

MOVING TO AN INTERNATIONAL PRACTICE: Small, Medium, Large— Guidance for All Practices

Course Number WE300

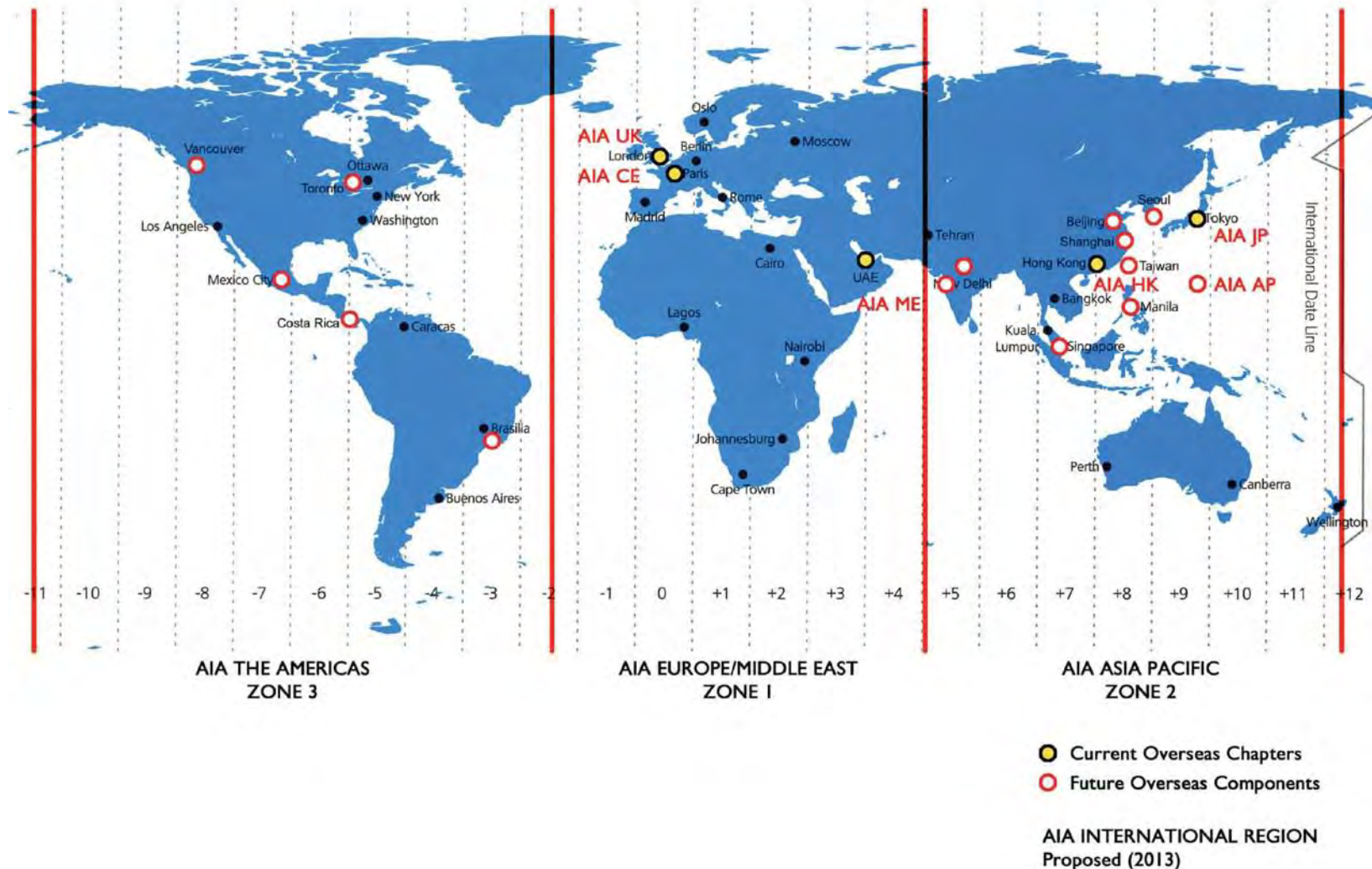
Wednesday, June 19, 1:00 pm – 5:00 pm

3.75 Learning Units

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Acknowledgments/Credits

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Acknowledgments/Credits

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Developing an ever strengthening network of global resources for AIA members and opportunities for best practice globally.

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Learning Objectives

- 1. Recognize the challenges,** risks, opportunities, and rewards of practicing internationally.
- 2. Discover the resources** and tools available to architects to help them develop a successful global business strategy.

Learning Objectives

3. **Discuss** how other architects have addressed cultural, human resource, legal, and business issues to have successful business practices in major global regions such as China, the Middle East, and India, in addition to emerging markets in Africa.
4. **Assess** a firm's readiness to expand into an international practice regardless of the size of the practice.

