

Venice Biennale is one of the most prestigious cultural institutions in the world today. Established back in 1895, the institution now organizes two major International Exhibitions, namely the Venice Art Biennale and the Venice Architecture Biennale, as well as four major International Festivals, namely the International Music Festival, the International Film Festival, the International Theatre Festival, and the International Dance Festival.







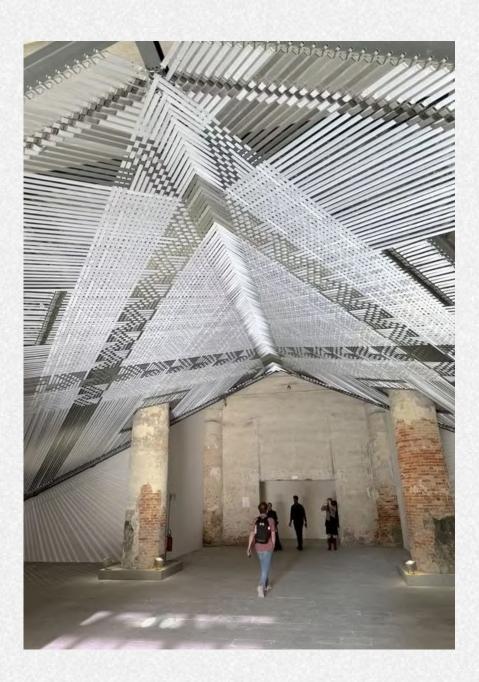


Like the Venice Art Biennale, the Venice Architecture Biennale features both independent and national exhibition projects. National exhibition projects are presented as National Pavilions, conceptualised and implemented by each participating nation – representing the individual nation's interpretation of the given theme. While some countries have permanent and long-term pavilions in the **Giardini and the Arsenale**, respectively, others create their pavilions in venues throughout the city. National exhibition projects or National Pavilions are typically organized by a team of officially appointed Curators.

VENICE ARCHITECTURE BIENNALE









Inaugurated in 1980, the Venice Architecture Biennale is one of two flagship international exhibitions of Venice Biennale, responsible for organizing both independent and national participations around a defined theme. Held every two years, it is led by some of the biggest names in the world of architecture, including but not limited to **Aldo Rossi, Kazuyo Sejima, David Chipperfield, Rem Koolhaas, Alejandro Aravena, Yvonne Farrell, Shelley McNamara, and Lesley Lokko**. Today, it has evolved into one of the most visited gatherings on architecture around the world.



CARLO RATTI ASSOCIATI®

Curated by Carlo Ratti, Italian architect, engineer, educator, and author, the 2025 Edition of the Venice Architecture Biennale will take place from May 10 to November 23 at the Giardini, the Arsenale, and various other venues in Venice. Announcing *Intelligens* as the theme of the Biennale and citing the need for smart solutions to climate change, Ratti asks: "As the climate crisis accelerates, must we (as architects) resign ourselves to this role, or are we still able to offer solutions, substantial and non-cosmetic, effective and quick to achieve?"

NATIONAL PARTICIPATION BRIEF

"One place, one solution", showcasing how local ingenuity can address our time's existential challenge—a challenge that can only be tackled in a cooperative manner, reflecting a multiplicity of approaches. Around the world, cities and territories are rapidly evolving in response to climate change. Navigating pressing issues from rising sea levels to urban heat islands, from extreme weather events to the protection of vulnerable populations, local communities across the globe are at the forefront of innovation in the built environment. Celebrating natural beauty or engaging with traditions, these solutions are exciting in their specificity, yet they may offer insights that can be transferred elsewhere. If every country brings one success to the table, together we can assemble a global kit for adapting to the future.



(FR)AGILE SYSTEMS

Amidst the escalating climate crisis that reshapes landscapes, livelihoods, and ecosystems, Pakistan occupies a paradoxical position. Despite contributing less than 1% to global carbon emissions, it disproportionately suffers severe impacts, disrupting its socioeconomic and ecological systems and underscoring the urgent need to articulate resilience.(Fr)Agile Systems reframes resilience as a dynamic, adaptive process rather than a static state. It highlights Pakistan's ability to recalibrate within a precarious ecological web where fragility and resilience intertwine.

