

UAPad

37th UAP National Convention

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United Architects of the Philippines

The Integrated and Accredited Professional Organization of Architects



37TH UAP NATIONAL CONVENTION

Reinventing S.O.A.
"SERVICE-ORIENTED ARCHITECTURE"

27-30 April 2011
SMX Convention Center
Sea Shell Lane, SM Bay Central
Central Business Park-IA, Pasay City










37th NatCon

“Reinventing S.O.A.: Service-Oriented Architecture”



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logo design by Richard R. Pamplena, UAP

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-  Delegates (2,400)

United Architects of the Philippines

The Integrated and Accredited Professional Organization of Architects

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As we enter the second decade of this new millennium, the role of the architect has embraced a larger world of disciplines, in part due to the growing needs of the world as a response to global issues, but more so to fulfill our vocation of providing a holistic SERVICE-ORIENTED ARCHITECTURE.

The 37th UAP National Convention is structured around five sub-themes, hence, five multi-colored characters representing each theme:

The **Enterprise Architect**, the violet man carrying a briefcase, understands the crucial role of the architectural profession vis-à-vis business, cultural, technological, and geographical boundaries. He is resourceful in producing new approaches and techniques when faced with challenges, even crises.

The **Virtual Architect**, the red lady in earrings with a PDA on hand, has a complete grasp of the power of technology and media, using them as tools in not only conveying concepts more vividly but also as instruments for learning and catalysts change.

In the age of “greenhouse gases”, “carbon footprints”, and “climate change”, the **Architect of a Low-Energy Future**, the green man bearing a “blossoming” globe, takes the lead in sustainable design through integrated planning and design and whole-systems thinking.

The **Vernacular Architect**, the orange woman in a Filipino *terno*, is committed to preserving and conserving the architectural expressions of our cultural heritage while realizing that the residents of cities or in the areas holding cultural heritages are the guarantors of their preservation.

Our country needs us more than ever. The **Public Architect**, the yellow architect with a Filipino flag, hails from both the private and public sectors who strives for better governance. He imbibes the qualities of leadership, authority, accountability, stewardship, and transparency and is knowledgeable in legal fundamentals in the service of public interest.

And on the occasion of our 37th National Convention, the collective ideals of all five sub-themes have been given life through one main character, the yellow mascot whom we lovingly call, Arkee.

This magazine is published annually by the United Architects of the Philippines for the National Convention. This publication is available free-of-charge to convention delegates and sponsors. Limited copies, sold at Php 500, will be available after the Convention at the UAP National Headquarters.

For questions, comments, and suggestions, please get in touch with the UAP Secretariat, 53 Scout Rallos St., Diliman, Quezon City, Philippines, telephone numbers (632) 412-6364, 421-6403, or fax number (632) 372-1796. You can also get in touch with us through email at UAPnational@yahoo.com or access information through website: www.united-architects.org.



United Architects of the Philippines

The Integrated and Accredited Professional Organization of Architects



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Benigno S. Aquino, III

President

My warmest greetings to the United Architects of the Philippines, the Integrated Accredited Professional Organization of Architects (UAP-IAPOA) as you hold the 37th National Convention.

I commend our nation's leading architects for organizing this convention, for the wisdom you glean by educating yourselves in the recent developments in design and architectural practices shall allow you to stand firmly at the forefront of your profession. Over the years, your sector has been a vital contributor to nation-building. I trust that you shall take this opportunity to develop your field to its fullest potential, as well as to promote and expand the linkages necessary to ensure a dynamic industry. To the delegates: may you continue to pursue your vocation with vigor, and may you be mindful of your duty to preserve our cultural heritage, to look toward the future, and above all, to serve the citizenry to your utmost ability.

As we bear witness to the beginnings of a better future for the Philippines, now is the time to summon the spirit of Bayanihan. We shall remain united and be each other's strength. Already our government has begun enacting the reforms crucial to our noble objectives, and our country has been flourishing under the daylight of transparency, accountability, and integrity. We urge you to stay with us on the straight and righteous path to change.



Jejomar C. Binay

Vice President



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Republic of the Philippines

I wish to extend my warmest regards to the participants of the United Architects of the Philippines' 37th National Convention. Likewise, I wish to congratulate the UAP for being the only Accredited Professional Organization (APO) in our country to be bestowed the prestigious Professional Regulation Commission's Most Outstanding APO Award for three years.

Your theme "**Reinventing S.O.A.: Service-Oriented Architecture**" is very apt. This comes at a time when our country is beginning to hope again. It needs individuals and organizations committed to serve as partners of the Aquino government in upholding and promoting the best interests of the Filipino people.

I am glad to hear that UAP is very active in its efforts to advocate sustainable changes. This event will certainly help Filipino architects remain at the forefront of their profession and passion.

May you continue to enhance our country's design practices and may you never tire of adapting international trends to complement the needs and cultural evocations of the Filipino people.

Congratulations on a successful and noble endeavor.

Mabuhay kayo!





Renato C. Corona

Chief Justice



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Supreme Court, Republic of the Philippines

My warmest greetings to the officers and members of the United Architects of the Philippines (UAP) as you hold your 37th National Convention.

This year's event, with the theme "**Reinventing S.O.A.: Service-Oriented Architecture,**" bespeaks your commitment to promote the highest standard of excellence in the practice and service of the architectural profession. As the only Accredited Professional Organization (APO) to receive the Professional Regulation Commission's Most APO Awards for three years, I commend you for your continuous efforts to stay updated with the latest trends in design, such as enterprise architecture, vernacular architecture, virtual architecture, low-energy design architecture and public architecture.

Marrying tradition and progress in the use of space has become a challenging task in recent years. May this occasion foster unity among your ranks and inspire you to create more vibrant yet sustainable communities.

Good luck and I wish you success in this convention. *Mabuhay kayong lahat!*



Juan Ponce Enrile

Senate President



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Senate, Republic of the Philippines

To the officers and members of the United Architects of the Philippines (UAP), my warmest greetings on the occasion of your 37th National Convention on 27-30 April 2011 at the SMX Convention Center.

I would also like to congratulate the creative, hardworking and dynamic men and women who are organizing and coordinating the impressive activities that are lined up for this occasion. Aside from your member professionals, this three-day affair also gathers people from various professional and academic backgrounds, thus providing a pool of ideas for everyone to draw from. I encourage each and every participant to seize this opportunity to link up with major industry players, learn new ideas and technologies and explore novel ways to improve concept, design and structure.

Moreover, I would also like to commend the choice of your theme, **"Reinventing S.O.A.: Service-Oriented Architecture."** This manifests your determination to make your profession proactive and relevant amidst the changing economic and social landscape, as well as your collective efforts to deliver the best service possible and contribute to nation-building.

Let me wish the participants and guests a very meaningful and memorable 37th National Convention

Mabuhay ang UAP!





Feliciano B. Belmonte, Jr.

Speaker



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House of Representatives, Republic of the Philippines

My warm greetings to the members of the United Architects of the Philippines (UAP) on the occasion of your 37th National Convention on 27-30 April 2011.

Your theme, **“Reinventing S.O.A.: Service-Oriented Architecture”** reflects your passion to offer a new standard of service to society. I expect this goal to steer your organization and profession to greater heights as you adhere to the highest standards of architectural proficiency. Presently, you hold the reputation of being the only organization in the country to have won thrice the “Most Outstanding Accredited Professional Organization (APO)” award given by the Professional Regulation Commission (PRC), and to have received the “Father Neri Satur for Environmental Heroism 2009.” I trust that you will keep up this reputation as one of the best performing professional organizations in the country.

This convention is a perfect venue to affirm your commitment to your members, as you strive to enhance their talents and skills, and to update them on the latest trends in architectural design, especially in interesting areas as low-energy design, vernacular architecture, public architecture, and enterprise architecture.

We in the House of Representatives know that we can count on organizations like UAP in assisting the government in identifying the vital reform directions. Let us continue to be important allies in our continuing quest to alleviate poverty and create jobs. In return, be assured that you can rely on us to be catalysts for change, committed to give the Filipino people a better life by acting decisively as we address the many urgent concerns that beset our people.

Feliciano Belmonte Jr.



Rogelio L. Singson

Secretary



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Department of Public Works and Highways, Republic of the Philippines

Warmest greetings to the United Architects of the Philippines (UAP) on the occasion of your 37th National Convention on April 28-30, 2011 at the SMX Convention Center, Pasay City.

Your theme, **"Reinventing S.O.A.: Service-Oriented Architecture"** is an indication of UAP's constant drive to come up with good designs of structures that would address the challenges of the present times, among others, climate change.

The challenge of designers then to come up with service-oriented architecture would not only focus on the aesthetic value but on how functional and environment-friendly these structures.

UAP, as an organization, should play an active role in integrating your efforts to respond to the disaster risk reduction by building safe and resilient structures. The price to pay for failure to comply with the appropriate laws such as the National Building Code is very stiff by putting the lives of our people at risk.

As professionals, may your also continue pursuing your collective endeavors to uplift your ranks as builders of world class structures that our country can be truly proud of.

I hope that your convention would yield better architectural innovations, standards and methodologies in your field even as you go about your individual and collective endeavors to be competitive with the world's best.

I wish then for the continued success of your organization.

Mabuhay ang UAP!





Teresita R. Manzala

Chair



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Professional Regulation Commission

My warm greetings to the United Architects of the Philippines (UAP) on the occasion of your 37th National Convention.

The UAP's espousal of the theme **"Reinventing S.O.A.: Service-Oriented Architecture"** demonstrates the UAP's holistic approach to the role of architecture in the community. This approach acknowledges the fact that our architecture performs multidimensional functions amid the complexity of daily life in the 21st century. It is in cognizance of this fact that the UAP has chosen to tackle such timely subthemes as enterprise, vernacular and virtual architecture.

The cities of the future will be designed with these subthemes in mind and with the end in view that all architecture should ultimately be self complete, service-oriented structures that serve every conceivable human need. I commend the UAP for taking this visionary orientation in this Convention. I urge all UAP members to participate with enthusiasm in the lively discussions, exchanges of valuable information and exhibitions that promise to make this convention a highlight of the UAP's long history as an accredited professional organization of architects.

May you have a fruitful and productive output in this Convention and in your future endeavors.



Jennifer Jardin-Manalili

Commissioner



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Professional Regulation Commission

My felicitations to the officers and members of the United Architects of the Philippines (UAP) as you convene your 37th National Convention.

Through the years, your organization has been successful in uplifting the dignity of our Filipino architects. You have exemplified outstanding service by keeping them updated with new and modern trends in the field through the holding on an annual convention.

I am confident that with this year's theme: **"Reinventing S.O.A.: Service-Oriented Architecture,"** you will be able to equip our Filipino architects with the necessary tools identifying opportunities to continuously improve and develop skills and talents to spearhead innovations in our country. As a moving enterprise, architecture requires continuous learning and with the sharing of our knowledge and expertise, you should be able to empower and motivate our architects to serve the nation with greater competence and enthusiasm.

May the Filipino architects continuously lead the nation towards international recognition by demonstrating commitment and dedication in your field.

Mabuhay kayong lahat!

JJ Manalili



Alfredo Y. Po

Commissioner



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Professional Regulation Commission

Warmest greetings to the United Architects of the Philippines (UAP) as you hold your 37th National Convention.

I commend UAP for adopting the visionary theme of **“Reinventing S.O.A.: Service-Oriented Architecture.”** This theme encapsulates the UAP’s forward-thinking approach to the development of Philippine architectural profession. The chosen subthemes of vernacular architecture, enterprise architecture, and virtual architecture demonstrate that the UAP is fully in step with current trends in global architecture.

The adoption of these subthemes under the larger context of service-oriented architecture highlights the integrative function of architecture in designing structures that encompass all the factors that comprise an enterprise. The emphasis on vernacular architecture is timely response to the need for structures that make judicious use of our indigenous and native materials. As climate change throws daunting challenges at our built and natural environments, these subthemes will gain increasing importance for Philippine architecture.

This auspicious gathering of our best and most promising architects in a convivial ambience of mutual respect and exciting educational events will strengthen the professional fellowship of our architects and provide them with valuable updates on significant developments in global architecture. I offer UAP my sincerest wishes for a successful convention.



Armando N. Allí, FUAP, APEC Architect

Acting Chair



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Professional Regulatory Board of Architecture (PRBoA)

Our warmest greetings to you all!

I, as PRBoA Chair and the two (2) Members of the PRBoA, namely Architect (Ar) Angeline T. Chua Chiacco and Ar Marietta B. Segovia, congratulate the United Architects of the Philippines (UAP), the duly integrated and accredited professional organization of architects (IAPOA) under Sec. 40 of Republic Act No. 9266, otherwise known as the Architecture Act of 2004, on the occasion of its 37th National Convention, under the theme **"Reinventing S.O.A: Service-Oriented Architecture."** These felicitations go to all the UAP Members, some of whom are the most recognizable names in the profession and many of whom have helped to shape both the UAP and the profession into what it is today. Special mention goes to the UAP National President, Ar Ramon S. Mendoza, FUAP, to the Executive Director for Convention and Assemblies, Ar Roger T. Ong, UAP, and to the 37th National Convention Director, Ar Lora B. Rivera, FUAP, to all the UAP members in attendance, to the honored Guests and to the loyal friends and supporters of the UAP.

It is the PRBoA's express wish that many areas of cooperation between the PRBoA and UAP shall continue to flourish and that these are kept evolving and moving forward in order to help attain our shared primary goal of the full implementation and enforcement of R.A. No. 9266, a valid and subsisting law, its 2004 implementing rules and regulations (IRR), the pertinent PRBoA Resolutions and derivative regulations, all of which are in full effect.

It is also the added wish of the PRBoA that it is able to receive the full, unqualified and continuing support of all registered and licensed Architects (RLAs) on the current and future PRBoA initiatives toward this end, in light of the many local and international developments on several fronts, all of which directly impact the architectural profession and the practice of the approximately 27,000 Philippine-registered architects (RAs) situated all over the world (the last 6,000 of whom were registered by the incumbent PRBoA). For the past several decades, the services of the Filipino Architect have been in very high demand, a signal honor bestowed upon them, in recognition of their quality service and the premium value attached to their work. The PRBoA continues to hope that these matters may also be similarly appreciated on a progressive basis, by the Philippine market for professional architectural services and by the Philippine government itself (at all its levels).

Again, the PRBoA extends its felicitations and wishes of continuing success for the UAP and all its members in their worthy endeavors, their guests and loved ones, and to all of you in attendance today!

May the Lord bless us all and the resurgent architecture profession as well!

Mabuhay po kayong lahat! Mabuhay ang mga Arkitektong Pilipino!!!



Angeline T. Chua Chiacco, FUAP, APEC Architect, PIEP

Member, PRBoA



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Professional Regulatory Board of Architecture (PRBoA)

Greetings!

It's that time of the year once again when Architects from all over the Philippines and from different corners of the world – America, North America, Asia, Middle East and North Africa – come to gather as one with a common goal and objective.

Let this be an occasion not only to renew acquaintances in order to fellowship with one another but more importantly to reassess our professional competence and revisit our pledge for professional ethics.

As in the past, the National Convention has become the venue for professional development as part of UAP's aim to reach out in service to its members. We hope that you have come not because of a perceived legal requirement to renew your licenses. CPE is not about complying simply to renew your professional license. CPE is about self-improvement, equipping oneself in preparation for globalization, particularly in the APEC and ASEAN agreements under the GATS. To become an APEC and/or ASEAN Architect, which we encourage everyone to aspire for, one must voluntarily undertake and maintain CPE. However, until our professional regulatory law (R.A. No. 9266) specifically states so, the CPE cannot be compelled for any reason other than professional advancement. Let your hunger for knowledge and drive for excellence be the compelling force for undertaking CPE.

Whatever module you choose to participate in, remember to apply this knowledge within the context of our law, R.A. No. 9266, the Architecture Act of 2004, its 2004 Implementing Rules and Regulations, the 2010 Standards of Professional Practice (SPP) and all the related laws.

May you all grow in the knowledge of the practice and belief in your innate capacities to do global quality work.

May the Almighty bless You all!

Mabuhay ang Arkitektong Pilipino!





Marietta Bundalian Segovia, UAP, piid, aaif

Member, PRBoA



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Professional Regulatory Board of Architecture (PRBoA)

Congratulations to the United Architects of the Philippines, headed by National President Architect Ramon S. Mendoza, FUAP, with his officers and the entire UAP general membership on its 37th Annual Convention. The UAP has always been the prime mover in bringing the entire group of Filipino architects to converge, discuss and planned out what has to be done especially concerning the present and future status of the Philippine architects. Your program theme is one way to help the architects to be equipped in their own respective fields of specialization and their role to make the public aware of their presence as legitimate professionals to render the true service for the physical and built environment.

This is the opportune time for me to inform you that the Philippine Association of Professional Regulatory Boards, Inc. (PAPRB) with the support of PRC will organize this year the 1st National Professional summit to be held on September 2011. This will be the convergence of all the Filipino Professionals and the Government Sectors to discuss issues and concerns affecting all professionals of the country. I am looking forward for the UAP, as the Accredited and Integrated Professional Organization for Architects, to participate actively in this incoming event.

For the members of the organizing committee of this annual convention, my sincere congratulations for your untiring efforts to make this convention fruitful and memorable to all the delegates and guests.

Good luck to all!





Antonino G. Calixto

City Mayor



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Pasay City, Philippines

Greetings!

The Philippines is home to the world's best and most innovative architects in the world. For many years, our architects have been sought after in other countries because of their talents and also because of their work ethic. In this diverse and competitive field, we can be at par with the best in the world.

I would like to commend you on your 37th National Convention with the theme **"Reinventing S.O.A.: Service-Oriented Architecture."** I would like to see that the field of architecture can also be appreciated by all walks of life. I would want to encourage each and every one of you to spread the message that the field of Architecture is not only a matter of aesthetics, but it is also a matter of purpose.

I would like to welcome you to the City of Pasay. It is my hope and prayer that you will serve your fellow men through the field of Architecture.

Thank you and Congratulations!



Herbert M. Bautista

City Mayor



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Quezon City, Philippines

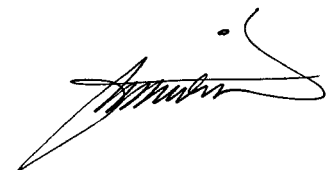
I extend my heartfelt congratulations to the officers and members of the UNITED ARCHITECTS OF THE PHILIPPINES on the occasion of its 37th National Convention.

Your theme **"Reinventing S.O.A.: Service-Oriented Architecture"** expresses your aim to be of service to Quezon City in its quest for socio-economic reforms, growth, and stability to be able to provide its citizenry the luxury and comfort they rightfully deserve.

The beautification of our city landscape and the rise of modern buildings and edifices showcase your talent and futuristic view of the development of the country's architectural skills and expertise. Your acumen in architecture plays a significant role in the grandeur, elegance, and sturdiness of our structures and cityscape.

I am confident that the unity and collaboration between UAP and the Quezon City government shall ultimately benefit the underserved sector. Your all-out support to the Central Business District project of the city government is expected to provide employment to thousands of city residents.

MABUHAY ANG UAP! MABUHAY TAYONG LAHAT!





Ramon S. Mendoza, FUAP

National President



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United Architects of the Philippines

On behalf of the United Architects of the Philippines (UAP), it is with extreme pleasure that I extend my warmest greetings and my best wishes to all the participants, organizers and sponsors of the **37th UAP National Convention of Architects (NatCon 37)** and **Convention Exhibits (ConEx 2011)** to be held on April 27-30, 2011 at the SMX Convention Center, Pasay City.

The new millennium is confronting the tension between the forces of globalization, which has been widely debated as a distinguishing trend of the present moment, and its impact on local architecture and the efforts to ensure local identity and distinctiveness through architecture, where globalization is seen as a multidimensional phenomenon. We even find ourselves at the center of two opposing forces existing as a result of past or present contrasting cultures and architectures, along with their attendant values and methods of expression.

