



ADRC

مؤتمر أبحاث العمارة والتصميم  
Architecture & Design  
Research Conference

2024

## \ ADRC 2024 Reflections

It brings me great pleasure to extend my heartfelt gratitude to you as we reflect on the success of the first Architecture & Design Research Conference. This innovative platform marks the inception of a series of projects that are part of the Research Strategy of the Architecture and Design Commission.

Themed “**Setting the Stage for Architecture and Design Research**”, this conference has laid the groundwork for a new stage of exploration and innovation within the architecture and design sector. It brought together a distinguished lineup of speakers from Saudi Arabia and around the globe, offering a diverse program encompassing keynote addresses, panel sessions, and roundtable discussions.

Our mission with this conference was to catalyze a paradigm shift towards a more integrated approach to research, creativity, and practice. By providing an unparalleled platform for dialogue and exchange, we aimed to spark new ideas, foster collaborations, and unveil the latest developments and trends that will propel our sector forward.

As we reflect on the rich discussions and insights shared during this event, we invite you to continue engaging, learning, and contributing to this fertile ground for research and collaboration. This marks the beginning of a transformative movement in the architecture and design research landscape.

Drawing inspiration from the connections forged, the knowledge shared, and the ideas ignited together, let us harness these experiences to fuel our continued pursuit of excellence in our fields. We express our gratitude to each of you for being an essential part of this beginning.

May the inspiration from this conference propel us toward new endeavors, research, & partnerships as we collectively shape the future of architecture and design research in Saudi Arabia and beyond.

Warm regards,

Dr. Sumayah Al-Solaiman  
CEO, Architecture and Design Commission

## \ ADRC Objectives

At the heart of the ADRC was the ambition to elevate the role of research in transforming the architecture and design landscape. We were committed to bridging the gap between academic inquiry and practical application, ensuring that the insights and innovations shared here resonated beyond this event. By facilitating a dynamic exchange between thought leaders across disciplines, we aspired to lay the foundations for lasting partnerships and breakthroughs that would enrich our communities and the global environment.

## \ ADRC Topics

The ADRC was curated to address the most pressing topics in architecture and design at the time. From fostering a synergy between research, practice, and creativity to championing inclusivity and sustainability, our agenda was designed to address the challenges and opportunities of the present and future. We explored the forefront of architectural and design research, exploring the innovative practices and leadership in the field, with an eye on how these elements could be harnessed to effect tangible change.

## \ ADRC Attendees

The conference served as the spectrum that shaped the future of architecture and design for its audience. Researchers, academics, industry professionals, and students found the ADRC to be an invaluable resource for the latest research findings, methodologies, and trends. Moreover, individuals from the creative industries and anyone with a vested interest in the architectural and design sectors were encouraged to join us. The gathering was a call to all who believed in the power of research and innovation to drive growth in architecture and design sector.

ADRC

مؤتمر أبحاث العمارة والتصميم  
Architecture & Design  
Research Conference







# Day 1

Wednesday 6 March 2024



# ADRC Agenda Day 1

6 March 2024

From	To	Program Type	Program Theme	Speaker	Area
09:00 am	10:00 am	Registration			
10:00 am	11:00 am	Opening Ceremony	Architecture & Design Commission Welcome	Dr. Sumayah Al-Solaiman	Main Hall
11:00 am	11:30 am	Keynote Speech	Opening Keynote	Dr. Sumayah Al-Solaiman	
11:30 am	01:00 pm	Panel Session	National Research Agenda Moderator: Dr. Sumayah Al-Solaiman	Dr. Yusif Al-Ghamdi Prof. Shyhnan Liou Prof. Sami Al-Ghamdi	Main Hall
01:00 pm	01:30 pm	Break			
01:30 pm	02:00 pm	Keynote Speech	The City of Tomorrow: Towards the integration of Natural & Artificial	Prof. Carlo Ratti	Main Hall
02:00 pm	03:30 pm	Panel Session	Documentation & Theory in A&D Research Moderator: Dr. Mostafa J Sabbagh	Dr. George Arbid Arch. Abdulrahman Alsayel Arch. Badr Alhamdan	Main Hall
03:30 pm	04:00 pm	Keynote Speech	A Journey in Research & Life	Dr. Cameron Sinclair	Main Hall
04:00 pm	04:30 pm	Break			
04:30 pm	06:00 pm	Panel Session	Navigating A&D Research for Future Change Moderator: Dr. Amer Habibullah	Prof. Hanif Kara Masha'el Alshalan Prof. Mamdouh Alwetaishi	Main Hall
06:00 pm	06:30 pm	Keynote Speech	From Idea to Impact: Entrepreneurial Mindset for A&D Researchers	Prof. Muhammad Roomi	Main Hall
06:30 pm	06:45 pm	Closing Remarks		Dr. Sumayah Al-Solaiman	Main Hall



# National Research Agenda

Panel Session

Moderator by Dr. Sumayah Al-Solaiman

## Prof. Shyhnan Liou

Highlighted the pivotal role of design in catalyzing innovation, the talk provided an insightful introduction to the Taiwan Design Research Institute (TDRI) and its cutting-edge research strategies. Prof. Liou showcased how TDRI's integration of methodologies, tools, and process modeling, alongside initiatives like smart tourism and technology leadership, served as best practices in the field. By examining key publications such as the Taiwan Design Power Report and the 2020 Taiwan Design Blueprint, he revealed how TDRI had significantly advanced Taiwan's international design reputation. The presentation underscored the importance of design research as a cornerstone of national development strategies, driving global innovation and progress through exemplary practices.