Filling in the Blanks—a Local Perspective

William O. Lim, FAIA, HKIA, NCARB

Principal, CL3 Architects Ltd.

President, AIA Hong Kong



The appeal of an International Practice in Asia (China)

- Design skills
- Bring in new technology
- Coordination of complex projects
- Bring prestige to project

The Drawback

- Distance
- Not familiar with local regulations
- Language
- Payments and taxes

Developer's Solution

Compartmentalization of work

Developer's Solution

Design Architect

- Concept Design
- Schematic Design
- D.D.

Local Design Institute (L.D.I.)

- C.D.
- Submission

Coordination Architect or Project Manager

- Overall Coordination
- Site Coordination

Pros

- Design Architect can do the fun part
- Few professional liability
- Fast turnover of projects

Cons

- Fast design process
- Lack of detail development
- Hard to control end product
- Design Architect does not mastermind other consultants

Fill in the Blanks

Services by a local based firm

- Provide interior architecture that is informed by the architecture design
- Provide linkage between site issues and international practice

Project Example: Yanlord Landmark Chengdu

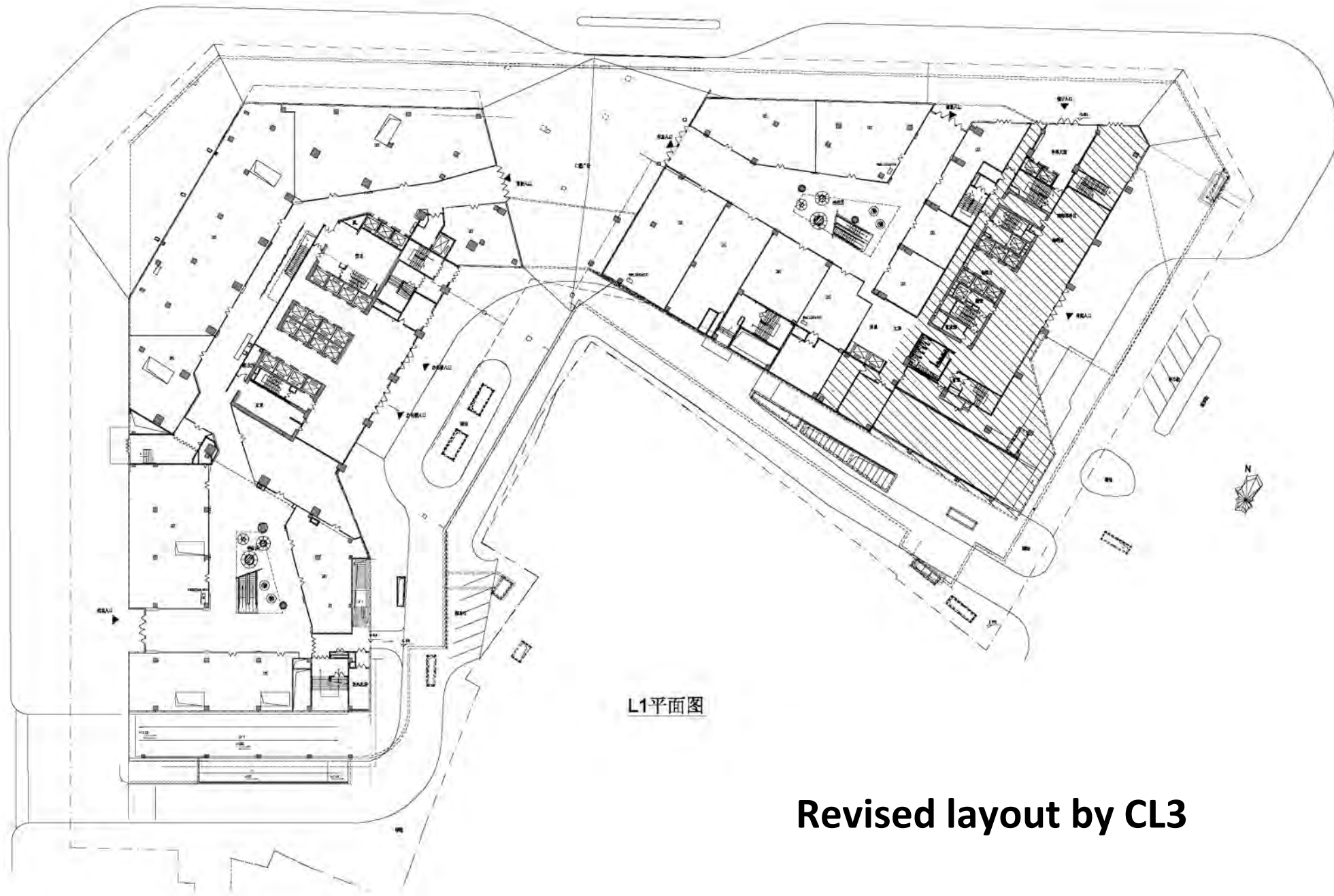
Architect: **NBBJ**

Interior Design: **CL3 Architects Limited**

Perspective of
exterior



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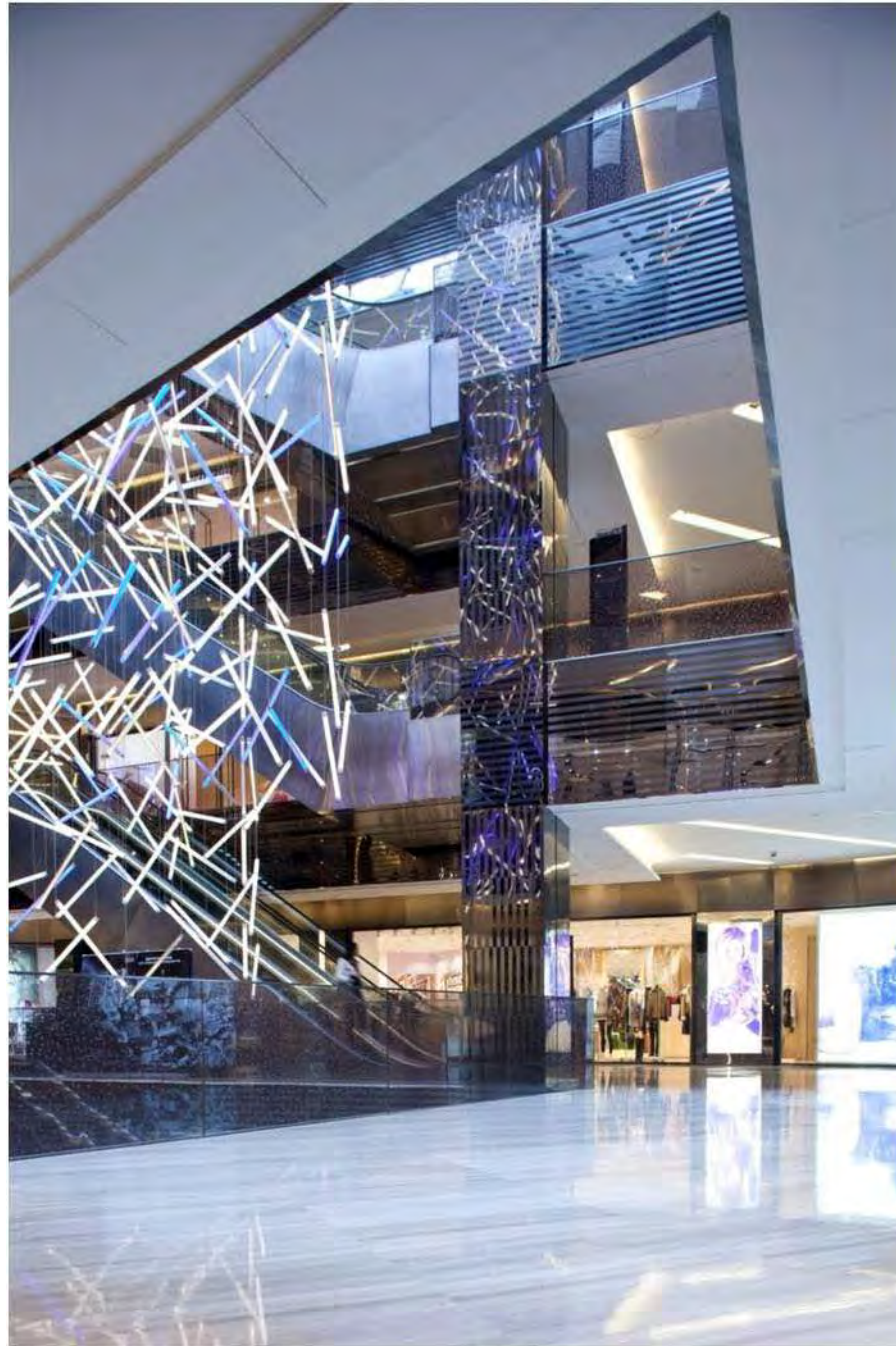