Hence, with the theme **“Reinventing S.O.A.: Service-Oriented Architecture,”** this Convention is indeed propitious and significant in this rapidly changing and competitive environment where there is a need for concerted effort to find ways to assert both the potentials of new technology and new concepts represented in globalization and its contribution to the development of the built environment. This Convention aims to grasp the connections with the past, as well as the novelties of the present, to capture both the continuities and discontinuities of identity and modernization in order to make sense of our current predicament, consequently, a reinvention is necessary.

Since our organization is not any one person or affiliate but is a collage of our differing needs hence in this Convention we need to seek to perpetuate what we do best while attempting to accommodate ideas and views from our peers at the same time. It is indeed necessary to associate our thinking with adaptation of technical innovations in order to absorb and integrate them into a meaningful cultural system and to transform them from being just huge technical projects into a realization of our consciousness and maturity of vision, of our true identity deeply rooted in our history and heritage, where new models of built form and of direct interaction with the traditional modes of building need to be established.

We do not promise to give you the best three days of your life. Rather, we aspire to give you three days that will be an enduring part of your life not only for the memory of the 37th UAP National Convention but also because of present administration's desire to truly *redefine service to members*.



Michael T. Ang, FUAP, APEC Architect

National Executive Vice President



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United Architects of the Philippines


As we celebrate our 37th National Convention with the theme "**Reinventing S.O.A.: Service-Oriented Architecture**," we are once again reminded of our duties and responsibilities to serve our beloved organization. Every active and legitimate Filipino architect must instill in his/her self the true culture of Service, that which is motivated from the inside through self-initiative and not the type of service that is award or recognition-oriented. Once the goal is focused on award and recognition, service becomes merely a competition and not a dedication towards providing goodness for others.

Let us therefore make this event an occasion to once again make a sincere and committed pledge to be a role model of a service-oriented Filipino architect!

I would like to make this opportunity to congratulate the organizing committee led by Executive Director for Convention and Conferences, Arch. Roger Ong, UAP, and Convention Director, Lora Rivera, FUAP, for the well-organized and very innovative convention program and for making this one of the best UAP National Convention ever.

Kudos also goes to the National Board of Directors under the leadership of Arch. Ramon S. Mendoza, FUAP, who have defined Service the way it should be.

Congratulations! *Ang galing ng ARKITEKTONG PILIPINO! Mabuhay ang UAP! God Bless us All!*





Richard M. Garcia, FUAP

National Vice President for Area A



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UAP Area A

“For any organization to successfully carry out its plan and attain its goal, its membership must be unified and cooperative. It is only through these factors that obstacles can be overcome and in turn become productive.” It is with great pride and honor that I greet and welcome all the delegates and members of United Architects of the Philippines (UAP) together with our industry partners as we architects gather on the 37th UAP National Convention with the theme **“Reinventing S.O.A.: Service-Oriented Architecture.”**

The different projects that our organization this fiscal year has undertaken and were able to materialize is proof enough of our members’ adherence to the call of UAP. It is our duty as members to think first what we can do to our organization and not what we can benefit from our organization — serving others who are really in need of our assistance and not serving those to satisfy their self-interest.

On this occasion let me congratulate the organizing committee. I know it is not an easy task to formulate programs and activities such as this as part of our service to members. I know with the success of this event, this will be another milestone for UAP.

So as the saying goes “success of one is the success of all.” I urge the members of our beloved organization to continue to do SERVICE for the glory of our organization. Let us take measures for the benefit of all. Let the past experience serve as a stepping stone for all of us to move forward and move to grow.

Let us all continue to work hand in hand and take the challenge to fulfill our common goal and vision for the upliftment of our architectural profession.

MABUHAY ang UAP!





Rozanno C. Rosal, FUAP

National Vice President for Area B



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UAP Area B

It is with pride and honor that I extend my warmest regards to the UAP Community as we hold the 37th UAP National Convention and Annual Business Meeting and Convention Exhibits (CONEX) 2011 which will be held on April 27-30, 2011 at SMX Convention Center with the theme **"Reinventing S.O.A.: Service-Oriented Architecture."**

The profession of architecture is a sacred trust. Architects create the buildings and cities where we live our lives. They design the places where we dwell, raise families, play, work, dream, and relate to one another. These environments are the settings, the containers for the transactions, rituals, events, and celebrations of individuals, families, groups, societies. The built environment affects our health, safety, mood, productivity, our sense of belonging, well-being, and personal value. Furniture, rooms, buildings, campuses, plazas, streets, and neighborhoods give us clues about how to behave, relate, conduct our day. They shape the ways we live each occasion, each day of our life.

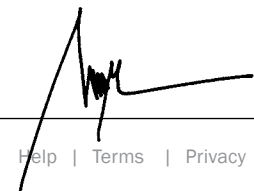
All this is about designing and building environments for human habitation. Architects are privileged to work at that magic point where human dreams and needs are transformed into concrete designs and ideas, visions of built shapes in real materials. Well-planned environments enhance our quality of life, facilitate communication, promote convenience and productivity, nurture our spirit, and delight our senses. They enable, empower us to live well and do our best work. Successful architecture is kind to the earth, responding sensitively to nature and ecological systems. A good building is a good neighbor and a good steward. It uses resources mindfully and contributes positively to its site and adjacent properties. The well-built building is technically sound, constructed to last and hold value over the long term.

Good architects are not just good designers. They possess a wide range of skills, knowledge, and sensitivities that are essential to organizing and managing the building-delivery process.

Good architects are good listeners, articulate speakers and writers, incisive thinkers, and excellent organizers. They are good with people, able to lead project teams, and help diverse client groups reach consensus and envision exciting project possibilities. Successful architects are good researchers, creative visionaries, and aware of the many consequences of their design decisions. Good architects continually seek to expand their vocabulary of project analysis tools and their reservoir of design answers to project requirements and challenges. Responsible architects balance technical skill with artful sensitivity. They ask penetrating questions, see the larger picture, and guide projects through complex situations to desired results.

This is the *raison d'être* why we need to reinvent a service-oriented architecture because Architects are responsible for the management and stewardship of many types of important resources. Money, time, natural resources, energy, property, manpower, prestige, and reputation are a few. This convention endeavors Architects to be life-long students, constantly striving to know more, be more, manage more effectively. And since Architecture is a demanding and satisfying field, this convention is a wonderful way to spend a creative lifetime that contributes to people's lives in real ways, a way to join and participate in a sacred trust.

Therefore, to the men and women behind this Convention and Exhibits, my dear Chapter Presidents and Members, to our guests, participants, sponsors and friends in the construction industry, my warmest regards to all of you! It is with unlimited admiration and pride that I salute you all, and genuinely hope that this UAP National Convention and ConEx 2011 will in some way remind you that what you did—and the goals with which you have achieved—inspires us all.





Benjamin John A. Aliño, UAP

National Vice President for Area C



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UAP Area C

Greetings to all officers and members of the United Architects of the Philippines. This coming National Convention with the theme “**Reinventing S.O.A.: Service-Oriented Architecture**” is what we need to do at this time of our lives. Members often go astray from their organization. However, with officers who sincerely mean to do good service to the members, everybody is brought back to the fold of the organization. After all, we are all one big family of architects sharing the same goals and aspirations.

Let us all help and make it part our lives to not only help our organization but also to the communities we belong to. It is our social responsibility to our cities and to our environment. The little things that we can do to help will always add up to something. After all, it is our own future, and our children's future.

We would learn something from this coming together during this National convention. The exhibits and seminars will add something to our tools of our trade. For this, we need to help each other and contribute to a more progressive organization by way of participation and sharing of ideas. Then UAP will be more united than ever.

MORE POWER TO UAP!



Jemma Sarol- Semaña, UAP

National Vice President for Area D



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UAP Area D

Since the very existence of the United Architects of the Philippines (UAP) until today, I must say that our organization has grown into a more responsive, respected and productive institution, although we continually face challenges as we go along. But how we view these challenges defines us! If we choose to see them positively or as a stepping- stone, opportunities that we have encountered along the way for us to use, to "step on" so that we can achieve more, develop further and ultimately actualize more of our goals!

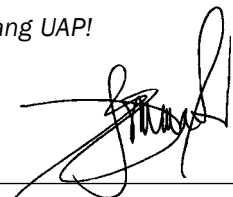
So, what do we do? All the dedicated members need to be committed to defining our vision. We need to draw on tried-and-tested approaches and hold on to what works, we need to introduce new thinking and breakthroughs where feasible and we need to stop what isn't working.

With the theme "**Reinventing S.O.A.: Service-Oriented Architecture**," this means we need to do more beyond our borders whereby our name becomes synonymous with excellence, innovation, honor, integrity, outstanding quality and SERVICE. That's it - we need to promise less and deliver more. Every time. If we keep our vision simple yet goal-focused - then we will have turned defining our vision into a stepping-stone, one which we will use to reach even greater heights. As our NEVP, Arch. Michael Ang said in his article at the UAP POST, there are so many ways that we can give the best service for our profession. Let us just be role model, as he said and help one another that architects be known as respectable and responsible professionals in the society.

I would like also to grab this opportunity to thank all who have supported the 2nd Area D Assembly Conference for Mindanao Architects. Let us all continue to push more for our common advocacies and for the betterment of our profession.

In this 37th National Convention, I wish everybody all the success as we continue to give our service the best that we can. To the organizing committee, I know this not easy for you but this is what you called "service," to all of you who have worked hard for this momentous activity, CONGRATULATIONS!!!

Mabuhay ang Arkitektong Pilipino! Mabuhay ang UAP!





Rey S. Gabitan, UAP

Secretary General



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United Architects of the Philippines

It is with great honor and privilege that I extend my warmest gratitude to the delegates, exhibitors, speakers and guests of the PRC's three-time Most Outstanding Accredited Professional Organization in the Philippines – the United Architects of the Philippines (UAP), as we undertake the 37th National Convention of Architects and Convention Exhibits at the SMX Convention Center from April 27-30, 2011.

As the society changes and advances forward, so are services and practices. It becomes more complex and diversified. The theme of this year's convention exemplifies the changing role architects would have to undergo in order to cope up with new technologies and new responsibilities. **"Reinventing S.O.A.: Service-Oriented Architecture"** is a challenge to all Filipino Architects to be more adaptable to the changing times and to be ready for more challenges in the architectural practice. It is indeed an opportune time to now realize that we, as a major stakeholder in the built environment, would have to undertake new visions and objectives in the face of a changing world.

The UAP, as the integrated and accredited organization of architects (IAPOA) that is growing in numbers, has to be ready also for this kind of challenges. The theme of this year's administration, "Redefining Service to Members," is already a starting point in reinventing ourselves. It is meant to align programs, policies and activities to be more responsive to the needs of member-architects as well as to the various roles and responsibilities architects now would have to play in a shifting social order. We cannot just go on and perform the same practices we do in a simpler society. We have to move forward and position ourselves as major molders of civilization - learning, sharing and growing from everyone else.

Let me extend my congratulations to the Organizing Committee for choosing a very relevant theme. I am very much sure that this year's meeting of architects will definitely bring fruitful ideas and memorable events which participants will treasure through the years. It will indeed be a very successful event once again for this organization.

Mabuhay ang Bagong UAP!

Mabuhay ang Makabagong Arkitektong Filipino!



Armando Eugene C. de Guzman III, UAP

National Treasurer



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United Architects of the Philippines

Greetings!

Come this end of April, the most anticipated annual event of architects in the Philippines will again convene at the premiere events place of the country. I am personally in high regard and anticipation for this undertaking due to the presence of a very able director and her organizing committee. This year, we are to anticipate a more efficient and vibrant set of programs that promises to keep ourselves afloat with information and facts that are relevant to recent issues and concerns. As evident in the logo and the convention theme **"Reinventing S.O.A.: Service-Oriented Architecture"** which forms part of the grand scheme of total service to the members, community and the environment, I enjoin each and everyone to expect a sublime program geared for excellence of tradition and ingenuity.

As part of the national board for this year, I can confidently say that the leadership is doing the best it can to provide better service to the Profession, the Professional, The Professional Product and the Professional Organization. The thrusts which I mentioned are to be assured of compliance, may it be felt in trickles or bulk, as this convention's alignment footprints the path of betterment for all the aforementioned. Kudos to this organizing committee. I feel confident that this group, with Architect Lora Rivera at the helm, congratulatory regards is imminent. Again, in anticipation of a very successful convention, let me commend the hardworking men and women of this year's committee that literally spends so much time in the composition of all the nitty gritty that is required to stage this event as flawless as possible.

Congratulations and *Mabuhay ang UAP!*



Angelito S. Soriano, UAP

National Auditor



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United Architects of the Philippines

Warmest greetings to all!

This time of the year calls on all the members of UAP, the corporate sponsors, friends and guests to again congregate and to share with one another their precious time, friendship, camaraderie and above all, their gift of knowledge.

The 37th UAP National Convention at the SMX Convention Center, Seashell Lane, SM Bay Central, Central Business Park, Pasay City, Metro Manila, will be another momentous event for all architects as it endeavors to enhance, re-educate, update, and refine one's knowledge of design in order to expand and maintain the leadership in our professional practice.

The theme **“Reinventing S.O.A.: Service-Oriented Architecture”** will give the impetus and direction for all architects in their various fields of architectural endeavors, be in it planning, design, construction or allied fields. The various lectures covering enterprise architecture, virtual architecture, low-energy design architecture, vernacular architecture, and public architecture are the different tools that will make more Filipino Architects not only locally but globally competitive.

We have just experienced the passing of this fiscal year's tenth month mark and yet there is still a lot of work to do in the Chapter, District, and Area levels. But in that short period, it has brought forth the best in each one of us, as it has strengthened the fibers of our organization's soul and has tempered its own persona. And with that, we are proud to be part of this year's prime movers led by our own National President Ramon S. Mendoza and the National Board of Directors.

As the fiscal year 2010-2011 draws to a close, we see the dawn of a new and vibrant fiscal year 2011-2012 that shall seek more unparalleled horizons of great achievements! May this annual event inspire us more to attain our advocacies in all spectrum of our profession.

Mabuhay ang UAP! Mabuhay ang Arkitektong Pilipino!



Edric Marco C. Florentino, FUAP, APEC Architect

Chancellor



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College of Fellows

To my fellow volunteers in UAP and to all proficient participants, it is with great pleasure and pride that I, on behalf of the **UAP COLLEGE OF FELLOWS**, welcome you to the 37th UAP National Convention and Conex 2011.

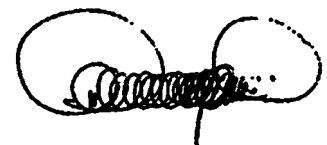
Today, we have gathered here to exchange views about **Service-Oriented Architecture**, its future and our common responsibilities towards it. It is obvious that the future of Philippine Architecture is intertwined with its current state and with the prevailing trends, which exhibit signs of hope and opportunities – and this event, the 37th UAP National Convention is convened based on those hopes.

There are new realities, new opportunities, new challenges concerning this Service-Oriented Architecture. And we must have the resolve, the flexibility and the creativity to formulate new policies to take advantage of these new opportunities and meet these new challenges with regards to the underlying principle of Service-Oriented Architecture.

Through participative and interactive seminars integrated in this event, we will have an opportunity to engage in meaningful mutual exchange. And as we evaluate the concept of a Service-Oriented Architecture and discuss future ones, we hope to come up with appropriate programs that address the various needs of the architecture profession.

As we face various changes, both within the Philippines and across the globe, I hope that we will take the opportunity offered by this UAP Annual Convention to learn from each other and freely debate the question of the direction for which we should aim in UAP projects and the activities of the UAP as the IAPOA. Furthermore, I hope that this will culminate in meaningful outcomes and that the existence of the United Architects of the Philippines will come to be of even greater value as a result.

The UAP CoF Community and I would like to close by expressing my very best wishes for the success of the UAP Conventions and Exhibits with the help of our very active Organizing Committee, the continued development of the UAP-IAPOA, and the fruitful participation of all stakeholders in the built industry.





Roger T. Ong, UAP

Executive Director, Commission on Conventions and Assemblies



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United Architects of the Philippines

It is with great honor and privilege that I extend my sincerest gratitude to the delegates and allies of the United Architects of the Philippines (UAP) as we celebrate the 37th National Convention of Architects at the SMX Convention Center from April 27-30, 2011.

Service-Oriented Architecture is a buzzword and topic for many discussions in nearly every professional journal and conference. Opinions differ from “some technical rubbish” to “the technology of the future”. The problem about these different opinions partly depend on another problem: What precisely is S.O.A.? Whatever it is and will be, it seems to become the next step in the evolution of Philippine architecture.

Therefore, UAP endeavors to be at the forefront for making Service-Oriented Architecture a successful venture. Let this Convention cement the position of UAP in the so-called “S.O.A.”, which is seen as a new type of architecture that defines the how-to of assigning interfaces in a servicing way so that these services can be used in making policies that affect building design and act as a tool to assist Architects in promoting more sustainable building practices.

May this convention, therefore, impart the desired skills and competency as we look forward to more shining moments for Filipino architects as we venture into “S.O.A.” With the concerted efforts of the organization, we can confidently meet the future with dedicated, competent, ethical and socially responsible professional architects that imbibe the qualities of leadership, authority, accountability, stewardship and transparency

Welcome to the 37th UAP National Convention. *Mabuhay tayong lahat!*



Henry Ng Tan, UAP

ConEx Director



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ConEx 2011

Mabuhay!

On behalf of the Organizing Committee of the UAP Convention Exhibits (CONEX) 2011, I am very pleased to welcome you all to the 37th UAP National Convention and its grandest exhibition...the ConEx 2011.

The rapid movement of growth and development nowadays are pervasive. We have all witnessed the emergence of science and technology-based developments. The application of information technology, efficient designs, ecological issues, new energy options and a humane approach are likely to be part of the evolution.

Traditionally, UAP CONVENTION EXHIBITS aims to support our friends in the construction industry by developing an appropriate market setting to enhance their sales productivity, open such opportunity to public with an accommodating place for interaction, renewing contracts with clients, winning new clients, generating market presence, launching products, raising product awareness, sharing information, ascertaining client needs, influencing client decision-making, and finally closing deals.

The whole organizing committee of UAP ConEx 2011 hopes that the synergy arising from this exhibition will energize current activities as well as spur further professional relationship among allies. Also, we hope what has been planned will make the next few days enriching and worthwhile for you. Of course, we are looking forward to joining you at some more of the events during the convention and exhibition.

Once again, we would like to take this opportunity to thank you for your support and cooperation and wish you a successful participation.





Lora B. Rivera, FUAP

Convention Director



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37th National Convention

My warmest greetings to the delegates of the 37th UAP National Convention.

Many of you had been with us in UAP National Conventions for several years and you know how tremendous and exciting the growth has been. We started the convention last year with slightly more than 1700 attendees and with 2400 delegates this year, it is a 41% increase and the biggest so far. Our delegates are now broader and more diverse with varying needs and interests. It is through this once-a-year gathering of architects that we were tasked to improve on and perk up procedures from registration to the conduct of seminars and meetings. Our organizational model and strategies had to shift too so we could maximize opportunities before us, by delivering scale, speed and excellence in all we do. This year, the members of the Organizing Committee have made so much progress and we have been ready to step it up. This is proof that UAP members are part of the architectural community that is truly revolutionizing the way we conduct conventions.

This year's program is certain to raise expectations a few notches. The convention's discussions will be structured around the central theme, **"Reinventing S.O.A.: Service-Oriented Architecture"** and on five subthemes that demonstrate the energy architects are expending to deliver these services and the architectural and urban solutions they have developed. As we experience unprecedented environmental, climatic, financial and social crises, these force architects to show their aptitude to lead the struggle, using the crises as a springboard for developing new technical, environmental, social, economic and aesthetic solutions. Service-oriented architecture represents the collection of services and the opportunity for architects to come together to hone their uniquely valuable skills to set and emerge as a stronger professional.

