

DEAN'S MESSAGE



Prof. Dr. M. Yusuf Awan

Dean,
School of Architecture,
Design & Urbanism,
Institute for Art & Culture, Lahore.
yusuf.awan@iac.edu.pk

It is my privilege to introduce my school which is a world where creativity meets innovation, where design transforms spaces, and where architecture plays a pivotal role in shaping the built environment. Our school of Architecture is not just a place of learning, but also a community of architects, designers, and thinkers who are passionate about their expertise. We pride ourselves as we have successfully fostered a dynamic environment that has paved the way for creative expression. Our dedicated faculty members are accomplished professionals who are committed to nurturing your talent and helping you become the architects of tomorrow. Our commitment to excellence extends beyond the classroom and the studio. We believe in architecture as a force for positive change, and we actively engage with communities and industry partners to address real-world challenges. We aim to create sustainable, inclusive, and beautiful spaces that enhance the quality of life for all. I look forward to the incredible journey ahead as we collectively shape the future of Architecture.

HEAD OF DEPARTMENTS



Engr. Muhammad Arshad
Assistant Professor

Head of Department
Construction Management

muhammad.arshad@iac.edu.pk

Our newly appointed Head of Department Engr. Muhammad Arshad brings a wealth of experience of 42 years and foreign qualifications to this pivotal role. His extensive background in construction management, coupled with a proven track record of leadership positions him as the perfect catalyst for strengthening our department.



Ms. Aisha Abdullah
Assistant Professor

Head of Department
Interior Design

aisha.abdullah@iac.edu.pk

In her pursuit of new creative endeavors, Ms. Aisha is excited to be a part of the School of Architecture, Design, and Urbanism. After her graduation as a Product Designer from the University of Gujrat, she developed her career in academia at NCA Lahore. Later on, Ms. Aisha started working with the School of Design and Textiles, UMT.

FINAL JURY OF 9TH SEMESTER

The final Jury of 9th semester conducted in February 2023. Renowned professionals from industry as well as from academia came as externals to evaluate the work of our first batch. The students work was appreciated by externals examiners of the juries who gave a positive feedback on the overall evaluation of students' work.



Dr. Danyal Ahmed
Assistant Professor

Head of Department
Architecture

danyal.ahmed@iac.edu.pk

The Institute for Art and Culture is pleased to announce the appointment of Ar. Dr. Danyal Ahmed as Head of the Department at the School of Architecture, Design, and Urbanism.

Faculty of the Month



Ar. Hamna Ahmed
Assistant Professor

hamna.ahmed@iac.edu.pk

Ms. Hamna Ahmed has been Recognized as the Faculty of the Month, a testament to her enduring dedication and systematic teaching approach towards Architecture Design Studio. Ms. Ahmed earned her Bachelor's degree from the Lahore campus of COMSATS University, Islamabad, and went on to pursue her master's degree at the University of Management and Technology, Lahore. Additionally, she has played a pivotal role in the development of the curriculum. Her comprehensive view of architecture is evidenced by her course designs, which encompass subjects like **History and Theory of Architecture and Urbanism, Urban design and planning, as well as Conservation and Adaptive re-use.** Hamna possesses a unique talent for examining architecture within the broader context of its relationship with urban environments and historical contexts.



Case Studies from the USA, UK, Europe and Japan, 1949-1987" has been published by Routledge.
Dr. Danyal Ahmed



A TECHNICAL WORKSHOP ON PAINTS



We are delighted to announce that a technical workshop, organized by the School of Architecture Design and Urbanism (SADU), at Institute for Art and Culture (IAC) in Lahore, was successfully

conducted by Nippon Paints. The event featured esteemed representatives from the industry, who led an engaging and insightful session for both students and faculty.

This workshop was made possible through the combined efforts of Ar. Muhammad Nasir Chaudhry from the Department of Interior Design at School of Architecture, Design & Urbanism and the dedicated team at IAC. It attracted the active participation of students, including those from the 3rd, 4th, and final years of the Department of Architecture, as well as 3rd and 4th-year students from the Department of Interior Design.

IMPACT OF CLIMATE CHANGE ON HERITAGE PROTECTION



Ar. Sahar Amjad, represented Pakistan and SADU, IAC, actively engaged in the International Conference on Climate Change and Disaster Risk in Islamabad.