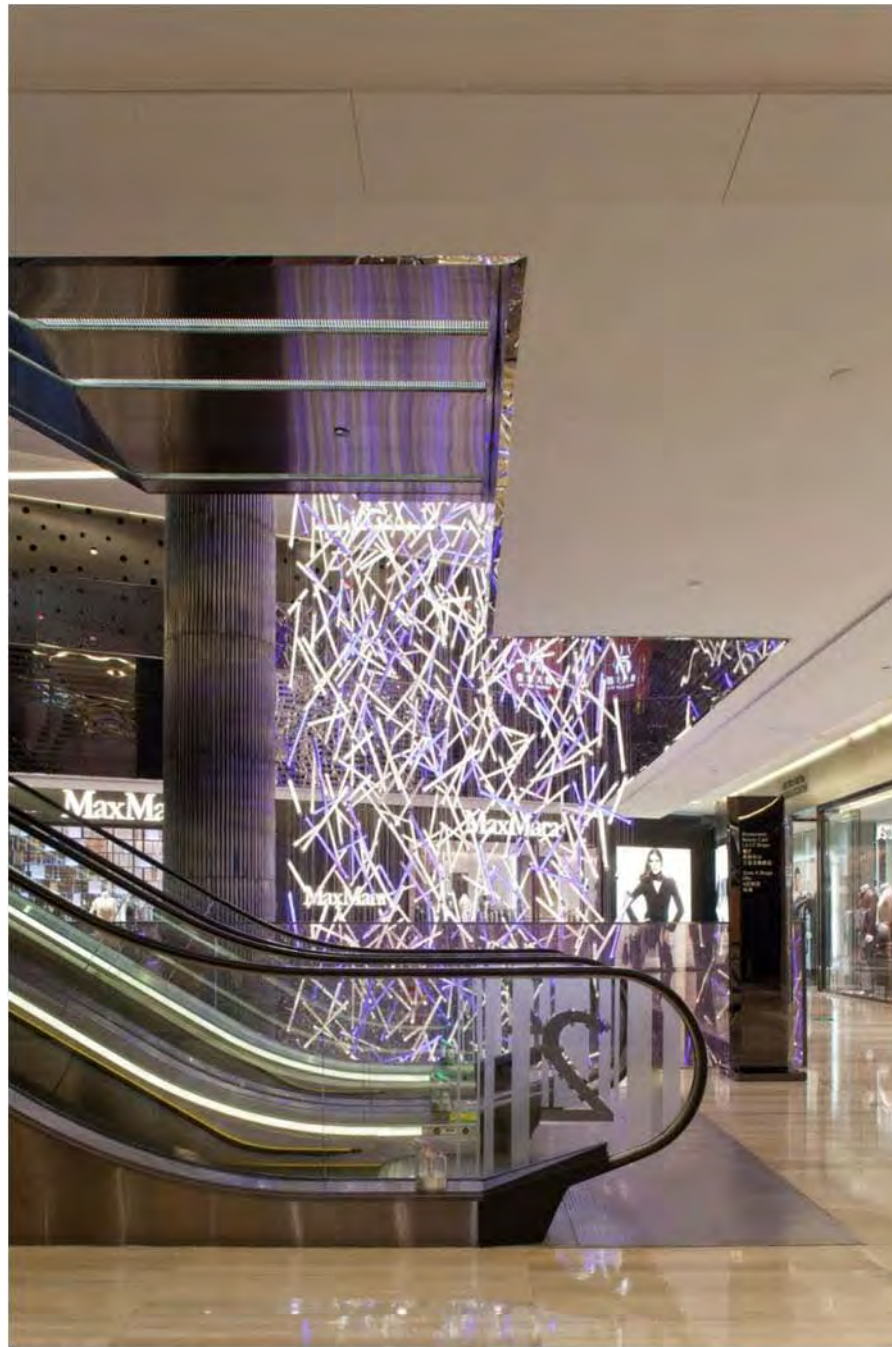
Interior Executed Design



Interior Executed Design



Interior Executed Design



Interior Executed Design

Project Example: Mega Box

Architect: **The Jerde Partnership International, Inc.**

Interior Design: **CL3 Architects Limited**



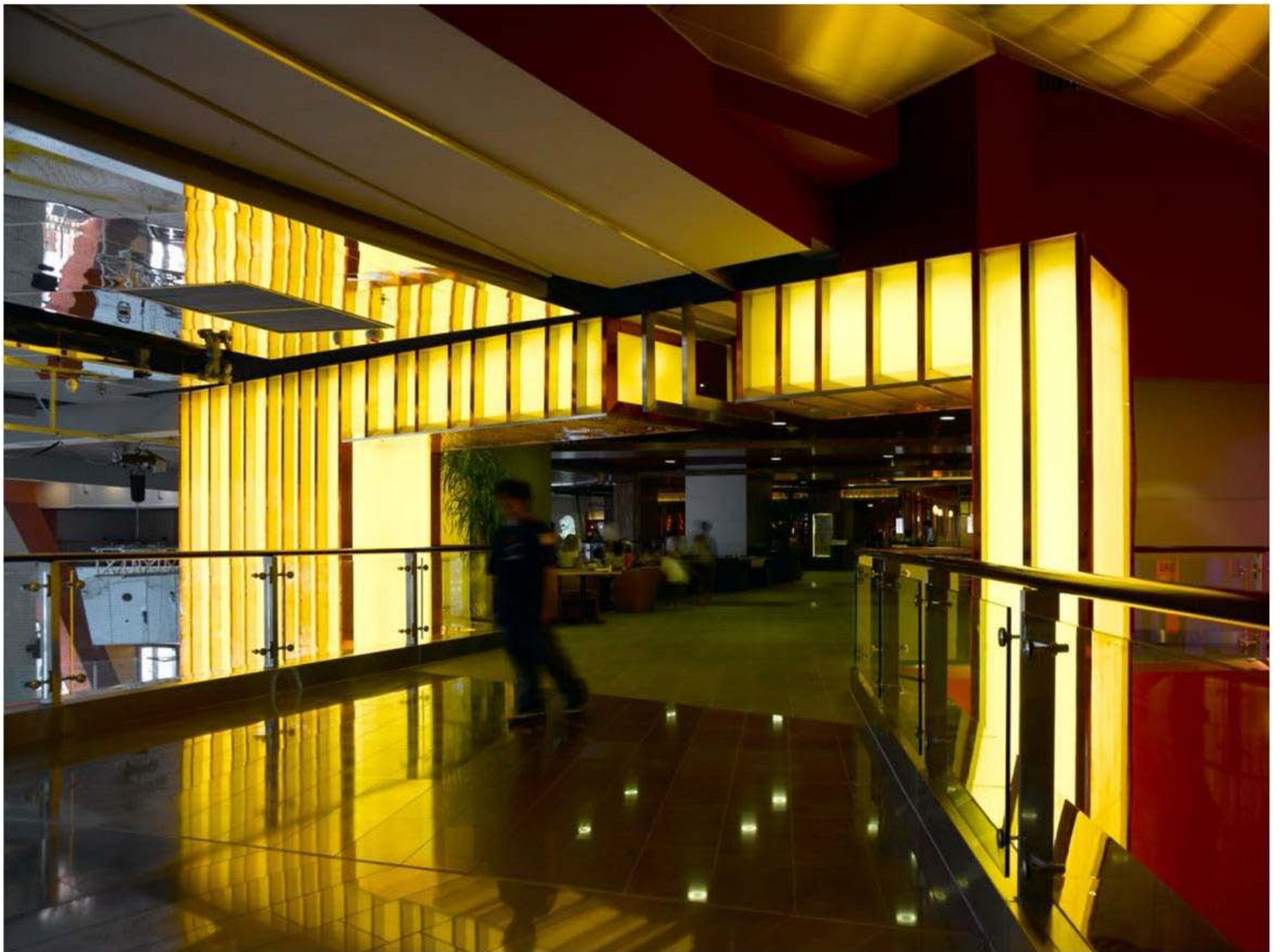
Building Exterior



LEGEND		
LOCATION -	SEATING -	AREA -
OPEN SEATING 1	(TABLE FOR 3) x 3 = 6 SEATS	8' SQM
OPEN SEATING 2	(TABLE FOR 3) x 3 = 6 SEATS (TABLE FOR 4) x 1 = 4 SEATS	10' 12' SQM
COMMONS DINING	(TABLE FOR 2) x 14 = 28 SEATS (TABLE FOR 4) x 2 = 8 SEATS	176' 16' SQM
TOTAL:	70 SEATS	146.7' SQM



