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M'sian architectural design firms at Italy's La Biennale di Venezia

KUALA LUMPUR: Malaysia External Trade Development Corporation (Matrade) will collaborate with the Malaysian Institute of Architects (PAM) to bring Malaysian architectural designs, styles and ideas to the world-renowned international architecture exhibition, La Biennale di Venezia in Venice, Italy this year.

Over 20 Malaysian architectural design firms will be participating at the event, which will take place from Aug 26 until Nov 21.

"Participation in the La Biennale di Venezia is a significant milestone for the Malaysian architectural services sector because it is an iconic event and a well-known exhibition amongst the global architecture community," Matrade's chief executive officer Datuk Noharuddin Nordin said here.

He explained that once a country was selected to be in the exhibition, the country would gain recognition within the global industry as participation in the event would only be by invitation from the organiser.

Meanwhile, PAM's president Boon Chee Wee said the objective of participating in the event would be to promote Malaysian architecture globally.

"By participating in the La Biennale di Venezia and having the country's name in the official show directory, it provides an avenue for Malaysia to organise roadshows within the next two years in other countries to showcase their architecture models that were exhibits in Venice," he said, adding that about 40 architecture models from Malaysia would be on display at the event. — Bernama



LOCAL IDEAS... Noharuddin (left) and Boon looking at the 'Evolvo Ho2 Scrapper' model after the media briefing earlier. Matrade will collaborate with PAM to bring Malaysian architectural designs to the world-renowned international architecture exhibition, La Biennale di Venezia in Venice, Italy. — Bernama photo