This convention is many things to many architects: it is a chance to network, to meet suppliers and friends in the industry, clients and to learn from colleagues as well as from your competition. It is the year's biggest collection of professional development and educational opportunities for architects at all stages of their careers. It is still about the architecture community – the inspiring stories and experiences, innovative ideas and boundless energy we share each year.

I also take pride in the members of the Organizing Committee who have moved on to a higher level of service, competence and professionalism in organizing this convention. They have sacrificed long hours and have passionately devoted their time to ensure that this convention would be a successful one. I am honored and privileged to have worked with a dynamic group and for having the opportunity to serve the organization.

On behalf of the Organizing Committee, I welcome all delegates to this year's 37th UAP National Convention.

Mabuhay tayong lahat!

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National President



Michael T. Ang, FUAP, APEC Architect
National Executive Vice President



Richard M. Garcia, FUAP
National Vice President, Area A



Rozanno C. Rosal, FUAP
National Vice President, Area B



Benjamin John A. Aliño, UAP
National Vice President, Area C



Jemma Sarol-Semaña, UAP
National Vice President, Area D



Rey S. Gabitan, UAP
Secretary General



Armando Eugene C. De Guzman III, UAP
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Angelito S. Soriano, UAP
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Ana S. Mangalino-Ling, FUAP, APEC Architect
Immediate Past President



Edric Marco C. Florentino, FUAP, APEC Architect
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Jose P. Gonzaga, UAP
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Carandang, UAP
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District Director, C3



Rony P. De Juan, UAP
District Director, C4



Ramonito G. Octaviano, UAP
District Director, D1



Noel DS. Querijero, UAP
District Director, D2



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District Director, D3



Trinidad G. Saligumba, UAP
District Director, D4

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Commission on Governmental &
External Affairs



Domingo LI. Tablizo, Jr., FUAP
Commission on Internal Affairs



Bibiano A. Luzande, Jr., FUAP
Commission on Professional
Practice



John Joseph T. Fernandez, UAP
Commission on Education



Gerard Rey A. Lico, UAP, PhD
Sentro ng Arkitekturang Filipino
(UAP-CFA)



Leah M. Punongbayan
Dela Rosa, UAP
Professional Development
Commission



Roger T. Ong, UAP
Commission on Conventions and
Assemblies

Officers & Jury College of Fellows

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FUAP, APEC Architect
Chancellor



Renato L. Punzalan, FUAP
Chancellor-Elect



Ka Kuen T. Chua, FUAP
Vice Chancellor



Eriberto V. Aguirre, FUAP
Scribe



Maria Lisa V. Santos, FUAP
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Norberto M. Nuke, FUAP, Ikha
Chair, Jury of Fellows



Corazon F. Tandoc, FUAP
Member, Jury of Fellows



Prosperidad C. Luis,
FUAP, APEC Architect
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Ricardo R. Poblete, FUAP
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Noralita B. Cruz-Dumlao, FUAP
Immediate Past Chancellor



"Reinventing S.O.A.: SERVICE-ORIENTED ARCHITECTURE"

27-30 April 2011 | SMX Convention Center, Mall of Asia, Pasay City

DAY 00 • 26 APRIL 2011 • TUESDAY

12:00 nn	Lunch UAP National Headquarters Major Hall
2:00 pm - 7:00 pm	National Board Meeting UAP National Headquarters Boardroom
7:00 pm - 10:00 pm	NBD Dinner and Fellowship UAP National Headquarters Panuluyan (4th Floor Dormitory)

DAY 0 • 27 APRIL 2011 • WEDNESDAY

8:00 am - 11:30 am	Tripartite Meeting Teatro Arkitekto, 7F UAP Headquarters
8:00 am - 5:00 pm	Arkilympics HP Pearl Sports Center, Harrison Plaza, Malate, Metro Manila
1:30 pm - 4:00 pm	CODHASP Business Meeting Teatro Arkitekto, 7F UAP Headquarters
1:00 pm - 7:00 pm	Chapter Presidents' Assembly Teatro Arkitekto, 7F UAP Headquarters
7:00 pm - 9:00 pm	Dinner/Fellowship Night Mozzaico Show Room, Libis, Quezon City

DAY 1 • 28 APRIL 2011 • THURSDAY

8:00 am - 6:00 pm	Registration / Kit Distribution SMX GF Lobby / UAP booth
8:30 am - 9:30 pm	Opening Mass VIP Lounge, Lobby
9:30 am - 10:30 am	Opening of ConEx 2011 SMX ConEx Hall
11:00 am - 12:00 nn	Opening Ceremonies SMX Function Rooms 1, 2 & 3 ConEx Lunch
1:30 pm - 3:00 pm	Convocation of Fellows SMX Meeting Rooms 7, 8 & 9
3:30 pm - 6:00 pm	Investiture Ceremonies of New Fellows SMX Meeting Rooms 7, 8 & 9
2:00 pm - 6:00 pm	CPD Seminars SMX ConEx Hall Seminar Areas A & B
1:00 pm - 2:00 pm	Exhibit Viewing at ConEx Hall Film Showing at Seminar Halls A & B
	2:00 pm - 3:15 pm SUBTHEME 1 The Public Architects: Architecting for Better Governance SEMINAR 1 "The Public Architects Contribution To Health Sector Plans, Programs & Projects Towards Health for All Filipinos" SEMINAR 2 "Moving Forward to a Premier Waterfront City"
	3:15 pm - 4:45 pm SUBTHEME 2 The Architects of a Low- energy Future SEMINAR 3 "Formulation of Sustainable & Adaptive Building Assessment Tool for Filipino Architects" SEMINAR 4 "Energy Efficiency & Environmental Assessment for Buildings (GAM-3 EAB) of the Philippine Green Building Initiative"
	4:50 pm - 6:00 pm SEMINAR 5 "LEED in Southeast Asia: How it is Done?" SEMINAR 6 "Brandix Eco Center, Green Factory"
6:00 pm - 10:00 pm	Honor Dinner SMX Functions Rooms 1, 2 & 3



"Reinventing S.O.A.: SERVICE-ORIENTED ARCHITECTURE"

27-30 April 2011 | SMX Convention Center, Mall of Asia, Pasay City

DAY 2 • 29 APRIL 2011 • FRIDAY	
8:00 am - 6:00 pm	Registration / Kit Distribution SMX GF Lobby / UAP booth
8:00 am - 9:00 am	Exhibit Viewing at ConEx Hall Film Showing at Seminar Halls A & B
9:00 am - 12:00 nn	CPD Seminars SMX Conex Hall Seminar Areas A & B
	9:00 am - 10:30 am SUBTHEME 3 The Virtual Architects SEMINAR 7 "Ecology for Innovation: Knowledge Management for Architecture" SEMINAR 8 "Evolutionary Architecture: Folds, Genetics, Pliant and In-between"
	10:30 am - 11:45 am SUBTHEME 4 The Enterprise Architects SEMINAR 9 "The Architect in the Age of Information" SEMINAR 10 "The Enterprise Architects"
12:00 nn - 1:30 pm	ConEx LUNCH SMX Function Rooms 2, 3 & 4
1:30 pm -2:00 pm	Exhibit Viewing at ConEx Hall Film Showing at Seminar Halls A & B
2:00 pm - 5:45 pm	CPD Seminars with the Specialty Councils SMX Conex Hall Seminar Areas A & B
	2:00 pm - 3:30 pm SEMINAR 11 Architectural Lighting for Civic Buildings "Energy Efficient Lighting Systems (EELS)Applications for Architects" SEMINAR 12 Architects in Environmental Planning "The Architect as an Environmental Planner"
	3:30 pm - 4:45 pm SEMINAR 13 Hospital Design "Hospitals Abroad: A Travelogue" SEMINAR 14 Green Architecture "Learning Module on Green Architecture"
5:30 pm - 7:30 pm	General Assembly & Business Meeting Function Rooms 2, 3 & 4
7:30 pm - 11:00 pm	2011 Awards Night with HCG (Chapter, Individual, Arkilympics) Function Rooms 2, 3 & 4

DAY 3 • 30 APRIL 2011 • SATURDAY	
8:00 am - 9:00 am	Exhibit Viewing at ConEx Hall Film Showing at Seminar Halls A & B
8:00 am - 3:00 pm	National Elections Meeting Room 2
8:00 am - 6:00 pm	Registration / Kit Distribution SMX GF Lobby / UAP booth
9:00 am - 12:00 nn	CPD Seminars SMX Conex Hall Seminar Areas A & B
	9:00 am - 10:30 am SUBTHEME 5 The Vernacular Architects SEMINAR 15 "Escolta: Why This Place Is Worthy of Restoration Effort?" SEMINAR 16 "Revisiting Filipino-Hispano Ancestral Houses: An Examination of Architectural Form & Influences"
	10:30 am - 11:45 am SEMINAR 17 "Gedung Sate: Kebab Building, A Heritage & West Java Province's Landmark" SEMINAR 18 " Vernacular Architecture Links Past to Future & Architecture with Development"
12:00 nn - 1:30 pm	Lunch Function Rooms 1 & 2
1:30 pm - 5:00 pm	Architectural Tours/ Exhibit Viewing at ConEx Hall SEMINAR 19 Art Deco Tour SEMINAR 20 Far Eastern University and Gota de Leche Tour SEMINAR 21 Quiapo/San Sebastian Church Tour SEMINAR 22 The Bonifacio Global City Tour
5:00 pm - 6:00 pm	Thanksgiving Mass SMX Function Room Lobby, Center
6:00 pm - 7:00 pm	Closing Ceremonies Function Rooms 1, 2 & 3
7:00 pm - 12:00 mn	Davies Fellowship Night: The Super Silverscreen Ball Function Rooms 1, 2 & 3

“Reinventing S.O.A.: SERVICE-ORIENTED ARCHITECTURE”

27-30 April 2011 | SMX Convention Center, Mall of Asia, Pasay City

Day 00 • 26 April 2011 • Tuesday

NATIONAL BOARD MEETING

Time: 12:00 nn - 7:00 pm
Venue: 5F, UAP Headquarters
Attire: Business/Corporate
Presiding Officer: **Ramon S. Mendoza, FUAP**
 UAP National President
Program Manager: **Ma. Luisa Gutierrez, UAP**

TIME	PROGRAM DETAILS
12:00 nn	Lunch
2:00 pm	Invocation Philippine National Anthem UAP March Call to Order Ramon S. Mendoza, FUAP UAP National President Establishment of Quorum Rey S. Gabitan, UAP Secretary General Presentation and Approval of Agenda Reading and Approval of the Minutes of the Previous National Board Meeting Matters Arising from the Minutes Agenda Proper Call and Submission of Reports Other Matters
7:00 pm	Adjournment Ramon S. Mendoza, FUAP UAP National President NBD Dinner and Fellowship

Day 0 • 27 April 2011 • Wednesday

TRIPARTITE NETWORK MEETING

Time: 8:00 am - 12:00 nn
Venue: Teatro Arkitekto
 7F UAP National Headquarters
Attire: Business/Corporate
Presiding Officer: **John Joseph T. Fernandez, UAP**
 CODHASP President
 Dean, College of Architecture
 University of Santo Tomas
Program Manager: **Annie C. Pugeda, UAP**

TIME	PROGRAM DETAILS
8:00 am	Registration and Seating of Delegates
8:30 am	Invocation/Philippine National Anthem Lorelei DC. De Viana, UAP CODHASP Vice President for Planning Dean, Institute of Architecture & Fine Arts Far Eastern University
8:40 am	Welcome Remarks Ramon S. Mendoza, FUAP UAP National President
8:55 am	Introduction of Guest Speakers John Joseph T. Fernandez, UAP CODHASP President
TOPIC: Competency of Architecture Schools in Relation to PRBoA National Passing Rate	
9:05 am	SPEAKERS Professional Regulation Commission Board of Architecture Angeline T. Chua Chiacco, FUAP, APEC Architect Member, PRBoA Marietta B. Segovia, UAP, AAIF Member, PRBoA
9:35 am	SPEAKER Commission on Higher Education Representative from CHED Technical Panel for Architecture
9:50 am	SPEAKER Council of Deans & Heads of Architecture Schools in the Philippines John Joseph T. Fernandez, UAP CODHASP President
10:05 am	SPEAKER United Architects of the Philippines Abelardo E. Firmeza, FUAP Chair, Academe-Industry Linkages UAP Commission on Education
10:20 am	Break – AM Snacks
10:50 am	Open Forum Annie C. Pugeda, UAP Program Manager, CODHASP/TPN
11:20 am	Conclusion & Reading of Resolutions Ted Villamor G. Inocencio, FUAP CODHASP Vice President for Operations Dean, College of Architecture & Fine Arts Polytechnic University of the Philippines
11:40 am	Presentation of Plaques of Appreciation CODHASP Officers
12:00 nn	Adjournment and Lunch

"Reinventing S.O.A.: SERVICE-ORIENTED ARCHITECTURE"

27-30 April 2011 | SMX Convention Center, Mall of Asia, Pasay City

Day 0 • 27 April 2011 • Wednesday	
ARKILYMPICS	
Time:	8:00 am - 5:00 pm
Venue:	HP Pearl Sports Center, Harrison Plaza, Malate, Metro Manila
Attire:	Sports Gear
Program Manager:	Abelardo E. Firmeza, FUAP Cipriano T. Cruz, Jr., UAP
TIME	PROGRAM DETAILS
8:00 am	Opening Ceremony
9:00 am	Morning games
11:45 am	Lunch
1:00 pm	Afternoon games <i>Simultaneous morning and afternoon games: Badminton, Basketball, Billiards, Bowling</i>

2:15 pm	Message Ramon S. Mendoza, FUAP UAP National President
2:35 pm	Introduction of Guest Speaker John Joseph T. Fernandez, UAP CODHASP President
2:40 pm	Presentation Albert S. Yu, UAP ASYA Design
3:00 pm	Open Forum
3:20 pm	Election of Officers COMELEC
3:40 pm	Proclamation of Newly-elected Set of Officers COMELEC
3:45 pm	Adjournment John Joseph T. Fernandez, UAP CODHASP President PM Break

Day 0 • 27 April 2011 • Wednesday	
CODHASP BUSINESS MEETING	
Time:	1:30 pm - 4:00 pm
Venue:	Teatro Arkitekto 7F UAP National Headquarters
Attire:	Business/Corporate
Presiding Officer:	John Joseph T. Fernandez, UAP CODHASP President Dean, College of Architecture University of Santo Tomas
Program Manager:	Annie C. Pugeda, UAP
TIME	PROGRAM DETAILS
1:30 pm	Registration and Seating of Delegates
1:40 pm	Invocation Lorelei DC. De Viana, UAP CODHASP Vice President for Planning Institute of Architecture & Fine Arts Far Eastern University
1:45 pm	Acknowledgment of Guests, Deans & Heads Daisy L. Pallatao, UAP CODHASP Secretary De La Salle University Dasmariñas
1:55 pm	President's Report John Joseph T. Fernandez, UAP CODHASP President
2:05 pm	Treasurer's Report Ma. Saturnina C. Parungao, UAP CODHASP Treasurer Bulacan State University

Day 0 • 27 April 2011 • Wednesday	
CHAPTER PRESIDENTS' ASSEMBLY	
Time:	1:00 pm - 7:00 pm
Venue:	Mozzaico Show Room Libis, Quezon City
Attire:	Business/Corporate
Presiding Officer:	Ramon S. Mendoza, FUAP UAP National President
Program Manager:	Florencio T. Sebastian III, UAP
TIME	PROGRAM DETAILS
3:00 pm	Registration & Seating of Delegates UAP Secretariat Invocation Philippine National Anthem UAP March Architect's Credo Call to Order Ramon S. Mendoza, FUAP UAP National President Roll Call of Chapters Rey S. Gabitan, UAP Secretary General Certification of Quorum Presentation of Issues and Concerns Open Forum Conclusion and Reading of Resolutions For Information/Announcements Adjournment Ramon S. Mendoza, FUAP UAP National President
7:00 pm	Dinner/Fellowship Night
10:00 pm	Depart from Mozzaico Show Room back to UAPHQ

"Reinventing S.O.A.: SERVICE-ORIENTED ARCHITECTURE"

27-30 April 2011 | SMX Convention Center, Mall of Asia, Pasay City

OPENING OF CONEX 2011

Time: 9:30 am - 10:30 am

Venue: SMX ConEx Hall

Attire: Business/Corporate

Master of Ceremonies:

Program Manager: **Rosette Santos, UAP**

TIME	PROGRAM DETAILS
8:00 am	Opening Mass Fr. Nelson Zerda, UAP
9:30 am	Assembly of Participants Opening Production Number
9:45 am	Welcome Remarks Henry Ng Tan, UAP ConEx Chair
9:50 am	Acknowledgment of Guests Patrick U. Tan, UAP ConEx Deputy Chair
10:00 am	Introduction of Guest of Honor Roger T. Ong, UAP Exec. Director, UAP Commission on Conventions and Assemblies
10:05 am	Inspirational Message Hon. Rogelio L. Singson Secretary, Department of Public Works and Highways
10:15 am	Ribbon Cutting Ceremonies Ramon S. Mendoza, FUAP UAP National President Hon. Rogelio L. Singson Secretary, Department of Public Works and Highways Henry Ng Tan, UAP ConEx Chair Roger T. Ong, UAP Exec. Director, UAP Commission on Conventions and Assemblies
10:30 am	Tour of Exhibit Area

OPENING CEREMONIES

Time: 11:00 am - 12:00 nn

Venue: SMX Function Room 1,2 & 3

Attire: Business/Corporate

Master of Ceremony: **Catherine L. Saldaña, UAP**

Program Managers: **Nelia Ambrosio, UAP**
Kenneth Chua, UAP

TIME	PROGRAM DETAILS
10:30 am	Seating of Delegates

11:00 am	Processional UAP National Board of Directors & Guest of Honor Invocation Entry of Colors Philippine National Anthem Armed Forces of the Philippines General Headquarters Band UAP March Architect's Credo
11:15 am	Welcome Address Lora B. Rivera, FUAP Convention Director UAP NatCon 37
11:25 am	Acknowledgment of Guests Rey S. Gabitan, UAP UAP Secretary General Opening Address Ramon S. Mendoza, FUAP UAP National President Introduction of the Guest of Honor Michael T. Ang, FUAP, APEC Architect UAP National Executive Vice President
11:40 am	Message of the Guest of Honor Hon. Rogelio L. Singson Secretary, Department of Public Works and Highways
11:55 am	Presentation of Plaque of Appreciation to the Guest Speaker Ramon S. Mendoza, FUAP UAP National President Michael T. Ang, FUAP, APEC Architect UAP National Executive Vice President Roger T. Ong, UAP Exec. Director, UAP Commission on Conventions and Assemblies Lora B. Rivera, FUAP Convention Director UAP NatCon 37 Closing Remarks Jemma S. Semaña, UAP National Vice President, Area D
12:00 nn	LUNCH Introduction of Mascot Arkee
12:30 pm	Introduction to Candidates Forum Mila I. Martinez, FUAP Chair, Comelec Forum Mechanics & Presentation of Candidates Message from the Candidates Ramon S. Mendoza, FUAP UAP National President Opening Address Mila I. Martinez, FUAP Chair, Comelec

"Reinventing S.O.A.: SERVICE-ORIENTED ARCHITECTURE"

27-30 April 2011 | SMX Convention Center, Mall of Asia, Pasay City

1:00 pm	Presentation of Bids for 2012 and 2013 Conventions Roger T. Ong, UAP Exec. Director, UAP Commission on Conventions and Assemblies
1:25 pm	Closing Address Armando Eugene C. De Guzman III, UAP National Treasurer

2:45 pm	Election of CoF Officers and Jury of Fellows Presentation of Newly-Elected CoF Officers and Jury of Fellows COMELEC, CoF
2:50 pm	Traditional CoF Group Picture
3:30 pm	Adjournment

CONVOCATION OF FELLOWS

Time: 1:30 - 3:30 pm
Venue: SMX Meeting Rooms 7, 8 & 9
Attire: Business/Corporate
Master of Ceremony: **Eriberto V. Aguirre, FUAP**
Scribe, CoF
Program Manager: **Corazon V. Fabia-Tandoc, FUAP**
Deputy Program Manager: **Florencio T. Sebastian III, UAP**