In Technical Session 5, she discussed the impact of climate change on the Monumental Tomb of Isa Khan Tarkhan II in Makli, Sindh, a designated World Heritage Site. Currently serving as an Assistant Professor at IAC, Sahar has previously made significant contributions to Heritage Sustainability as a Project Architect and Cultural Heritage Specialist at WCLA, Lahore. Her work on the Walled City Lahore, another World Heritage Site, underscores her dedication to cultural heritage preservation. IAC-ORIC, contributing to the promotion of emerging scholars' initiatives, supported her to present her research internationally.

WHAT IS ARCHITECTURE?

By: Prof. Dr. Muhammad Yusuf Awan (Dean)

Architecture is the study of various aspects of human life and technological developments. In other words, architecture is the study of the art and science of buildings and humanity. The study of architecture deals with learning architectural skills, building technology, theories, and philosophy developed through the continuous evolution of a variety of human cultures and civilizations. It requires an understanding of the current world and its direction towards future developments.

Architecture is a creative art produced with the help of engineering and technology. The related creative arts include painting, music, song, dance, poetry, and literature. It focuses on various possibilities of innovative solutions to complex problems with a deeper understanding of the issues involved. German Poet J.W. von Goethe relates architecture with music, **"Music is liquid architecture; architecture is frozen music"**. It is poetry revealed through brick, stone, timber concrete, and other building materials.



HOW TO LEARN ARCHITECTURE?

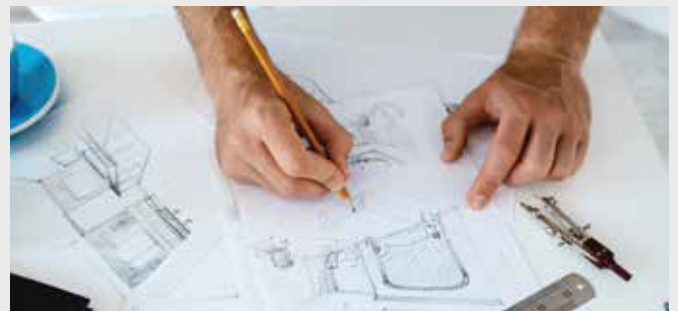
Learning architecture requires a specific approach. Primarily centered around discussing, debating, and sharing knowledge. An analytical study of literature current and past, thorough observation, and examination of the physical environment are necessary. Along with expression in verbal, written, and preferably graphical forms. Architectural expressions dwell on the critical understanding of the development of human civilizations, their location, and their character through time.

Various important knowledge areas of learning architecture follow:

- Architecture Skills
- Building Technology
- History and theories
- Architectural design

A- ARCHITECTURAL SKILLS:

The skills involve freehand drawing, Aesthetical considerations, Technical drawing, and Visual and Graphical skills. As the world evolves, computer skills, computer animation, and the ability to prepare submissions and detailed working drawings become increasingly important. We could label it as the Language of Architecture.



B- BUILDING TECHNOLOGY:

It includes the knowledge required to convert the idea or proposed solution into physical form. It requires learning the physical, scientific, and structural properties and behaviors of the materials to be used in the construction of buildings and other aspects of the built environment with appropriate economic considerations. It requires related engineering and technological knowledge such as suitable possibilities of structural forms, environmental control systems, and other related developments in the fields of engineering and technology.



C- HISTORIES AND THEORIES:

It is the most important area of learning architecture. It requires a comprehensive and deeper knowledge of the past and present of human societies, cultures, and civilizations leading towards future developments. It is focused on understanding human behaviors, psychology, sociology, culture, anthropology, geography, urban and rural societies, and current world-leading towards future vision. It is the area that somewhat differentiates an architect from an engineer and technologist.

D- ARCHITECTURAL DESIGN:

Architectural Design combines various areas of knowledge. Which plays an important role in providing innovative solutions to complex problems, related to planning, designing, construction, and management of buildings. Further, it helps in solving issues related to the built environment and sustainability in architecture. Architecture plays the most important role in the identity and recognition of people, human cultures, and civilizations. When it contains permanence and a sense of wonder, it gives pride to the successors of the ancestors who had produced that architecture with exceptional qualities.

The study of Architecture provides enlightenment and plays a significant role in grooming human personality, building self-confidence, and raising levels of maturity. Architecture is different, it is learned with commitment and dedication.



In the picture Chancellor Mr. Muhammad Faisal Janjua, Mr. Jawad Ali Khan (Country program manager UN Habitat), Mr. Bilal Anwar (CEO National Disaster Risk Management) along with other participants.

DHA CONSTRUCTION AND DEVELOPMENT REGULATIONS ENHANCEMENT

IAC'S INITIATIVE FOR A FLOURISHED FUTURE

The **Institute of Art and Culture (IAC)** is addressing the need for sustainable practices in the construction industry due to dwindling natural resources and increasing environmental challenges. The construction industry is responsible for 65% of energy consumption in the country and has negative effects on society and the economy through unstandardized techniques, material wastage, and rising costs.