## Dr. Yusif Al-Ghamdi

Highlighted RDIA's crucial role in navigating the complexities of today's environment. It discussed how RDIA had restructured its governance to better manage priorities and projects, thereby enhancing its capacity to set goals, select key projects, and devise strategic plans. Central to RDIA's strategy was the synergy between academia, the private sector, startups, and SMEs, aiming to stimulate innovation, economic expansion, and sustainability.

By promoting collaboration and knowledge sharing among these stakeholders, RDIA sought to unleash innovative capabilities, encourage entrepreneurship, and foster a culture of innovation across various sectors. This approach positioned RDIA as a leader in shaping a dynamic and forward-looking research, development, and innovation ecosystem.

## Prof. Sami Al-Ghamdi

Leveraging the KAUST Urban Lab's expertise and aligning with Saudi Arabia's research agenda, the talk underscores the value of interdisciplinary collaboration among architects, engineers, and social scientists. It spotlights innovative projects, including those on sustainable materials and renewable energy, to illustrate research's critical role in economic growth. Additionally, the discussion will include insights on enhancing research infrastructure, advocating for strategic investments to strengthen capabilities. The focus is on demonstrating how interdisciplinary methods & technological advancements are pivotal in advancing Saudi Arabia's architectural and design ambitions.

Panel Session



# The City of Tomorrow: Towards the integration of Natural and Artificial

Keynote

## \ Prof. Carlo Ratti

Today's interconnected world is vastly different, ushered into a new era by the Internet of Things (IoT), which brings the internet into the physical realm of architecture & design. This technological revolution extends across various domains, from production to public hygiene, demanding fresh insights, especially in light of the COVID-19 pandemic. Prof. Carlo Ratti's contribution, through projects at the Senseable City Laboratory, MIT, & Carlo Ratti Associati, critically explores how IoT is reshaping our environments, highlighting its implications for citizen participation, energy, and mobility.

Keynote



# Documentation and Theory in A&D Research

Panel Session

Moderator by Dr. Mostafa Sabbagh

## Arch. Bader Alhamdan

Highlighted Saudi Arabian practices, the talk examined standardized approaches to preserving historical structures and the significance of the National Urban Heritage Register. It discussed the value chain in documenting architectural and urban heritage, emphasizing project lifecycle management and the impact of cultural and contextual factors on architectural theories. A special focus was given to the role of emerging technologies, like artificial intelligence, in revolutionizing architectural monitoring and documentation. The presentation aimed to showcase the integration of traditional practices, cultural heritage preservation, & technological advancements in improving architectural documentation and design.

## Arch. Abdulrhman Alsayel

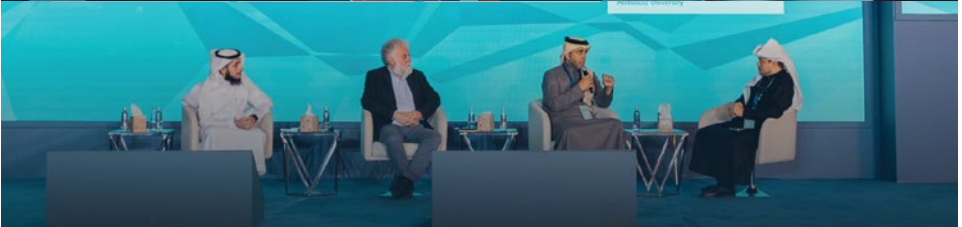
The prevalence of a techno-economic approach in urban development has exposed significant socio-economic challenges, notably escalating inequality. Scholarly discussions on inclusion advocate for social inclusivity as a remedy. However, implementing both "creative city" and "inclusive city" concepts as branding and policy initiatives can generate tensions. This study explores these tensions, addressing two critical questions: A) How can "creative city" and "inclusive city" concepts be effectively operationalized, measured, and interrelated? and B) How do cities endorsing these labels apply them within their branding and policies, and what does this reveal about their consistency? It also highlights that while Saudi cities aim to foster creativity and attract talent by enhancing non-oil sector productivity, they equally strive for inclusivity. The paper concludes by questioning how Saudi cities can achieve creativity and inclusivity simultaneously, spotlighting the intricate balance between economic diversification and inclusive development goals.

## Dr. George Arbid

George Arbid presented a formal exposition of his academic and professional journey within the domain of Arab architecture. Arbid, who received his doctorate in 1970 with a focus on practicing modernism in Beirut, outlined the pivotal moments of his career, including the inception of the Arab Center for Architecture (ACA) in 2008. The talk explored his deep-seated dedication to the architecture of the Arab world, accompanied by his assiduous pursuit of Lebanese architectural heritage. Offering a synthesis of theoretical framework and empirical documentation, the session aimed to impart a nuanced understanding of the critical role of heritage conservation in the architectural narrative of the Arab context.



Panel Session



# A Journey in Research & Life

Keynote

## \ Prof. Cameron Sinclair

Cameron Sinclair encapsulated his 25 years as an architecture anthropologist & humanitarian designer in the past tense. Reflecting on his research in Cape Town, he intertwined personal anecdotes, emphasizing the significance of research in understanding human experiences. Sinclair was poised to define humanity through love, compassion, and creativity, highlighting the designer's crucial role in nurturing these attributes. His presentation underscored the interplay between empathetic design and the enhancement of human life.



Keynote



# Navigating A&D Research for Future Change

Panel Session

Moderator by Dr. Amer Habibullah

## Prof. Hanif Kara OBE

Professor Hanif discussed steering architecture and design research towards affecting future transformation. He highlighted pivotal challenges such as harmonizing design research with scientific rigor and technocracy, addressing the complexities and potential misinterpretations in interdisciplinary engagement, the necessity for a transdisciplinary approach in systems design, and the growing significance of embodied carbon in building lifecycles. He argued for an expansion of design research beyond traditional academic boundaries to include professional practice and joint ventures. Concluding his presentation, Professor Hanif emphasized the need to reimagine the evolving role of designers, recalibrating education and research to forge a novel world.