TIME	PROGRAM DETAILS
1:30 pm	Registration
1:45 pm	Invocation Ka Kuen Chua, FUAP Vice-Chancellor, CoF Call to Order Edric Marco C. Florentino, FUAP Chancellor, CoF Roll Call Eriberto V. Aguirre, FUAP Scribe, CoF Reading and Approval of the Minutes of the Previous Convocation of Fellow Meeting Eriberto V. Aguirre, FUAP Scribe, CoF Matters Arising from the Minutes of the Previous Convocation of Fellow Meeting Edric Marco C. Florentino, FUAP Chancellor, CoF New Business Bursar's Report Ma. Lisa V. Santos, FUAP Bursar, CoF Chancellor's Report Edric Marco C. Florentino, FUAP, APEC Architect Chancellor, CoF Presentation of CoF IRR Norberto M. Nuke, FUAP, LIKHA Chairman, Jury of Fellows Achievers' Book Robert Benedict C. Hermoso, FUAP Chairman, Achievers' Book Presentation of New Fellows Edric Marco C. Florentino, FUAP Chancellor, CoF

INVESTITURE CEREMONIES OF NEW FELLOWS

Time: 3:30 - 6:00 pm
Venue: SMX Meeting Rooms 7, 8 & 9
Attire: Barong Tagalog for Men/Long Formal Gown for Women/CoF Toga with Medallion
Master of Ceremony/Program Manager: **Corazon V. Fabia-Tandoc, FUAP**
Deputy Program Manager: **Florencio T. Sebastian III, UAP**

TIME	PROGRAM DETAILS
3:30 pm	Registration/Assembly Entrance Hall of Rooms 7, 8, 9
3:45 pm	Processional March
4:00 pm	Investiture Rites Opening Ceremony Entrance of New UAP Fellows Declaration of Investiture Ceremonies Candle Ceremony Invocation Ka Kuen Chua, FUAP Vice-Chancellor, CoF Philippine National Anthem Investiture of New Fellows Edric Marco C. Florentino, FUAP Chancellor, CoF Ramon S. Mendoza, FUAP UAP National President Oath of Membership Edric Marco C. Florentino, FUAP Chancellor, CoF Renato L. Punzalan, FUAP Chancellor-elect, CoF Response Teofilo I. Vasquez, FUAP New Fellow Traditional Welcome <i>to be led by</i> Edric Marco C. Florentino, FUAP Chancellor, CoF

"Reinventing S.O.A.: SERVICE-ORIENTED ARCHITECTURE"

27-30 April 2011 | SMX Convention Center, Mall of Asia, Pasay City



NEW FELLOWS



Allan V. Garcia, UAP
Marikina Valley Chapter



Xavier Antonio J. Garcia, UAP
Manila Metro Chapter



Joenel C. Kho, UAP
Manila Metro Chapter



Teofilo I. Vasquez, UAP
Makati Chapter



Arnulfo M. Villanueva, UAP
Manila Metro Chapter

5:40 pm	Closing Ceremonies Traditional CoF Group Picture
6:00 pm	Adjournment

CPD SEMINARS

<i>Time:</i> 2:00 pm - 6:00 pm	<i>Time:</i> 2:00 pm - 6:00 pm	
<i>Venue:</i> SMX ConEx Hall Seminar Area 1A	<i>Venue:</i> SMX ConEx Hall Seminar Area 1B	
<i>Attire:</i> Business/Corporate	<i>Attire:</i> Business/Corporate	
<i>Master of Ceremonies/ Program Managers:</i> Carlo Gianni Bustos, UAP Dylan Melgazo, UAP	<i>Master of Ceremonies/ Program Managers:</i> Annie Pugeda, UAP Michelle de Guzman, UAP	
TIME	PROGRAM DETAILS	
1:00 pm	Exhibit Viewing at ConEx Hall/Film Showing: DISCOVERY: LIVING CITIES-SINGAPORE	
2:00 pm	Welcoming of Delegates SUBTHEME 1 The Public Architects: Architecting for Better Governance	
2:05 pm	Introduction of First Speaker	
2:10 pm	SEMINAR 1 "The Public Architects' Contribution to Health Sector Plans, Programs & Projects Towards Health for All Filipinos" <i>Speaker: Maria Rebecca M. Peñañiel, CUAP</i>	SEMINAR 2 "Moving Forward to a Premier Waterfront City" <i>Speaker: Grace C. Edralin-Servino, UAP</i>
2:50 pm	Reactor Luis M. Ferrer, UAP	Reactor Armando N. Alli, FUAP
3:00 pm	Open Forum	
3:10 pm	Awarding of Plaque of Appreciation	
3:15 pm	Break SUBTHEME 2 The Architects of a Low Energy Future	

"Reinventing S.O.A.: SERVICE-ORIENTED ARCHITECTURE"

27-30 April 2011 | SMX Convention Center, Mall of Asia, Pasay City

3:20 pm	Introduction of Second Speaker	
3:25 pm	SEMINAR 3 "Formulation of Sustainable Adaptive Building Design (SABD) Assessment Tool for Filipino Architects" <i>Speaker: Sylvester Shaun D. Seño, UAP</i>	SEMINAR 4 "Green Adaptation Measures-Energy and Environmental Assessment for Buildings (GAM-3EAB) of the Philippine Green Building Initiative (PGBI)" <i>Speaker: Emelito C. Punsalan, UAP</i>
4:05 pm	Reactor Christopher S.P. Espina, FUAP	Reactor Gloria B. Teodoro, FUAP
4:15 pm	Open Forum	
4:25 pm	Awarding of Plaque of Appreciation	
4:30 pm	Break Product Presentation by EMERALD VINYL CORP.	
4:45 pm	Introduction of Third Speaker	
4:50 pm	SEMINAR 5 "LEED in Southeast Asia: How it is Done?" <i>Speaker: Arch. Sun Qiqing (Singapore) & Mr. Dean Barone (USA)</i>	SEMINAR 6 "Brandix Eco Center, Green Factory" <i>Speaker: Arch. Indika Sanjeewa Samarasinghe (Sri Lanka)</i>
5:30 pm	Reactor Christopher S.P. Espina, FUAP	Reactor Gloria B. Teodoro, FUAP
5:40 pm	Open Forum	
5:50 pm	Awarding of Plaque of Appreciation	
5:55 pm	Closing Remarks	

HONOR DINNER

Time:	6:00 pm – 10:00 pm
Venue:	SMX Function Rooms 1, 2 & 3
Attire:	Barong Tagalog for Men/Long Formal Gown for Women/CoF Toga with Medallion
Master of Ceremony/ Program Manager:	Corazon V. Fabia-Tandoc, FUAP
Deputy Program Manager:	Florencio T. Sebastian III, UAP
TIME	PROGRAM DETAILS
6:00 pm	Seating of Delegates and Guests

6:15 pm	CoF Assembly at the Entrance Hall for the Grand Processional
6:45 pm	Grand Processional
7:10 pm	Invocation and Prayer for the Departed Fellows, Officers and Members Renato L. Punzalan, FUAP Chancellor-Elect, CoF Entrance of Colors Philippine National Anthem UAP March Acknowledgment of Guests Michael T. Ang, FUAP, APEC Architect National Exec. Vice President
7:30 pm	Dinner
8:30 pm	Welcome Addressee Ramon S. Mendoza, FUAP UAP National President Presentation of New UAP Fellows Edric Marco C. Florentino, FUAP Chancellor, CoF Ramon S. Mendoza, FUAP UAP National President AVP on New Fellows
9:00 pm	Introduction of Guest of Honor Maria Cristina V. Turalba, FUAP Past Chancellor, CoF Message of Guest of Honor Dr. Raul Sunico President, Cultural Center of the Philippines Presentation of Plaque of Appreciation Ramon S. Mendoza, FUAP UAP National President Edric Marco C. Florentino, FUAP Chancellor, CoF Roger T. Ong, UAP Exec. Director, Commission on Conventions and Assemblies Lora B. Rivera, FUAP Convention Director Pictorial Closing Rites Fellowship

“Reinventing S.O.A.: SERVICE-ORIENTED ARCHITECTURE”

27-30 April 2011 | SMX Convention Center, Mall of Asia, Pasay City

CPD SEMINARS

<i>Time:</i> 9:00 am - 11:45 am <i>Venue:</i> SMX ConEx Hall Seminar Area 1A <i>Attire:</i> Business/Corporate <i>Master of Ceremonies/ Program Managers:</i> Aimee Dayan, UAP Sherissa Ursua, UAP	<i>Time:</i> 9:00 am - 11:45 am <i>Venue:</i> SMX ConEx Hall Seminar Area 1B <i>Attire:</i> Business/Corporate <i>Master of Ceremony/ Program Manager:</i> Aimee Dayan, UAP	
TIME	PROGRAM DETAILS	
8:00 am	Exhibit Viewing at ConEx Hall/Film Showing: DISCOVERY CHANNEL MEGASTRUCTURES: NEW ORLEANS	
9:00 am	Welcoming of Delegates SUBTHEME 3 The Virtual Architects	
9:05 am	Introduction of First Speaker	
9:10 am	SEMINAR 7 “Seedbed of Innovation” <i>Speaker:</i> Edgardo L. Mallari, UAP	SEMINAR 8 “Evolutionary Architecture: Folds, Genetics, Plant and in-between” <i>Speaker:</i> Runddy D. Ramilo, UAP, ASIA, IDCS
9:50 am	Reactor Ma. Concepcion V. Roxas, UAP, PhD	Reactor Michael T. Ang, FUAP, APEC Architect
10:00 am	Open Forum	
10:10 am	Awarding of Plaque of Appreciation	
10:15 am	Break Product Presentation by HOLCIM PHILIPPINES, INC. SUBTHEME 4 The Enterprise Architects	
10:30 pm	Introduction of Second Speaker	
10:35 pm	SEMINAR 9 “The Architect in the Age of Information” <i>Speaker:</i> Daniel A. Lichauco, UAP	SEMINAR 10 “The Enterprise Architects” <i>Speaker:</i> Jose Pedro C. Recio, UAP, AIA
11:15 am	Reactor Gil C. Evasco, UAP	Reactor Mary Ann Espina, FUAP
11:25 am	Open Forum	
11:35 am	Awarding of Plaque of Appreciation	
11:40 am	Closing Remarks	

CPD SEMINARS WITH THE SPECIALTY COUNCILS

<i>Time:</i> 2:00 pm - 5:45 pm <i>Venue:</i> SMX ConEx Hall Seminar Area 1A <i>Attire:</i> Business/Corporate <i>Master of Ceremonies/ Program Managers:</i> Carlos Gianni Bustos, UAP Dylan Melgazo, UAP	<i>Time:</i> 2:00 pm - 5:45 pm <i>Venue:</i> SMX ConEx Hall Seminar Area 1B <i>Attire:</i> Business/Corporate <i>Master of Ceremony/ Program Manager:</i> Michelle de Guzman, UAP	
TIME	PROGRAM DETAILS	
1:30 pm	Exhibit Viewing at ConEx Hall/Film Showing: NATIONAL GEOGRAPHIC CHANNEL: JAKARTA	
2:00 pm	Welcoming of Delegates	
2:05 pm	Introduction of First Speaker	
2:10 pm	SEMINAR 11 Architectural Lighting for Civic Buildings “Energy Efficient Lighting Systems (EELS) Applications for Architects” <i>Speaker:</i> Oscar N. dela Cruz, FUAP, IESNA	SEMINAR 12 Architects in Environmental Planning “The Architect as an Environmental Planner” <i>Speaker:</i> Leah Punongbayan-dela Rosa, UAP
2:50 pm	Open Forum	
3:10 pm	Awarding of Plaque of Appreciation	
3:15 pm	Break Product Presentation by AUGUST ALLIANCE BUSINESS CORP.	
3:30 pm	Introduction of Second Speaker	
3:35 pm	SEMINAR 13 Hospital Design “Hospitals Abroad: A Travelogue” <i>Speaker:</i> Prosperidad C. Luis, FUAP, APEC Architect	SEMINAR 14 Green Architecture “Learning Module on Green Architecture” <i>Speaker:</i> Amado P. de Jesus, Jr., FUAP
4:15 pm	Open Forum	
4:35 pm	Awarding of Plaque of Appreciation	
4:40 pm	Closing Remarks	

"Reinventing S.O.A.: SERVICE-ORIENTED ARCHITECTURE"

27-30 April 2011 | SMX Convention Center, Mall of Asia, Pasay City

GENERAL ASSEMBLY AND ANNUAL BUSINESS MEETING

Time:	5:30 pm – 7:30 pm
Venue:	SMX Function Rooms 2, 3 & 4
Attire:	Business/Corporate
Presiding Officer:	Ramon S. Mendoza, FUAP UAP National President
Program Managers:	Michael V. Tomeldan, FUAP Ma. Luisa M. Gutierrez, UAP

TIME	PROGRAM DETAILS
5:00 pm	Red Carpet Walk/Seating of Delegates
5:30 pm	Invocation Edric Marco C. Florentino, FUAP Chancellor, CoF
5:35 pm	Call to Order Rey S. Gabitan, UAP Secretary General
5:36 pm	Roll Call by Chapter Establishment of Quorum Reading of Agenda Rey S. Gabitan, UAP Secretary General
6:00 pm	President's Report Ramon S. Mendoza, FUAP National President
6:30 pm	Treasurer's Report Armando Eugene C. De Guzman III, UAP National Treasurer
6:50 pm	Auditor's Report Angelito S. Soriano, UAP National Auditor
6:55 pm	Presentation of Resolutions & Open Forum Rey S. Gabitan, UAP Secretary General
7:30 pm	Adjournment

2011 AWARDS NIGHT with HCG

Time:	7:30 pm - 11:00 pm
Venue:	SMX Function Rooms 1, 2 & 3
Attire:	Formal
Presiding Officer:	Michael V. Tomeldan, FUAP
Program Managers:	Ma. Luisa M. Gutierrez, UAP Abelardo E. Firmeza, FUAP Cipriano T. Cruz, Jr. UAP

TIME	PROGRAM DETAILS
7:30 pm	<i>Opening Number 1</i>
7:35 pm	HCG Segment Welcome Remarks Mr. Sam Chen HCG Going Green AVP Acknowledgement Speech Mr. Bruce Chien
8:00 pm	Dinner with Entertainment
8:30 pm	<i>Awards Batch 1: ARKILYMPICS 2011</i> Raffle by HCG
9:00 pm	<i>Production Number 2</i>
9:05 pm	<i>Awards Batch 2: MERITORIOUS CHAPTER PROJECT</i> Raffle by HCG
9:35 pm	<i>Production Number 3</i>
9:40 pm	<i>Awards Batch 3: MOST OUTSTANDING INDIVIDUAL MEMBER & BEST CHAPTER</i>
10:00 pm	Band Performance
10:45 pm	HCG Male and Female Star of the Night
10:50 pm	Grand Raffle by HCG

"Reinventing S.O.A.: SERVICE-ORIENTED ARCHITECTURE"

27-30 April 2011 | SMX Convention Center, Mall of Asia, Pasay City

CPD SEMINARS

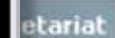
<i>Time:</i> 9:00 am - 11:45 am		<i>Time:</i> 9:00 am - 11:45 am	
<i>Venue:</i> SMX Function Room 5		<i>Venue:</i> SMX Function Room 1 & 2	
<i>Attire:</i> Business/Corporate		<i>Attire:</i> Business/Corporate	
<i>Master of Ceremonies/ Program Managers:</i> Aimee Dayan, UAP Sherissa Ursua, UAP		<i>Master of Ceremonies/ Program Managers:</i> Ferdinand de la Paz, UAP Manuel Limgenco, UAP	
TIME	PROGRAM DETAILS		
9:00 am	Welcoming of Delegates SUBTHEME 5 The Vernacular Architects Introduction of First Speaker		
9:10 am	SEMINAR 15 “Escolta: Why this Place is Worthy of Restoration Effort” <i>Speaker: Norma I. Alarcon, FUAP</i>	SEMINAR 16 “Revisiting Filipino-Hispano Ancestral Houses: An Examination of Architectural Form & Influences” <i>Speaker: Rino D.A. Fernandez, UAP</i>	
9:50 am	Reactor Gerard A. Lico, UAP	Reactor Tobias A. Bonaobra, FUAP	
10:00 am	Open Forum		
10:10 am	Awarding of Plaque of Appreciation		
10:15 am	Break Product Presentation by NEW PESA METAL CORP.		
10:30 pm	Introduction of Second Speaker		
10:35 pm	SEMINAR 17 “Gedung Sate: ‘Kebab Building,’ a Heritage & West Java Province’s Landmark” <i>Speaker: Arch. Irawaty Carolina Hartono (Indonesia)</i>	SEMINAR 18 “Vernacular Architecture Links Past to Future & Architecture with Development” <i>Speaker: Augusto F. Villalon, FUAP</i>	
11:05 am	Reactor Gerard A. Lico, UAP	Reactor Tobias A. Bonaobra, FUAP	
11:15 am	Reactor 2		
11:25 am	Open Forum		
11:35 am	Awarding of Plaque of Appreciation		
11:40 am	Closing Remarks		

CLOSING CEREMONIES

Time: 6:00 pm - 7:00 pm Venue: SMX Function Room 1, 2 & 3 Attire: Business/Corporate Master of Ceremonies/ Program Managers: Ma. Luisa Gutierrez, UAP Rosette Santos, UAP	
TIME	PROGRAM DETAILS
6:00 pm	Seating of Delegates Invocation
6:05 pm	Call to Order Ramon S. Mendoza, FUAP UAP National President
6:10 pm	Convention Report Lora B. Rivera, FUAP Convention Director, UAP NatCon 37
6:30 pm	Proclamation of Election Winners, Presentation of Incoming UAP National Board & Announcement of Incoming Hosts for the Area Assemblies Awarding of Organizing Committee Closing Remarks
6:50 pm	Adjournment

DAVIES FELLOWSHIP NIGHT: Super Silverscreen Ball

Time: 7:00 pm - 12:00 mn Venue: SMX Function Room 1, 2 & 3 Attire: Super Silverscreen Master of Ceremonies: Omar C. Palermo, UAP Eric de Leon Program Managers: Michael Joseph D. Chan, UAP Louie Nandro M. Vito, UAP	
TIME	PROGRAM DETAILS
7:00 pm	Front Act: House Music by DJ Paul Mauricio
7:30 pm	Dinner Opening Production Number
8:15 pm	Davies Presentation
8:45 pm	Laughter and Music by K Brosas and the Rhythm Band
9:45 pm	Acknowledgment of OrgCom and ConEx
10:05 pm	Parade of Costumes
10:20 pm	Party Time! Drizzles with DNA Band
10:55 pm	Announcement of Winners for Best in Costume (Male & Female) Best in Costume (Group)
11:05 pm	Party Time! Drizzles with DNA Band
11:50 pm	Grand Raffle
12:00 pm	Dance the Night Away with Drizzles with DNA Band



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WELCOME TO CRYSTAL LAKE
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THE INCREDIBLES

X-MEN

PIRATES OF THE CARIBBEAN: ON STRANGE TIDES

SUPERMAN RETURNS

BATMAN: THE DARK KNIGHT

PRINCE OF PERSIA: THE SANDS OF TIME

STAR TREK: THE CREW

MEGAMIND

ALICE IN WONDERLAND

KING ARTHUR

FANTASTIC FOUR

IRON MAN

37TH UAP NATIONAL CONVENTION FELLOWSHIP NIGHT

SUPER SILVERSCREEN BALL

PRESENTED BY **DAVIES**

30 APRIL 2011 SATURDAY 7:00 PM

Come and wear the most authentic-looking costume of any movie character. Individual or Group.

Join the UAP Area dubbing contest.

