



1.0 INTRODUCTION

- 1.1 The Future Practice Competition invites all practicing architects, aspiring graduates, and students to re-imagine and re-conceptualize the ideal architectural practice of the future. Participants are encouraged to consider various challenges often faced by architects and propose solutions, and innovative business models.

2.0 OBJECTIVES

- 2.1 To expand the idea of what an architectural consultancy practice (ACP) could be and start the conversation and discussion of the future of the architectural practice.

3.0 ELIGIBILITY

- 3.1 Entry is open to all practicing architects, architecture graduates, academician, architecture technologist, architecture IOW and students.
- 3.2 No limit of entries, however each entry will require separate entrance fees
- 3.3 The Organizing Committee of KLAF2023 are not eligible to participate in this competition.

4.0 CRITERIA FOR JUDGING

- 4.1 The Jurors shall look at, but not limited to, the following:
- Business model creativity, uniqueness, and originality
 - Novel concept and intention
 - Relevance and adherence to theme of future adaptable and dynamic to change
 - Business management, experimentation, addition, redefinition and innovation of scope of service are all aspects of possible exploration.
- 4.2 Participants can generate ideas by addressing these issues :
- Practice Culture : Work-Life Imbalance, Flexible Working Hours, Talent Retention.
 - Practice Environment : Project Procurement, Fee Structure, Software Licensee
 - Practice Ecosystem : Regulatory Framework, Local Authority Relationship

5.0 ENTRANCE FEE

- 5.1 There will be a non-refundable fee of **RM100.00** (Ringgit Malaysia One Hundred Only).

6.0 COMPETITION STAGES

- 6.1 The competition will be conducted in two (2) stages as follows:
- 6.1.1 Stage 1 – Business Model Board and Report Submission
- 6.1.2 Stage 2 – Shortlisted ten (10) finalist Verbal Presentation

6.2 Accuracy of Submitted Information

The Entrant is to ensure that all information and spelling is correct in the forms as this information will appear in publications. Any errors on the part of the Entrant will be corrected at its own expense. The onus of submitting the most updated and complete information pertaining to the submission lies with the submitting party. Any missed information may result in disqualification. PAM accepts no responsibility for publication of incorrect spelling or inaccurate information supplied with the entry.



7.0 TIMELINE

The competition timeline shall be as follows:

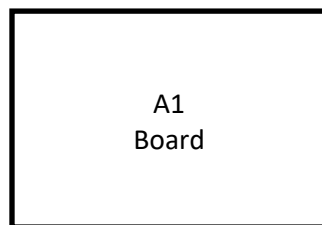
ACTIVITIES	DATES*
Announcement / Launch + Registration	25.03.2023
Registration Close	21.04.2023
STAGE 1	
<ul style="list-style-type: none"> • Release of Participants ID Code • Release of Competition Pack • Open for Queries 	
Submission of Stage 1	28.04.2023
Judging	To Be Announced
Announcement of Finalists	15.05.2023
STAGE 2	
Judging & Presentation by Finalists	27.05.2023
Prize Giving Ceremony	24.06.2023

*The PAM Committee reserves the right to amend or change this schedule without prior notice.

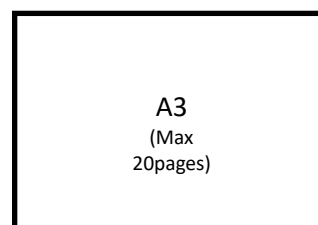
8.0 SUBMISSION FORMAT

8.1 Stage 1

- 8.1.1 Submission shall be anonymous. Participants will be assigned with individual codes and no names or any identifiable logos are allowed to be printed on, or attached to any of the submission materials.
- 8.1.2 Submission materials to include at least, but not limited to, 3D graphic(s) in the form of an illustration of the business model. (Business Canvas, Charts, Collage, Diagrams, etc.)
- 8.1.3 Submission shall be done digitally with minimum of one (1) x A1 board and one (1) x A3 report of maximum 20 pages including cover in landscape format.



