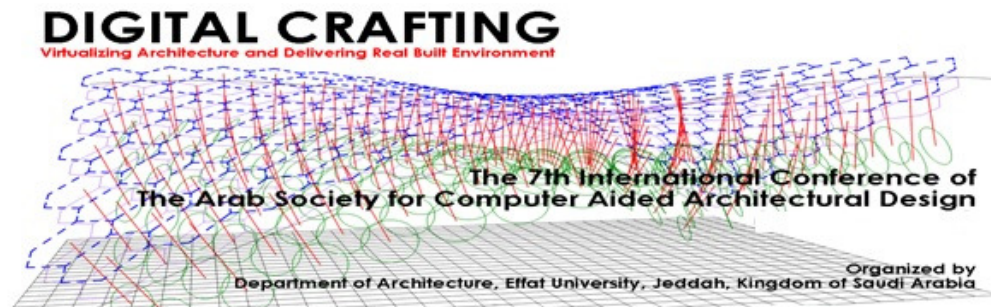


Conference Program



Under the Patronage of HRH Princess Loulwa Al-Faisal

Conference venue
Effat University, Jeddah, KSA



Sponsors

Gold



Silver



Bronze



Conference Program

Day 1: Monday 31 March, 2014

08.30 – 9.30	Registration (<i>Effat Hall Lobby, Gate 13</i>)
09.30 - 09.45	Opening Ceremony and Recitation of Holy Quran
09.45 - 10.00	Dr. Haifa Jamal ALLail: President of the Effat University, Jeddah Her Excellency speech and Welcome Speech
10.00 - 10.15	Dr. Zaki Mallasi: Head of the Arab Society for Computer Aided Architectural Design (ASCAAD)

10.15 - 11.00	Keynote I: BUILDING DYNAMICS: EXPLORING ARCHITECTURE OF CHANGE Branko Kolarevic Professor, Haworth Chair – Integrated Design, Architecture Faculty, Design Theory, Digital Design and Fabrication, Integrated Design The Faculty of Environmental Design (EVDS) The University of Calgary, Canada <i>Email address: branko.kolarevic@ucalgary.ca</i>
11.00 - 11.15	Open Discussion

11.15 - 11.30 am	Coffee Break (<i>Effat Hall Lobby, Gate 13</i>)
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11.30 am – 12.15 pm	Voice of experience I
	Session Chair: Dr. Mohammed Fekry (KSA)
	Towards Successful BIM Implementation – Shared Vision and Challenges <i>Eng. Mohammed Hussein Shokri</i> <i>Email: mashij_2000@yahoo.com</i>
12.00-12.15	Open Discussion

12.15 - 1.30 pm	Lunch & Prayer (<i>Effat Hall Lobby - Effat University Restaurant</i>)
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1.30- 3.30 pm	Session I: CREATIVE AND GENERATIVE DESIGN SYSTEMS
	Session Chair: Dr. Aghlab Al-Attili (UK)
	Surface dynamics: From Dynamic Surface to Agile Spaces <i>Vera Parlac (Canada)</i> <i>Presenter: the author</i> <i>University of Calgary</i> <i>Email address: vera.parlac@ucalgary.ca</i>
	Analysis of produced form and innovation in architectural design <i>Hayet Badrani and Bernard Duprat (Tunisia, France)</i> <i>Presenter: the author</i> <i>Email address: hayetbadrani@laposte.net</i> <i>Email address: dupratbe@wanadoo.fr</i>
	Evolutionary algorithms in Islamic architecture <i>Osama Alrawi (Egypt)</i> <i>Presenter: the author</i> <i>Email address: pleximotif@yahoo.com</i>