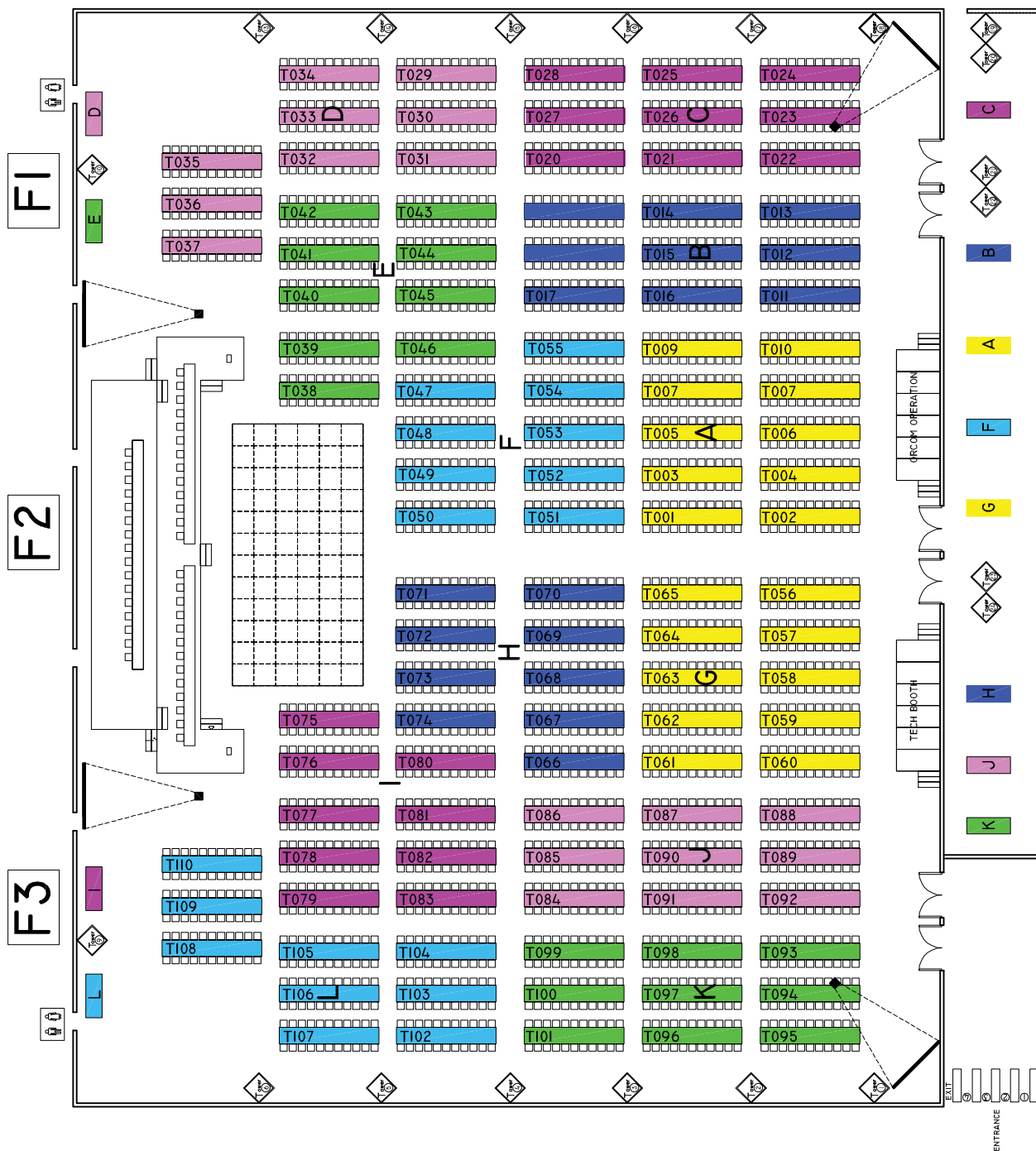
Attractive prizes await the winners.

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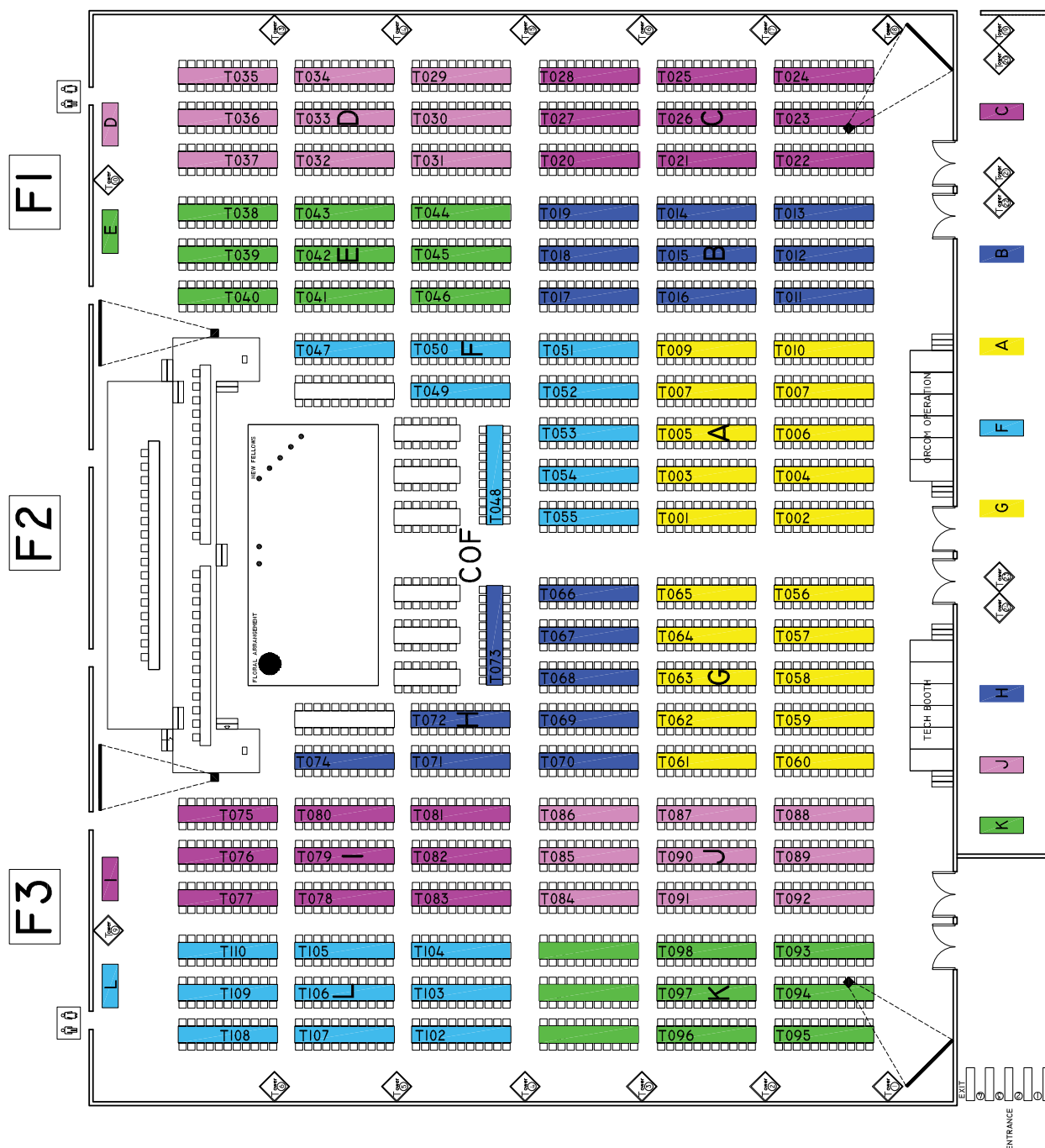
UAPizilla Firefox - Seating Arrangement

Day 1 - Lunch (28 April 2011 • Thursday)

Day 3 - Dinner (30 April 2011 • Saturday)

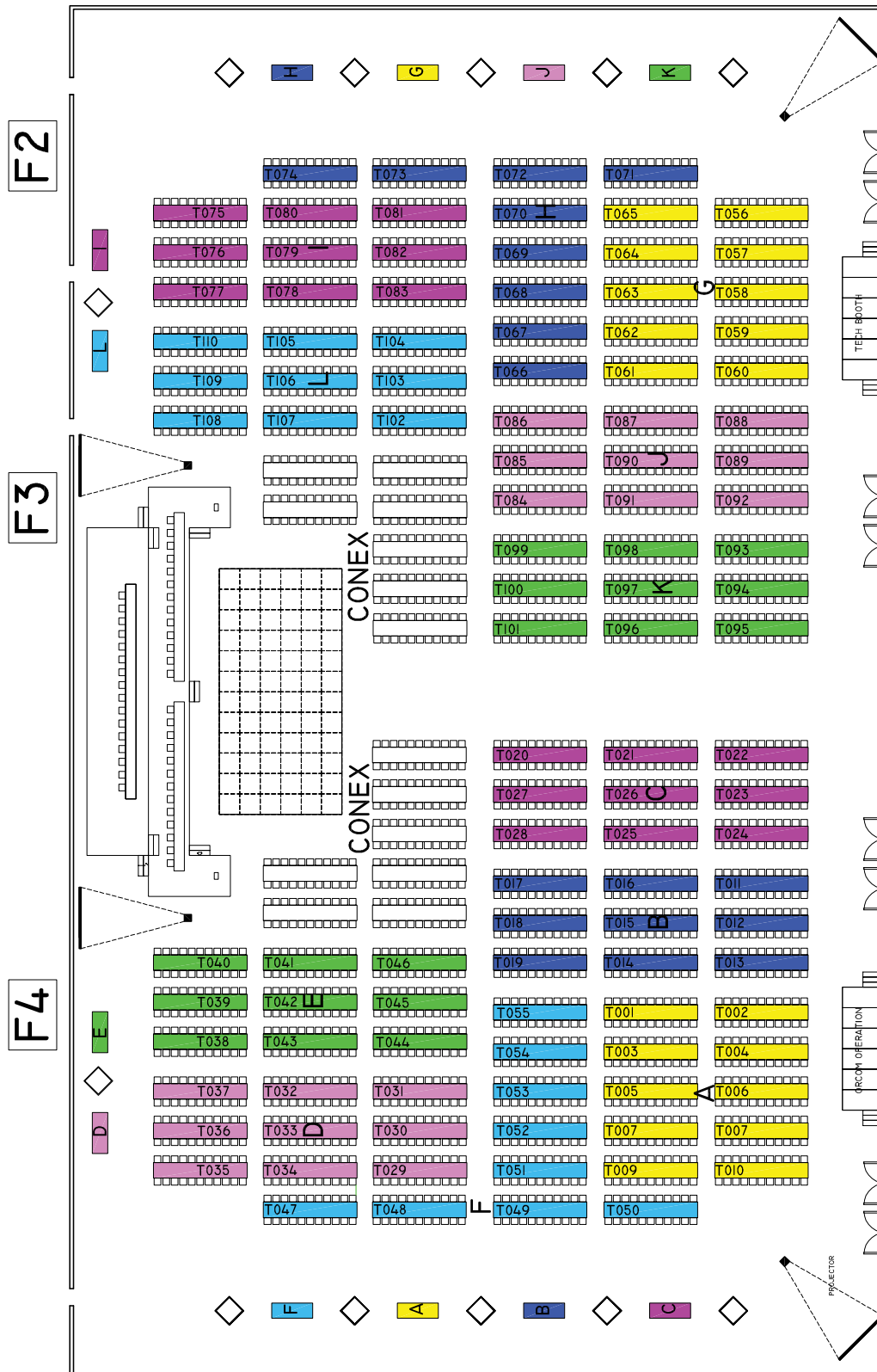


Day 1 - Dinner (28 April 2011 • Thursday)



UAPizilla Firefox - Seating Arrangement

Day 2 - Lunch (29 April 2011 • Friday)



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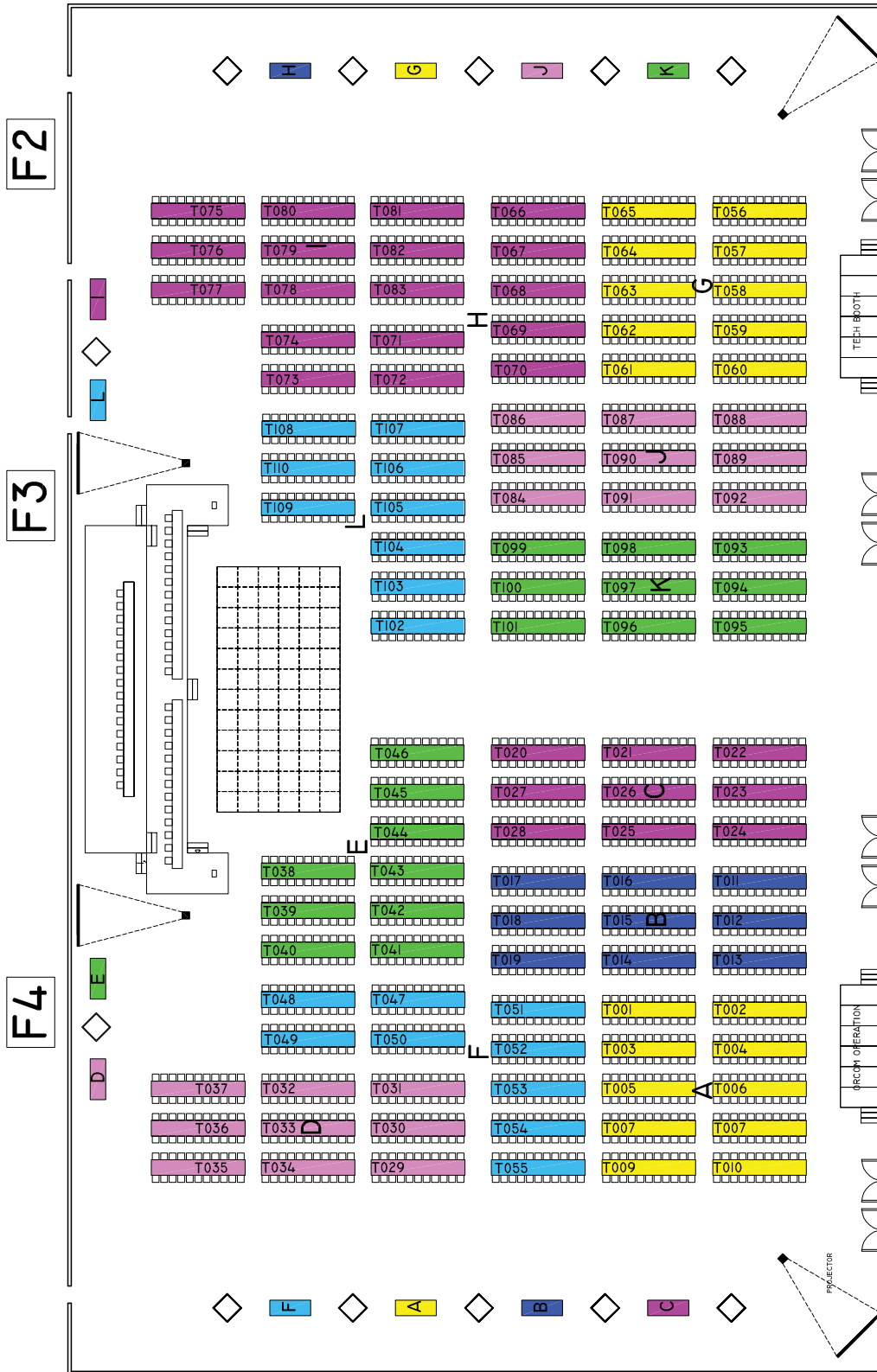
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UAPizilla Firefox - Seating Arrangement

Day 2 - Dinner (29 April 2011 • Friday)







Ramon S. Mendoza, FUAP
Honorary Convention Chairman
Adviser
New Manila Chapter



Michael T. Ang, FUAP, APEC Architect
Ex-officio Convention Chair
Socskargen Chapter



Roger T. Ong, UAP
Executive Director Convention
and Assemblies
Manila Sampaloc Chapter



Antonio A. Valdez Jr., UAP
Deputy Executive Director
for Convention and Assemblies
Chair, Operation
Alabang Chapter



Lora B. Rivera, FUAP
Convention Director
Chair, Finance
Makati CBD Chapter



Armando Eugene C. De Guzman III, UAP
Convention Treasurer
QC Central Chapter



Programs and Planning

Leah Y. Martin, UAP
Chair, Programs and Planning
Bulacan Chapter



Florencio Romario T. Sebastian III, UAP
Deputy Chair, Programs and Planning
Program Manager
Convocation of College of Fellows/
Honor Dinner & Presentation of New Fellows
Election, Chapter President Assembly,
ConEx Exhibitors' Lunch
Diliman Chapter



Michael V. Tomeldan, Jr., FUAP
Chair, Awards and Recognition
Deputy Program Manager, National Board
Meeting, General Assembly & Business
Meeting, Closing Ceremonies
Diliman Chapter



Michael Joseph D. Chan, UAP
Chair, Social Events
Program Manager, Awards Night,
Fellowship Night
Manila Metro Chapter





Program Managers

Ma. Nelia C. Ambrosio, UAP
Program Manager, Opening Ceremonies,
ConEx Exhibitors' Lunch
QC Elliptical Chapter



Kenneth G. Chua, UAP
Program Manager, Opening Ceremonies
Program Manager, General Assembly &
Annual Business Meeting
Manila Metro Chapter



Louie Nandro M. Vito, UAP
Deputy Program Manager, Awards Night,
Fellowship Night
QC Elliptical Chapter



Mystice Michelle H. De Guzman, UAP
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Deputy Program Manager, Seminars 12, 14
Deputy Program Manager, Seminar Tour 4
Chair, Reception and Protocol
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Tripartite Network / CODHASP
Deputy Program Manager, Seminars 2, 4, 6
Deputy Program Manager, Seminar Tour 3
Manila-Centrum Chapter



Ma. Luisa M. Gutierrez, UAP
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General Assembly & Business Meeting,
Closing Ceremonies
Diliman Chapter



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Program Manager
Convocation of College of Fellows/
Honor Dinner & Presentation
of New Fellows
Greenhills Chapter



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Member, Security
QC South Triangle Chapter



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Seminar Tour 1
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Diliman Chapter



Maria Aimee Roushara M. Dayan, UAP
Program Manager, Seminars 7, 9, 15, 17
Deputy Program Manager, Seminar Tour 2
Diliman Chapter



Maria Sherissa Y. Ursua, UAP
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Seminars 7, 9, 15, 17
Seminar Tour 1
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Featured



Maria Rebecca M. Peñafiel, CUAP

Doctor of Philosophy in Human Resource Management
Master of Science in Urban Planning, School of Urban and Regional Planning, UP Diliman
Director III, National Center for Health Facility Development, DOH, Manila

Arch. Ma. Rebecca M. Peñafiel served as Director III of the Health Infrastructure Service of the Department of Health, Manila, before becoming Director III of the National Center for Health Facility Development, DOH, Manila, where she prepares and implements annual operations plans, coordinates policy formulation and standards development, and health facilities infrastructure overall project planning, development and implementation. She has attended numerous local and international training and special courses for the World Health Organization, US Department of State, and other agencies and has participated as speaker in numerous conventions of the Philippine Institute of Civil Engineers, Philippine Hospital Association, Philippine Society of Mechanical Engineers, among others. Arch. Peñafiel is currently an Associate Professor at of the College of Architecture and Fine Arts, University of Santo Tomas, Manila. She is a graduate of the College of Architecture, University of Santo Tomas, Manila, with a MA in Urban Planning, School of Urban and Regional Planning, University of the Philippines, and units leading to a PhD in Human Resource Management, University of Santo Tomas, Manila.