## Mashaal Alshalan

Exploring Aeon Collective's mission-centric approach, we delve into how it aims to address the critical challenge of planetary repair, questioning the alignment of the organization's goals with global ecological sustainability efforts. Additionally, the panel focuses on the significance of establishing long-term research agendas that bridge the gap between basic sciences, applied sciences, and practical applications in architecture and urban development. This conversation underscores the importance of interdisciplinary research and strategic planning in driving sustainable innovation and change for the future.

## Prof. Mamdouh Alwetaishi

Unveiling groundbreaking research on sustainability, the wisdom of heritage buildings, and the synergy between education and architectural research, this presentation emphasizes the journey from scientific inquiry to practical market innovations. Centered on Saudi Arabia, yet broadened by international comparisons, it taps into cutting-edge studies from premier journals in Architecture and Building Engineering. The aim is to spotlight pioneering trends and methodologies, offering attendees an in-depth look at potential transformative impacts on the architectural landscape.

Panel Session



# From Idea to Impact: The Entrepreneurial Mindset in Architecture and Design Research

Keynote

## \ Prof. Muhammad Roomi

Exploring the intersection of architectural research and entrepreneurship, this presentation underscores the crucial role of innovation in actualizing ideas. It explores how architects and designers can blend creativity with business acumen to navigate the contemporary fast-paced environment, highlighting the entrepreneurial skills that enable overcoming challenges and seizing opportunities. The talk addresses the hurdles academics face in entrepreneurship, offering strategies for success in this evolving field. Through real-world examples and practical advice, attendees will learn to leverage entrepreneurial principles for impactful change, enhancing the societal benefits of architectural and design research.



## Keynote



# Day 2

Thursday 7 March 2024

## ADRC Agenda Day 2

7 March 2024

From	To	Program Type	Program Theme	Speaker	Area
09:00 am	10:00 am	Registration			
10:00 am	12:00 am	Roundtable Discussions	Enhancing Research Culture in A&D Colleges: Motivating faculty for research & development	Dr. Sarah Al-Ghamdi	Room 1
			Crafting Knowledge: Fostering Research Excellence in Creative Fields	Arch. Fahad Allwihan	Room 2
			Designing your research well-being: Nurturing creativity & innovation for researchers	Dr. Reham Gassas	Room 3
			Shaping Saudi Cities: Urban transformation Manual	Arch. Dhayaghim Alshammari Arch. Khalid Alattas	Room 4
			A&D lens on Sustainability	Arch. Rawaf Nahas	Room 5
12:00 pm	12:30 pm	Break			
12:30 pm	02:00 pm	Panel Session	Advancing inclusivity in A&D research Moderator: Dr. Duha Engawi	Dr. Zati Ismael Dr. Cameron Sinclair Haya Alyahya	Main Hall
02:00 pm	02:30 pm	Keynote Speech	Participatory and Inclusivity in Architectural Design Research	Dr. Cindy Walters	Main Hall
03:00 pm	04:30 pm	Panel Session	Integrating Research into A&D Professional Practice Moderator: Arch. Almotasem Attiyah	Dr. Cindy Walters Dr. Mostafa Sabbagh Arch. Kathryn Firth	Main Hall
04:30 pm	05:00 pm	Break			
05:00 pm	05:30 pm	Keynote Speech	An Approach to Architecture	Arch. Usman Haque	Main Hall
05:30 pm	06:00 pm	Closing Remarks		Dr. Sumayah Al-Solaiman	Main Hall



## Enhancing Research Culture in A&D Colleges: Motivating faculty for research & development

Roundtable Discussion

### Dr. Sarah Al-Ghamdi

Enhancing research culture in architecture and design colleges aimed to tackle the crucial aspects of motivating faculty for research and development. Objectives included identifying the barriers that limited faculty engagement in research, understanding the motivations that drove their research pursuits, and sharing successful strategies that had encouraged active participation, especially with the advent of technology. The roundtable also sought to foster collaboration through discussions on interdisciplinary approaches and generate actionable ideas to support a research-conducive environment. By addressing these objectives, the event aimed to create a platform for faculty members to overcome challenges and thrive in their research endeavors.

## Crafting Knowledge: Fostering Research Excellence in Creative Fields

Roundtable Discussion

### Arch. Fahad Allwihan

Crafting Knowledge: Fostering Research Excellence in Creative Fields roundtable gathered experts to discuss how to boost research quality in creative areas. By sharing tips on staying innovative, collaborating across disciplines, and getting support, the focus was on embracing diversity and creating a supportive environment for researchers. Attendees left with practical advice for improving their research impact and sparking new ideas in their field.

## Designing your research well-being: Nurturing creativity & innovation for researchers

Roundtable Discussion

### Dr. Reham Gassas

**Designing Your Well-Being** is a roundtable dedicated to revolutionizing the mental health and creativity of researchers in architecture and design disciplines. The discussion aims to confront the unique challenges faced by the researchers, fostering an open exchange on enhancing well-being and resilience. It meticulously combines evaluating wellbeing challenges, sharing strategies to overcome mental blocks, developing supportive communities, and integrating mental health practices into research routines. By facilitating a vibrant dialogue on practical and effective methods, this discussion is a cornerstone in building a research culture where creativity and well-being are seamlessly interwoven, ensuring researchers thrive in their professional and personal lives.