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	<p>Using genetic algorithms for the generation of new designs derived from Islamic schools plans <i>Dhuha A. Al-Kazzaz And Assda A. Altuhafi (Iraq)</i></p> <p>Email address: dhuha_kazzaz@yahoo.com Email address: assda_altuhafi@yahoo.com</p>
	<p>Integrated generative technique for interactive design of brickworks <i>Kereshmeh Afsari, Matthew E. Swarts And T. Russell Gentry (USA)</i> Presenter: the author Email address: kafsari3@gatech.edu Email address: matthew.swarts@coa.gatech.edu Email address: russell.gentry@coa.gatech.edu</p>
	<p>Digital innovation in architecture: key determinants and barriers in the case of small architectural firms <i>Rundry Ramilo And Mohamed Rashid Bin Embi (Malaysia)</i> Presenter: the author Email address: rrundry2@live.utm.my and b-rashid@utm.my</p>
	<p>Virtual reality: an approach for building Makkah's architectural identity <i>Wadia Albarqawi (Australia)</i> Presenter: the author Email address: Walb4649@uni.sydney.edu.au</p>
3.15-3.30 pm	Open Discussion

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Day 2: Tuesday 1 April, 2014

08:30-09:00	Registration (<i>Effat Hall Lobby, Gate 13</i>)
9.00 -09.45 am	<p>Keynote II: BIM and the building site: assimilating digital fabrication within craft traditions Mark Burry Director, Design Research Institute, Director, Spatial Information Architecture Laboratory RMIT university, Australia <i>Email address: mburry@rmit.edu.au</i></p>
09.45- 10.00	Open discussion
10.00 - 10.45 am	<p>Voice of Experience II: Session Chair: Dr Bhzad Sidawi (KSA)</p>
	<p>Digital modelling between vision and application Engineer: Sheikh Solaiman El Khereiji <i>Email: solaiman@sak-consult.com</i></p>
10.30 - 10.45	Open Discussion
10.45 – 11.00	Coffee Break (<i>Effat Hall Lobby, Gate 13</i>)
11.00am-12.30 pm	<p>Session II: DIGITAL TOOLS IN DESIGN AND CONSTRUCTION Session Chair: Dr. Mervat El-Shafie (KSA)</p>
	<p>Interdisciplinary intersections: New roles For digital technologies and landscape architecture in the design of large scale infrastructures <i>Presenter: the author</i> Heike Rahmann And Jillian Walliss (Australia) <i>Email address: hrahmann@unimelb.edu.au</i> <i>Email address: jwalliss@unimelb.edu.au</i></p>
	<p>An Automated Value-Based Evaluation and Conditional Approval of Construction submittals Khaled A. Sherbini and Tarek Hegazy (Kingdom of Saudi Arabia, Canada) <i>Presenter: the author</i> <i>E-mail address: sherbinik@yahoo.com</i> <i>E-mail address: tarek@uwaterloo.ca</i></p>
	<p>Intelligent digital craft to recognize spatial installations for residential designs: Approach to understand the design of housing barbaric in Algeria using the The Majali composition software Assassi Abdelhalim, Belal Tahar and Samai Rachida (Algeria) <i>Presenter: the author</i> <i>E-mail: abdelhalim.assassi @ gmail.com</i> <i>E-mail: bellal56@yahoo.fr</i> <i>E-mail: ra3.sa3 @ gmail.com</i></p>
	<p>Comparison between genetic optimization and heuristic methods for prioritizing infrastructure rehabilitation programs Omar Binhomaid and Tarek Hegazy</p>