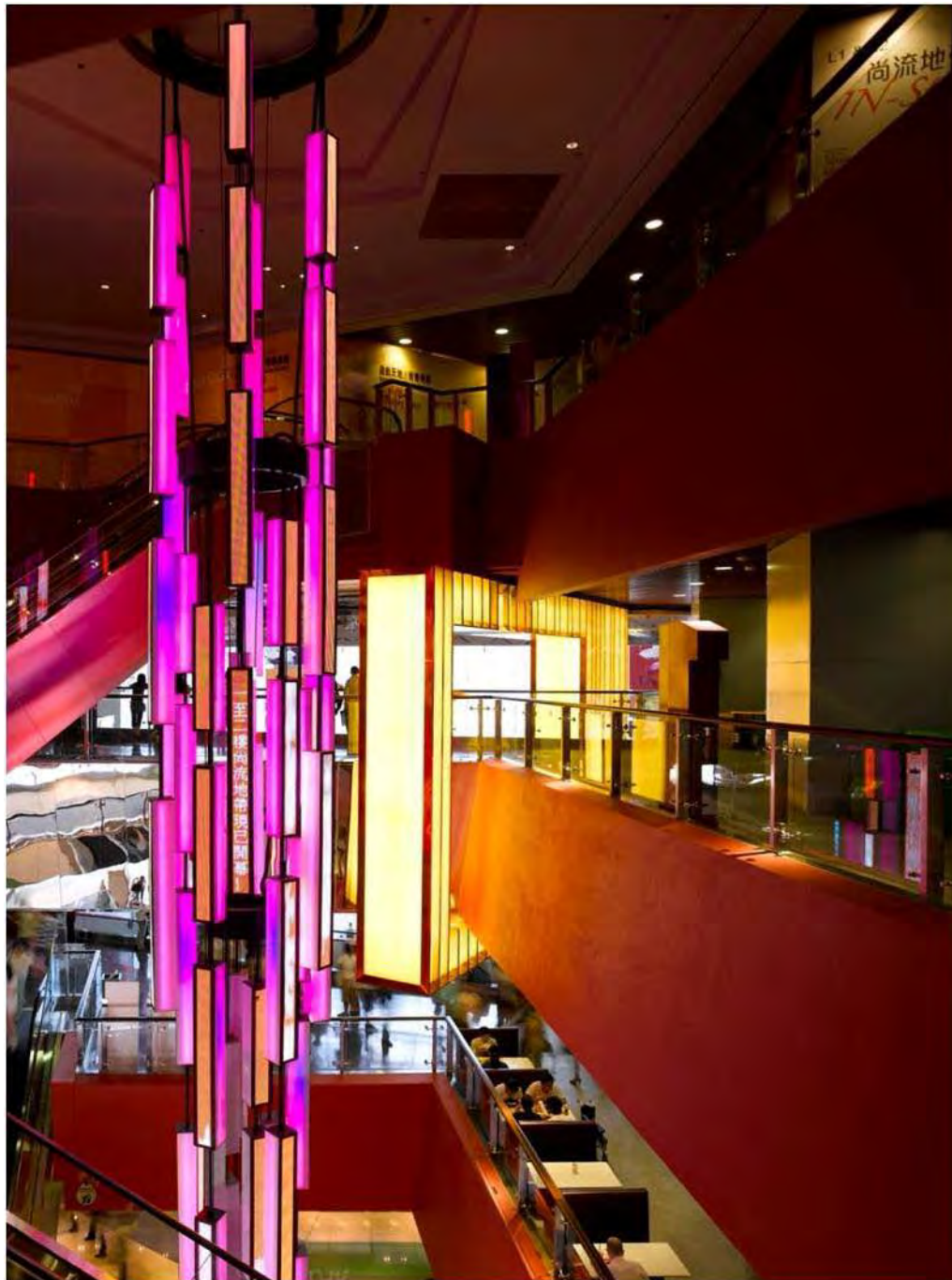
Interior Executed Design



Interior Executed Design



Interior Executed Design



Interior Executed Design



Interior Executed Design



Interior Executed Design



