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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*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

<table>
<thead>
<tr>
<th>Design Architect</th>
<th>Local Design Institute (L.D.I.)</th>
<th>Coordination Architect or Project Manager</th>
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<tbody>
<tr>
<td>• Concept Design</td>
<td>• C.D.</td>
<td>• Overall Coordination</td>
</tr>
<tr>
<td>• Schematic Design</td>
<td>• Submission</td>
<td>• Site Coordination</td>
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<tr>
<td>• D.D.</td>
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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
Plans provided by NBBJ
Interior Executed Design
Interior Executed Design
Interior Executed Design
Project Example: Mega Box


Interior Design: CL3 Architects Limited
Plans provided by Jerde
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
Revised layout by CL3
Interior Executed Design
Interior Executed Design
Interior Executed Design
Successfully complemented many large international practices, made many friends
Global Practice Panel