Central to this narrative is Rock Salt – both medium and metaphor, embodying dualities of vulnerability and strength. Its translucency, adaptability, and ephemerality reflect resilience as transformation, while its symbolism – from melting glaciers to salinization, roots the pavilion in the realities of climate change. Architecture, in this context, serves as both observer and participant, articulating resilience as a dynamic interplay of fragility and adaptability. The pavilion frames survival as a collective, interdependent negotiation rather than an isolated act.

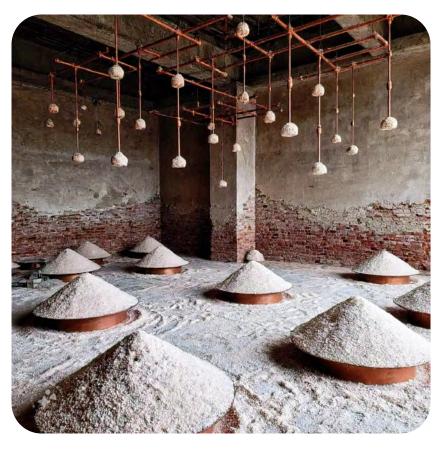
EXPLORING ROCK SALT (CENTRAL INSTALLATION CONCEPTS)



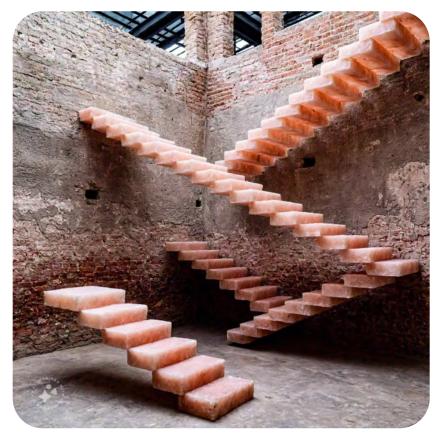


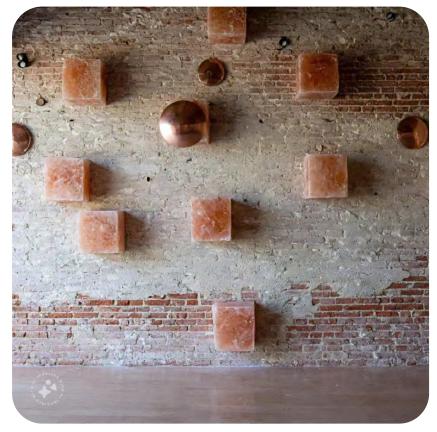


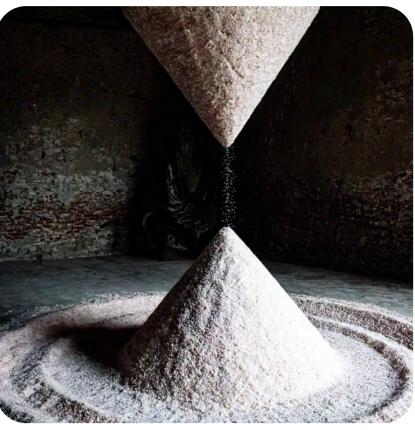






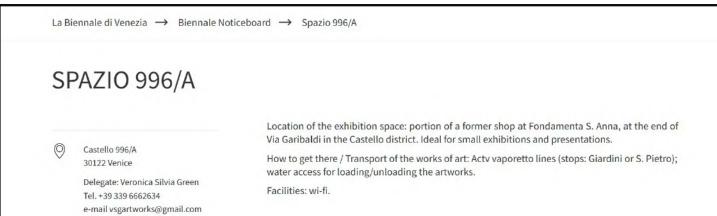


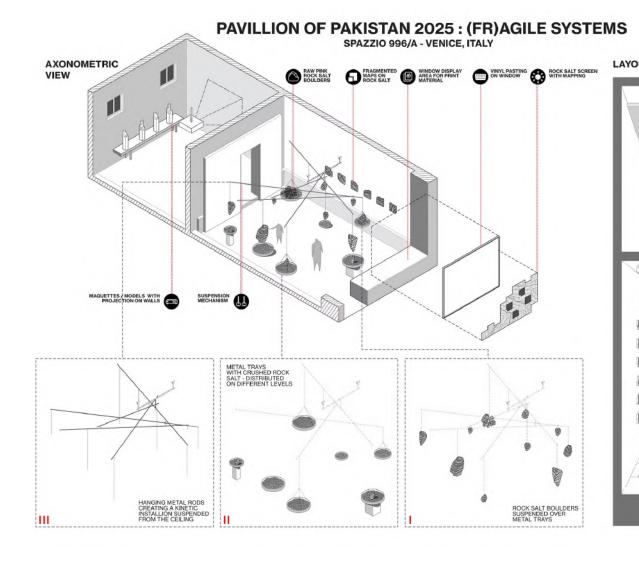




OUR GALLERY (SPAZZIO 996/A)