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	<p>Presenter: Khaled A. Sherbini Email address: omar-s-h@hotmail.com Email address: tarek@uwaterloo.ca</p>
	<p>Digital vernacular: practicing architectural making James Stevens, and Ralph Nelson (USA) Presenter: the author Email address: jstevens@ltu.edu Email address: rnelson@ltu.edu</p>
12.15- 12.30 pm	Open Discussion
12.30 – 1.30 pm	Lunch & Prayer (Effat Hall Lobby - Effat University Restaurant)
1.30– 3.30 pm	<p>Session III: DESIGN AND CAAD EDUCATION</p> <p>Session Chair: Dr Neven Hamzah (UK)</p>
	<p>Second generation prototype of a design performance optimization framework Volker Mueller (USA) Presenter: the author Email address: volker.mueller@bentley.com</p>
	<p>Pedagogic approach in the age of parametric architecture: Experimental Method for Teaching Architectural Design Studio to 3rd Year Level Students Samer A. Al-Ratrout And Rana Zureikat (Jordan) Presenter: the author Email address: Dr.samer.al-ratrout@fulbrightmail.org Email address: r_zureikat@yahoo.com</p>
	<p>Experimenting with CAAD: As a Means to Solve Conceptual Design by Architecture and Architecture Technology Students Presenter: the author Huda Salman Al-Ubaidy Email address: h.salman@rgu.ac.uk</p>
	<p>ACHIEVING COMPUTER AIDED DESIGN 3D MODELS FROM VIRTUAL TO REAL IN ARCHITECTURE LEARNING Massoud Passaint Presenter: the author Email address: drpassaint@yahoo.com</p>
	<p>THE ROLE OF SOCIAL INTERACTION IN EMPOWERING THE INNOVATIVE UTILIZATION OF CAAD Bhzad Sidawi (KSA) Presenter: the author Email address: Bsidawi@ud.edu.sa</p>
	<p>Integrated digital pedagogy Susannah Dickinson (USA) Presenter: the author Email address: srd@email.arizona.edu</p>
	<p>The methodology of teaching the computer-aided architectural design in the department of architecture in Mosul university Assda A. Altuhafi & Nasma M. Thabit (Iraq) Email address: assda_altuhafi@yahoo.com</p>
3.15- 3.30 pm	Open Discussion

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18.00- 20.00 pm	Cultural Activity: Dinner Event (<i>Location: TBC, extra fees charged per head</i>)
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Day 3: Wednesday 2 April, 2014

08:30 - 09:00 am	Registration (<i>Effat Hall Lobby, Gate 13</i>)
9.00-9.45 am	Voice of Experience III:
	Session Chair: Dr. Nabeel Koshak (KSA)
	<p>Fabrication Aware Design for Freeform Architecture <i>Presenter: Professor Helmut Pottmann, Eng. Chengcheng Tang, Eng. Xiang Sun</i> Visual Computing Center, King Abdullah University of Science and Technology, Kingdom of Saudi Arabia <i>Email: helmut.pottmann@kaust.edu.sa</i> <i>Email: chengcheng.tang@kaust.edu.sa</i> <i>Email: xiang.sun@kaust.edu.sa</i></p>
10.00-10.15	Open Discussion
10.15 am -11.30 am	Session IV: BUILDING PERFORMANCE VIRTUALIZATION
	Session Chair: Professor Branko Kolarevic (Canada)
	<p>Designing synchronous interactions for the fenestration system of a prototype sustainable dwelling <i>Sotirios D. Kotsopoulos, Leonardo Giusti, and Ederico Casalegno (USA)</i> <i>Presenter: the author</i> <i>Email address: skots@mit.edu</i> <i>Email address: lgiusti@mit.edu</i> <i>Email address: casalegno@mit.edu</i></p>
	<p>Assessing the use of advanced daylight simulation modelling tools in enhancing the student learning experience <i>Sura Almaiyah, Hisham Elkadi (UK, Australia)</i> <i>Presenter: the author</i> <i>Email address: sura.almaiyah@port.ac.uk</i> <i>Email address: hisham.elkadi@deakin.edu.au</i></p>
	<p>Crafting and assessing urban environments using computational fluid dynamics <i>Khalid Setaih, Mohammed A. Mohammed, Neveen Hamza, Steven Dudek and Tim Townshend (UK)</i> <i>Presenter: the author</i> <i>Email addresses: k.m.setaih@ncl.ac.uk</i> <i>a.m.mohammed@ncl.ac.uk</i> <i>neveen.hamza@newcastle.ac.uk</i> <i>steven.dudek@newcastle.ac.uk</i> <i>tim.townshend@newcastle.ac.uk</i></p>
	<p>Teaching and learning building performance virtualisation <i>Soofia T. Elias-Ozkan and Hatem Hadia (Turkey)</i> <i>Presenter: the author</i> <i>Email address: elias_ozkan@yahoo.com</i> <i>Email address: archhatem@gmail.com</i></p>
11.15- 11.30 am	Open discussion

