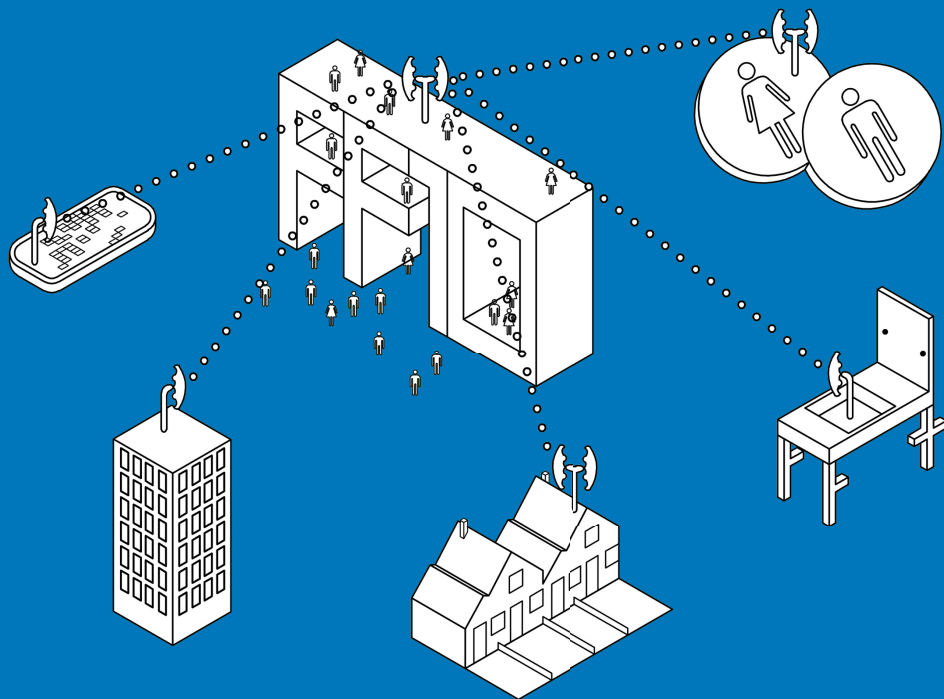


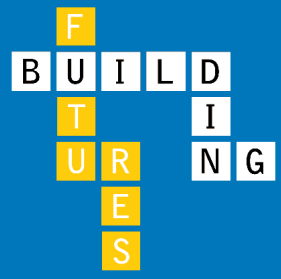
Futures Fair¹⁰



Building Future's Flagship Event for the Year

In association with New London Architecture

Let's not just adapt to survive, but adapt to thrive.



2nd June 2010 - The Building Centre - London

Given the current economic condition, the architecture profession is under pressure to develop its modes of practice, its business models and its collaborative links. Over the past 12 months there has been increasing speculation and suggestion as to how the profession might start to morph into new guises, and what skills architects might need to make these changes.

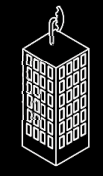
Advancement

ADVANCEMENT discusses how emerging technologies will impact our lifestyles and how that affects the built environment- including the realms of intelligent buildings, new materials, computational software and interactive digital media.



Business

BUSINESS gathers entrepreneurs and business strategists to share their skills and experience on innovative modes of business, including business models, marketing, practice structures and getting work.



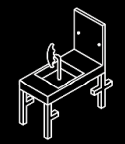
Competition

COMPETITION discusses the recently published Foresight Land Use Futures Report, which spanned two years and commissioned over 40 evidence reviews, demonstrates that land is a uniquely versatile asset which will come under increasing pressure over the next 50 years. The report incorporates the longer term and external effects of different uses.



Design

DESIGN brings designers from a range of different creative backgrounds together- all with either an interest, relationship or experience of architecture, to cross fertilise ways of working, processes, software, inspiration and materials.

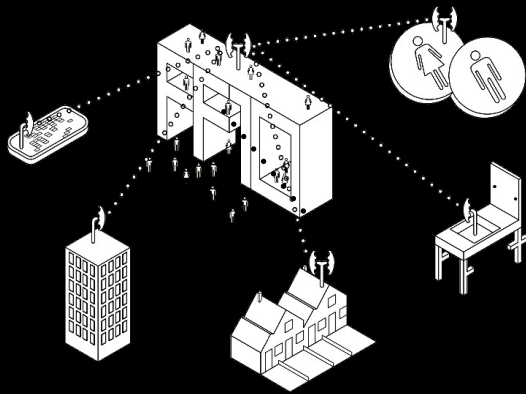


Engagement

ENGAGEMENT will expose emerging trends in community engagement, how they can be understood and applied in the design of places and how in turn, successful design can be an empowering process for local communities.



