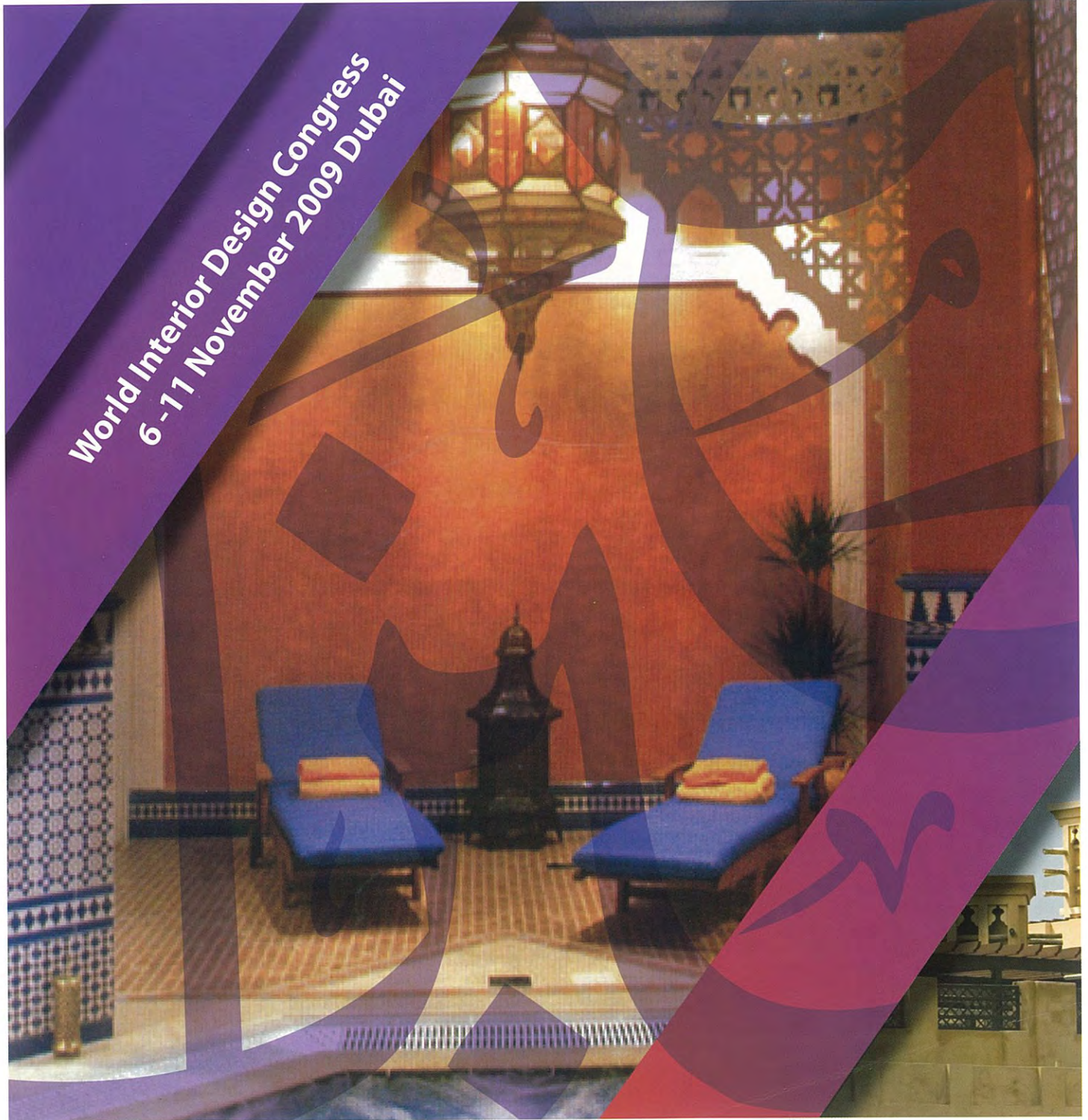




ifi09Dubai

ملتقى الإبداع والتصميم الداخلي
Celebrate Interior Design

Under the patronage of
Her Royal Highness Princess Haya Bint Al Hussein
Wife of His Highness Sheikh Mohammed Bin Rashid Al Maktoum
Vice-President and Prime Minister of the UAE and Ruler of Dubai



World Interior Design Congress
6-17 November 2009 Dubai

Organized by



ifi
IDA International Federation
of Interior Architects/Designers
A Partner of the International
Design Alliance



ifi09Dubai

ملتقى الإبداع والتصميم الداخلي
Celebrate Interior Design

Dr. Gerald Huber



Dr. Gerald Huber is the Regional Director for the UAE / GCC region for Schletterer and knows best how to empower the business with the synergy between his technical know how and unique hospitality service approach.

