



RSAW



Cymdeithas Frenhinol Penseiri yng Nghymru  
Royal Society of Architects in Wales

# Practice makes Perfect

## Annual conference

Friday 09 December 2011  
Chapter, Market Road, Canton,  
Cardiff CF5 1QE

# Practice makes Perfect

This year's RSAW conference will consider the way the delivery of design has changed over recent years and how the established models of architectural practice are unravelling and re-making themselves.

We're beginning to look at themes around certain questions:

- As the recession continues to bite, how are emerging architects finding new approaches to winning and carrying out their work?
- How are the established players reacting to the new challenges?
- Are the old models for building architectural practices out of date?
- Do we need to be looking at new, more flexible ways of making design happen?
- Is collaboration the answer?

The 2011 RSAW conference will bring together experts from across the UK to look at these issues:

- **Christine Murray**, Editor of The Architects Journal will chair the conference, as well as speaking on the issue of why print publications still count when it comes to winning clients and influencing people
- **Fran Balaam/ Michael Corr** (Pie Architecture) will consider how the new generation are changing the practice of architecture
- **Su Butcher** (Just Practising) will talk about the importance of 21st century media which is changing the way we work and can give architects a voice
- RIBA Stephen Lawrence Prize 2011 winner **Phil Coffey** (Coffey Architects) will talk about surviving and winning in the current financial climate.

- Young Architect of the Year **David Kohn** (David Kohn Architects) will touch on incompleteness, coincidence and how that determines the future.

Break-out workshops with:

- **Edmund Fowles / Fergus Feilden** (Feilden Fowles) - Starting a practice in the recession
- **Lorna Parsons** – how to make social media work for you
- **Micheal Holliday + Chris Hall** (Roots Design Workshop) – exploring the concept of Archivan, the architect's mobile office
- **Andy Thomson** (BCA Landscape) - It is not down on any map; true places never are...

Inspiration Hour by **Deborah Saunt** (DSDHA). Through her experience as an award-winning practitioner; her role on a range of juries (current chair RIBA awards, Olympic Delivery Authority 2008, American Institute of Architects Awards 2007; RIBA Gold Medal 2006; RIBA Presidents Medals 2006), her TV and radio broadcasts and widely published writing on architecture, Deborah is well placed to comment on how the delivery of design is changing.

This event is the only dedicated conference and exhibition for the architectural profession in Wales and attracts around 150 decision-makers and practitioners. The RSAW Conference provides a unique networking forum that shares and compares best practice, expertise and experience.

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Friday 09 December 2011, 0845 - 1635  
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## Programme

- 08.45** Coffee, registration and networking
- 09.00** Welcome by Andrew Sutton, RSAW President
- 09.05** Opening remarks by conference Chair, Christine Murray, Editor of The Architects Journal
- 09.15** Making Pie  
Fran Balaam/ Michael Corr, Pie Architecture
- 09.50** Imperfect Future  
David Kohn, David Kohn Architects
- 10.25** Observing the changes, and why print publications still count, when it comes to winning clients and influencing people  
Christine Murray, Editor of The Architects Journal
- 11.00** Coffee break
- 11.20** Su Butcher, Just Practising
- 11.55** Phil Coffey, Coffey Architects
- 12.30** Q&A for morning session  
Chaired by Christine Murray, conference Chair
- 12.50** Lunch
- 13.50** Afternoon Workshop sessions
- A** Starting a practice in the recession  
Edmund Fowles/ Fergus Feilden, Feilden Fowles
- B** Archivan: A new business model from rural Scotland  
Micheal Holliday + Chris Hall, Roots Design Workshop
- C** Looking to new media for ideas and inspiration for the future of practice  
Lorna Parsons
- D** It is not down on any map; true places never are...  
Andy Thomson, BCA Landscape
- 14.50** Tea
- 15.10** Summary and Q&A for Workshop sessions, chaired by Pierre Wassenaar, Immediate Past President, RSAW
- 15.30** Inspiration Hour:  
Practice makes Perfect: changing the delivery of design  
Deborah Saunt, architect and author
- 16.30** RSAW President's closing remarks and summing up
- 16.35** Close

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## Delegate booking form

RSAW Annual conference 2011  
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Friday 09 December 2011

Delegate name (s): .....  
.....  
.....

Delegate rate for day conference: £75 + VAT (£90)

Earlybird discount £65 + VAT ( £78 inc) (book by 20 Nov)

Student rate £10

Optional lunch ticket (£10 per person)

Attendees at the conference will qualify for 6 hours/ up to 48 CPD points each

### Payment method:

I enclose a cheque for £.....

Made payable to Royal Society of Architects in Wales (RSAW)

Please invoice against Order No: .....

Organisation/ invoice address: .....

.....

Email address: .....

Do you have any special dietary or access requirements?  
.....

### Afternoon breakout sessions (number in order of preference; 1 being first choice):

1. Feilden Fowles

2. Roots Design Workshop

3. Lorna Parsons

4. BCA Landscape

### Terms and conditions of booking:

- Bookings should be accompanied by a cheque for the full delegate fee, or purchase order number. Cancellation of your booking is allowed if received in writing by RSAW Office no less than three working days before the event
- Non-attendance or cancellation of your booking beyond three working days of the event will incur the full delegate fee
- In the above circumstances (cancellation), a replacement delegate nominated and confirmed by yourself will be welcome
- The Royal Society of Architects in Wales may make changes to the programme and speakers if unavoidable circumstances arise

### Please return your completed booking form to:

Royal Society of Architects in Wales/ Cymdeithas Frenhinol Penseiri yng Nghymru  
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