

architecture  
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**GREETINGS, HAPPY EARTH DAY, HAPPY HINDU NEW YEAR, HAPPY VAISAKHI and SALAM SATU VERITAS to all our readers!!**  
In this month's e-news, VERITAS pays tribute to one of the world's most influential architects of this century: the late Zaha Hadid, with a feature on parametric architecture and an expose of VERITAS' experiments with this paradigm.  
We shall also feature other interesting happenings here at VERITAS! We hope you enjoy this month's VERITAS e-news! And please don't hesitate to contact us if you would like to know more about any of the stories featured here.

### PARAMETRIC ARCHITECTURE

Parametric design is an architectural strategy and vocabulary with which it is possible to achieve efficiency and fidelity between the design concept and physical result of a project. Through geometric and algorithmic relations, it forms a bridge between traditional architectural production and new technological possibilities. Visually, parametric design processes result in complex, fluid geometries and angular and/or multi-dimensional form. The late Zaha Hadid led the way in parametric design. Others include Sou Fujimoto, Kengo Kuma, SANAA and Herzog and de Meuron. They managed to combine parametric design tools and traditional manufacturing to obtain elegant results.

### INTO THE WORLD OF ZAHA; THE ACCOMPLISHED FUTURIST. BY VERITAS' ASSOCIATE TAUFIQ NAZARUDIN



On the 31st of March 2016, at the age of 65, renowned British Architect Zaha Hadid, succumbed to complications while being treated for bronchitis in Miami. The news of her passing sent an aftershock that was felt across the architecture and design community. A design icon had passed.

### BACKGROUND

Ms. Hadid was born in 1950 in Baghdad, to a diplomatic family, and completed an undergraduate degree in mathematics at the University of Beirut. She moved thereafter to London and by 1972 had graduated from the Architecture Association (AA). She briefly worked with her architecture acquaintances Elia Zenghelis and Rem Koolhaas before establishing an independent practice in 1980.

### EARLY WORKS

Ms. Hadid's early architecture drawings drew influence from Russian Supremacist painter Kazimir Malevich. In her early paintings and drawings, she investigated architecture through the abstracted juxtaposition of geometries. The evolution of her early work was provocative to many, and drew much critical attention. It raised many questions amongst the architectural community about the direction of post-post modernism.

In her first completed building, the Vitra Fire Station, Germany of 1993, geometric and oblique planes seemed as if the building had come directly out of one of her paintings. Ms Hadid, proved to her critics how a strong concept could be realised into a real building, through perseverance and consistency.

