

## Report on Webinar: Discussing the Role of Technological Advancements and Industry Demands in the Field of Architecture and Design

1 message

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BRIEF REPORT ON

### Webinar on “Discussing the Role of Technological Advancements and Industry Demands in the Field of Architecture and Design”

held on 10th May, 2024

organized by

**FACULTY OF ARCHITECTURE, PLANNING & DESIGN**

PHASE 3, INTEGRAL UNIVERSITY, LUCKNOW

On 10th May 2024, from 10:00 AM to 12:00 PM, the Faculty of Architecture, Planning, and Design at Integral University, Lucknow, successfully conducted a webinar titled “Discussing the Role of Technological Advancements and Industry Demands in the Field of Architecture and Design.” The event was organized in collaboration with Designmorphine and featured the esteemed expert **Tsvetelina Georgieva**, currently serving as the **Executive Director**. **Pavlina Vardoulaki Pryor**, currently serving as the **Creative Director**. **Tung Nguyen** and **Ar. Eva Hafeez Khan**, currently serving as the **Core lead** at **Designmorphine**. Ar. Eva Hafeez Khan joined offline and other experts joined online.

The webinar targeted a diverse audience, including students and faculty members from various architectural and design disciplines. The session commenced with a welcome address by Prof. Zeba Nisar, Dean of the Faculty of Architecture, Planning, and Design at Integral University, who emphasized the significance of integrating technological advancements with current industry demands.

Ar. Eva Hafeez Khan provided an insightful presentation on the latest technological trends shaping the architecture and design industry. She discussed the impact of digital tools such as virtual reality (VR), and parametric design in revolutionizing traditional architectural practices. Ar. Khan also highlighted the growing importance of sustainability and how new technologies are enabling architects to create more eco-friendly and efficient designs.

Throughout the webinar, participants engaged actively through a Q&A session, where all experts addressed various queries regarding the practical application of these technologies in real-world projects and the future direction of the industry. Their experience and expertise provided valuable insights, encouraging students to embrace innovation and stay updated with evolving industry standards.

The event was successfully coordinated by Ar. Mohammad Noman Mansoori who made the event interactive and lively throughout the session. The program ended with a vote of thanks to Prof. Zeba Nisar, Dean, FoAPD, and Prof. (Dr.) Safiullah Khan, Head, Department of Architecture for their direction, management, and support during the event. She expressed gratitude to Ar. Eva Hafeez Khan and Designmorphine for their collaboration and to all participants for their enthusiastic involvement. The webinar was highly successful, fostering an environment of learning and inspiration, and equipping attendees with knowledge on the intersection of technology and design in contemporary architecture.

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DESIGNMORPHINE

INTEGRAL UNIVERSITY

FACULTY OF ARCHITECTURE, PLANNING & DESIGN

in collaboration with

DESIGNMORPHINE, BULGARIA

is organising a Webinar on

"Discussing the Role of Technological Advancements and Industry Demands in the Field of Architecture and Design"

TSVETELINA GEORGIEVA  
EXECUTIVE DIRECTOR

PAVLINA VARDOLAKI PEYOV  
CREATIVE DIRECTOR

TUNG NGUYEN  
CO-LEAD

EVA HAFEZ  
CO-LEAD

DATE: MAY 10, 2024  
TIMING: 10AM-12PM

L1-3, LECTURE THEATER (PHASE-III)  
INTEGRAL UNIVERSITY

INSPIRING EXCELLENCE



Thanks and Warm Regards,

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**Prof. (Ar.) Zeba Nisar**

Professor & Dean

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