"The Public Architect's Contribution to Health Sector Plans, Programs and Projects to Achieve Health for All Filipinos"

CONCEPTUAL FRAMEWORK

The basic perception is that a public architect engages in the design and construction of government infrastructure projects. However, more than that, he is involved in the physical development programs of the government which are expected by the general public to be implemented with strong adherence upon the three principles of good governance – participative decision making, transparency and accountability. The reason is obvious. Funds for government infrastructure projects like transport terminals, resettlement housing, hospitals and other health facilities, schools, government centres, barangay multipurpose centres, markets, prisons, to name a few, are sourced from taxpayers' money, from the private sector to be paid back from taxpayers' money, or from foreign loans to be paid with interest from taxpayers' money. The supreme trust of the public must be the goal of the public architect. Public service should be his primordial reason for wanting to become a public architect.

By virtue of the Constitution and the provisions of the Local Government Code, national government agencies in the Philippines set the policies, standards and guidelines for infrastructure project design development, procurement and implementation. They also put in place control and regulatory mechanisms to ensure that quality service is performed within the resulting structures and buildings. Lastly, they facilitate the ways and means these projects and its benefits could be sustained through capability building programs, advisory, technology transfer, and other forms of technical support. All these activities are to be conducted and completed under a strong pillar of good governance with maximum participation solicited from the private sector.

SPEAKER'S PROFILE

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Grace C. Edralin-Servino, UAP

Master of Science in Tropical Landscape Architecture, UP Diliman

The speaker has a bachelor of science degree in architecture and a masters of science in tropical landscape architecture at the University of the Philippines Diliman where she has worked as a University Research Associate from 2001 to 2010. With her background in these two fields of study, her interest lies in the optimal integration of architecture in the landscape

"Moving Forward to a Premier Waterfront City"

Challenged to improve living conditions and be sustainable amidst rapid urbanization, cities in Metro Manila must first achieve a balance of the urban built-up area and the natural environment. Following on the set of plans and vision of the local government, the proposal for cities adjacent to large bodies of water such as Taguig City is to transform it to become a premier waterfront development with enhanced green and water system on the lower portion and mixeduse, high-rise buildings on the higher ground thereby optimizing land and water resources. To reduce urban heat, more surfaces must be permeable and covered with plants including building envelope and most open spaces. Through active leadership of the local government, people participation and cooperation of private developers, the waterfront developments can become the centers of recreation, landmarks with civic identity, plazas of social change and economic growth, and primarily the core of environmental regeneration.

SPEAKER'S PROFILE

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Featured



Sylvester Shaun D. Seño, UAP

Master of Science in Construction Management Technology (Candidate),
Technological Institute of the Philippines (TIP) Manila
Faculty Member, TIP Manila
Instructor, Atelier Architecture Review Center

A practitioner of architecture in its truest sense, Arch. Sylvester David Seño, or "Sly" as how his colleagues call him, is into sustainable architectural and lighting design, construction, consultancy, and academic research. A dean's lister and an active UAPSA, College Paper editor, and Student Council Officer during his baccalaureate days in University of Santo Tomas, he is on the final stages of his Masters Degree in Construction Management Technology in the Technological University of the Philippines, Manila. His researches on various aspects of sustainable design earned him as 3rd Best Faculty Researcher for School Year 2009-2010, and for this year, as 2nd Best Faculty Researcher, of the CHED-deregulated Technological Institute of the Philippines-Manila. Moreover, his design proposal for urban socialized housing in disaster-prone areas, was one of the short-listed entries of the recently-concluded international design competition – Design Against The Elements last January, 2011. He is currently a lecturer at the Atelier Architecture Review Center, and also connected with the Technological Institute of the Philippines-Manila as a Faculty member. Moreover, he is a currently a consultant-corporate architect of the DanielStone Realty Development Corp. and President/CEO of Texalco Finishing Technology Construction Corp.

"Formulation of Sustainable Adaptive Building Design (SABD) Assessment Tool for Filipino Architects"

Sustainability is considered broad and multi-disciplinary, for which around 600+ measuring tools have been developed across the globe. Foremost of these are the LEED Version 3.0 from the United States, and the local counterpart BERDE currently being formulated by the Philippine Green Building Council. Attempts have been made by policymakers and professionals to define the scope of sustainability, which is up to now being contested. Recently, with countries regardless of economic standing, affected by natural disasters, a new concept has emerged, termed as Sustainable Adaptive Building Design (SABD). SABD does not only consider the building or site's impact to its environment, economics and society, but also its natural disaster-resilience component, with the last not present in other sustainability measuring tools. Thus, this paper attempts to provide a framework for a qualitative assessment tool that can serve as a guide for both Filipino architects and students.

SPEAKER'S PROFILE

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Featured



Emelito C. Punsalan, UAP

Architect and Environmental Planner
Member, Green Architecture Movement
Chairman, Specialty Council on Green Architecture

Architect Punsalan creates designs with emphasis on spatial forms and dynamics, on the relationships found between urban aesthetics and the built-environment. Space planning, organization and form has been specialties for over a decade of active practice, thanks to his fundamental knowledge and experience with high-rise residential and commercial condominiums. He has also worked on forms and planning for various detached residential dwellings. His educational background has also taught him to include a "four dimensional" approach to designing, considering his design forms project diversity depending on the nature and calling of the project.

He is a Corporate Member of the United Architects of the Philippines. He is also a licensed Environmental Planner. He has developed a thesis, pertaining to "urban environmental psychology"- capturing the natural behavioral movements and patterns of people as dictated by the environment.

At present, he is the chairman for the UAP Specialty Council for Green Architecture and is working closely with the Continuing Professional Education (CPE) and Professional Development Council (PDC) of the UAP in the development of specialization modules. He is also in the middle of finalizing the working version of the GAM-3EAB Building Rating System, together with the other member professional organizations of PGBI. He is also developing a draft of a Manual for The Building Envelope and is working closely with UAP and the Philippine Society of Ventilating, Air-conditioning and Refrigerating Engineers (PSVARE) for this.

Arch. Punsalan is Quality Representative, Architect and Partner of L.R. Punsalan and Associates.

"Green Adaptation Measures-Energy and Environmental Assessment for Buildings (GAM-3EAB) of the Philippine Green Building Initiative (PGBI)"

The United Architects of the Philippines (UAP) and the Philippine Green Building Initiative (PGBI), with their multi-disciplinary network of professional organizations recognize the fact that the built-environment has significant impacts on the natural environment, specifically on the production of carbon emissions and other greenhouse gas emissions. PGBI, on its own accord, decided to formulate measures and design tools in order to minimize the built-environment's contribution to global warming. This is through the formulation and promotion of energy efficiency standards, sustainable development principles and practices, and a green building rating system. The green building rating system Green Adaptation Measures – Energy Efficiency and Environmental Assessment of Buildings, or GAM-3EAB, is seen to help buildings reduce its negative impact on the environment, through energy-efficiency, conservation and sustainability of land, raw material conservation and the use of sustainable materials while maintaining building occupant comfort and increased productivity. Having this rating system and a set of energy efficiency standards enforced by local government, plus the education and awareness of the public in general, it is expected that greenhouse gas emissions will diminish significantly within the building sector.

SPEAKER'S PROFILE

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Featured



Dean Barone, IDSA, LEED®AP BD+C

President, Barone International Inc.



Michaela Rosette M. Santos, UAP, LEED®AP BD+C

Architect, Barone International Inc.

Dean Barone has been an Accredited Professional of the US Green Building Council's Leadership in Energy and Environmental Design (LEED®) since 2003. He is presently working with Sun Life, JP Morgan, RCBC Savings Bank and Citibank to achieve LEED® certification for their new and existing building projects in the Philippines.

Dean is a licensed Interior Designer and received his BFA in Environmental Design from Rochester Institute of Technology. In 1984 he established Barone Design Group, a Houston, Texas based architectural and design firm. Dean first came to the Philippines in 2003 to develop Shell Oil Company's new financial support offices at the RCBC Plaza in Makati City. In 2006, he relocated his family to Manila to work with local architectural firms to implement sustainable building projects within the Philippines.

In 2007, Dean was employed by HOK International (Asia/Pacific), a global leader in sustainable architecture worldwide. As a Senior Project Manager for HOK, he and his design team developed and implemented sustainable projects in Singapore, China, Indonesia, India and Hong Kong. In 2009, Dean formed Barone International, a Philippines based corporation. Through this company, Dean continues to pursue his personal commitment to sustainable design and practices.

Michaela Rosette M. Santos, has been a registered Architect since 1998 and a LEED® Accredited Professional since 2008. With over fifteen years of professional experience, she is presently working as a LEED® consultant on the new Globe Telecom Headquarters, currently under construction at the Bonifacio Global City.

Rosette received her Bachelor of Science degree in Architecture from the University of Santo Tomas. After graduating from UST in 1994, she got involved in several residential, commercial and mixed-used developments with a couple of promising design firms. In 2004 she became part of the academe in the Department of Architecture of the College of Engineering and Architecture of Holy Angel University, Angeles City. In 2007, Rosette worked in Dubai for an Italian Interior Design firm after which she joined a multinational project management firm working on LEED® registered projects such as The World and City Of Arabia, where her advocacy for sustainable architecture and environmental protection was reinforced.

Returning to the Philippines in 2009, Rosette went back to teaching at the Holy Angel University to continue to share her knowledge and passion for designing green buildings. In addition to her teaching responsibilities, Rosette is currently working with Barone International to provide LEED® consultancy services.

Dean and Rosette, along with several Philippine-based LEED®APs, have created an informal "Philippines LEED® Chapter" to assist individuals interested in becoming LEED AP's and to further promote and implement green building projects throughout the Philippines.

Dean is an active member of Green Architecture Advocacy Philippines (GAAP) and Rosette is an active member of the United Architects of the Philippines - Green Architecture Movement (UAP-GAM) and Philippine Green Building Initiative (PGBI) promoting a credible green building rating system, GAM-3EAB.

"LEED® in the Philippines: How it is done"

Since the Industrial Revolution our society has been driven by an increasing pace of change in business and technology. Every decade or two we have faced a new and disruptive event that challenges business and creates opportunities - the locomotive, the electric light, the automobile, the airplane, the television and the computer, to name a few.

But the greatest disruptive event of the next 20 years may come, not from a single invention, but from the world around us - that is, climate change.

How Architects respond to the climate challenge will differentiate you from the competition and launch new and successful building projects by leading you from today's "business as usual" to developing a long-term sustainable approach to growing a Green Architectural business in the Philippines, and beyond its borders.

This presentation, led by Dean Barone, LEED® AP BD+C and Michaela Rosette Santos, UAP, LEED® AP BD+C will explain the benefits of employing sustainable principles in your building projects, clarify the misinformation about the cost of green buildings and provide real life examples of on-going certified green projects in the Philippines. With four completed LEED® Certified building projects in the Philippines and dozens more in the pipeline, Dean and Rosette will present an overview of the US Green Building Council's - Leadership in Energy and Environmental Design® (LEED®) green building certification program. The LEED® program encourages and accelerates global adoption of sustainable green building practices through a suite of rating systems and implementation strategies.

As third-party certification program, LEED® is an internationally accepted benchmark for the design, construction and operation of high-performance green buildings. LEED® promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.

The presenters will discuss how the USGBC LEED® rating system can be successfully implemented on green building projects outside of the United States and how it can be adopted for use with local construction practices and available building materials.

After attending this presentation, Architects will have a better understanding of how the future of green buildings will change the way you will implement new building projects and how LEED® related services will provide new business opportunities in this new and exciting sustainable world.

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Featured



Indika Sanjeewa Samarasinghe *(Sri Lanka)*

Indika Samarasinghe completed his secondary education abroad, obtained a diploma in Architecture from the University of Bahrain in 1995 and passed from the City School of Architecture (CSA) in 2004 obtaining his Associate Membership from the Sri Lanka Institute of Architects In April 2005.

Indika has worked at several leading local and international Architectural firms as an Architectural apprentice from 1994 to 2008. Thereafter he ran a satellite office for Locus Architecture in Seychelles from Sri Lanka.

He currently practices in Sri Lanka with his wife and is also the Managing Partner of I. W. Architects.

In 2008 Indika was the sole Architect responsible for the total refurbishment of the "Brandix Eco Centre" in Sri Lanka, which became the first apparel manufacturing facility in the world to be rated Platinum under Leadership in Energy and Environmental Design (LEED) Green Building Rating System of the US Green Building Council (USGBC) with the highest points ever awarded for a platinum yet unmatched to date.

"Brandix Eco Center, Green Factory"

With its long-standing tradition, Sri Lanka has an entrenched environmental ethic. This customary affiliation with wild places and their animal inhabitants is exemplified by the fact that the world's first recorded wildlife sanctuary was located here. The importance of undisturbed forestland was also a concept well understood by ancient Sri Lankan royalty, manifested in the form of forbidden forests. Recalling that Sri Lanka has been environmentally-responsible for more than 2500 years, the ancient kings of Sri Lanka had built thousands of reservoirs for rain water harvesting, flood protection, irrigation and domestic needs. Many of these majestic reservoirs are still in use today. This is a tradition that we can all be proud of and must be revived for future generations to enjoy.

With the coming to end of a 30 year long civil war Sri Lanka has been made the hub of attraction for tourism and business, opening its doors to limitless possibilities. Today Sri Lanka is unmatched in its capacity to grow and with our direction as Architects of the 21st Century should pave the correct path to a Greener and more Environmentally Friendlier country. This, what I call "The Green Revolution" was recommenced from where our forefathers left off, with Sri Lanka's apparel sector inspiration Brandix which achieved a world's first across all sectors, with its Green Factory in Seeduwa becoming the first apparel manufacturing facility in the world to be rated Platinum under the Leadership in Energy and Environmental Design, Green Building Rating System of the US Green Building Council.

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Edgardo L. Mallari, UAP

Chapter President, Rizal-Taytay

He lives an active lifestyle of all-terrain biking, jogging, playing badminton, and basketball. He finds time to relax doing landscape photography and sketching. He works as a pilgrim, qualified only by his yearning for design.

Currently co-managing a private architectural practice since professional architect's registration in 2003. The said firm worked on various good class residential developments, commercial offices, and interior fit-outs/ furniture design as an architect as well as a builder. The architect is willing to dedicate his architectural competence in other diversified fields.

"Seedbed of Innovation"

The rapid pace of technological change is the cyclone that is sweeping the 21st century. Industries have no choice but to go with the flow or be swept away. This phenomenon accelerated globalization and the economic transition from traditional to service economy. The evolution to a knowledge-based, service-oriented economy is raising the importance of human capital in enterprises. Due to the growth in quantity of information available, the globalization of companies and their spheres of activity, increasing competition for work and maturation of many industry sectors, and increasing client sophistication and expectations, the issue of knowledge management has assumed greater importance in recent times. The Architecture, Engineering, and Construction (AEC) industry face these challenges today. As lead design professionals in the AEC industry, architects have to be in the forefront of creativity and innovation to maintain competitive advantage. Equipped with the right knowledge management strategy, Filipino architects will be able to face the upcoming challenges and harvest the benefits of knowledge sharing.

SPEAKER'S PROFILE

"Reinventing S.O.A.: SERVICE-ORIENTED ARCHITECTURE"



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Featured



Runddy D. Ramilo, UAP, ASIA, IDCs

Doctor of Philosophy in Architecture (Candidate), Deakin University (Australia)
Master of Science in Construction Management, University of the East (Philippines)

Runddy D. Ramilo is a registered architect specializing in digital architecture and hospitality design. He holds a Master's and Bachelor's Degree in Architecture and currently a PHD in Architecture candidate at Deakin University, Australia where he is in embedded practice-based research on construction mediated evolutionary design process and the use of computational simulation tools to address green and sustainability issues.

He is currently an Associate at Aedas where he leads a team of architects and designers for several projects in the Asia Pacific. Prior to joining Aedas, he worked as Design Manager at Wilson+Associates and Associate at Designphase, Singapore where he gained substantial professional experience through a wide variety of high end architecture and interior architecture projects.

Runddy is very much interested in pursuing an academic career blended with field expertise. He is currently involved in research at computing and communications group at the School of Architecture and Building, Deakin University where he is involved in investigating problems of architectural geometry, generative design, building information modeling, parametric modeling, web-based collaboration and embedded digital practice-based management. He was a lecturer for design and building technology at Far Eastern University, Adamson University, and National University, Philippines. He published four books in visualization, hospitality design, building technology and has published several journals in international conferences on computer-aided architectural design and design management.

"Evolutionary Architecture: Folds, Genetics, Pliant and In-between"

One of the most persistent challenges facing the theory and practice of architecture today is the paradigmatic shift of design process that are occurring in design practice and the emergence of digital technologies.

Virtual and physical evolutionary form finding process has evolved in research and shows a developed and progressive throughout the previous decade. Bound with folds, genetics, the pliant and other new forms, architecture is made as succession of different radical evolutionary style. It transformed the shape of building and the birth of design extremist is rapidly increasing and more shapes of buildings are being experimented. It is a clear indication that paradigmatic shift of design process is reshaping the way architects perceive and design buildings.

The new mode of designing buildings in today's digital age is evolutionary architecture. The key concept behind the evolutionary architecture is the use of morphogenetic process as a class of highly parallel evolutionary, adaptive search from biology. It proposes an evolutionary model of nature as the generating process for architectural form. In this approach, architectural morphology is expressed as generative rules so that evolution and transformation can be accelerated and iterated by the use of computer and physical models.

As computational tools are becoming powerful, evolutionary design process have widespread in research. Starting with Gilles Deleuze's striated space and folds and Gaudi's fluidity or 'The Pliant' it is now used in practice and popularly known as Emergence. The Theory of Emergence looks up at natural phenomena of any kinds like genetic space from biology and extracts their morphogenetic process and morphological formations as generator of design. Several applications of this theory are Morpho-Ecologies, Biothing and Continuum, and L-System in Architecture in which morphogenetic process is applied as form generators to architectural design. Its approach takes up from biological morphogenesis for which the process of evolutionary development and growth of organism is observed and applied as generative morphogenetic process to model building forms.

In the process of engaging with the evolutionary design methodologies, this paper discusses a novel approach of conceptualizing building forms in the early stage of design which are 3-dimensional physical and digital iterations through folding, fluidity and algorithmic architecture. The topics will start discussing the historical background of evolutionary architecture and will go down to discussing theoretical aspects of form generation and the digital technologies behind the design process.

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Featured



Daniel A. Lichauco, UAP

Principal Architect, Archion Associates
Professor, UST College of Architecture

What was a brief childish fascination with a compass, a ruler, and lettering set in his father's office turned out to be a cornerstone in the life of Daniel Lichauco, a principal architect of the architectural firm, Archion Associates.

Lichauco graduated in 1986 with grades good enough to land him a scholarship as a teacher in the United States. After passing the Philippine Architecture board exam in his second take—the first time he failed in history of architecture—he left for University of Michigan, where he earned his master's degree in architectural design and theory, and in urban planning in 1991. He later on took a master's degree under another scholarship in classical

architecture and urban design at University of Notre Dame.

He chose UST which has one of the best programs in the country to study B. S. Architecture. At present, he is a part-time College of Architecture professor.

The quest of the young aspiring architect from New Manila also meant embarking on a career path none of his relatives have taken since his family line was in business and teaching. It was also a leap of faith for a child who once dreamt of becoming a priest.

However, the long years in graduate school finally took its toll on Lichauco.

By his third degree, he was already tired of studying, so he decided it was time to start working, so he returned to the Philippines after earning his last master's degree from the University of Norte Dame in 1993.

In 1994, Lichauco worked for Francisco "Bobby" Mañosa's firm as a partner and learned from the "master" architect himself. Before long he finally decided to establish his own firm.

As a testament to his uncle Sen. Benigno Aquino's legacy to the country, Lichauco designed the Aquino Center in Luisita, Tarlac for his thesis, which he later improved and built when he was still working for Manosa's firm under his family's commission.

Despite the heavy workload in his fledging firm, Lichauco still finds time to teach history of architecture and architectural design in UST. He realized after traveling to Europe and the United States, he has to share valuable knowledge he learned in his trips to these places.

Now sitting comfortably in his own office at Archion Associates, Lichauco has come far from his humble doodles in his father's office that faithful summer. Despite his achievements, Lichauco doesn't forget the roots of his success.