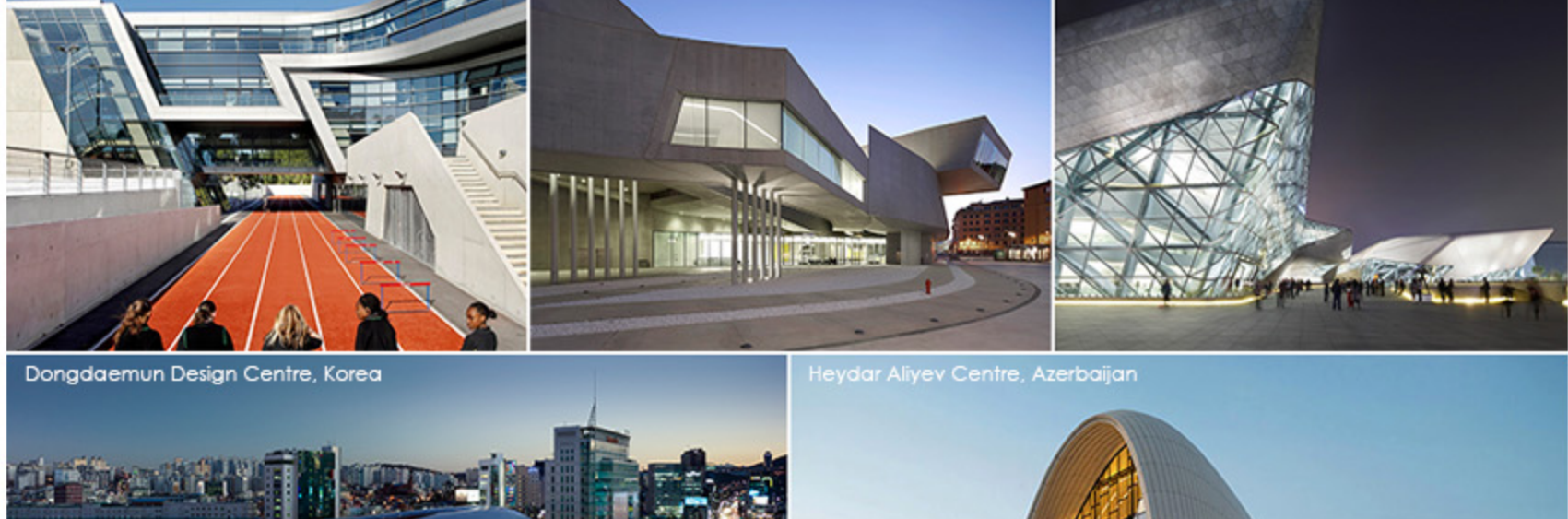


### TURNING POINT AND THE START OF COMMERCIAL ACCOMPLISHMENT

As the millennium turned, Ms. Hadid had only one building to her credit. Over the following years however, she was prolific and completed the Bergisel Ski Jump in 2002, under a competition entry for the Rosenthal Centre for Contemporary Arts in 2003, and many more. She was heralded as the world's first female "Starchitect". Two of her works were awarded the Stirling Prize, the MAXXI project in Rome (2010) and the Evelyn Grace Academy (2011). Ms Hadid was awarded the Dame Commander of the Order of the British Empire for services to architecture by Queen Elizabeth II in 2012. Some of her recent works in the last decade such as the Evelyn Grace Centre or Guangzhou Opera House have received widespread critical acclaim.

Ms Hadid, won the prestigious Pritzker Prize for 2004 (a first in many dimensions), with the following citation: "Although her body of work is relatively small, she has achieved great acclaim and her energy and ideas show even greater promise for the future".

Ms Hadid was also a multi-disciplinary designer that has designed shoes, jewellery, furniture and many other products.



### LEGACY & THE FUTURE

In her passing, Ms. Hadid left much: an architectural repertoire that contributes and continues to extend the discourse on imagining architecture and space, parametricism which pushes the boundaries of building materials and construction technologies, and a renewed concern and emphasis on prioritizing the civic and public realm. Patrik Schumacher, Senior Partner, who worked alongside Ms. Hadid for 28 years, now takes-over to helm the leadership at Zaha Hadid and Associates (ZHA).

**VERITAS Architects has collaborated with Zaha Hadid Associates on a competition for the ANGKASARAYA TOWER for Sunrise Bhd. in 2012**

The Angkasa Raya is comprised of five distinct elements – three floating elevated tower blocks and two multi-level zones of open horizontal slabs – that are autonomous yet connected to one another in a uniquely stacked and shifting configuration of varied functional and urban typologies.



At a height of 268 meters over 65 floors, and 165,000 square meters of construction area, Angkasa Raya accommodates Premium Offices, a Luxury Hotel and Service Residences. Each function occupies one of the three rectangular volumes which, through their mutual support and delicate balance, generate a unity that is both multiple and symbiotic.



### OTHER VERITAS' PROJECTS THAT ARE INSPIRED BY PARAMETRICISM:

#### KAMPONG BHARU CITY CENTER MASTER PLAN for PERBADANAN KAMPUNG BHARU

The main intervention will be the Kampung Bharu City Centre (KBCC) which will become the focal point of the area. This development which encompasses some 16.2ha of land will involve 187 lots belonging to some 1,217 landowners.

This development aims to establish a large public space as a community centre for Kampung Bharu, incorporating the latest strategies of urban design with towers connected via a series of pedestrian link and pocket parks, and featuring a unique direct pedestrian link (The Saloma link) from Kampung Baru all the way into KLCC. Twelve iconic buildings with four signature towers with a collective gross development value in the billions of Ringgit will be built here.

VERITAS, another ambitious project is a 70-storey tower with a Ferris wheel built on the rooftop by a visionary developer.