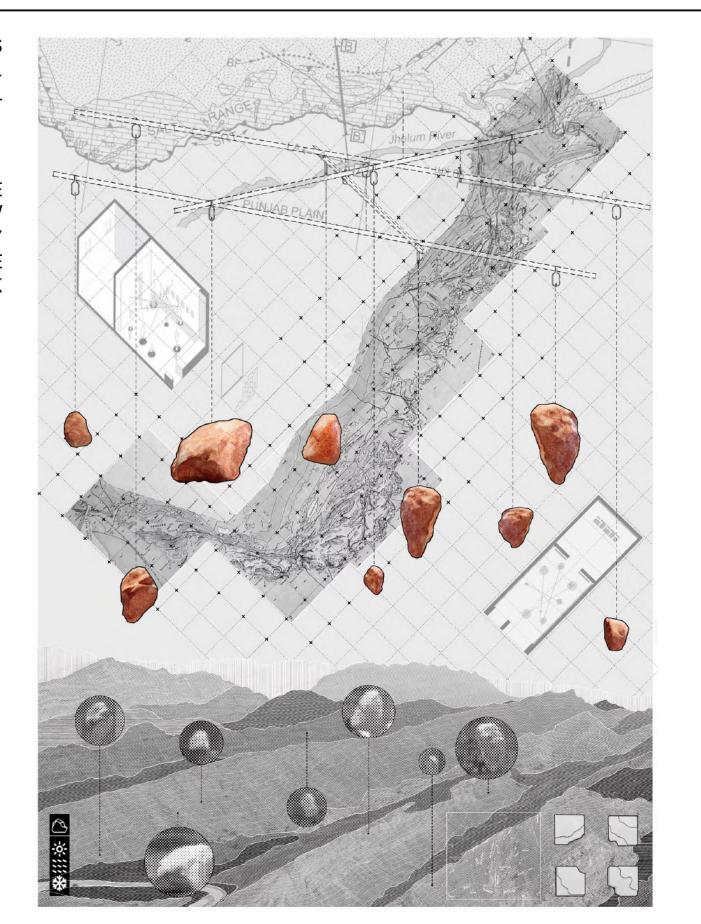


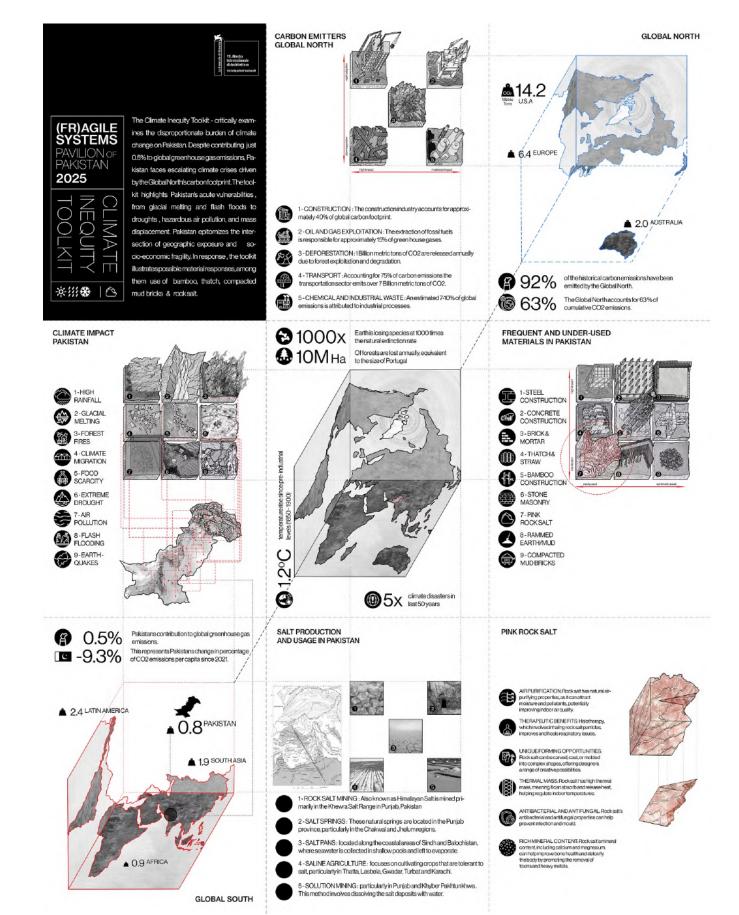
FINALISED COVER GRAPHIC + CLIMATE INEQUITY TOOLKIT



