

Thinkscape welcomes architectural addition to its group of specialised teams

14 May 2009

Dubai, UAE -Thinkscape Group, the multi-disciplinary ideas firm that is active in GCC via Thinkscape Advertising LLC, recently welcome the newest member to the pool of collective expertise - Thinkscape Team3, an architectural practise with an illustrious portfolio of work spanning over four decades.

The news was officially announced by Team3 co-founder and chairman, architect Dr Hj Baharuddin Kassim, at a special event where he accepted a Gold Medal Award for lifetime achievement held at one of his very own designs - the iconic National Mosque in Kuala Lumpur, Malaysia.

The Gold Medal Award is the industry's highest honour from the Malaysian Institute of Architects, and Baharuddin is the fifth selected recipient in the history of this prestigious award.

Baharuddin, known for progressive designs inspired by local heritage, was recognised for his contribution to the profession, the society, and outstanding achievements. His work includes some of the most recognisable landmarks and towers in Malaysia.

He sees the setup of Thinkscape Team3 as his latest effort to shift the architectural practice to an innovative new working model - by leveraging on cross-disciplinary partnership of ideas to optimise impact and effectiveness.

Speaking from Thinkscape's Dubai office, group managing director John Jong described the new addition as a factor in creating better synergy amongst its specialised teams working on common projects.

"With this development, Thinkscape Group is now, more than ever, able to assemble the best cross-disciplinary ideas together to tailour-make brand experience solutions for our clientele: from the birth of a core idea and message through to design, media, interaction and the built environment," said Jong.

Thinkscape Team3 is a member under the umbrella of Thinkscape Group (www.thinkscapegroup.com), a multi-disciplinary "ideas company" that offers services in diverse areas spanning from the brand idea to design, medium of engagement and the built environment.

With an international agency presence spanning from East Asia to the Middle East, the Group is led by Thinkscape Sdn Bhd, a MSC- (multimedia super corridor) Status company and an associate member of the Association of Accredited Advertising Agents (4As).

(Zawya)