

Headline

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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 August 26 until November 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 chief executive officer Datuk Noharuddin Nordin said at a media briefing here

yesterday on the event.

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

Meanwhile, PAM President Ar Boon Chee Wee said the objective of participating in the event is 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 road shows 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 will be on display at the event. -Bernama