IMAGE 1 - GRAPHIC FOR ALL PUBLICATIONS AND MAGAZINES AS PART OF THE INITIAL EXPLORATION OF THE SALT RANGE + INITIAL CONCEPT DEVELOPMENT USING ROCK SALT

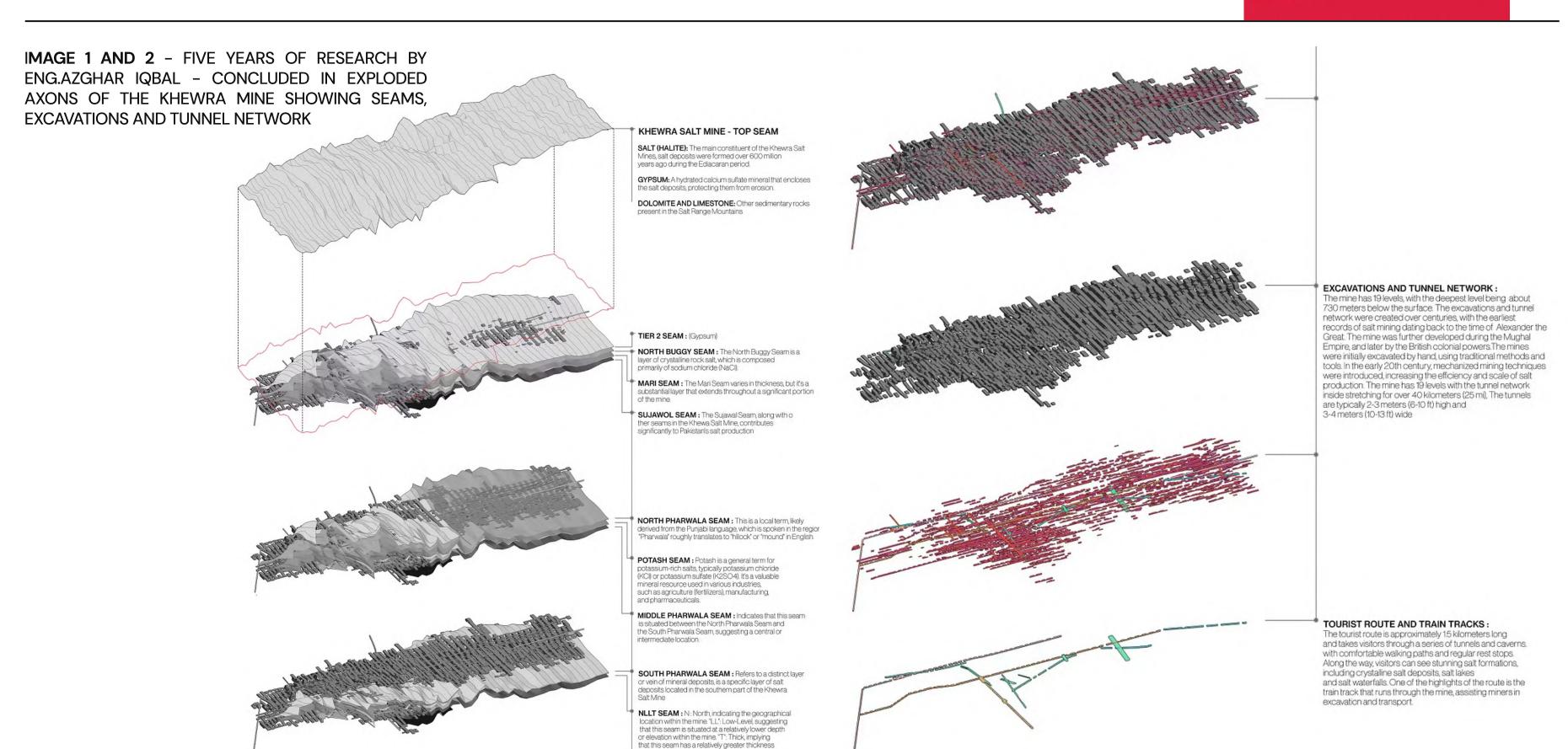
IMAGE 2 - HAND ILLUSTRATED CLIMATE INEQUITY TOOL KIT AS A PRINTED PAMPHLET / GIVEAWAY TO UNDERSTAND THE DISPARITY BETWEEN THE GLOBAL NORTH AND THE GLOBAL SOUTH - CONCLUDING AT ROCK SALT AS AN UNTAPPED MEDIUM/SOURCE