# Shaping Saudi Cities: Urban transformation Manual

Roundtable Discussion

\ **Arch. Khalid Alattas**

\ **Arch. Dhayaghim Alshammari**

Presented by the Architecture and Design Commission (ADC), this roundtable dove into the complexities of urban transformation within Saudi Arabia. As the driving force behind the Urban Transformation Manual, ADC brought to the forefront the challenges and opportunities that had crafted this essential guide. Participants dissected the themes that had influenced its creation, uncovering the innovative tools & strategies embedded in the manual. The discussion was poised to shed light on ADC's instrumental role in urban planning and development, providing an in-depth look at the methodologies and insights the manual offered to shape the evolving landscape of Saudi cities.

## A&D lens on Sustainability

Roundtable Discussion

\ **Arch. Rawaf Nahas**

Presented by the Architecture and Design Commission (ADC), the roundtable outlined ADC's strategic focus on sustainability, setting a vision for its integration into Saudi Arabia's urban development. It previewed the upcoming Sustainability Summit, exploring the Sustainable Task Force's strategy and stakeholder roles. The session also introduced the sustainability publication and sustainability themes, encouraging a collaborative approach to environmental, economic, and social sustainability in the nation's architecture and design planning.

Roundtable Discussions



# Advancing inclusivity in A&D research

Panel Session

Moderator by Dr. Duha Engawi

## Dr. Zati Ismael

The transition to online shopping and the use of sustainable materials in manufacturing challenge traditional consumer experiences, particularly in understanding products made from unconventional sources like coffee bean waste, seafood waste, and algae. These materials, often introduced online, may have distinct sensory properties, such as strong smells, that are difficult to convey digitally. However, this situation offers an opportunity to leverage immersive technology to improve consumer perception and enrich the online shopping experience, allowing for a better appreciation of products made from innovative, sustainable materials.

## Dr. Cameron Sinclair

Cameron Sinclair distilled insights from his quarter-century journey as an architectural anthropologist and humanitarian designer. Drawing from his deep explorations in research and life, Sinclair shared how stories enriched our grasp of diverse human conditions. He examined the concept of humanity through the lenses of love, compassion, and creativity, and advocated for their embodiment in design. His contribution focused on the crucial role of empathy in design, aiming to illustrate how inclusive practices could profoundly uplift and transform communities.

## Haya Alyahya

Barq House's journey in reviving Arabic letterpress practice for new audiences merged community involvement with insights into documentation, letterpress printing, Arabic typography, and design as a public endeavor. As a collective of designers committed to preserving Arabic graphic design heritage, Barq House engaged in research, design, and community activities, specializing in the fields of Graphic Design and Arabic Typography. The talk explored the group's efforts in education and publishing, highlighting the significance of their work in promoting and sustaining the rich traditions of Arabic design and publishing.

Panel Session



# Participatory and Inclusivity in Architectural Design Research

Keynote

## Dr. Cindy Walters

Exploring the critical importance of collaboration and inclusivity, this keynote highlights their transformative impact on architectural design and practice. Through illustrative case studies by Walters & Cohen Architects, including projects such as a secondary school in London, a Cambridge College building, & a Buddhist Retreat Centre, the talk emphasizes how inclusivity is woven through the design process from start to finish. It illustrates the contribution of design research to creating spaces that foster community and social value, advocating for a design approach that prioritizes shared experiences and inclusivity, thereby enriching architecture's role in society and redefining professional practice.



Keynote





# Integrating Research into A&D Professional Practice

Panel Session

Moderator by Arch. Almotasem Attiyah

## Dr. Cindy Walters

Drawing on extensive experience across various architectural roles, including Chair of the Architecture Foundation in London, the discussion underscored the critical integration of research into design practice. Highlighted by a PhD thesis from University College London in 2022, the exploration revealed a significant gap in literature on this subject. The findings emphasized that the conception and delivery of buildings are inseparable, advocating for an egoless approach to architecture that prioritizes public relevance and social value. The panel shared insights on adopting new thought processes and preparing for future challenges, emphasizing the importance of socially valuable architecture.

## Dr. Mostafa Sabbagh

Bridging the gap between architectural and design research and professional practice involves addressing the notable shortage in literature, focusing on research that meets contextual design priorities based on necessity, not just interest. The conversation contrasts research aimed at academic advancement with efforts targeted at resolving real-world challenges and improving the industry. Additionally, it highlights the distinct roles and audiences of scientific journals and design magazines, underscoring their equal importance. This approach calls for a strategic integration of research into the practical aspects of architecture and design, ensuring relevance and impact.

## Arch. Kathryn Firth

Exploring the essential intersection between practice and academia, the talk emphasized the significance of a productive knowledge exchange between these realms. By showcasing Arup's collaborative research with academic institutions and its internal investigations, it underlined how architecture, landscape architecture, and urban design gained meaning and robustness when applied to real-life situations, supported by research-based principles. Research in design exploration, skills development, and best practice were highlighted, illustrating their positive impact on design disciplines. The focus was on fostering an evidence-based approach to enhance the practical application of design in the real world.

Panel Session



# An Approach to Architecture

Keynote

## \ Arch. Usman Haque

Architecture had been traditionally understood as something physical, static, solid, permanent. Usman discussed his approach to architecture that regarded it as more than just about walls, roofs, and floors, but also about lights, smells, sounds, temperatures – relationships rather than absolutes, software rather than hardware. He showed how technology enabled us to reimagine architecture as something fluid, evolving, dynamic, and interactive – perhaps even intelligent – with examples from some of his projects over the last 25 years.

