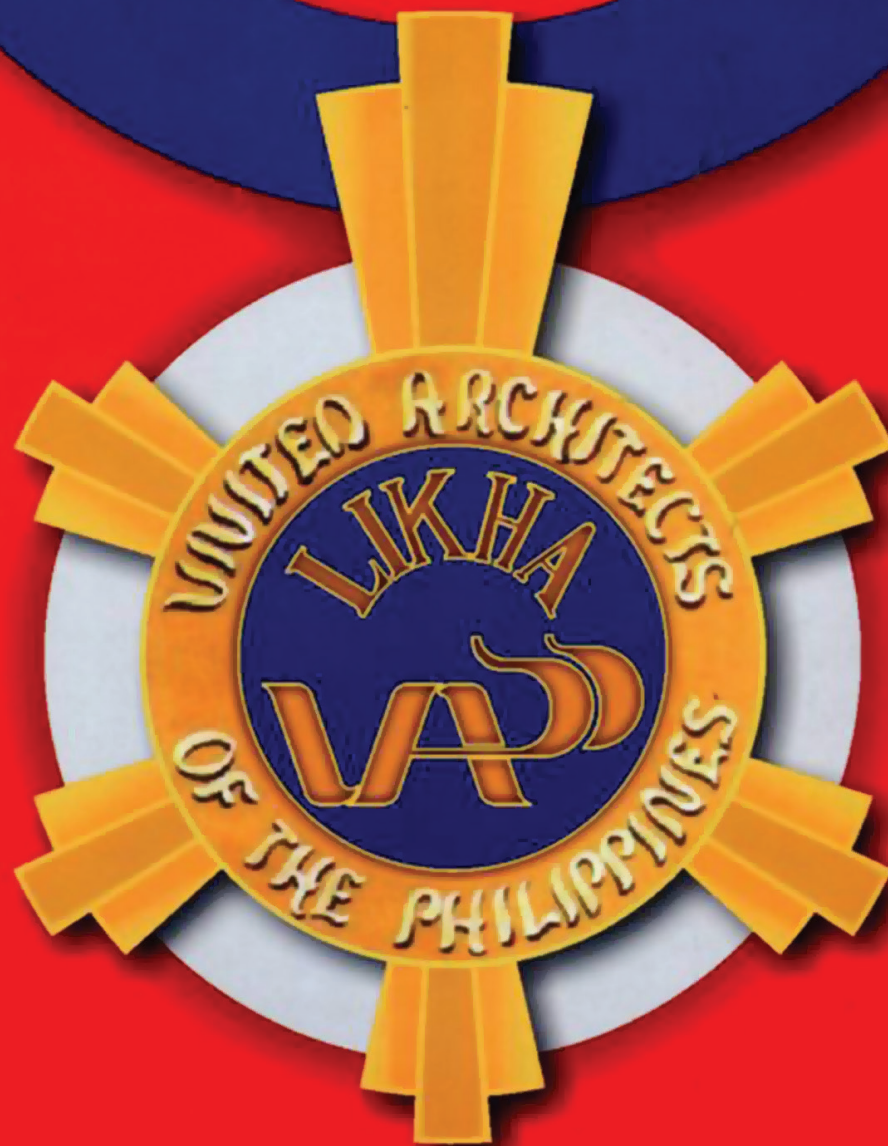
MIGUEL C. CARPIO, FUAP
Scribe, College of Fellows



REY S. GABITAN, UAP
Secretary General



MARIA ELENA C. CAYANAN, FUAP
Chairman, Jury of Fellows



UAP By-Laws Article XIV Section 14

LIKHA GOLD MEDAL AWARD is the highest distinction that may be bestowed by the National Board as endorsed by the College of Fellows upon a Fellow. The award is given in recognition of his having impeccable moral character, having highest standards of professional and ethical conduct, excellence and prestige in the practice of the architectural profession and distinguished contribution and service to the UAP. He must have exceptional achievements and active participation in the concerns of the community, government and country.



ARCHITECT FROILAN L. HONG, FUAP, APEC Architect
The Eleventh UAP Likha Awardee

NEEDED: THE PROFESSION'S URGENT RESPONSE TO PRESENT CHALLENGES

Froilan L. Hong, M. EnP, FUAP

Likha awardees are encouraged to write their views on Architecture in order that through their own lenses the profession may be viewed at various times. I would like to digress, however, on merely giving my views on Architecture. I would like to offer instead an observation on what I think is a continuous problem that we have not stopped working on but yet we must continue to step up our efforts as we are always being overtaken by events.