To promote environmentally friendly and efficient construction practices, the IAC is working on upgrading the **DHA Construction and Development Regulations**. Their framework focuses on strategic planning, sustainable development, environmental considerations, and capacity building, with the goal of making the city a model of efficient land utilization, sustainable growth, and improved quality of life.

As part of their efforts, the IAC organized a **workshop** on enhancing the DHA Construction and Development Regulations. The workshop aimed to raise awareness, share knowledge, and foster discussions on **sustainable practices** and **environmental protection**. Renowned experts facilitated panel discussions and breakout sessions, allowing participants to gain practical insights.

The insights and information gathered from the workshop will be used to enhance the DHA Construction and Development Regulations, **leading to a greener and more sustainable future**. The IAC encourages everyone to contribute to creating a **positive impact on the environment** and society through **sustainable construction practices**.



IAC JOB FAIR!



Navigating the path to employment, **Job Fair** was conducted at the Institute of **Art and Culture by Job Placement Centre**, to forge valuable connections between our students and industry recruiters. Students explored multiple opportunities and were briefed about future prospects and market demand. Numerous students of IAC were able to secure **jobs** and **internships** in the **leading brands**.

STUDENTS' TESTIMONIALS



Name:
Noor mirza

Department:
Architecture

Vision of joining IACPL:

- Exposure
- Social interaction
- Corporate experience
- Revit training

My experience working in this firm has been incredibly enriching. I had the opportunity to collaborate with diverse international teams, which has not only expanded my cultural understanding but also improved my communication skills. Additionally, I have gained proficiency in various software tools, which has enhanced my technical skills and made me become a responsible and skillful professional.



Name:
M Abu bakkar Shahid

Department:
Interior Design

My initial job training at International Architectural Consultancy is a dynamic and enriching experience that is preparing me for the challenges of my profession as an architect. The firm's emphasis on fostering creativity and critical thinking allows me to contribute to real projects from day one. The collaborative nature of the work environment encourages open communication, and the feedback I receive from mentors and colleagues is supportive of my professional development. I am grateful for the opportunities I got during my training, which will impute a solid foundation for my career in architecture.



Name:
Fawad Ali

Department:
Architecture Detail, BIM learning

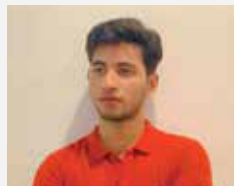
My training at IACPL is an immersive experience that allows me to bridge the gap between academic knowledge and professional practice. The firm's commitment to a design-driven approach and attention to detail are evident in every project. It's a platform for me to work on real-world projects, contributing to schematic design, client presentations, and even site visits. The exposure to different facets of the architectural process has not only enhanced my technical skills but also instilled in me a sense of responsibility and accountability in delivering high-quality design solutions.



Name:
Romaisa Tahir

Department:
Concept Planning and Design

I am privileged to have software training at this firm and it has been a transformative experience that significantly enriched my skills and perspective as an aspiring architect. The firm's commitment to staying at the forefront of technological advancements in the field is evident throughout the training program. Under the guidance of skilled mentors, I delved into a comprehensive training program covering essential software tools used in architectural design and project management. From mastering industry-standard programs like AutoCAD and Revit to exploring the creative possibilities offered by tools like Rhino and Adobe Creative Suite, the training equipped me with a versatile skill set.



Name:
M.Hannan

Department:
Concept and Planning

My experience at this firm taught me to stay at the forefront of architectural technology and leverage digital tools for design and planning. Not only this but aiming to generate bold and creative ideas that set the direction for a project, considering both form and function. I was also taught to envision environmentally responsible designs, incorporating green building practices and energy-efficient solutions.

IN CONVERSATION WITH: AR. AHMED SHAH



Architect Ahmed Shah is co-founder of **Collage Consultants**, founded in 2003 in Bahrain. Today, COLLAGE has expanded to four countries **Bahrain, Saudi Arabia, Pakistan and UK**.

Ahmed received his Bachelor's in Architecture (BA) from **University of Engineering and Technology**, Lahore, Pakistan. Ahmed is a member of **Pakistan Council of Architects and Town Planners (PCATP)**, **Institute of Architects (IAP)** and **American Institute of Architects (AIA)**.

What inspired you to pursue a career in architecture, and how did you get started in the field?