Keynote



# ADRC Speakers

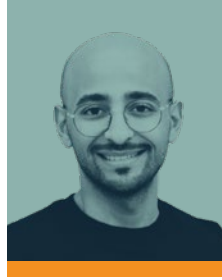
2024



## Arch. Abdulrhman Alsayel

PhD Researcher and Senior  
Urban & Regional Planner

A distinguished researcher in sustainable and inclusive urban planning, with over 11 years of experience in research, teaching, and consultancy. His focus includes enhancing built environment sustainability, formulating inclusive urban policies, and innovating in place branding and placemaking. Abdulrhman is pursuing a Ph.D. at Erasmus University Rotterdam, specializing in urban governance and place branding. He also holds a Master's degree from Cardiff University and teaches at Imam Abdurrahman Bin Faisal University. As a consultant for UN-Habitat, he contributed significantly to the Future Saudi Cities Program, showcasing his dedication to participatory urban development. His academic contributions include co-authoring a chapter in the World Bank's publication "**Greater Than Parts: A Metropolitan Opportunity.**" Abdulrhman's excellence in the field is underscored by his receipt of the Best Scientific Paper Award at the International Place Branding Association Conference in 2022, highlighting his commitment to creating sustainable and inclusive urban environments.



## Arch. Almotasem Attiyah

Architect and Co-Founder  
CLEAR Engineering Consultants

An Architect and Urbanist, boasts vast expertise in architectural developments, project management, and best-use studies across residential, commercial, and mixed-use projects. He combines design and development proficiency through pre-design studies, engineering designs, and real estate development. Notable roles include General Manager at CLEAR Architectural & Engineering Consultant and co-founder of CLEAR Investments entities. His contributions extend to architectural consultancy, notably for the Saudi Pavilion at the Qatar Horticultural Expo 2023, reflecting Saudi culture. Al.Motasem holds a Master's in Urban Design and a bachelor's in Architecture and Building Sciences, emphasizing urban visual identities and design guidelines.



### **Dr. Amer Habibullah**

President of the Saudi Society  
of Landscape Architecture

An Assistant Professor of History and Theories of Landscape Architecture at King AbdulAziz University, plays a pivotal role in shaping the landscape architecture discourse. As President of the Saudi Society of Landscape Architecture and Chair of Education and Academic Affairs at the International Federation of Landscape Architects (IFLA)-Middle East, Dr. Habibullah is at the forefront of advancing landscape architecture education and practice within the region. His contributions not only enrich the academic community at the Faculty of Architecture and Planning but also underscore his commitment to elevating the field on both national and international stages.



### **Arch. Bader Alhamdan**

Urban Heritage General Manager  
Heritage Commission,  
Ministry of Culture

A General Manager of the Urban Heritage Sector at the Heritage Commission under the Ministry of Culture, he boasts an extensive background in urban design and planning. Holding the esteemed position of Consultant with the Saudi Council of Engineers, he also holds a Master's degree in Urban Design and a Bachelor's degree in Urban Planning. His career highlights include serving the Executive Director of the Riyadh branch for the General Authority for Tourism and National Heritage. With over 20 years of executive management experience in municipal work, urban development, and city management within the Riyadh Municipality, he has also contributed as a Senior Urban Planning and Design Engineer at the Municipal System and Planning Council in the United Arab Emirates - GCC. Additionally, he is a specialized journalist for Al-Jazirah newspaper in Saudi Arabia, focusing on urban planning and city management topics, and serves as an ambassador for the King Salman Charter for Architecture and Urbanism.





## Prof. Cameron Sinclair

Director and Founder  
Worldchanging Institute

A visionary in social impact design, brings three decades of innovative leadership to the field. As the founder of the Worldchanging Institute, he steers a global think-tank dedicated to humanitarian and environmental design innovation. Cameron's influential tenure at Airbnb saw him spearheading social innovation and shaping the company's philanthropic endeavors. His prior experience includes significant roles in private family foundations and a notable position as co-founder and CEO of Architecture for Humanity and the Open Architecture Network. His work has been celebrated with the prestigious TED prize and the National Design Award, and he is recognized as a Young Global Leader by the World Economic Forum, distinguishing him as a pivotal figure in the intersection of design and social change.



## Prof. Carlo Ratti

Director  
MIT Senseable City Lab

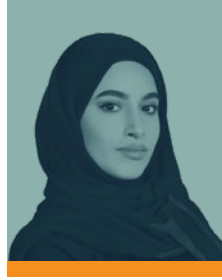
A distinguished Architect and Engineer, lecturing at MIT and heading the Senseable City Lab, renowned for his role in merging technology with urban spaces. He holds degrees from the Politecnico di Torino, École Nationale des Ponts et Chaussées, and a PhD from the University of Cambridge. Ratti's extensive work includes over 500 publications, numerous patents, and he has been a pivotal figure in global discussions on technology's urban impact. His contributions have been recognized by Esquire, Forbes, and Fast Company as a leading innovator. Exhibiting globally, from the Venice Biennale to MoMA, his projects like the Digital Water Pavilion and the Copenhagen Wheel have been lauded as top inventions. He's a TED speaker, has held prestigious curatorial and advisory roles, and serves as co-chair on the World Economic Forum's Council on Cities and Urbanization.



### **Dr. Cindy Walters**

Co-founder and Director  
Walters & Cohen Architects

Co-founder and Director of Walters & Cohen Architects since 1994, has led a range of noteworthy projects such as the Vajrasana Buddhist Retreat Centre and the Dorothy Garrod Building at Newnham College, Cambridge. With a focus on educational architecture, she has notably influenced the King's School in Canterbury. Beyond her architectural practice, Cindy actively engages with the academic and professional community as a speaker, judge, and mentor. She served as the chair of the Architecture Foundation until 2023 and continues as a trustee. Her academic achievements include a recent PhD from the Bartlett School of Architecture, UCL, with her thesis showcased in an exhibition and set to be published by UCL Press. Her work stands as a testament to the integration of academic research with practical architectural innovation.