Architecture, like any other profession is very vulnerable to the challenges of change. Like Medicine, the subject and object of Architecture is Man. Medicine tries to understand the complexities of man's physical endowment that sustains him from conception, to birth, to maturity, through the ageing process, and to death. Architecture on the other hand responds to man's needs – how man lives his life, as defined by various sub-cultures everyone passes through from conception to death. We call this our lifestyle.

While the Architect's basic skills and training are for shelter, which is the visible output of his efforts, few understand that the beginning of design starts with people, and how people move in space and time. This is what makes design exciting and fulfilling, while also exasperating and challenging.

Considering that man, the subject and object of Architecture, is evolving continuously within his culture and evolving very fast, so also Design and Architecture must keep in pace and move as fast in order not to remain stale.

Space, which is the principal element of Architecture, is invisible as it is infinite. This infinite element of Architecture becomes a limitless playground for creativity. It acquires meaning and relevance to man's lives by the way Architects manipulate and fashion the physical elements of enclosures – the walls, floors, ceiling and the roof. This is what people see. However, the higher concerns of governing cultures for public safety and health of the citizens have placed a limit on how far that creativity can be exercised. Thus the government regulations on what professionals can do and cannot do as well as the profession's own Code of Ethics have been put in place to curb whatever excesses might put the public in danger or at a disadvantage.

This is a most important aspect that must be given attention because the speed at which the profession must grow and the direction it must go can be held up, proceed or go to first gear and sprint forward depending on how we deal with the government's and our own codes. The quest to find possibilities that remain open and untapped to benefit and enhance man's life excites the Architect's imagination.

There shall always be a great debate as to whether we must keep the practice of the profession in the genre of the Founding Fathers of Architecture, that is keeping ourselves totally out of any pecuniary interest in the project that we have designed or take the challenge that will put us in the threshold of blurring the definition of profession and business.

How shall the profession view an Architect-Developer who conceptualizes the project, packages it together with the financial consultants, the promotion and marketing people, and a turn-key Contractor, and then share in the profit of the project? This is a reality that must be addressed.

The demands on the expertise of the Architect can be as micro as being called to do repairs of kitchen sinks, or putting additional cabinets, repairing termite-damaged portions of houses or designing gates, to the design of high-rise towers and massive complexes, to project management, construction management, or even leading a consortium to do a big infrastructure development.

The practice of the profession of Architecture in the country is nearing a century. We have just celebrated 92 years of the profession. From the beginning of our profession which was practiced by our Maestros de Obras up to the pre-war times, followed by the reconstruction after the war, and the practice of the profession up to the present, the profession seems to have kept pace with the challenges of the times except for these last two decades where we saw the sudden surge of big developments – industrial parks, leisure parks, high-rise condominiums and building complexes, call centers and retirement villages, hospitals and medical centers . All these have challenged the practice of Architecture.

First , we have seen the continuous pressure on the Architect's Fee. Whereas before, we are just dealing with projects in the vicinity of less than a hundred million pesos, now we are dealing with projects over one billion pesos, and the fee structure of the Architect has been put to a big test.

Second is the practice wherein the Architect has to contend with dealing with new materials suppliers and providers of new systems in construction and new technologies, which in the process will determine the components he will be specifying. In these cases, the Architect's decision can be tainted and can be rendered suspect. Our profession may have to work double-time in order to preserve our objectivity and the respect of our client. The organization must address this present and great challenge so that we will not be lost in our efforts to be respected and our views valued by our clients, by the people in the building industry and by the general public.

God has given us a special gift of being a co-creator to preserve, protect, or enhance the natural beauty of His creation. Our carelessness in handling all man-made creations have brought us to our present age of foreboding environmental disasters. We have to rush and craft a bigger elbow room for creativity while establishing a flexible limit where profession and business can be successfully made to bear on projects that contribute to mitigating negative impacts on mother earth.

The challenge to us is great. It requires us to team up with other professionals and expand our perspectives. In the process a new set of rules have to be put in place. Are we ready?