#### RESIDENTIAL HI-RISE PROJECT



#### PARAMETRIC PAVILION



#### PUTRAJAYA BUS/TAXI TERMINAL



### WHERE ARE WE FEATURED?

#### ZOUK CLUB – KL SUPERCLUB CLIMBS THE RANKS IN INTERNATIONAL POLL



**Moving on up**  
KL superclub climbs the ranks in international poll

One of our exciting recently completed projects; The Zouk Club was featured in the 8th April 2016 Star Metro Newspaper. The Zouk Club of Kuala Lumpur is now among the Top 30 most popular dance clubs in the world as voted by readers of music magazine DJ Mag, ranking it at number 26 in this year's poll. The Zouk Club was completed in August 2015.

### OTHER HAPPENINGS

#### VERITAS SPORTS AND SOCIAL CLUB (VSSC) FAMILY TRIP



The VERITAS Sports and Social Club (VSSC) held a short overnight getaway on the 26th March for all VERITASians and their families to Malacca, the historical port city of Malaysia. Everyone enjoyed the Gala Dinner that evening and we will definitely go back there again!!

#### METCONX BOOTCAMP – VERITAS EXTENDS METCONX CHALLENGE



VERITAS Management has decided to extend its fitness/sporting programme called "MetconX" for the staff for another 3 months commencing in May 2016. The programme is based on combat sports fitness training, modified or adjusted for each individual and their respective fitness levels. This challenge is held every Tuesday, Thursday and Saturday until the fasting month, and is well attended by about 33 VERITASians.

#### ANNOUNCEMENT VERITAS COMPANY TRIP



We would like to inform our Clients and business associates that our office will be closed for business on the 6th of May till 8th of May 2016 due to our Annual Staff retreat to Siem Reap in Cambodia! We shall resume business on the 9th of May 2016, Monday.

#### So WHO are the NEWCOMERS at VERITAS?



Marketing Executive Kate Ker, Senior Draughtperson Mohd Sophiee Bin Mohamad Idris and Intern Shakila Martin for VERITAS Architects Kuala Lumpur  
Architect Siti Syazwan Izzati Ismail for VERITAS Architects Penang  
Interns Sam Ee Chuan, Tee Qi En And Lee Hui Yi for VERITAS Interiors  
Office Manager Nur Qurratu'aini Binti Abdul Jamaludin for VERITAS Landscape.

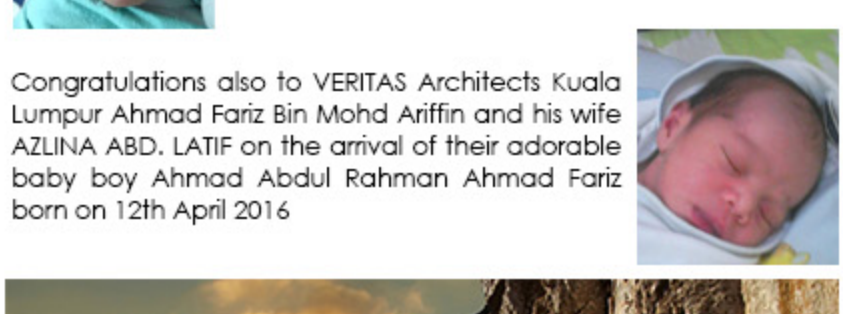
#### WHO'S celebrating their BIRTHDAY this Month?

Nik Hasnini, Nor Razalezy Bin Nordin, Farah Izzati Binti Muhamad Yusof, Muhammad Zulqarnain Bin Khalid, Lee Suk Cheng (Tammy), Afiq Durian Bin Dahman, Haseef Rafiee, Noor Azlina Binti Mohd Ismail, Mohamad Noor Bin Borhan, Mohd Yahya Bin Saru, Mohamad Bin Salleh, Winston, Roozbeh, Nur Hidayah Yezid and Yusri Yahya.

#### BUNDLE OF JOY



Congratulations to VERITAS Architects Kuala Lumpur Issey Chong and his wife NG SHEARLY on the arrival of their adorable baby boy Zehnder Chong Jun Been born on 20th April 2016.