ROCK SALT AND THE KHEWRA MINE



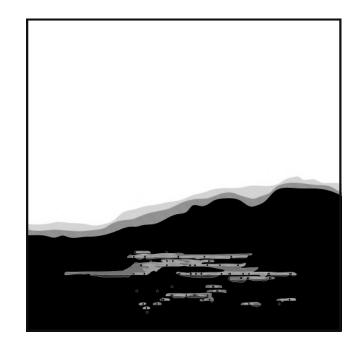


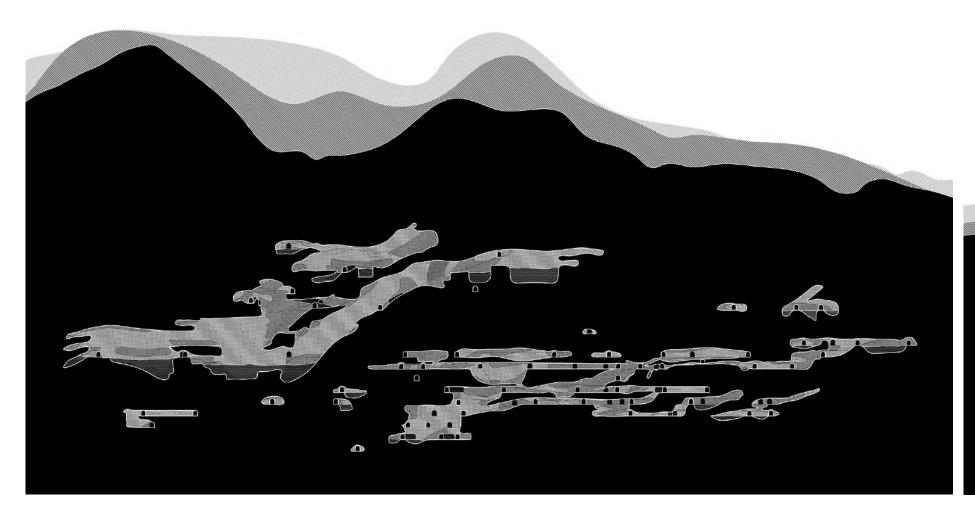
compared to other seams.

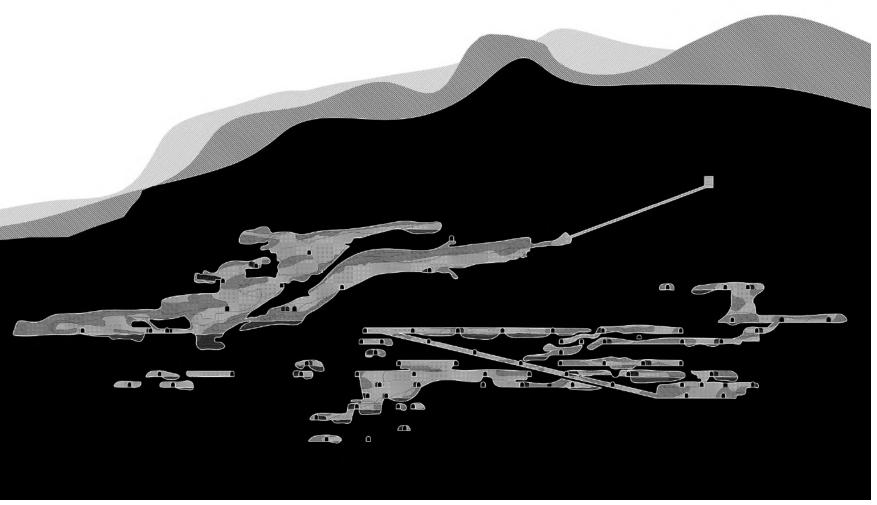
ROCK SALT AND THE KHEWRA MINE



IMAGE 1, 2 AND 3 – BASED ON THE RESEARCH OF ENG. AZGHAR IQAL: THESE SECTIONS SHOW THE DIFFERENT LEVELS OF THE MINE INCLUDING SECTIONAL DETAILS OF THE VOIDS, WATER BODIES AND TUNNEL PLACEMENT – SECTIONS WILL BE USED TO DEVELOP AN INTERVENTION THAT ALIGNS WITH OUR CONCEPT AND THE BRIEF OF THE BIENNALE.



