



Feng GuoChuan,
Zhubo Design

Nguyen Hai Long,
Tropical Space

Ng Chin Yong,
10Design

Tran Thi Ngu Ngon,
Tropical Space

James Shen,
People's Architecture
Office (PAO)

Donlaporn
Chanachai,
Cloud Floor

Nattapong
Phattanasosai,
Cloud Floor

Eddie Putera

Reimagining Urbanscape:

From Art
to Architecture

DESIGN FORUM

DAY TWO //
OCT 19th

0800 AM
0530 PM

**Theatre
Hotel, KCH**



Get Your Ticket ➔



Organiser



Diamond Sponsor



Sponsors



Designs By



Speaker's Profile:



NATTAPONG PHATTANAGOSAI & DONLAPORN CHANACHAI
CLOUD FLOOR,
BANGKOK, THAILAND

“We believe in harnessing the power of creativity and design to achieve sustainable livelihood and to nurture the wellbeing of city dwellers”

Get Your Ticket [➔](#)





Cloud-floor is a Bangkok-based alternative architectural practice, and a global think tank committed to improving city dwellers' sustainable livelihood and well-being by harnessing the power of creativity and design. Co-founded by Nattapong and Donlaporn, they aim to create case studies that are applicable as global solutions. Through design work, workshops and urban strategies, the firm works to promote well-being in the public realm.

Nattapong received a Master's degree specialising in 'Membrane Structures' from the Institute for Membrane and Shell Technologies, Hochschule Anhalt, Germany Bachelor of Architecture from Chulalongkorn University.

NATTAPONG PHATTANAGOSAI & DONLAPORN CHANACHAI



Meanwhile, Donlaporn graduated with a Master's degree from Studelschule Architecture Class (SAC) Germany, with a specialisation in 'Architecture and Performative Design' and Bachelor of Architecture from Silpakorn University.

For each of their projects, they put heavy emphasis on research that begins with exploring and unfolding every possibility of a creative solution. They, then, develop design briefs that culminate in multiple prototypes. Finally, they test and evaluate each prototype to ensure an inventive and sustainable, and wellbeing-focused output for their beneficiaries, both commercial and community-based.

Speaker's Profile:

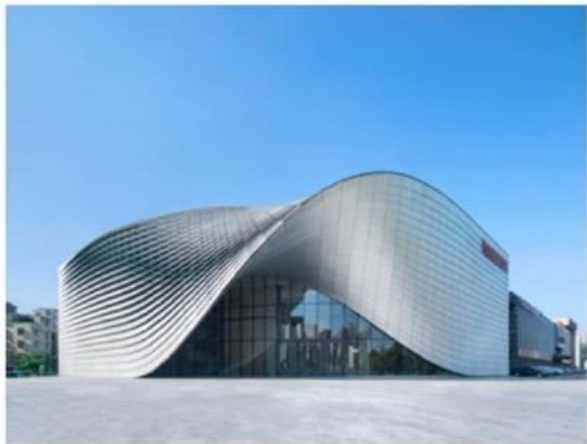


冯果川 **FENG GUOCHUAN**
ZHUBO DESIGN
SHENZHEN, CHINA

“ Finding the key points is the core of a design method. Designing around the key points will make the work more efficient; on the other level. The design made will be easier to explain, easier to understand and be accepted ”

Get Your Ticket [➔](#)





冯果川 FENG GUOCHUAN



Feng Guochuan is a distinguished professional, recognized as a First-Class Registered Architect and Senior Engineer based in Shenzhen, China. He graduated from Chongqing University in 1997 and Beijing University in year 2005. He was a recipient of the Shenzhen Outstanding Architects Award.

With extensive experience in designing cultural, sports, and educational public buildings, as well as urban design, he has received numerous national, provincial, and municipal design awards. He also actively involved in academic publications since year 2007.

Speaker's Profile:



JAMES SHEN
PEOPLE'S ARCHITECTURE (PAO)
LOS ANGELES

“PAO focuses on social impact through design in the areas of housing, urban regeneration, and education. In 2020 PAO co-founded the US based Plugin House Company to produce low cost prefabricated housing”

Get Your Ticket [↗](#)



JAMES SHEN



James Shen is Principal and Founding Partner of People's Architecture Office and Co-founder of the Plugin House Company. He received his Master of Architecture from the Massachusetts Institute of Technology and a Bachelor of Science in Product Design from California State University, Long Beach. Shen has been a Loeb Fellow at Harvard, a Senior Research Fellow at the Harvard Joint Center for Housing Studies and an Innovation Fellow at MIT's China Future City Lab. He has taught at MIT's School of Architecture and Planning and Harvard's Graduate School of Design.

PAO (People's Architecture Office) is an international practice with offices in Los Angeles, USA, and Beijing and Shenzhen, China.

Founded in 2010 by James Shen, He Zhe, and Zang Feng, the firm is a multi-disciplinary studio design particularly in the areas of housing, urban regeneration, and education. In 2020 PAO co-founded the US based Plugin House Company to produce low cost prefabricated housing.

PAO is the first architecture firm certified as a B-Corporation in Asia and serves as a model social enterprise. Domus named PAO as one of the world's best architecture firms of 2019 and Fast Company listed PAO as one of the world's ten most innovative architecture companies in 2018. The studio's award-winning works have been exhibited at the Venice Architecture Biennale, Harvard Graduate School of Design and the London Design Museum.