Interior Executed Design



Interior Executed Design

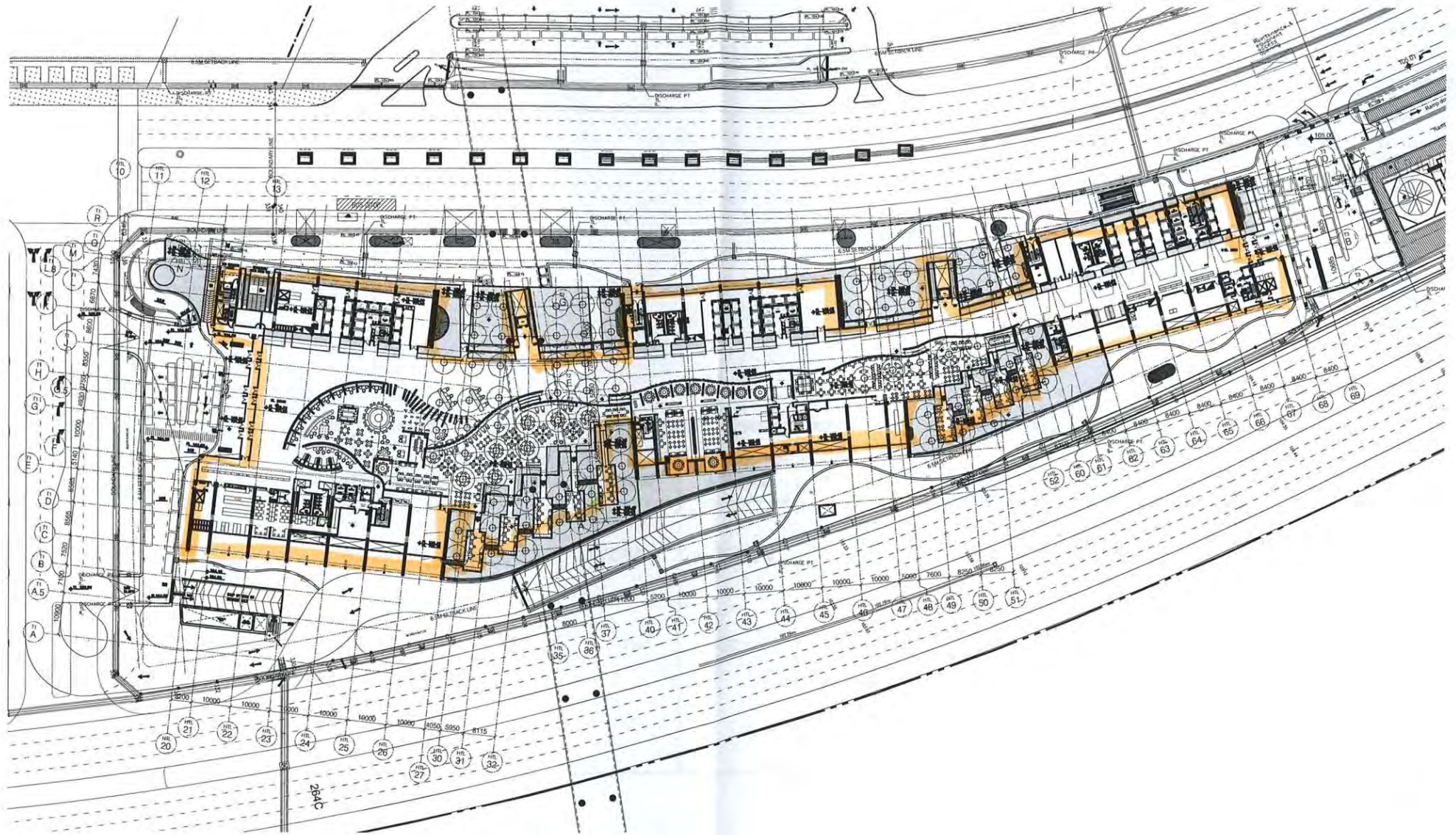
Marina Bay Sands Singapore

Architect: **Safdie Architects**

Interior Design: **CL3 Architects Limited**
(Hotel Public Area)