### **Arch. Dhayaghim Alshammari**

Research Assistant Specialist  
Architecture and Design Commission

An Architect and Designer with a specialization in architectural design and strategic projects, she earned her bachelor's degree in architecture from Ajman University, UAE. Presently, she serves as the Project Manager for the Urban Transformation Initiative at the Architecture & Design Commission's research & innovation department. Beyond her project management duties, she leads workshops and design discussions on various architecture-related topics, underscoring her commitment to knowledge dissemination and professional growth in the field. Her work reflects a dedication to driving innovation and fostering development within the architectural community, making significant contributions to both practical and educational aspects of architecture.



## Dr. Duha Engawi

Lecturer  
Princess Noura University

A design educator and a leading figure at the forefront of exploring the dynamic intersection between graphic design and artificial intelligence. Her research explores the transformative opportunities and challenges presented by the Fourth Industrial Revolution to graphic design and the wider creative industries. Engawi's work focuses on how emerging technologies reshape creativity, design processes, and the industry landscape, aiming to navigate the evolving relationship between AI and human creativity effectively. Her contributions are pivotal in understanding the integration of technological advancements into creative practices, thereby guiding the future direction of the design and creative sectors.



## Arch. Fahad Allwihan

CEO  
Bawtaqah Foundation

Holds a Master of Science in Urban Design and Regeneration from Salford University and a Bachelor of Arts in Architecture Venue Design from Derby University, UK, brings a comprehensive approach to urban planning and design. With 14 years of experience, he currently plays a pivotal role at a Public Investment Fund (PIF) subsidiary, spearheading innovative urban development projects. As CEO of the Bawtaqah Foundation, initially based in London, Fahad aims to enrich the architectural community with knowledge and expertise. His leadership in architecture and urban development is marked by a commitment to enhancing living spaces, promoting economic growth, and pioneering innovation, making him a key figure in shaping the future of urban environments.



### **Dr. George Arbid**

Founding Member and Director  
Arab Center for Architecture, Beirut

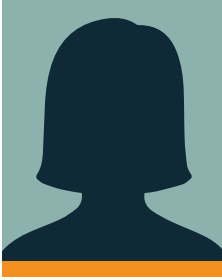
Dr. George Arbid, a distinguished scholar and architect, earned his architecture degree from Académie Libanaise des Beaux-Arts (ALBA) in Beirut and furthered his studies as a Fulbright Visiting Scholar at MIT, ultimately obtaining a Doctor of Design from Harvard University Graduate School of Design. His academic career includes teaching roles at ALBA, the American University of Beirut, and the Lebanese University. Specializing in modern architecture in Lebanon and the Arab world, Dr. Arbid co-founded and directs the Arab Center for Architecture in Beirut and Docomomo Lebanon. An active practitioner, he has been a jury member for prestigious awards like the European Union Prize for Contemporary Architecture - Mies van der Rohe Award 2019. His notable publications include "Architecture from the Arab World (1914–2014): A Selection" for the Venice Architecture Biennale and co-editing "Designing Modernity: Architecture in the Arab World 1945-1973" (2022), marking significant contributions to architectural discourse.



### **Prof. Hanif Kara OBE**

Co-Founder and Design Director, AKT II  
Professor in Practice of Architectural  
Technology, Harvard Graduate  
School of Design

Hanif Kara OBE has taught Design Internationally and is currently Professor in practice of technology at the Graduate School of Design Harvard. He has published widely about design and the interdisciplinarity between Art architecture and technology. He is a co-founder of AKTII a design led engineering studio in London that has won many design awards including the engineering of 5 RIBA Stirling prize buildings. Hanif was awarded an OBE in 2022 for his services to Architecture, Education and Engineering and awarded the 2022 Fazlur Khan Lifetime achievement award for tall buildings and urban habitat. He is the first Engineer in 2023 to be awarded the London Design medal. He became the first engineer to be appointed to serve on the steering committee and master jury of the Aga Khan award for Architecture and first engineer to be appointed in the UK Commission for Architecture and Built Environment and currently serves as a London Mayors Advocate.



## Haya Alyahya

Co-founder  
Barq House

A graphic designer and co-founder of Barq House, an independent studio specializing in Letterpress and Arabic Publications, delves into the intersection of culture, beliefs, and visual language within communities. With a focus on Arabic typography and pre-digital era graphic design, she pioneered research in regional design heritage at Barq House, exploring archival materials and traditional design and printing methods. Alyahya holds an MFA in Communications Design from Pratt Institute, New York, and has contributed her expertise as a lecturer in the Graphic Design and Multimedia department at IAU. Her work encapsulates a blend of historical reverence and contemporary design practice, bridging past and present in Arabic visual culture.



## Arch. Kathryn Firth

Director in Cities, Planning and Design  
Arup

An architect and urban designer with a 30-year career dedicated to crafting vibrant communities worldwide, including the UK, US, Europe, and Middle East. Her portfolio spans master planning and urban design, from public realm enhancements to major regeneration initiatives. Formerly serving as Urban Design Director in both the UK and US, Kathryn played a pivotal role as Chief of Design at the London Legacy Development Corporation, overseeing a multidisciplinary team to deliver the Olympic Legacy. Her work bridges practice and research, emphasizing socio-economic and environmental resilience. Kathryn actively contributes to Design Review Panels, champions a multi-disciplinary approach in urban design, and integrates teaching into her professional life. A Harvard University alumna, where she earned her Masters of Architecture in Urban Design and has taught, she continues to educate at the Bartlett, UCL, ensuring her practice informs her teaching and vice versa.