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11.30- 1.00 pm	Lunch & Prayer (<i>Effat Hall Lobby - Effat University Restaurant</i>)
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1.00–2.00 pm	Session V: SENSORY ENVIRONMENTS, UBIQUITOUS COMPUTING
	Session Chair: Dr Zaki Mallasi (KSA)
	Crafting the virtual sensory environment: Building performance simulation visualization as an enabler for creating sensory environments Neveen Hamza (UK) Presenter: the author Email address: neveen.hamza@newcastle.ac.uk
	The visual perception and human cognition of urban environments using semantic scales Rowell Ray L. Shih And Runddy D. Ramilo (Philippines, Malaysia) Presenter: the author Email address: rowellshih@yahoo.com Email address: runddy_ramilo@yahoo.com
	Mobile application to collect information about architecture to obtain a collective knowledge base: Ar:searchbox.app Langenhan Christoph, Sahm Alexander, Petzold Frank, Seifert Arne and Teichert Astrid (Germany) Presenter: the author via Skype Email address: langenhan@tum.de Email address: sahm@in.tum.de Email address: petzold@tum.de Email address: arne.seifert@tum.de Email address: astrid.teichert@tum.de
2.00-2.00	Open Discussion

2.00-2.15 pm	Coffee Break (<i>Effat Hall Lobby, Gate 13</i>)
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2.15- 3.15 pm	Session VI: URBAN PLANNING AND URBAN PERFORMANCE VISUALIZATION
	Session Chair: Professor Mark Burry (Australia)
	A model for land use distribution forecasting to evaluate and negotiate with design scenarios Shima Roshanzamir and Morteza Farhadian Dehkordi (Austria) Presenter: the author Email address: shim.roshanzamir@gmail.com Email address: m.farhadian.d@gmail.com
	A CFD analysis of the urban morphology effect on air pollutants dispersion Abdelkrim Merzougui ¹ , Abdelmalek Hasseine ² , Djemoui Laiadi ³ , Sadouk Houda ⁴ , And Jamel Chaouki ⁵ (Algeria and Canada) Presenter: the author Email address ¹ : merzouguikarim@yahoo.com Email address ² : Hasseine@yahoo.fr Email address ³ : ayadhi_jm@yahoo.com Email address ⁴ : saddok.houda@univ-biskra.dz Email address ⁵ : jamal.chaouki@polymtl.ca
	Temporary architecture: an urban mirage Tracing the journey of digital installations in the (mind/ body) memory

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	<i>Sukainah Adnan Almousa (UK)</i> <i>Email address: s.almousa@sheffield.ac.uk</i>
3.00-3.15 pm	Open Discussion

3.15-3.30 pm	Coffee Break & Prayer (<i>Effat Hall Lobby, Gate 13</i>)
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3.30-4.00 pm	Closing Session & Awards and Certificates
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18.00- 22.00 pm	Social Activity: Arabian Evening & Gala Dinner (<i>Location: Architecture Building Atrium, fees included in conference registration</i>)
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IN PARRALLEL- Digital Modelling workshop I

9.00 am-3.00 pm	Exploring advanced hybrid digital and physical model making techniques on Digital Fabrication Instructor: Ms. Jeni Mihova (<i>Location Architecture Building, Room ARCH-121</i>)
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12.00- 1.00 pm	Lunch & Prayer (<i>Effat Hall Lobby - Effat University Restaurant</i>)
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Day 4: Thursday 3 April, 2014

08:30-09:00	Registration
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Digital Modelling workshop II

9.00 am-3.00 pm	The Utilization of Autodesk Revit Program in Producing Cost Estimation Scenarios Instructor: Dr.Mohamed Fakhry (<i>Location Architecture Building, Room ARCH-215</i>)
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12.00- 1.00 pm	Lunch & Prayer (<i>Effat Hall Lobby - Effat University Restaurant</i>)
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