ARCHITECT FROILAN L. HONG, FUAP, APEC Architect
The Eleventh UAP Likha Awardee

Architect Froilan L. Hong was born in Gumaca, Quezon on October 05, 1939. The quest to pursue higher education brought him to Manila where he enrolled in the Mapua Institute of Technology graduating with the degree of Bachelor of Science in Architecture in 1960. The year after, he took the Board examination and topped the Licensure Exam. He was immediately offered a teaching job in his Alma Mater but after teaching for three years in Mapua, he was recruited by the University of the Philippines to beef up its newly expanding School of Architecture which at that time was still merged with the School of Fine Arts.

Together with the pioneers of the School of Architecture headed by Dean Aurelio T. Juguilon, they continuously worked out the Architecture Curriculum until the School of Architecture became a separate unit from the Fine Arts.

He was sent by the University of the Philippines to undertake Post-Graduate Studies in the Bouwcentrum International Education in the Netherlands on a fellowship grant in 1972. He finished the course on Housing, Planning and Building "With Distinction". Back in the Philippines he continued his Master's Degree in Environmental Planning at the UP School of Urban and Regional Planning, graduating in 1975.

As member of the faculty of the University of the Philippines, he was very active in curriculum development and continuing education programs which he was in turn sharing with the United Architects of the Philippines Education Committee. The team of Arch. Victor Tiotuyco, Dean Geronimo V. Manahan and Arch. Hong were in the forefront of committees in education and professional practice in the UAP. These three architects were the "backroom boys" from U.P. supporting the UAP National Leadership with their studies, researches and insights on matters of vital concern to the architects in the organization.

In the UAP, he went through various chairmanships of task forces and committees, rising to become Vice-President and then becoming the National President in 1987-1988.

It was during his term as National President that the labors of the Founding Fathers of the Integration of the three Organizations of Architects will find fulfillment when the President of Union Internationale des Architectes (UIA) came to formally give its official recognition to the UAP as the national section of the UIA in 1988.

It was from Architect Felipe M. Mendoza, who was his professor in Architecture and later on mentor in the profession, where he got his passion for service to the organization. He brought him face to face with the giants of the Integration of the three Architectural Organizations representing the PIA, the LPA and the APGA which he considers the heroes of the UAP.

His architectural practice was an extension of his wide range applied researches in design, construction techniques, materials, technologies and equipment as well as management productivity, and hosts of others.

He has made his office a training ground for aspirants to the profession and has produced Board Topnotchers and Board Placers.

Every project that he was commissioned to do is given the same attention, whether it be a small one-space room for slum dwellers or housing for informal settlers, or residential houses and medium and high-rise condominiums for middle income groups, or a more complicated tertiary hospital and laboratories for

research, or solemn and sacred spaces for chapels, churches, and shrines, or major retrofitting projects. In 1983, he was sent to China by the UNDP under the IRRI assistance program to prepare the Master Plan for the China National Rice Research Institute in Hangzhou, Zhejiang Province.

In 1990, he was Deputy Director in charge of the planning of the Bases Conversion Program when President Cory Aquino and the Philippine Senate decided to terminate the US military facilities in the Philippines. In this effort, he gathered 37 architectural and engineering firms including social scientists, agriculture and forestry experts, environmentalists and financial experts to produce the plans for the Bases Conversion Program.

In 2002, ADB commissioned him to do the very delicate retrofitting works for its headquarters in Ortigas Avenue in Mandaluyong City, Metro Manila where he applied a very scientific approach called Forensic Architecture. This work slowly but progressively built up to a green building culminating in a LEED Gold certificate and moving on to Platinum.

His involvement in the Catholic Charismatic Renewal in 1985 has given him an added perspective in his approach to design and in appreciating the full range of capabilities of man which is the subject and object of Architectural Design and Environmental Planning.

He has complemented and supplemented his two professions of Architecture and Planning that has benefitted his works.

In June of 1992, he received the “Professional of the Year” award in Architecture and on June 2008 he received his second “Professional of the Year” award, this time for Environmental Planning, both from the Professional Regulation Commission.

Aside from these, he received the “Ten Outstanding Mapuan” award in December 1984 and the “Distinguished Alumni Award” from the University of the Philippines School of Urban and Regional Planning in December 1985.

His other awards also include the “Patnubay ng Sining at Kalinangan” award given by the City of Manila in June 2003.

He retired from teaching in the University of the Philippines in 2004 and he uses that time now in the service of The Master Architect. His spiritual perspective has helped enliven the practice of his two professions: Architecture and Planning.