After having finished his studies of civil engineering with a doctorate for which he got a research award from the University of Innsbruck, Austria, he has gained broad knowledge and experience in different positions: Assistant & Interim Head of the Institute for Steel & Composite Structures, University of Innsbruck; Chairman/Vice-Chairman of several Austrian and European construction research and standardisation committees as well as Construction Engineer at a civil engineering office in Innsbruck. Since May 2004 he has been working for Schletterer as Regional Director for the UAE / GCC and is a member of their board.

An excerpt from his project development experience includes:

- Les Ottomans Suite Hotel, Istanbul, Unit International
- Hilton Jordan Gate, Amman, Al Hamad
- The Cube, Dubai, BMG
- Tiara, Essque Palm and Tiara United Towers, Dubai, Zabeel / EC Harris
- Mövenpick Al Bidaa Resort & Spa, Kuwait, Alargan
- Mövenpick Yas Island, Abu Dhabi
- Oceana Palm Jumeirah, Dubai, Asteco-7 Tides
- Royal Amwaj Palm Jumeirah, Dubai, Asteco-7 Tides
- Dubai Pearl, Dubai

IFI 2009 World Interior Design Congress Programme

Congress - Wednesday 11 November 2009	
8:30 - 9:00	Registration opens
9:00 - 9:30	Reopening Address – Keynote Guest Speaker
9:30 - 10:15	<p>Harmony in Design: The Art & Science of Feng Shui, Vaastu Shastra & Vortex Alignment <i>with Brenda Ganwani, Proshat Lehmann and Padmaja Yadav moderated by Dr. John Alexander Smith</i></p> <p>This session will explore alternative avenues that affect the design process – avenues that aim to achieve harmony in spaces. The art and science of Feng Shui, Vaastu Shastra and Vortex Alignment are traditional tools that guide clients and designers alike, in creating a desirable interplay of spaces, colors, textures & placement of objects. This session aims to inform & educate the audience on the difference between these practices, the benefits and how to apply them to interior design.</p>
10:15 - 11:00	<p>The Rise of Wellness & Spa Design <i>with Dr. Gerald Huber, Luke Hughes and Daniella Russell moderated by Markus Stebich</i></p> <p>We are experiencing a new era in wellbeing. People want health in both mind and body, an opportunity to escape and clear the mind, rest the body and relax in 'paradise', whether that is in the comfort of their home, at their local spa or on holiday at a health resort. Hurried contemporary life is increasingly leading us to seek islands of calm and tranquillity where we can be in touch with ourselves and regain balance and wellbeing. This is opening up opportunities for designers, suppliers and operators of the spa industry.</p>
11:00 - 11:30	Break
11:30 - 12:15	<p>The Impact of Sustainability on Design & Innovation <i>with Dr. John Alexander Smith, Neel Bradham, Karim Farah moderated by Gary Richard Lawton</i></p> <p>'In order to be sustainable we must meet our own needs without compromising the ability of future generations to be self sufficient.' Any interior designer with a conscience does embrace the responsibility to meet sustainable standards . . . but is it that easy? The panel of experts will investigate the following related topics:</p> <ul style="list-style-type: none"> • Sustainable design as an inherent aspect of design excellence • Sustainable design and selection of recyclable/environmentally-friendly products and materials • Sustainable design tailored around the unique cultural and natural character of a given region • Sustainable design strategies that evolve over time • Sustainable design – the holistic approach
12:15 - 13:00	<p>The Social Shopping Experience: Malls & Retail Design <i>with Tarek El-Khatib, Dr. Raymond Hamdan and Daniel Holguin moderated by Hazem El-Khatib</i></p> <p>The panel of experts will explore the following topics:</p> <ul style="list-style-type: none"> • The changing philosophy of shopping malls in the modern day • The importance of tenant mix criteria and their impact on interior architecture of shopping malls • The importance of anchor stores and their impact on interior architecture of shopping malls • Environmental graphics in shopping malls • The impact of retail design and branding on shoppers • Innovative retail design • Retail malls are now a place for social interaction more than the shopping experience. How does the interior designer take this into account?

is involved in the design and coordination of a number of high profile Green Projects in the Middle East region. Karim is also actively contributing to the establishment of the Egypt Green Building Council.



Rami Farook is a UAE national, who after attaining degrees in marketing, management and psychology, spent over 5 years gaining practical experience in his family's manufacturing, trading and investment activities, as well as in his own entrepreneurial projects in the design industry. In 2007 he conceived traffic as an Art and Design Practice, which acts as a store, gallery, studio and platform for the region's design community. Since then he has become a vital part of the design culture of the region, launching the Traffic Design Competition as well as developing a line of furniture and accessories to be unveiled in Milan in 2010. Rami recently won the 2009 International Young Design Entrepreneur Award at a ceremony in London during the London Design Festival. Rami is the Founder and Director of traffic.