### Arch. Khalid Alattas

Research Manager  
Architectuer and Design Commission

An Architect and Manager of Research at the Architecture and Design Commission, with an extensive background in the architecture and design sector. With a master's degree from the Southern California Institute of Architecture (SCI-Arc) and a decade of practice, his career spans various roles in both Saudi Arabia and the United States, offering him a broad perspective on the global design landscape. Khalid leads projects that demonstrate his innovation and expertise, always striving to enhance the human experience through creative design solutions. His diverse experience has equipped him with a deep understanding of how to navigate and influence the worldwide design market effectively.



### Prof. Mamdouh Alwetaishi

Professor  
Taif University

A Full Professor at Taif University, specializes in Architecture and Building Technology, with a focus on Renewable and Sustainable Building Technology from the University of Nottingham, UK. His academic journey includes leading the Civil Engineering department (2015-2018) and overseeing the Architectural Engineering Program since 2018. His commitment to advancing the field took him to the University of De Montfort, UK, in 2019 for a research collaboration. Alwetaishi is renowned for his passion in scientific research, particularly in engineering, architecture, building heritage, and beyond, fostering numerous national and international R&D collaborations. Additionally, his expertise contributed to the Ministry of Culture as a full-time research consultant during 2021-2022, marking significant strides in cultural and architectural projects. His multidisciplinary approach and leadership have significantly advanced the domains of architecture and sustainable building technology.





## Mashael Alshalan

Co-Founder  
Aeon Collective

A passionate advocate for sustainable and equitable development, co-founded AEON COLLECTIVE, a Waqf dedicated to fostering a well-informed community on sustainability through the production, curation, and dissemination of fact-based knowledge. Alongside, she established Aeon Strategy, advising on climate change policy, socio economic development, and sustainability for both governmental and private sectors. With over nine years in the field, Mashael has gained profound insights into international climate negotiations, policy-making, and regulatory frameworks. Her scholarly contributions, including several co-authored papers on climate policies, alongside active participation in global sustainability forums, underscore her commitment to driving change. This dual role as a visionary leader and a strategist highlights her significant impact on shaping a sustainable future.



## Dr. Mostafa Sabbagh

Assistant Professor  
King Abdulaziz University

A distinguished academic, an experienced architect, a LEED AP, a sustainability champion, and a heritage enthusiast. Serving as an Assistant Professor of Architecture at the Faculty of Architecture and Planning, King AbdulAziz University, he holds a Master's from McGill University and a PhD from the University of Calgary. Academically, Dr. Sabbagh excels in teaching and supervising postgraduate research, with a focus on building performance, indoor environment quality, green building systems, and conservation. Professionally, his diverse journey encompasses executing and managing numerous projects in architecture, building and urban sustainability, and the conservation and restoration of UNESCO world heritage sites, underscoring his leadership in bridging theoretical knowledge with practical application in architecture and sustainability.



## Prof. Muhammad Roomi

Professor of Entrepreneurial Leadership  
MBSC

An accomplished academic with over 25 years in entrepreneurship, Professor Roomi has co-founded six ventures, selling three for profit. His research focuses on entrepreneurial venture growth, demonstrating his deep understanding of business success. As the Founding Dean at Prince Mohammed bin Salman College of Business and Entrepreneurship and Team Leader for the Global Entrepreneurship Monitor (GEM) in Saudi Arabia, Roomi has significantly contributed to executive education. His innovative teaching and capacity-building initiatives have gained international acclaim. Roomi's work, including numerous publications in prestigious journals, provides valuable insights to governments, multilateral institutions, and commercial entities. Sought by top executives for guidance, his governance experience covers various boards. Holding a Ph.D. from Royal Holloway and a M.Sc. from the London School of Economics, Roomi stands out as a leading figure in entrepreneurship and business education.



## Arch. Rawaf Nahas

Research Assistant Specialist  
Architecture and Design Commission

A research assistant specialist at ADC in the Research and Innovation Department, Rawaf is a certified facilitator from the British Institute DilaqueWorks and Baseer Institute, with a notable record of leading over 20 workshops and two comprehensive programs for adults and children, centered around instilling philosophical principles within the community. Her expertise was showcased through active roles in significant events like the Jeddah Book Fair and the Riyadh Philosophy Conference. She has enriched philosophical discourse with published work aimed at connecting generations through philosophical concepts. Additionally, her intellectual dedication was recognized with a 2nd place finish in the iRead competition by Ithraa, underscoring her commitment to promoting knowledge and thought leadership.



### **Dr. Reham Gassas**

Consultant in Couple & Family Therapy  
Ministry of National Guard Health Affairs

A dedicated consultant in couple and family therapy at the Ministry of National Guard - Health Affairs (MNGHA) in Saudi Arabia since September 2007, Dr. Gassas has solidified her expertise with a doctoral degree in Human Development and Family Studies from Michigan State University, specializing in couple and family therapy by August 2016. Additionally, her academic credentials are bolstered by a Master of Arts in Mental Health Counseling completed in May 2006, complemented by graduate certificates in Marriage and Family Therapy and Play Therapy. Dr. Gassas's extensive experience spans across the United States and Saudi Arabia, where her application of expressive arts and play therapy techniques has effectively engaged individuals, families, and children. Her commitment extends beyond therapy into enhancing staff emotional wellbeing, through which she conducts workshops to support professional development and emotional resilience within her community, showcasing her holistic approach to mental health and organizational wellness.