Board (Landscape)



Report (Landscape)

- 8.1.4 Any other form of materials such as diagrams, charts, orthographic drawings, and photographs in relation to the proposed business model are to be inserted into the report.
- 8.1.5 The A1 board and A3 report shall be saved in two (2) separate files not exceeding **20Mb** with the following name format:

Submission Code_Submission Title

Eg: 12345_FuturArch



8.1.6 The submission has to be uploaded to the competition website at <https://competition.klaf.my>

8.1.7 Closing time for all submissions shall be at 6:00 pm on the dates specified herein.

8.2 Stage 2

8.2.1 There will be ten (10) Shortlisted Finalists after the first round of judging.

8.2.2 Submission for Stage 2 shall be as follows:

- Final Presentation of Model and Idea (Max. 20 slides only with maximum 10 minutes presentation period)
- Additional material during verbal presentation (animation, video, illustrations, or any other media) to expand on the preliminary submission (only if deemed necessary)

8.2.3 Submission shall be done digitally in an A3 report in landscape format without any minimum requirements. Any other form of materials such as diagrams, charts, orthographic drawings, and photographs in relation to the proposed business model are to be inserted into the report.

8.2.4 Submission of the original or altered slide (maximum 20 slides) shall be saved in one (1) file not exceeding **20Mb** with the following name format:

Submission Code_Submission Title_Slide
Eg: 12345_SuperArch_Slide

8.2.5 The submission has to be uploaded to the competition website at <https://competition.klaf.my>

8.2.6 Closing time for all submissions shall be at 6:00 pm on the dates specified herein.

8.2.7 Presentation of Finalists to Jurors: Each finalist will be given a maximum of 10 minutes to physically present their submission to the Jurors at the PAM Centre. The format shall be entirely up to the finalists' creativity.

8.2.8 Finalists are allowed to bring and present additional presentation materials that are not submitted in the digital format including, but not limited to, videos, models, mock-ups and printed materials on foam boards.

8.3 PAM Requirements Related to Each Entry

8.3.1 There must not be any mark or identification of the Entrants on any of the Entry Materials.

8.3.2 The entries are submitted and accepted on the agreement by the Entrants that PAM reserves the right to reproduce any of the Entry Materials in PAM's media and publications, and in other media and publications authorized by PAM.

8.3.3 In doing so, PAM will undertake to give due credit and acknowledgement, but PAM will not make any payment, fee or charge whatsoever to any person in using these materials.

8.3.4 PAM will take reasonable care but will not be responsible for any loss or damage of the Entry Materials submitted.

9.0 MASTER JURY

9.1 The Master Jury shall be nominated by the Convenor and approved by KLAFF2023 Director, and will comprise the following:

PAM President :	Assoc. Prof. (Ind.) Ar. Sarly Adre Sarkum
KLAFF 2023 Director :	Ar. Adj. Norzaini Mufti
Director, Chewan Architecture Sdn Bhd :	Ar. Che Wan Ahmad Faizal
Principal, Kuee Architecture :	Ar. Shyuan Kuee
CEO, UEM Sunrise Berhad :	Suffian Abdullah
Director, Endeavor Malaysia :	Adlin Yusman
Convenor :	Ar. IDr Ts Ridha Razak

9.2 The decision of the Master Jury shall be final and bounding.

9.3 Disqualification

9.3.1 The Master Jury can disqualify entrants due, but not limited to, the following:

- Failure to comply with rules, requirements and procedures
- Late submission
- For reasons such as religious or cultural sensitivities, ideologies and public inappropriateness
- The Master Jury shall have the sole and final decision in the acceptance or disqualification of any entry.

10.0 AWARD

10.1 The Master Jury shall award five (5) prizes, categorized as follows:

- Best Idea: RM5,000 and a certificate
- Honourable Mentions (4): RM2,000 and a certificate



PAM PERTUBUHAN AKITEK MALAYSIA
MALAYSIAN INSTITUTE OF ARCHITECTS

100 YEARS
1923-2023



QUERY FORM

The Future Practice
Competition
KLAF 2023 Next 100

Instruction :

Please save this file as FPC_QUERY_(ID Code)
and Email it back to KLAF2023.FPC@gmail.com
before 5:00pm, 3rd April 2023.

Participant ID Code :