Prof. Patrick Fong is a renowned designer with over 35 years of experience. His completed projects range from shopping arcades, corporate headquarters to hotel and service apartments, located in Mainland China, Hong Kong and South East Asia. Major completed projects include the Pacific Place, Times Square, China World Trade Center in Beijing and the Labour Bureau in Ohio, USA. Fong is also an expert on designing large shopping arcades. In 1999, Fong received the "Design Export Award" organized by The Hong Kong Trade Development Council and in 2000 he was nominated as one of "The 2000 Most Influential Interior Architects for the 20th Century". In addition to his professional career, Mr. Fong has also taught at the Hong Kong University and the Technical College.



Brenda Ganwani graduated from the University of Mumbai in Commerce. In 1999, she experienced a Reiki 1 class - totally in awe of the experience and the energy, she pulled into learning all the degrees and becoming a Reiki Master. She then went on to study other methods of healing such as Touch for Health Kinesiology. Brenda is now specialized in the methodology of Life Alignment, a system of healing that restores you to your natural state of wellbeing and harmony, clears and rebalances your home and aligns your business/organization to its highest potential and purpose.



Dr. Raymond Hamden was born in the USA and he has practiced psychology in Washington, D.C. since 1979. In 1990, Dr. Hamden established a professional psychology practice in the UAE.

October 2008, Dr. Hamden was appointed by Dubai Health Authority (DHA) as Chair, Panel of Psychology Experts to facilitate the creation and implementation of Psychology Laws of Practice, Ethical Principles, Code of Practice Standards, and Examination in Psychology for Licensure.

Dr. Hamdan is Director of the Human Relations Institute in Dubai Knowledge Village and is a Life Member in the Association of Psychological Sciences (formerly American Psychological Society), International Society of Political Psychology, International Council of Psychologists, and American College of Forensic Examiners International.



Rogier van der Heide is an architectural lighting designer and Director with Arup. Rogier is the Global Leader of Arup Lighting. Rogier has been responsible for innovative, creative and well-executed projects all over the world. A recipient of the prestigious IALD Radiance Award, Rogier's work is widely recognised as leading in the field of creative and independent lighting design. Rogier has collaborated with many architects in the past including Renzo Piano, Ben van Berkel, Zaha Hadid, Michael Graves, Cesar Pelli and Rob Krier.



Daniel Holguin was born Mexico where he earned a Degree in Architecture from the Universidad Nacional Autónoma de México and worked as an architect at his design/build studio in Mexico City. He moved to New York City in 2000 where he currently works as an architect in his own studio called *multiplicities. The range of work going from residential, hospitality and designs for a TV program, to a new design research group. *multiplicities was recently chosen by Pritzker laureates Herzog & de Meuron to participate in the Ordos 100 project curated by Ai Wei Wei and is currently under construction.



Dr. Gerald Huber is the Regional Director for the UAE / GCC region for Schletterer. After completing his civil engineering studies with a doctorate, Dr. Huber gained broad knowledge and experience in different positions including as Assistant & Interim Head of the Institute for Steel & Composite Structures, University of Innsbruck. An excerpt from his project development experience includes: Les Ottomans Suite Hotel, Istanbul, Unit International; Hilton Jordan Gate, Amman, Al Hamad; Mövenpick Al Bidaa Resort & Spa, Kuwait, Alargan and Dubai Pearl, Dubai.



Luke Hughes is an outstanding and thought-provoking speaker who has designed and made furniture for major public buildings, collaborating with the world leading architects for

Under the patronage of
Her Royal Highness Princess Haya Bint Al Hussein
Wife of His Highness Sheikh Mohammed Bin Rashid Al Maktoum
Vice President and Prime Minister of the UAE and Ruler of Dubai



IFI World Interior Design Congress 2009

Key Speakers · Panel Sessions · Debates

6 – 11 NOVEMBER 2009
GRAND HYATT HOTEL, DUBAI

- Workshops
- Master classes
- Interior design exhibition
- International design competitions
- Cultural activities



FRED BERNIS • **SEBASTIAN CONRAN** • RASHAD MOHAMMED BUKHASH • GUSTAVO CAPOTE • KARIM FARAH • PROF. PATRICK FONG • LAURA FOUNTAIN • BRENDA GANWANI • **PIERO LISSONI** • DR. RAYMOND HAMDAN • **BRINDA SOMAYA** • ROGIER VAN DER HEIDE • PETER DI SABATINO • DANIEL HOLGUIN • **BOB PUCCINI** • DR. GERALD HUBER • LUKE HUGHES • NAOKI IJIMA • TAREK EL-KHATIB • PROSHAT LEHMANN • SHASHI CAAN • SIOBHAN LEYDEN • ROGER PATRON • MASAYA SEKI • **NADJA SWAROVSKI** • PADMAJA YADAV • **ROSS LOVEGROVE** • REINHARD BACKHAUSEN • **VICENTE WOLF**



ifi
IDA International Federation of Interior Architects / Designers
A Partner of the International Design Alliance

Follow us on:



Register now at www.ifi2009dubai.org



Media Partners



Congress Secretariat - MCI Dubai Tel : +971 4 341 5663 / Fax: +971 4 341 5664 Email: ifi2009dubai@mci-group.com