Building Exterior





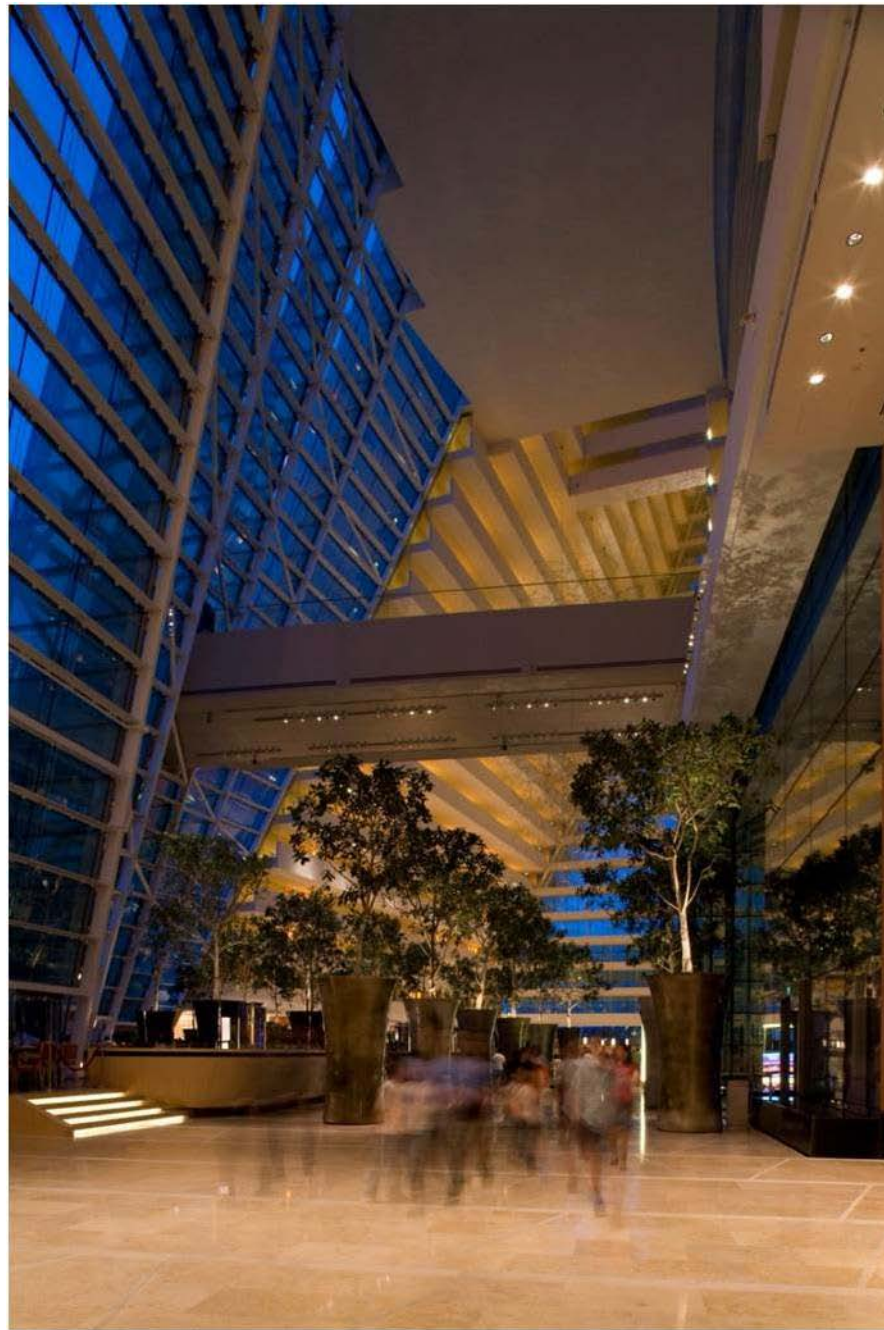
Plans provided by Safdie



Revised layout by CL3



Interior Executed Design



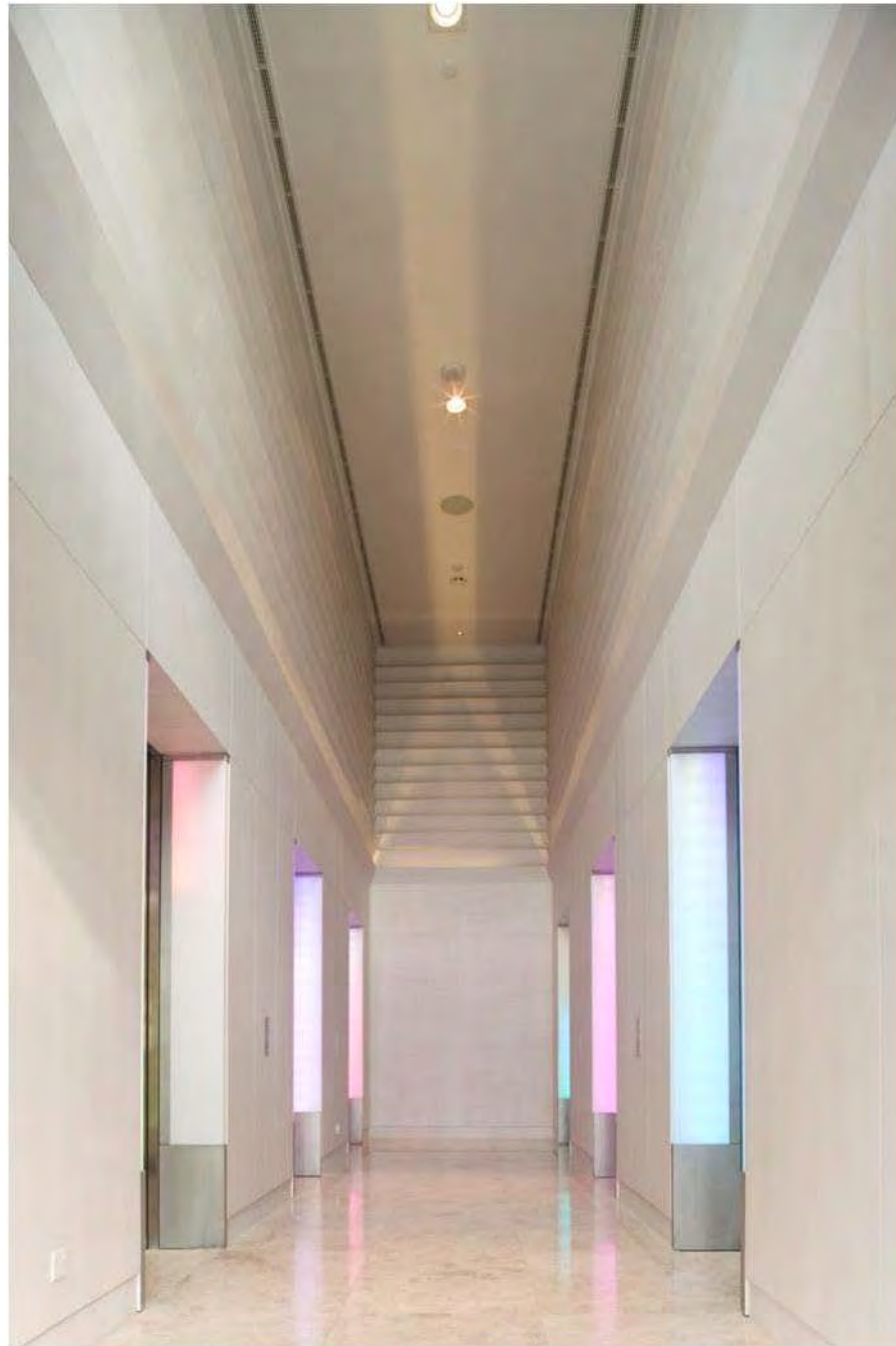
Interior Executed Design



Interior Executed Design



Interior Executed Design



Interior Executed Design



Interior Executed Design

CL3 Architects Limited

Successfully complemented many large international practices, made many friends

Global Practice Panel

