

2nd Annual Vertical Cities, 6-8 March 2013, Conrad Seoul, South Korea

Marcus Evans has launched the 2nd Annual Vertical Cities scheduled to take place on the 6th till 8th March 2013 in Conrad Seoul, South Korea.

The **2nd Annual Vertical Cities** is specifically designed to meet all building industry practitioners' demands to secure and guarantee their investments. This conference will highlight through practical case studies and panel on its importance to the building sector be it upcoming or existing buildings; will have to adopt green initiatives and energy efficiency to remain competitive and at the same time sustainable. It will offer participants insights on state-of-the-art techniques that can be drawn upon from the vast experience of our global speaker line-up.

Speaking on the second day's third stream on **The New Hybrid: Evolutionary Observations in Spatial Sustainability for the 21st Century Vertical City** is **Jason EJ Pomeroy, Founder & Principal, Pomeroy Studio, Singapore and Professor, Nottingham University**. We explore his expert opinion and views of the industry as well as his take on the Vertical Cities' Sustainability roles today in this exclusive interview.

What is your view and expert opinion about the upcoming conference?

I think a conference of this stature and at this time is not only relevant to the future of our high - density urban habitat, but is imperative if we are to be creating more sustainable cityscapes. Population increase, the depletion of public space, continued technological advancement and climate change are just some of the issues that beset policy makers, designers, developers and consultants. Such a forum builds upon the success of the previous conference and allows for the cross fertilization of ideas-based solutions by leading experts in the field.

Can you share a successful case study/story with us about your experience in Spatial Sustainability for the 21st Century Vertical City?

Space is a commodity in need of preservation and replenishment, and continues to be depleted through urbanisation. One feels conscious of this in high-density environments such as Hong Kong – whether this is through experiencing the confines of a micro-apartment or even simply sharing a table in a restaurant that has been ergonomically attuned to cater for multiple strangers dining at any one time. Space and society are intrinsically linked, and one cannot have a discourse about society and the way people interact without also discussing the space in which they can do this. The ability to consider a spatial sustainability as a counter point to social sustainability therefore seems key to the success of our high-density vertical urban habitats in the 21st century if we are to foster a greater sense of community, especially as spatial configuration has been found to correlate with social behavior.

You will be presenting at the upcoming conference. Which topic in the event interests you most? Why?

Economically reducing green house gas emissions in the vertical city that is substantiated by fact and reason is certainly of interest. This is especially as the stigma of green design costing 30% more than normal buildings will continue to be challenged and de-mystified as more and more green buildings are assessed in terms of their capital costs and operational costs in comparison to non-green buildings. Common perceptions that sustainable design is costly will continue to change, with an increased awakening that the costs initially associated with green design are marginal (1-5% over non-green buildings) and yet the upsides considerably outweigh the former. Improved habitable conditions, reduced energy and water consumption and therefore utility bills and greater social mobility all contribute to an increase in savvy property developers basing their decisions on tangible savings and lifestyle improvements.

How do you see sustainability evolving to in the near future for the building industry?

With another year going by, we can see that our carbon woes continue to haunt us. We continue to deplete our fossil fuels, we see the consequent increase in prices of natural resources, we see continued climatic disjuncture, which also effects the way that we work, rest and play, and the places that we inhabit. We will see the continued domino effect of our carbon woes, with the correlating steps to counteract such issues being at both the macro and micro scale. Global climate change legislation, tax incentives to 'go green', tighter green planning policy guidelines and a realization that sustainable design is not an appendage but an integral element of designing the urban habitat will attempt to reduce material waste and running costs and help preserve the environment for future generations.

What is your advice to Sustainability Professionals/practitioners on implementing sustainability in the 21st Century?

Sustainable design that embraces just the social, economic and environmental pillars of sustainability may not go far enough in addressing the above issues, and arguably requires an 3 additional considerations in both the process of design and the realisation of our built environment. Afterall, world population is projected to exceed 9 billion people by 2050. Developing countries will have the biggest growth, with a projected rise from 5.6 billion in 2009 to 7.9 billion in 2050. This will inevitably result in 3 issues – the heightened social and cultural transmigration as a response to urbanisation and rising land prices; the privatisation of space and the consequent depletion of those environments that once fostered social interaction; and the continued rise in urban temperatures that contribute to climate change. A spatial, cultural and technological sustainability would therefore seem just as an important set of parameters that should be considered alongside the widely accepted 'triple bottom line' to create more robust urban habitats that reinforce the edict of 'people, profit and planet'.

Any added views you wish to highlight on your upcoming presentation at this event?

The presentation will feature key case studies from around the World that challenge the idea of the vertical city being a simple series of extruded objects in space. Rather, it presents the hybrid between object and open space as the model for the vertical city, whereby space is the provider of natural light, ventilation, income generation, bio – diversity, recreation, socio-physiological well being and therefore a quintessential element with a new urban vocabulary. The very same will be forming part of a book that will be released soon after the conference, and so this will be an opportunity to glean a précis of the upcoming publication.

About Prof. Jason EJ Pomeroy, Founder & Principal, Pomeroy Studio, Singapore and Professor, Nottingham University (profile in 50 words).

Prof. Jason Pomeroy is an award-winning architect, masterplanner and academic at the forefront of the sustainable built environment agenda. He graduated with distinction from the Canterbury School of Architecture and Cambridge University. He is the founder and Principal of Pomeroy Studio. He lectures and publishes widely, and is the author of 'Idea House: Future Tropical Living Today' and 'Skycourts and Skygardens: Greening the Urban Habitat'. He is an adjunct professor at the University of Nottingham, and sits on the editorial board of the Council for Tall Buildings and Urban Habitat.

For more information on the event details, please view: www.verticalcities-lse.com

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