### **Prof. Sami Al-Ghamdi**

Associate Professor  
KAUST

A distinguished Professor at King Abdullah University of Science and Technology (KAUST). He holds a Ph.D. in civil and environmental engineering from the University of Pittsburgh, an MSc degree in Civil and Construction Engineering from Western Michigan University, & a BSc degree in architecture and building sciences from King Saud University. At KAUST, he leads the Urban Lab, spearheading groundbreaking research on sustainable built environments. His multidisciplinary research team, comprising over twenty researchers, focuses on combating climate change, optimizing resource consumption, and enhancing quality of life. His extensive research portfolio, consisting of over two hundred peer-reviewed studies, spans multiple fields. Prof. Al-Ghamdi's expertise spans advanced computational techniques and a holistic approach to sustainability and resiliency research across key pillars of the built environment. Professor Al-Ghamdi is dedicated to developing practical methodologies to assess sustainability and resiliency comprehensively, both qualitatively and quantitatively.



### **Dr. Sarah Alghamdi**

Assistant Professor and Vice Dean for Scientific Research and Innovation  
Imam Abdulrahman Bin Faisal University

Serving as the Vice Dean for Scientific Research and Innovation at the College of Design and an Assistant Professor at Imam Abdulrahman bin Faisal University, holds a distinguished position in the academic realm of architecture and design. With a PhD in Urban and Regional Planning and a Master's in History, Theory, and Criticism of Architecture, her expertise spans over 16 years. Additionally, as the Head of the Economic and Social Planning Studies Division at Memaar Organization, Dr. Alghamdi's contributions to the field are profound. Her excellence has been recognized through various national design and innovation awards, marking her as a leading figure in her discipline.



### **Prof. Shyhnan Liou**

Professor, National Cheng Kung University Vice President of R&D,  
Taiwan Design Research Institute (TDRI)

A distinguished researcher in design thinking and social innovation. A fellow of the Technology Management Association and an editor, his work explores the interplay between culture and creativity, enhancing innovation in R&D and creative sectors through transdisciplinary efforts. He's authored numerous papers and books, collaborating internationally, notably in Germany, the USA, and Hong Kong, on technology design for senior societies. His notable achievement includes founding the Center of Positive Social Science (CPOSS) with CUHK, focusing on emerging technology, society, and wellbeing. At TDRI, Liou champions design-led national innovation, fostering collaboration across design, technology, and business sectors.



## Dr. Sumayah Al-Solaiman

CEO  
Architecture and Design Commission

Dr. Sumayah Al-Solaiman is the CEO of the Architecture and Design Commission at the Ministry of Culture. Before that she was the Dean of the College of Design at Imam Abdulrahman bin Faisal University as well as a member of the Municipal Council of the Dammam Metropolitan Area (2016-2020). In 2018, She was the co-curator for the Saudi National Pavilion at the Venice Biennale. She was an Ibn Khaldun Postdoctoral Fellow at MIT (November 2013-January 2015). She recently published a book of articles in Arabic ('ala khad alkawn).

Dr. Al-Solaiman has a Ph.D. in Architecture from the University of Newcastle, United Kingdom, a Master's in Architecture from King Faisal University, and has executive certificates in management, leadership, strategy and innovation from MIT. She has officially represented Saudi Arabia and presented her research at international conferences. She was also the editor-in-chief of 'Forum: International Journal of Postgraduate Studies in Architecture, Planning and Landscape'.



## Usman Haque

Founder and Creative Director  
Umbrellium

A distinguished architect and visionary, leads Umbrellium, a London-based studio revolutionizing urban spaces with networked environments, interactive design, and public art. His innovative approach merges design with the Internet of Things, focusing on community infrastructure and activation. His significant projects include an urban wilding scheme with EdenLAB and developments in pedestrian safety at Starling Technologies. As a Design Council Ambassador and member of the Mayor of London's Advisory Board, Haque has greatly influenced the IoT landscape with platforms like Thingful.net and Pachube. His creative installations have been showcased at prestigious venues such as the Barbican and the Institute of Contemporary Arts in London. An influential educator at the Bartlett School of Architecture, Haque has been honored with awards from the Design Museum, the World Technology Award, and more. His work exemplifies a dedication to interactive systems that engage and enrich urban communities.



### Dr. Yusif Al-Ghamdi

Director of Grants Programs  
The Research, Development,  
and Innovation Authority

Dr. Yusif Alghamdi holds a PhD in Chemical Engineering from the University of Newcastle (UoN, Australia) in 2016, was a research fellow at the Sustainable Energy Technologies Center (SET) at King Saud University (KSU), with a solid background in multiphase flow systems. Since 2021, Dr. Alghamdi is working at the Deputyship of Research and Innovation (DRI) in the Ministry of Education of Saudi Arabia where he was able to obtain different roles, lastly as the Acting Director of the General Department of Research Grants, working with all DRI general departments to develop MOE's initiatives & strategies for research and innovation in Saudi universities, and a member of several national committees related to research and innovation. Dr. Alghamdi is currently serving as the Director of National Grants Programs Development and Planning at the Research Grants and National Programs Sector in RDIA. In this role, Dr. Alghamdi plays a crucial part in supporting the launch of RDIA initiatives and is actively involved in the development of new grants programs, shaping the research landscape within KSA and contributing to the organization's overall mission.



### Dr. Zati Ismael

Lecturer  
Imam Abdulrahman Bin Faisal University

A Malaysian industrial design enthusiast, has seamlessly merged a decade of professional practice (2005-2015) with academic pursuits. Her journey in product development spans Malaysia, Southeast Asia, Europe, and the Middle East, culminating in her role as an Industrial Design Educator since 2015. Currently at Imam Abdul Rahman bin Faisal University, Ismael's research focuses on the sensorial aspects of design, specifically exploring the relationship between smell and consumer perception. Her work investigates how olfactory stimuli and material origins of products intertwine to affect consumer choices, offering deep insights into the sensory dimensions that drive product design and consumer behavior.





Contact us

  ArchMOC

[ADC\\_Research@moc.gov.sa](mailto:ADC_Research@moc.gov.sa)

