



Setia City Convention Centre 2 from the air.

Setia City Convention Centre expands to offer more space with new hall

Named Setia City Convention Centre 2, the new hall will be built in a record nine months to offer an additional 5,700 sq metres of column free space.



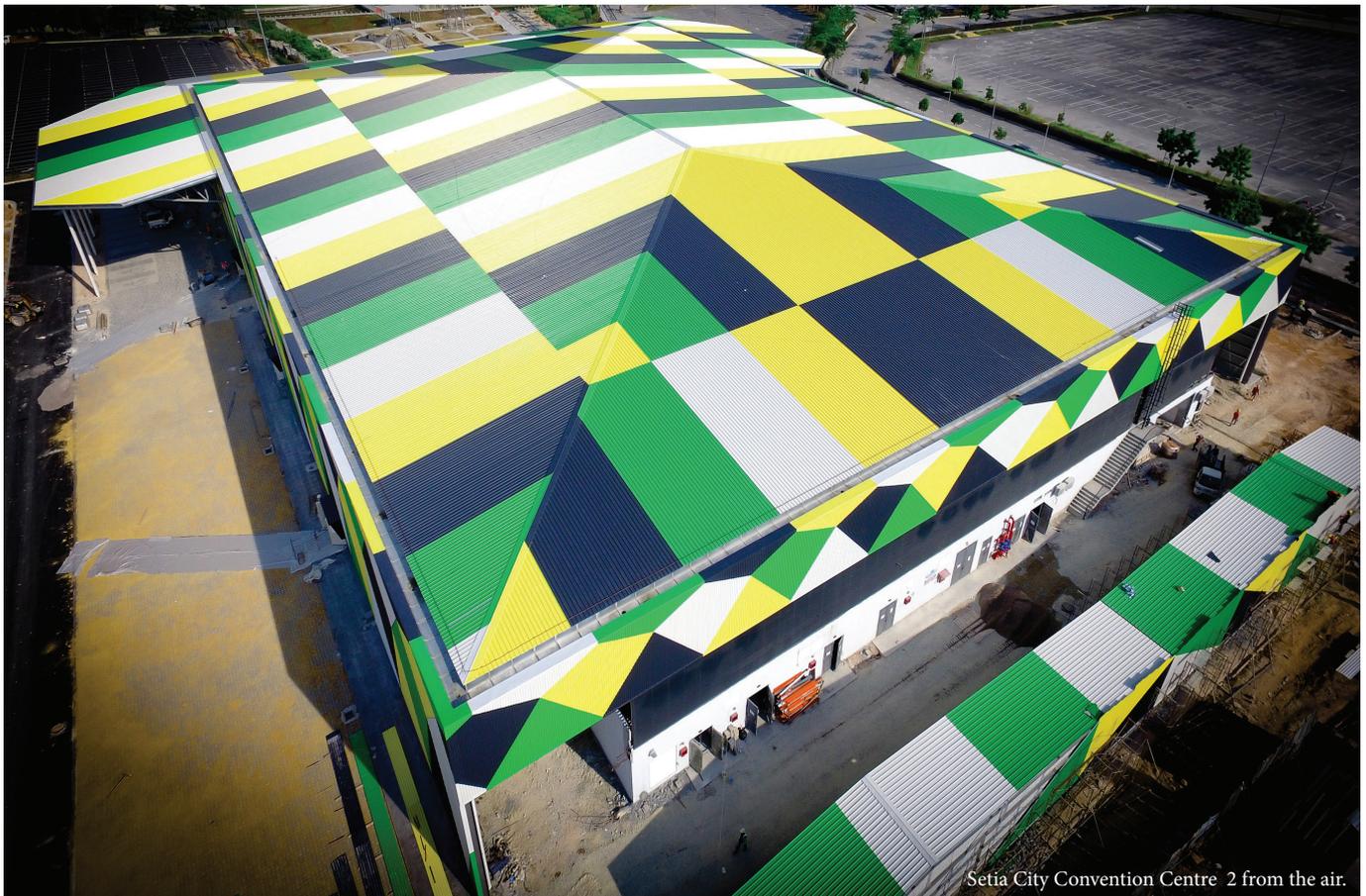
The existing Setia City Convention Centre.

SETIA CITY Convention Centre (SCCC) located in Setia Alam, Shah Alam, opened in November 2012 and it quickly became a popular venue for weddings, corporate banquet, product launches, exhibitions and outdoor events.

Due to increasing market demand for more event space, SCCC, a subsidiary of SP Setia Berhad—one of Malaysia's top property developers—will build an extension hall which will be linked via a covered walkway.

The new hall will offer: individual drop-off areas; VIP lounge; reception counter; office for organisers; and three meeting rooms. Scheduled to open in November 2016, the hall itself will be able to accommodate up to 350 booths for exhibitions, 4,000 people in banquet-style seating arrangement and up to 7,500 people in theatre-style arrangement.

SCCC 2 is a fast-paced project with an allocated nine-month construction time-frame. The 73- by 78-metre column-free hall will offer 5,700 sq metres of space, big enough to accommodate around 5,000 people. The



Setia City Convention Centre 2 from the air.

nine-metre high ceiling will also offer a myriad of flexibility in space planning.

SCCC 2 is located in the vibrant commercial hub of Setia Alam and adjacent to it is a park where big events can spill over. There is a grand staircase linking the park with the centre. The hall, split into three components (foyer, hall and back), is designed to host two events simultaneously. There will be two separate entrances when two events are running concurrently and each entrance will have its own reception and VIP room. A 10-metre high partition which is 78-metre in length can divide the hall into two sections. Across the hall, trenches will be in place to supply electricity to individual booths during exhibitions while hose reels will be hidden in the floor slabs. The hall will also have two hidden service lanes running on both sides, functioning as service lanes and storage areas. If there is a need, a temporary tent can be erected on the car park area to extend the hall size.

The foyer area, which is 10-metre wide, has ample space for booths to be located. A food and beverage kiosk will be built at the centre of the foyer. During times when there are two hall events, the kitchen and service area will be able to support both at the same

time.

The hall structure is made with reinforced concrete boxes slotted into a large structural steel hangar. The steel structure features bolt-and-nut joint, a strategy that allows the structure to be erected in the shortest time-frame possible. Programming the work was crucial as there were several constraints like: limited work spaces; ongoing work is inter-related and dependent on several parties; and the work has to be in sequence. Struts were introduced to minimise the bulk of the external roof.

The roof is a double-skin system which not only serves as sound insulator but also helps in shortening the construction period. Laying the 'Zincalume Sanko Speed Deck' as bottom liner first allows works on the ground to progress concurrently.

As sound insulation is a design criteria for the hall, 50 mm rockwool laminated with black tissue and supported by galvanised chicken wire mesh is placed below the underliner. The roof and wall cladding has four distinctive colours: sulphur yellow, veridian, off-white and cape charcoal black. The walls are made with Clean Colorbond XRW Sanko Speed Deck.

The design idea is to simulate an organic

caterpillar effect on a simple box by creating a recognisable geometry, paying attention particularly to the curve effect. The result is an illusion effect that animates what might otherwise have been a lacklustre shed—demonstrating that a modest budget can produce exceptional results with a little creative thinking. ■

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