Futures Fair ¹⁰



Building Future's flagship event for the year
in association **New London Architecture**

2nd June 2010 - The Building Centre - London

Futures Fair 10 will gather together built environment professionals with people leading innovation in other fields in a one day event that will plant the seeds for radical new ways of working and fresh collaborations. The fast-paced day will include presentations by challenging speakers representing 5 key themes: technological advancement and its potential impact on the built environment; innovative modes of business and entrepreneurship; landscape resilience; learning from design in different sectors and; emergent forms of community engagement and their place in development.

Futures Fair 10 will equip you with the skills and knowledge required to plan out the future of your business and respond to fresh challenges.

Attendees will play an active role in the day- with frequent opportunities for discussion and interaction over 5 distinct seminar sessions, keynote contributions and a unique 'speed date' networking event. Futures Fair is CPD accredited.

Itinerary for the day:

- 09.15 Arrival, breakfast served.
- 09.30 Introduction: Dickon Robinson, Chair Building Futures
- 09.40 Welcome: Peter Murray, Chair NLA
- 09.50 Opening plenary Richard Wentworth (tbc)
- 10:10 Futures Links - Networking Session
- 10.55 Design for Future Climate ARUP Briefing
- 11.10 Break
- 11:30 Seminar Break-Outs:

DESIGN

Chair: Geoff Manaugh tbc

Richard Wentworth in conversation with **Tom Emerson, 6a** (tbc)

Julian Hakes – Hakes Associates

Gabby Shawcross – Jason Bruges Studio

BUSINESS

Chair: Harry Rich, Chief Executive RIBA

David Marks – Marks Barfield

Geoff McCormick – Alloy Consulting

Dave Hampton - Carbon Coach

Ian Chance - UEA

13:00 Lunch

14:00 Seminar Break-Outs:

ENGAGEMENT

Chair: Dickon Robinson, Building Futures

Joost Beunderman – Zero Zero

Saffron Woodcraft – The Young Foundation

Ian Drysdale – Think Public

Steve McAdam – Fluid/Soundings

COMPETITION

Chair: Professor David Fisk, Imperial College

Professor Marcial Echenique, Cambridge University

Corrine Swain - ARUP Fellow

Fenella Collins - Country Land & Business Association

ADVANCEMENT

Chair: David West, Studio Egret West

Professor Derek Clements-Croome – University of Reading

Ximo Peris – Crystal CG

Ruairi Glynn – Robotic Designer

15:30 Break

15:50 Closing Session

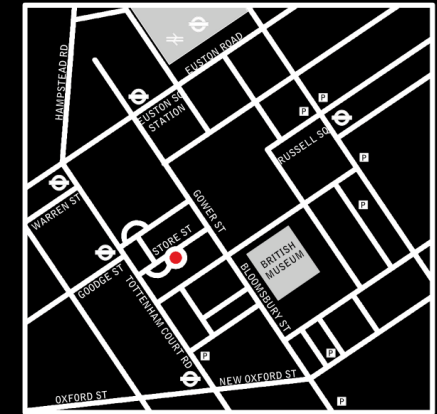
The closing session will feature a speaker from each seminar, presenting a summary of the ideas generated throughout the day. Questions and a general discussion will follow.

17:00 Drinks and Close

Location:

The Building Centre, Store Street, London WC1E 7BT

Nearest underground stations are Goodge Street (Northern Line) Tottenham Court Road (Northern and Central Lines), Euston Square (Circle, District and Metropolitan Lines) and Russell Square (Piccadilly Line).



Ticket Prices:

Full Price: £130 incl. vat payable to RIBA
Fee includes VIP information pack, automatic registration to the Building Futures events database, breakfast, lunch, refreshments throughout the day and drinks in the evening.

Discounted rate: £110 incl. vat payable to RIBA
Includes all of the above and is applicable to all RIBA members, NLA supporters and Foresight FAN club members.

10 tickets are available half price for students for £65 incl. vat - please enquire.

To book :

Member Booking <https://members.architecture.com/login/login.asp?altlog=0&dest=/custom/bespoke/events/cpd.asp>

Guest Booking <https://members.architecture.com/login/login.asp?altlog=1&dest=/custom/bespoke/events/cpd.asp>

Register as Guest https://members.architecture.com/login/register_visitor.asp

Email FuturesFair@inst.riba.org or 020 7307 3792 for queries