Initially considering civil engineering, circumstances led me to explore architecture instead. My interest grew during my third year of graduation. A summer internship at Architect **Sheikh Muhammad Siddiq's** office ignited my passion, followed by valuable experiences at Architect **Javaid Najam's** firm. Working with Architect **Nayyar Ali Dada** truly sparked my creative drive.

How do you incorporate sustainability into your designs?

Designing sustainably in the Middle East requires strategies like using eco-friendly materials, innovative design techniques to manage temperature, and prioritizing human-scale designs for well-being and social interaction.

What are some of your favorite projects that you have worked on, and why were they meaningful to you?

Our notable projects over 25 years include The Manar Building, a research and development laboratory focused on advanced technologies and sustainable design. The award-winning Dhahran Expo Center provides dynamic spaces for diverse events and community engagement.

What advice would you give to young architects who are just starting out in the field?

As an **EO member**, I value experience sharing over advice-giving. Embrace an entrepreneurial mindset as an **ARCHIPRENEUR**, combining creativity with strategic thinking. Use architecture as a platform for positive change and meaningful contributions.

How do you approach the design process for a new building or space?

We adopt a comprehensive approach in our design process, considering client collaboration, site analysis, functionality, user needs, concept development, materiality, sustainability, and collaboration with experts.

How do you collaborate with clients to ensure that their needs and desires are reflected in your designs?

As an ISO-certified design firm, effective collaboration with clients and stakeholders is our priority. Through client interviews, transparent communication, and iterative design refinement, we integrate their needs and desires into our designs.

How do you stay up-to-date with the latest trends and technologies in architecture?

As a global architectural and interior design consultancy, we stay updated with the latest trends and technologies. Our London and Istanbul offices conduct extensive research and attend industry events, sharing knowledge with our design offices in Bahrain and Lahore.

How do you balance the demands of a busy architectural practice with other commitments and interests in your life?

I optimize each day through time management, task prioritization, and setting achievable goals. Starting early, I allocate time for personal activities like meditation, exercise, and pursuing my interests.

What are some of the most important qualities that an architect should possess?

Creativity and a refined aesthetic sense are essential qualities for architects. They should think innovatively, seek inspiration, and appreciate beauty.

Projects Completed



DHAHRAN EXPO CENTER



SIPCHEM HOUSING PROJECT



DAEM MARKETING OFFICE

EXCITING NEWS: WE ARE DHA AFFILIATED!



We are excited to announce our affiliation with **Defence Housing Authority (DHA)**!

This partnership marks a **significant milestone** for us as we continue to expand our reach and strengthen our offerings to better serve our clients.

Our affiliation with DHA aligns perfectly with our mission to provide our clients with the highest quality services and solutions, tailored to meet their unique needs and challenges. We are confident that this partnership will enable us to take our business to new heights and achieve even greater success in the years ahead.

MEET OUR TALENTED TEAM AT IACPL



Team International Architectural Consultancy Private Limited

ABOUT IACPL

International Architectural Consultancy Pvt. Ltd (IACPL) stands as a prominent architectural firm committed to elevating architectural and urban design projects by enhancing aesthetics, functionality, sustainability, and impeccable project management. With a profound commitment to innovation and collaboration, we have carved a niche in the architectural realm.

Kristina Zanic Visits IAC



Kristina Zanic with her team visit IAC, Lahore



Kristina Zanic, a renowned interior designer from Dubai, visited **IAC** and held an interactive session with students. She was amazed by the student's level of creativity. Along with faculty and students, she visited the historic places of Lahore followed by a musical night and dinner at **IAC**. Kristina was overwhelmed with her experience at **Institute for Art and Culture** and offered students internships at her **studio in Dubai**.

To hear about the visit from Kristina herself, watch:

<https://www.instagram.com/reel/Cs9AeZmsfIH/?igshid=MTc4MmM1Yml2Ng==>

EVENTS & ACTIVITIES AT IACPL



3 DAYS LEADERSHIP TRAINING PROGRAM

Great leaders are not born, but made. We believe in investing in our employees' professional growth, and that's why we recently held an insightful leadership workshop for our team. The workshop was designed to empower our employees with the skills and knowledge they need to lead with excellence.

The interactive sessions were led by seasoned experts in leadership development, who shared valuable insights and practical tools that our team can apply to their roles and beyond.

EDITORIAL BOARD

Editor:

Omar Mushtaq
Assistant Professor

Design Department:

School of Architecture Design and
Urbanism

CONTACT

(042) 32590040 | <https://iac.edu.pk>
7.5 Km from Thokar Niaz Baig, Main Raiwind Road, Lahore.



@iacofficials