

Future facades the focus at Middle East Facades Summit 2018

The upcoming Middle East Facades Summit 2018, to be hosted at the Dubai World Trade Centre, will focus on future facades. Set for 23-25 September, the event, themed 'Future forward: Revolutionising the next generation facades' will be part of a broad, free-to-attend, CPD-certified educational programme delivered by industry leaders.



Zaha Hadid Architects' Morpheus Hotel In Macau. Image © Ivan Dupont

Facades have a tremendous impact on a city's appearance, having a measurable impact on our emotional wellbeing. With fresh data and new technology available, the look and feel of buildings is set for a dramatic change.

"New, beautiful facades will be about celebrating life," according to Douglas Sum, associate facade services group leader at Aurecon.

"Static facades are fast becoming a thing of the past. Today's concept of a traditionally beautiful facade will move beyond just being about 'big glass', 'transparent' and 'open'. Facades will be designed to stir spirits, and to evoke emotions like comfort, friendliness and warmth."

Sustainability and cost-effectiveness

More than just helping improve the look and feel of a building, technology applied to facades also plays a crucial role in terms of sustainability and operational cost-effectiveness. According to Nicky Dobreanu, senior quantity surveyor at C-Quest - KEO International Consultants, facades in the future will increasingly integrate dynamic shading, while facilitating ventilation and weather protection.



L-R Naoki Woodward, associate at Koltay Facades, Douglas Sum, associate facade services group leader at Aurecon, Nicky Dobreanu, senior quantity surveyor at C-Quest - KEO International Consultants. Image courtesy of Middle East Facades Summit 2018.

Presenting the keynote for procurement of cost efficient facade systems and a panel discussion on advancements in boosting building envelope performance, Dobreanu will be one of the 20 top industry experts discussing the future of facades at the Middle East Facades Summit.

The Middle East Facades Summit is part of the Windows Doors & Facades Event (WDF) to be held on 23 September at the same venue. Aimed at architects, consultants, contractors and engineers, the programme will address industry topics, spanning from facades' sustainability and energy efficiency to fire safety, BIM, technological innovation and smart design, among others.

For more information, [click here](#).

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