"The Architect in the Age of Information"

The practice of architecture is a paradox. Architects sell both a service and a product. Architecture, as the mother of all arts, is unique in this aspect. If painters sell paintings, cooks sell food and sculptors sell sculptures do architects sell buildings? Nope, realtors do. As such, the architect in the 21st century, in the age of information, has evolved from a Renaissance man to a man of multiple disciplines where in art and traditional engineering sciences are now combined with other disciplines including economics, environment sciences, sociology and even politics.

Today, the enterprising architect has to be a jack-of-all-trades and master of some; the difference being is that he should be very much aware of what he is not the master of. Being comfortable with what you do not know is the hallmark of such a jack who also has the ability to seek the information in a timely and appropriate manner.

As a provider of a service, the architect will be a strong asset to any team at the onset of the project. They have the ability to advice clients on numerous issues that will lead to the decision to implement a project. Unfortunately, however, this may also lead to the project not being built which is tantamount to us talking ourselves out of a job. But then, as advisors, we are obliged to give sound and proper advice regardless of the final outcome. The practice of architecture is at a point wherein this service is beginning to be recognized but unfortunately whose fee structure has yet to be determined. This early on advice, although extremely valuable to the project onset, has been under valued by the market.

This service however, on the upside may also lead to a commissioned work, which transforms the architect into an entrepreneur, taking on more risks than the traditional practice of architecture. He now enters into an area of service wherein he has to take certain professional risks by providing products (information and studies) that are no longer tangible and physical manifestations of drawings and buildings, which is the hallmark of the profession. These initial studies require the architect to be a "jack of all trades" which may include administrative sciences, economics, political, trend analyst, behavioral scientist/sociologist, business administrator, realtor, curator as well as project manager, quantity surveyor/estimator and engineer. This is a carry over of the image of the profession where in the architect is considered to be a master of all, yet our fee structures do not recognize this expertise as well as the risks involved. Clients, are mostly unaware of the value of this information, particularly from those clients who we know are frustrated architects and feel that the science of architecture plays an miniscule part in the practice and that "to make a sketch" or as some would put it "sketch sketch lang" is indeed easy and simple. Very few actually realize that this sketch has a lot of thought and depth to it.

Fortunately, larger firms and corporations are slowly accepting the consultancy culture but unfortunately these are few and far between. The younger, inexperienced corporations and businesses, who have the ability to change the architectural landscape of the country unfortunately do not see the value of this service and still expect the architect to be the source of all information and later on penalizing the architect for wrong faulty information. So now here is the new professional paradox. Architects are expected to provide sound and solid advice that is normally reserved for specific consultants. This advice is undervalued by the industry and represents a high risk to the architect. Yet, to be competitive, the architect now has to assume the risk of providing the information, in a field he is not the master of. The fees are not commensurate to the risk and only become so if the project materializes. As such, architects now move into the realm of "cover your butt" architecture to make sure these risks are mitigated, provide sound early advice yet understanding that they may never get the bigger the larger fees.

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Jose Pedro C. Recio, UAP, AIA

Principal Architect, RCHITECTS

Mr. Recio received his Bachelor of Science degree in Architecture from the University of Sto. Tomas in 1975 and is a member of the United Architects of the Philippines, a Fellow of the Philippine Institute of Architects, and an International Associate of The American Institute of Architects.

Jose Pedro C. Recio started his international career in architecture when he moved to Hong Kong in 1976, where he joined Eric Cumine Associates, then one of Hong Kong's biggest firms. In 1978, he joined Wong Tung International as Design Architect and stayed on for six years. M. Moser Associates, Ltd. invited Mr. Recio to join the firm as an Associate in 1984 and subsequently accepted an offer of partnership in 1986.

Mr. Recio co-founded Recio-Casas in 1988 in Hong-Kong and moved back to the Philippines in 1992. Since then, Mr. Recio has been responsible for the design of major projects in Metro Manila including Richmonde Hotel, San Lazaro Leisure Park and The Church of Gesu and the new Rizal library, at the Ateneo de Manila University. He also led collaboration work on major projects with foreign consultants such as Kohn Pederson Fox, Hok and Denton, Corker, Marshall of the UK.

In 2008, Mr. Recio left the partnership to launch his own practice, RCHITECTS, Inc. Today, his firm, with over 50 technical staff, continues to work on a variety of projects, encompassing retail, residential, hospitality and institutional design.

"The Enterprise Architects"

Enterprise architects participate in the Philippines' efforts to spur economic growth, improve living standards, and build a worldwide market for Philippine products and services. Enterprise architects set up small or medium-sized firms to address design needs for a variety of development projects from highrise towers to private homes, from luxury resorts to boutique hotels, retail and entertainment facilities, to institutions such as schools, museums, hospitals, theatre. They form groups to serve outsource requirements of foreign and local architectural firms for CAD or rendering services. Driven to succeed, the enterprise architect deals with challenges brought about by financial difficulties, environmental changes, political uncertainties, and technological advances by utilizing his creative skills as an artist and as an entrepreneur to transform the world around him. This paper will talk about how enterprise architects read the environment, look for opportunities, strategize, and plan, to be equipped to meet present and future challenges.

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Oscar N. Dela Cruz, FUAP, IESNA

Principal & Lighting Architect, Dela Cruz-Borlaza Lighting and Architecture

Starting as early as 1974, Architect Dela Cruz had been in the Lighting Industry for at least 23 years. Among his professional experiences in lighting include working for General Electric Lighting, Isla Electric Company, and Paulos Lighting Company. He is the principal and lighting architect of Dela Cruz – Borlaza Lighting and Architecture with lighting projects on the pipeline.

Arch. Dela Cruz is a member of the prestigious Illuminating Engineering Society of North America, the world's largest organization of lighting professionals. He was just recently appointed by the United Architects of the Philippines to be their Chairman of Specialty Council for Architectural Lighting.

"Energy Efficient Lighting Systems (EELS) Applications for Architects"

ENERGY EFFICIENCY is juxtaposed among those concerns of greater importance in today's world because it is one of the most cost-effective and reliable means of mitigating global climate change. It is but then prudent for us to put into place mechanisms which will allow us to lessen the ill effects of climate change.

The purpose of this paper is to empower our industry practitioners (the architects) to catalyze change towards the use of energy-efficient lighting. Lighting, besides affecting the physical and emotional well-being of building occupants, is one of the major uses of electricity and source of internal heat.

Thus, it is our hope that through this paper presentation, we will realize a significant impact on the overall consumption and power demand of a built environment without sacrificing the allied services and amenities.

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Leah M. Punongbayan-dela Rosa, UAP, PIEP, ULI

Architect/Environmental Planner
Chair, Specialty Council on Site Planning and Design
Professor, UST College of Architecture

Leah M. Punongbayan - Dela Rosa has more than 25 years of progressively responsible experience on various fields of planning/ architectural design, research, master development planning, landscaping and other comprehensive disciplines.

She has a Master's Degree in Architecture, Major in Community Architecture from UP Diliman and has earned units in Project Management from the Ateneo Professional School. She is a candidate for Doctor of Philosophy in Environmental Studies in Miriam Graduate School.

She has also served the United Architects of the Philippines in various capacities. Currently, she is the Executive Director of Professional Development Commission. She was also National Vice President of the Philippine Institute of Environmental Planners.

"The Architect as an Environmental Planner"

We all know that the planet's environment is under undue stress is no longer a matter of debate but a hard reality. The various human activities affect the patterns and processes of the natural world. Buildings or built environments, in particular, are interventions into nature and its natural processes. These use land, erode biodiversity, consume resources, generate waste, affect traffic volumes and contribute to immeasurable atmospheric, land and water pollution. Given this, it can be argued that the role of architects in achieving environmental sustainability is a vital one.

As designers and planners of built environments and communities, architects mediate between human participants and stakeholders—users, developers, regulators, decision-makers—and the environment.

In this wisdom, Architect Planner Chris Fillingham said "they stand in for the natural world, ensuring it is not something distinct and outside of architectural and urban design processes, but "heard" and thoughtfully considered in every aspect from planning and design to construction and maintenance."

This therefore should include developing sustainable servicing, supply and waste techniques; using more recyclable and fewer toxic materials in construction processes; and consuming energy at their lowest possible levels.

The ultimate goal of environmental planning is to determine how environmentalism affects the designs of cities in towns. As communities, cities, states, and countries become more concerned with the distribution of their resources, environmental planning has become increasingly critical.

The planning focuses on how communities can achieve sustainable development and use resources in a way that is good for the ecosystem and the general population.

As architects we are in a track where we could be sensible environmental planners not only by academic qualifications but practice as well. If we are aiming to relieve the planet's stress, we must start to measure progress and plan based on the following bottom line: environmental, social and economic progress. We as architects must be ready to meet this challenges head on.

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Prosperidad C. Luis, FUAP

Principal Architect, Luis and Associates

Arch. Prosperidad C. Luis is currently the Principal of the firm Luis and Associates, Architects and Environmental Planners and had served as Dean of the UP College of Architecture for five from 2002 to 2007. She obtained her B.S. Architecture and Master of Architecture degrees from the University of the Philippines and her Postgraduate Diploma in Health Facilities Planning and Design

from the Medical Architecture Research Unit of the University of North London.

With this special training in medical architecture and a consistent program of professional development in healthcare architecture as background, she had lectured in the College of Public Health of the University of the Philippines and in the Ateneo Graduate School of Business, on planning, design, and construction of hospitals in their master programs in Hospital Administration. She has developed a master level program leading to a specialization in healthcare architecture within the framework of the existing master program in the UP College of Architecture. She has served the World Health Organization as Consultant and Temporary Adviser in assignments to the countries of the Western Pacific Region such as Korea, Japan, Vietnam and the Philippines. She is a main contributor-writer of the WHO publication, "District Hospitals: Guidelines for Development."

Arch. Luis has served her professional organization, the United Architects of the Philippines, in various capacities, starting in her mother Chapter, the Diliman Chapter,

as its Chapter President, culminating in her service as the UAP National President for two consecutive terms in 2000-2001 and 2001-2002. Towards the end of her two terms as National President, UAP was awarded Outstanding Professional Organization for the Year 2002 by the Professional Regulation Commission for exceptional achievements as a professional organization.

Arch. Luis also served as the Chancellor of the College of Fellows in 2004-2005 and continues to serve the UAP in various capacities – as a member of the Ad Hoc Committee now updating, upgrading and rewriting the Standards for Professional Practice for Architects; as Corporate Secretary of the Board of Trustees of the UAP Foundation; and as Chairman of the Monitoring Committee of the APEC Architects Register, Philippine Section.

Arch. Luis was awarded Professional of the Year in the Field of Architecture in 1999 by the Professional Regulation Commission and is one of the first 12 Filipino architects awarded the title of APEC Architect in October 2006.

"Hospitals Abroad: A Travelogue"

I must have walked through the corridors of almost a hundred hospitals in different countries of the world in the five continents of Africa, Asia, Europe, North America, and South America. In pursuing my self-imposed continuing professional development in healthcare architecture, the congresses, conferences and forums I had attended offered precious and incomparable additional educational opportunities in the form of visits of various hospitals and other healthcare facilities.

Although all hospitals are built for the common purpose of providing a container for all activities related to healing, hospitals show great disparities as a result of geography, socio-culture, economy and history. Each hospital has its own story linked to the life of the people that it serves, and attached to the land on which it is built.

For this lecture, I intend to talk about hospitals such as:

- the one in California, built on a fault line, with walls that can move as much as eight feet during an earthquake;
- the one in Japan where robots meet patients and direct them to their intended destinations;
- the one in South Africa where patients are directed to their destinations by foot imprints on the floor slab;
- the one in Melaka built without air-conditioning where the fragrance of the frangipani bloom permeates the atmosphere;
- the one in the high-technology government center of Putrajaya where a whole hospital had been designed fully air-conditioned, completely sealed from the outside;
- a hospital in East Berlin and West Berlin, visited one after another for comparison;
- a hospital in Florence, retrofitted, upgraded and expanded from a Renaissance structure to a high-technology, state-of-the-art, green hospital for children;
- a hospital in Denmark, with records that if lined up would constitute a 30-kilometer line, because no records can be destroyed because they belong to a royal hospital; and many others.

This will be a Travel Diary, a Travelogue so to speak – one which I had wanted to do all these years and had found time and reason to do only now!

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Amado P. de Jesus, Jr., FUAP

Founding Chairman, Green Architecture Movement, United Architects of the Philippines
Vice President, Philippine Green Building Initiative

APJ & Associates is a 33-year old architectural firm specializing in green and healthy buildings and homes that feature sustainable design, natural lighting, good indoor air quality, energy efficiency, water efficiency, the use of green materials. The firm's list of completed projects includes commercial, residential, industrial, educational, religious and leisure projects.

Amado de Jesus, Jr. surveyed Holiday Inn Hotels in Hong Kong, San Francisco, Los Angeles, Reno, Memphis and the Holiday Inn University in Memphis when he designed the renovation of Holiday Inn Manila in 1982. He did consultancy work for Ruighenrode Hotel and Camping Resort in Lochem, Netherlands in 1987.

De Jesus' active involvement in the United Architects of the Philippines (UAP) includes his being Founding Chairman and present Chair of the Green Architecture Movement of the UAP. He became a member of the UAP College of Fellows in 1995 and was its Secretary in 2009. He was given the Fr. Neri Satur Award for Environmental Heroism in 2009 in behalf of the UAP Green Architecture Movement.

De Jesus is President of the Philippine Green Building Initiative, a green building rating body composed of building professionals. He is an honorary member of the Philippine Institute of Environmental Planners.

Amado de Jesus, Jr. was for seven years the Philippine representative to the Association of Southeast Asian Nations (ASEAN) Energy Awards, a ten-year annual competition of the most energy-efficient green buildings in ASEAN ending in 2009. He was unanimously elected Chairman of the Board of Judges of the ASEAN Energy Awards in 2006-2007, after being Vice-Chairman in 2004-2005. His stint in the Asean Energy Awards involved observation tours of winning entries in the different Asean countries.

De Jesus attended the World Conference on Green Architecture in South Korea in 2000. He also attended the International Green Building Conference in Singapore in October 2009.

De Jesus attended a two-week seminar on Energy Efficiency and Conservation in Yokkaichi, Japan in December 2007. He toured Freiburg, the solar capital of Germany in February 2009.

He is a Fellow of the Salzburg Global Seminar, an international conference that dealt with Sustainable Design and Climate Change which he attended in July 2008. He made a presentation on Green Architecture in Asia in the World Sustainable Energy Days in Feb. 2009 in Wels, Austria.

He presented Green Architecture and Climate Change Mitigation at the Congress on Climate Change in Malacañang Palace, Manila in October 2008. He represented the United Architects of the Philippines at the signing of the Climate Change Act of 2009 by President Gloria Arroyo in Malacañang Palace.

De Jesus promotes the principles of green architecture in the most widely-read daily newspaper in the Philippines, the Philippine Daily Inquirer, through his bi-monthly column, Green Architrends.

De Jesus has given presentations on Green Architecture to architects, engineers, developers, business and civic groups, and university students. He was invited to give a presentation on Best Practices in Energy Efficient Buildings in Hanoi in 2006, Laos in 2007, and Singapore in 2008.

"Learning Module on Green Architecture"

Today's buildings impact negatively on the earth in terms of land use, energy, water, climate and materials. The presentation will focus on the basic criteria of sustainable or green architecture such as:

Site development - describes the method of assessing the ecological character of the land to ensure that the structure to be built will be in harmony with the environment. It also cites the advantage of integrated and front-loaded design together with teamwork site planning. It describes how to deal with contaminants found in the site.

Material and Resources - describes materials that use the earth's resources in an environmentally-responsible way. It describes sustainable resource management in the building industry which favors the theories of reduce, reuse and recycle. It discusses basic guidelines for determining if a product is "green".

Water - describes how the building industry uses water to manufacture building materials, construct and operate buildings. It also describes water conservation strategies through the use of indigenous drought-resistant plants, rainwater harvesting, green roofs, graywater and blackwater. Indoor air quality- explains the general guidelines for assessing the impact of a product on indoor air quality. It also describes the causes of sick building syndrome and how to improve air quality.

Energy efficiency and conservation - describes the many facets of energy which includes energy sources, generation, consumption and its use in conventional buildings. It explains the use of renewable energy sources and integration of different technologies and design concepts. It describes the many factors that affect energy efficiency of buildings such as wind, sunlight, air quality, land use, density, transportation and green space.

Climate change resiliency will also be discussed during the presentation.

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Norma I. Alarcon, FUAP

Doctor of Philosophy in Development Studies, Major in Socio-Political and Cultural Development with specialization in Architectural Historic Preservation
Master of Science in Architecture, UST
Associate Professor, UST College of Architecture

A Fellow of the United Architects of the Philippines, Arch. Alarcon finished her bachelor (1970) and masteral (1985) degree in architecture at the University of Santo Tomas (UST). She is a Ph.D candidate (UST) in Development Studies, Major in Socio-Political and Cultural Development with specialization in Architectural Historic Preservation.

She teaches both at the College of Architecture (Associate Professor) and at the UST Graduate School (Associate Professorial Lecturer). She was assistant dean of UST's College of Architecture and Fine Arts in 1981-1990. A licensure examination reviewer, she ranked number 2 in the 1973 Architecture Licensure Examination.

A senior researcher, she is a two-time recipient of research grants from the Program for Cultural Cooperation of the Ministry of Education and Culture of Spain (1999 & 2001). She was also awarded a research fellowship by the Asian Cultural Council New York (2003-2004), an affiliate of the Rockefeller Foundation. Her research interests include Spanish and American architecture in the Philippines, architectural preservation, heritage and culture. Likewise, she has read papers regarding Filipino architecture in both national and international forum and her researches were published in refereed journals.

Her published books are *The Imperial Tapestry: The American Colonial Architecture in the Philippines* (UST Publishing House, 2008) that was awarded the Gawad San Alberto Magno Best Book, last February 27, 2009 by the University of Santo Tomas and the UST Faculty Union; *Philippine Architecture During the Pre-Spanish and Spanish Period* (UST Publishing House, 4th printing 2008) and the chapter "The Roles of the Plaza, A Philippine Experience" in the book *Public Places in Asia Pacific Cities: Current Issues and Strategies* (Kluwer Academic Publishers of Netherlands, 2001).

"Escolta: Why this Place is Worthy of Restoration Effort?"

Escolta's distinctive heritage encompasses Manila's cultural, historical, social, political, and architectural phases. It is an important place worthy of restoration efforts due to its socio-economic tradition that has passed on from generation to generation.

For about 100 years, Escolta stood as a symbol of commercial activity in the Philippines. Its history and the history of the nation spanned the Spanish, American and Post-War Periods. It was the business pulse of the Philippines. It swayed political and commercial decisions of the nation. Despite its current state, it has an architecturally and aesthetically important streetscape containing many equally important buildings. Notwithstanding the loss of its finest buildings to the war and the owners' lack of knowledge in conservation methods, Escolta's few remaining structures affirm the street's architectural significance. Its architecture depicts the different periods of history in the country. The streetscape is the main organizing component of historic neighborhoods: the buildings, the streets and pedestrian walkways. But definitely, the buildings are the features that speak of the streets' timeline and streetscape.

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Rino D.A. Fernandez, UAP

Professor, UST College of Architecture

Rino D.A. Fernandez is an architect by profession and currently the Research Consultant of Escuela Taller-Intramuros, a school on conservation and restoration funded by the *Agencia Española Cooperacion Internacional para el Desarrollo* (AECID). Aside from this, he is also a faculty member of the College of Architecture of the University of Santo Tomas and a former dean of the College of Architecture and Fine Arts of Aquinas University of Legazpi.

"Revisiting Filipino-Hispanic Ancestral Houses: An Examination of their Architectural Form and Influences"

Fil-Hispanic ancestral houses are materials and spatial expressions of the Filipinos' social, economic, and cultural values. For a long time, it has been part of the rich built heritage of the country. It is repository of knowledge particularly on the aspects of sustainable forms and layout, compatibility with local climate and culture, and building techniques based on experience and practical wisdom.