Congratulations also to VERITAS Architects Kuala Lumpur Ahmad Fariz Bin Mohd Ariffin and his wife AZLINA ABD. LATIF on the arrival of their adorable baby boy Ahmad Abdul Rahman Ahmad Fariz born on 12th April 2016

### ILAM AWARD



It is with great pleasure that we announce that VERITAS Landscape has won the MERIT Award for the Legoland Theme Park Malaysia in Johor by The Institute of Landscape Architects Malaysia (ILAM). The award was received by Principal Khalifah Jamaluddin during ILAM's Annual Dinner 2016 which was held at the One World Hotel Kuala Lumpur on the 9th April 2016, Saturday. This award is a testament that design excellence prevails above all else.

#### FCUC FIABCI BROWN BAG SEMINAR

VERITAS Principal Lillian Tay presented a paper on the topic of aspirations for globalisation with 100 over students of the Faculty of the Built Environment, First University Kuala Lumpur on the 12th of April 2016.



#### INTERNATIONAL CONSTRUCTION CONFERENCE (ICC) 2016

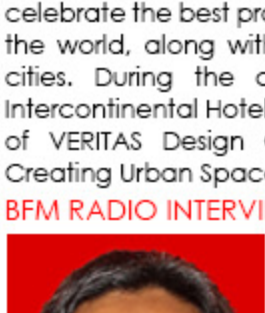
Lillian Tay also gave another talk, this time at the ICC Conference 2016 on the 13th of April 2016 at the Kuala Lumpur Convention Centre entitled: Challenges of Global Mega Projects - Survival of the Fittest for Project Excellence. Her presentation highlighted examples of high-density development in the heart of Kuala Lumpur which provide an opportunity to reshape and create a new character within the urban fabric of the city.

#### ICMALS: URBAN AND TOWNSHIP DEVELOPMENT CONFERENCE –MALAYSIA



This conference provided a unique platform to showcase and celebrate the best practices and case studies in urban design around the world, along with the latest trends and challenges facing our cities. During the course of this two-day event, held at the Intercontinental Hotel in Kuala Lumpur David Hashim, President of VERITAS Design Group gave a speech entitled SKYSCAPES: Creating Urban Spaces in the City's Skyline on the 22nd April 2016.

#### BFMC RADIO INTERVIEW



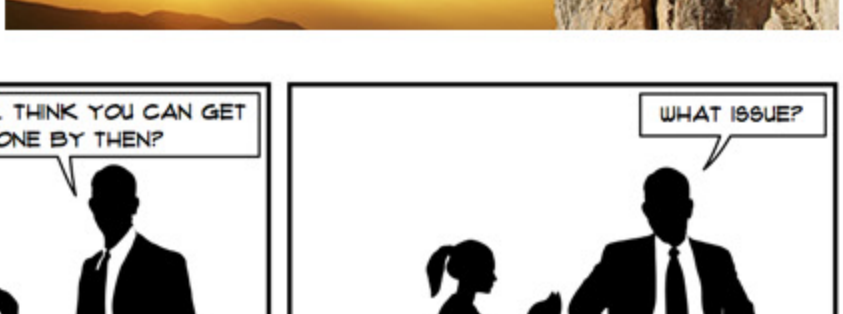
VERITAS Associate Alif Arif was featured on the morning show of BFMC Radio on 22 April 2016 at 9.35am on the topic of guiding young architects. He spoke on how does a senior architect guide his/her younger peers to understand the practicalities of Client requirements, building regulations and technological limitations, whilst not stifling their creativity? Alif dealt with this difficult topic with ease and received much positive feedback.

#### 13th BOH CAMERONIAN ARTS AWARDS 2016



VERITAS' own, Architect Lian Kian Lek won big at the 13th BOH Cameronian Arts Awards 2016. The Boh Cameronian Arts Awards (since 2002) celebrates outstanding performances in dance, music, theatre and musical theatre performed in the previous year. It is dedicated to raising the profile of the arts in Malaysia and to recognize the contribution of artists in various areas of the performing arts. Kian's award winning performance 'Becoming King... the Pakyung Revisited', choreographed by Joseph Gonzales and presented by Aswara Dance Company won Best Costume Design, Styling & Make Up! Congratulations Kian, and keep up the good work!!

### ARCHITEXTS



"Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending."  
~ Carl Bard