The prosperity brought about by the global trade during the 19th Century Industrial Period resulted to the construction of this type of houses in almost every town and city, some of which bear architectural features unexamined before. This study aimed to analyze these features and determine form and influences; i.e. whether there exist regional variations among the houses built in various places during the Spanish period.

The analysis focused both on exterior and spatial elements. Fifty plans of Fil-Hispanic houses in Manila retrieved from the archives and another fifty existing houses from various places were used in the study. Aside from the archival research, measured and field survey were also used to produced plans and records current features and conditions.

Results show that spatial and façade elements are common in almost every house in Manila and other provinces, although there are distinct characters inherent in the ancestral houses of every place due to the way the community applied such elements. Notable to this is Vigan's houses distinct architecture. Vigan houses are exceptionally the best example of a regionally distinct and regionally understood house architecture that emerged and developed only in Vigan. The houses in Bicol embody simplicity in its design and are devoid of any elaborate ornamentation. The houses in Bicol are exactly the opposite of the houses in Bulacan, Bohol, and Iloilo. In these places, houses embody both internal and external ornamentation although Iloilo houses are the most ornate. Houses in Negros epitomize a sense of autonomy and freedom, having been built in the midst of a wonderful landscape and with wonderful views from it. Generally, overall design of Fil-Hispanic houses show qualities of an ecological and sustainable structure that are adapted to the environment, having been building materials drawn directly from their surroundings. These findings will help widen understanding of traditional design principles of the houses, and could be reinterpreted in modern Philippine houses.

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Irawaty Carolina Hartono, ST, MT

Maranatha Christian University, Bandung, Indonesia

Irawaty Carolina Hartono finished her study in master of architecture on December 2008 as the best graduate of Parahyangan Catholic University (UNPAR) Bandung, Indonesia. She has been lecturing for three years in Maranatha Christian University -Faculty of Art and Design, Department of Interior Design, also in UNPAR -Faculty of Engineering, Department of Architecture Engineering. She is also a freelance architect and designer. At present, she is looking forward to continue her study in Ph.D.

"Gedung Sate: 'Kebab Building' a Heritage and West Java Province's Landmark"

Gedung Sate was designed by J. Gerber, a Dutch architect who emphasizes on the importance of the architecture local context, whether by its style or by its materials; to be advanced as an architecture style of Dutch East Indies. It was built in 1920-1924 as Gouvernements Bedrijven for Nederlandsche Oost Indie, an office of Departement Verkeer en Waterstaat (Department of Public Works and Highway Traffic). Now it is used as the office of central government (central government administration of First Stage Region of West Java Province). Art and beauty could be seen when the architecture is functioned. The acts of preventing, taking care of, protecting, and preserving that have been started long ago for the sake of its existence in the future and to leave inheritance for the next generations; being successfully accomplished on Gedung Sate.

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Augusto F. Villalon, FUAP

President, ICOMOS National Committee Philippines
Member of the Advisory Council, ICOMOS France

A Villalón Architects is involved in architecture, real estate development, and cultural planning including heritage conservation, community development and cultural tourism projects.

His firm undertakes international consultancies for private entities, foreign governments, and international agencies such as UNESCO, ITC-UNCTAD/GATT, UNIDO, UN-World Tourism Organization, and ICOMOS (International Council for Monuments and Sites) where he was a Member of its Executive Committee until 2005. He is a Member of the ICOMOS International Advisory Committee and is currently President of its Philippine Committee.

Living Landscapes and Cultural Landmarks' his book on World Heritage sites in the Philippines sponsored by the UNESCO World Heritage Center was launched in 2007 at UNESCO Headquarters in Paris. He authored 'Lugar', which won the National Book Award and the Alfonso Ongpin Award for Best Art Book in 2002. In 2001 the Ministerio de Asuntos Exteriores in Madrid published 'Manila'. Other studies, articles and academic papers have been published internationally or presented in meetings and fora. He is a heritage columnist in the *Philippine Daily Inquirer*.

"Vernacular Architecture Links Past to Future & Architecture with Development"

Among different specializations in heritage architecture, vernacular architecture focuses upon the humble building style found in a distinct locality, region, geographic area, or nation. Vernacular architecture is very personal, never monumental or elitist. It is the everyday "ordinary" architecture traditionally developed by non-architects, built by unknown local craftsmen. It is architecture able to respond to all of the local needs, architecture that talks the local language. Built in the local vocabulary, vernacular architecture is tailored to the specific culture, lifestyle, environment, and building technology of the people who build and live their lives in those structures.

Architecturally, the vernacular responds completely to local conditions. It is an outgrowth of its environment – cultural, material, and climatic. Whether rural or urban, traditional or contemporary, designed by unknown craftsmen or by architects, the study of vernacular architecture is a very rich resource for professional improvement.

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37th UAP NATIONAL CONVENTION ARCHITECTURAL TOURS

Architectural tour is inclusive of the 37th UAP National Convention on April 27-30, 2011 at SMX Convention Center, Seashell Drive, Pasay City, Manila Philippines. This is one of the highlights of the annual gathering of Filipino architects in which heritage structures and modern architectural designs will be visited by delegates who come from different parts of the country.

The four (4) tour packages are 1. **Architectural Tour of Bonifacio Global City in Taguig and Architectural Heritage Tours**; 2. **Art Deco Tour** - by Arch. Noche; 3. **FEU/Gota de Leche Tour** - by Arch. Augusto Villalon and 4. **Quiapo/San Sebastian Church** - Dr. Fernando Zialcita and Ms. Tina Paterno.

1) ARCHITECTURAL TOUR OF BONIFACIO GLOBAL CITY

What used to be the national headquarters of the Philippine Army (AFP) located in Taguig City, Fort Andres Bonifacio is now one of the country's progressive, sustainable cities in the heart of Metropolitan Manila. In April 2003, Ayala Land, Inc. and Evergreen Holdings Inc. of the Campos Group of Companies completed the acquisition of a controlling interest in FBDC. Together with the Bases Conversion Development Authority (BCDA) as major partner in FBDC, they now shape the vision of this premier business district. Ayala Land provides its expertise in pioneering and sustaining successful business districts and large-scale integrated communities, starting with the Makati Central Business District.

1. Integrated and Front-loaded Planning and Design where collaboration between multiple disciplines – developer, architects, planners, engineers, major contractors, other key team members, and stakeholders – become involved at the start of a project.
2. Green Infrastructure, or a strategically planned and managed network of habitats, parks, greenways, conservation easements, and working lands, combined with Centers for Concentrated Mixed Uses that help generate traffic (human) necessary to keep retail centers vital and put the center in town center.
3. Diverse Housing Types – a mix of housing types, price points, and uses offering a more vital and diverse community. Sustainable cities must have housing opportunities for a demographically diverse population.

The tour continues with a short walk from the far end of Bonifacio High Street, a 400-meter long commercial strip on both sides of a linear, interactive park, until the opposite end across from Serendra, Essensa, and McKinley Hill to name a few.

The Bonifacio High Street is one of the newest commercial areas at the Bonifacio Global City (BGC). Several retail shops and dining establishments have already started their operations at the Bonifacio High Street. Condo unit owners will definitely enjoy this newest commercial area in the metropolis!



Architectural Heritage Tours:

The Philippines during the turn of the 20th century was a hotbed of architectural innovation and adaptation. Embracing mostly European and later American forms of architecture through transforming it into an all-weather Filipino variant, architecture in the country provided not just a convenient means of providing shelter to a vast and varied activity, but at times became the principal by-word of one's personal, political, social and economic expression. With the Art Nouveau firmly behind it, and Beaux Art introduced by the Americans firmly established, a need for a new and exciting architectural language was necessitated by a much rejuvenated, invigorated and vibrant carefree society. By the second decade of the 20th century, a new architectural form manifested and enveloped itself in Philippine Soil. ART DECO was introduced, adopted and born.

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Architectural Heritage Tours destinations and tour guides/facilitators:

- 2.. Art Deco Tour - by Arch. Manolo Noche
- 3.. FEU / Gota de Leche Tour - by Arch. Augusto Villalon
- 4.. Quiapo / San Sebastian Church - Dr. Fernando Zialcita and Ms. Tina Paterno



The Art Deco "steamship" style is evident in the Nicanor Reyes Hall, FEU's flagship and oldest building inside the campus.



The Rizal Stadium, the National Sports



Metropolitan Theater, Manila

2. ART DECO TOUR - By Arch. Manolo Noche

Tour destinations: Rizal Memorial Stadium, Drive along Taft and see Masonic Temple, Stop along Pedro Gill and see Paco Building, Drive along San Marcelino and view old Meralco Building, Drive by Quezon Bridge and Stop at Times Theatre, FEU, Walk along Avenida Rizal and ends in Metropolitan Theatre.

Designed by Arsenio and Juan Arellano, it was completed in 1917. Found besides Loyola Street in Sampaloc Manila, this former milk station for the poor people now houses an NGO. It was restored by Archt. Augusto Villalon in 2003 where it won the UNESCO Asia-Pacific Heritage Award.

Today, the charitable organization of Gota de Leche continues to provide services to the area's indigent families. A part of the building's space is leased to an NGO organization on women's rights, while its main facilities and grounds are rented for private functions.



Gota de Leche (Manila)



The Administration Building at FEU



FEU Institute of Nursing



The Institute of Architecture and Fine Arts,
FEU-East Asia College

THE FAR EASTERN UNIVERSITY CAMPUS

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3. FEU / GOTA DE LECHE TOUR - By Arch. Augusto Villalon

Quiapo is a district and city square of Manila. Referred as the "Old Downtown", Quiapo is known for where cheap buys or goods are being sold at rock-bottom prices and was the home of the Quiapo Church, where the feast for the Black Nazarene is held, with over millions of people attending annually.



Façade of the Quiapo Church

The Quiapo district is also home to a sizable Muslim population in Manila. The Golden Mosque and Green Mosque are located there. A veritable army of fortune tellers and stores offering herbal products surround the Quiapo church.

The Quiapo district is also home to a sizable Muslim population in Manila. The Golden Mosque and Green Mosque are located there. A veritable army of fortune tellers and stores offering herbal products surround the Quiapo church.



The Green Mosque tower and dome



Hidalgo St. in Quiapo,
Photographers' Haven



Hidalgo Street towards San Sebastian



Basilica Minore de San Sebastian

F. R.-Hidalgo St. is intersected by Quezon Boulevard and is connected by the Lacson pedestrian underpass from the new photography haven to the original street that is of historic significance to Quiapo. The street leads farther to a showcase of heritage architecture - cluttered through the rest of its humble boundaries which lead to the Basilica Minore de San Sebastian.

4. QUIAPO / SAN SEBASTIAN CHURCH - By Dr. Fernando Zialcita and Ms. Tina Paterno

Reminders:

The tour will be held on April 30, 2011, Saturday, from 1:00 p.m. up to 5:00 p.m. Each participant will pay a minimum fee of Php 350.00 inclusive of transportation, snacks and drinks. Pick up point of the tour will be at the front driveway of the convention site. Four transportations with a maximum of 45 delegates for each tour package will take each group to and from the tour site destinations. The tour packages are A. Architectural Tour of Bonifacio Global City in Taguig and B. Architectural Heritage Tours (Art Deco Tour - by Arch. Noche; FEU / Gota de Leche Tour - by Arch. Augusto Villalon and Quiapo / San Sebastian Church - Dr. Fernando Zialcita and Tina Paterno).

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Manuel Máximo Noche

Assistant Professor, UST College of Architecture
Assistant Professor, UST Graduate School

A Tomasian graduate, he is an Assistant Professor at the Graduate School of the University of Santo Tomas since 1994 up to present and an Assistant Professor at the College of Architecture of the same university. He is a member of the UAP since 1990 up to present and the Corporate Secretary of the Heritage Conservation Society.

There are various activities, which interest him most. Foremost amongst them is traveling. He is a well-traveled person, both locally and internationally. This he applies best in his architecture, viewing and observing the art and architecture of places he visits. Photography also goes hand in hand with his love of travel. In his travels in the Philippines his interest and eventual love for Philippine Historic Churches was instilled and this he intends to develop into a compilation or documentation of Philippine Historic Churches. With this interest in architectural heritage, his desire to view and document other historic structures in the country has led him to undertake other documentation studies, which he is able to share through his writings in the various publications that he contributes to as well as the exhibit shows of his travels and documentations..



Fernando N. Zialcita

Professor, Department of Sociology and Anthropology, Ateneo de Manila University

A Professor at the Department of Sociology and Anthropology of the Ateneo de Manila University, and the head of its Cultural Heritage Studies Program. Has a MA in Philosophy from the Ateneo, a MA and PhD in Anthropology from the University of Hawaii. Earlier he focused on rural Ilocos, Northern Luzon, today he is involved in Urban Anthropology. He bats for the preservation of architectural heritage, particularly 18th-early 20th centuries houses which are often mislabeled as "Spanish." He co-authored a book (Philippine Ancestral Houses: 1810-1930) on the genesis of this unique Filipino urban style. Since 2008, together with a team, he has inventoried and interpreted the architectural heritage of Manila and its suburbs. He continues to explore the encounter between indigenous religiosity and Christianity, in the countryside and the city. To contribute to a multi-dimensional understanding of identity, he wrote Authentic though not exotic: Essays on Filipino identity. Many stereotypes about Filipino cultural achievements, for example architecture during the Spanish and American periods, make it difficult for Filipinos to take pride in the achievements of their ancestors. Fernando exposes this stereotypes as hollow and proposes another way of looking at these buildings.



Tina Paterno

Executive Director, San Sebastian Basilica Conservation and Development Foundation, Inc

Tina is an architectural conservator. She has worked in this capacity for the last decade doing conditions assessments, materials and analyses and conservation treatments for a private conservation firm in New York City. Projects include the Metropolitan Museum of Art, the United Nations Complex, and the Apollo Theater, NYC.






For the last two years, she has spent the last year as a full time volunteer for the conservation of San Sebastian Basilica. She works closely with the order of the Augustinian Recollects and is the executive director of the San Sebastian Basilica Conservation and Development Foundation, Inc.

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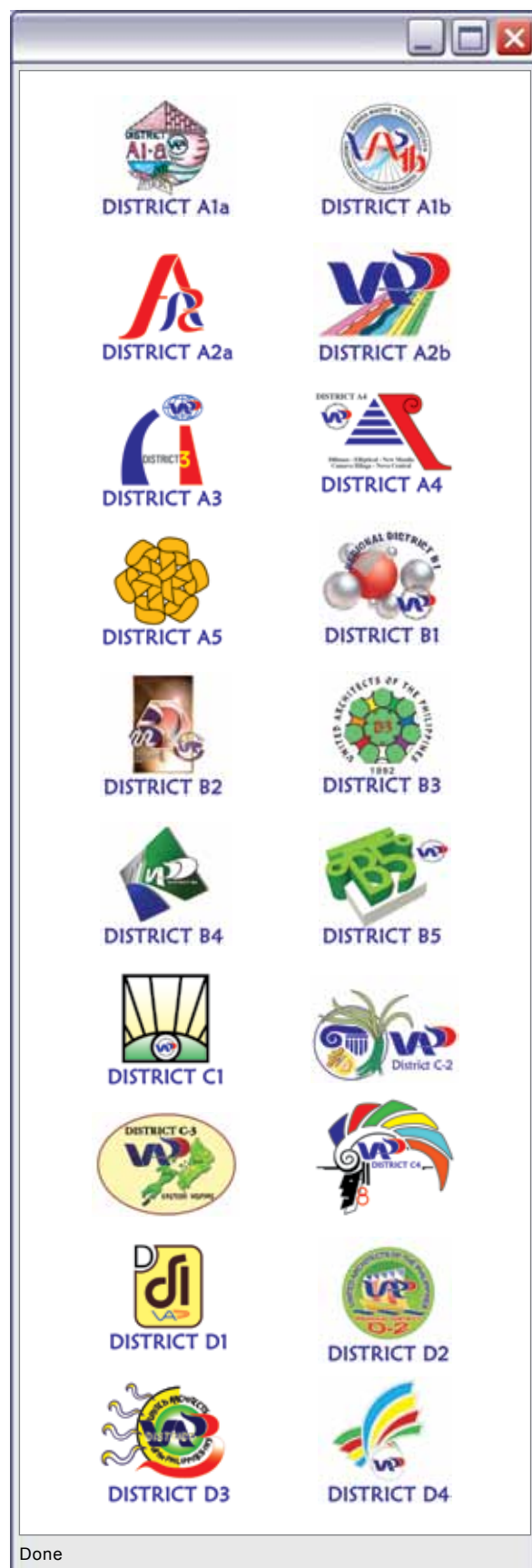
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Area A Assembly Delegates



Awarding of the Resource Person



The much-awaited Parol Lighting



Presentation of Arkee, the official mascot of the 37th NatCon



Area A Council: All for One, One for All



The Amazing Race participants

Area B Assembly

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Message of the National President,
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Awarding Rites



37th NatCon Convention Director,
Lora Rivera



Assembly Delegates



Delegates with Arkee the mascot



Posing with the Costume Winner



Reading of the Plaque of Appreciation



Awarding Ceremonies



High Five!



Area B Delegates



Posing with the National President

Area C Assembly

17-19 Feb 2011

12 videos

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Ribbon Cutting of the Exhibit



Message of the Honored Guest



Opening Ceremonies



Chartering of Mt. Kanla-on



Chartering of Mt. Kanla-on



Remarks from the National President



The Executive Committee



The Vice President for Area C,
Benjamin Aliño



More discussions from the Area Vice
President



Posing for posterity



Posing with heritage treasures



Vice President for Area C with the
Executive Committee

Area D Assembly

10-12 Feb 2011

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The National President and the Vice President for Area D



National Executive Vice President, Michael Ang



Fun times with the Executive Committee



More fun



Vice President for Area D, Jemma Semaña



Chartering of Metro Kagay-an.



Area D's cultural presentation



Awarding Ceremonies



The Executive Committee with the Area D Council



Arkilympics



Area Delegates on tour



Enjoying a short break

The 37th NatCon OrCom

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1:20

The weekly OrCom meeting is presided by the Convention Director...



3:40

with presentation of the Minutes of the Meeting from the Secretariat head...



0:48

and subject to the review of the group.



2:02

The Programs and Planning Team finalizing the program details.



7:21

No detail is left unturned...



3:10

in each meeting.



4:07

The National President sharing his thoughts.



6:05

The OrCom before...



4:27

and during the meeting.



1:05

To the Delegates of the 37th National Convention, enjoy...



2:15

and have Fun!!!

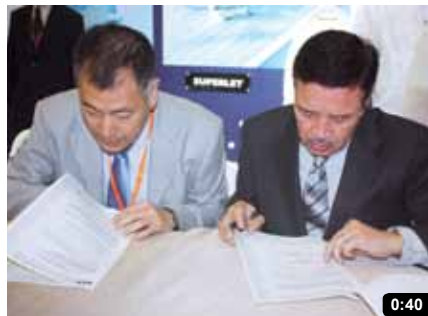
MOA Signing, ConEx Launch, Foundation Day & Press-Con

12 videos

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Signing of the Memorandum of Agreement with Davies Paint...



Contract signing with HCG's CEO, Mr. Sam Chen.



Contract signing with Emerald Vinyl Corp.'s Manager Mr. Ryan Barrera.



Contract signing with SMX's Vanessa de Castro.



Contract signing with Holcim Phils.Inc.'s Consumer Marketing Representative Ms. Carmela Sto. Domingo.



Contract signing with August Alliance Business Corp.'s Manager Mr. Samuel Dorillo.



Contract signing with Comer Metal's Vice President Ms. Eunette Ong.



Attendees of the ConEx Launch



Executive Director on Convention and Assemblies during the ConEx Launch



The UAP Foundation Day with Red Cross Officials...



and Blood Donors...



concluded by a Press-Conference.



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