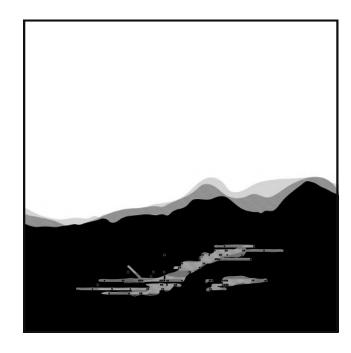


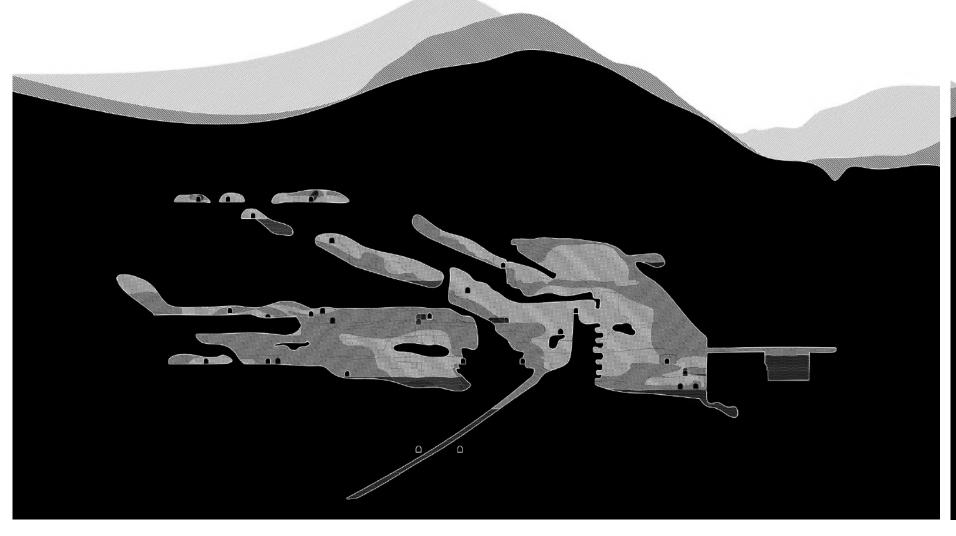


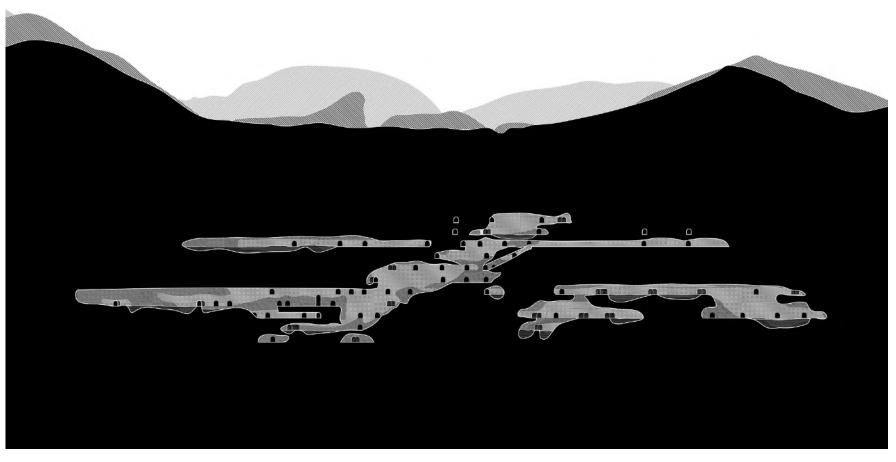
ROCK SALT AND THE KHEWRA MINE



IMAGE 1,2 AND 3 – USING SECTIONS TO DECIPHER INNER WORKINGS OF THE MINE – GIVING BETTER UNDERSTANDING OF THE ECOSYSTEM, THESE SECTIONS WILL BE DISPLAYED AS CURATED ART PIECES IN SPAZZIO 996/A ALONG WITH OTHER SKETCHES AND PHOTO REALISTIC GRAPHICS

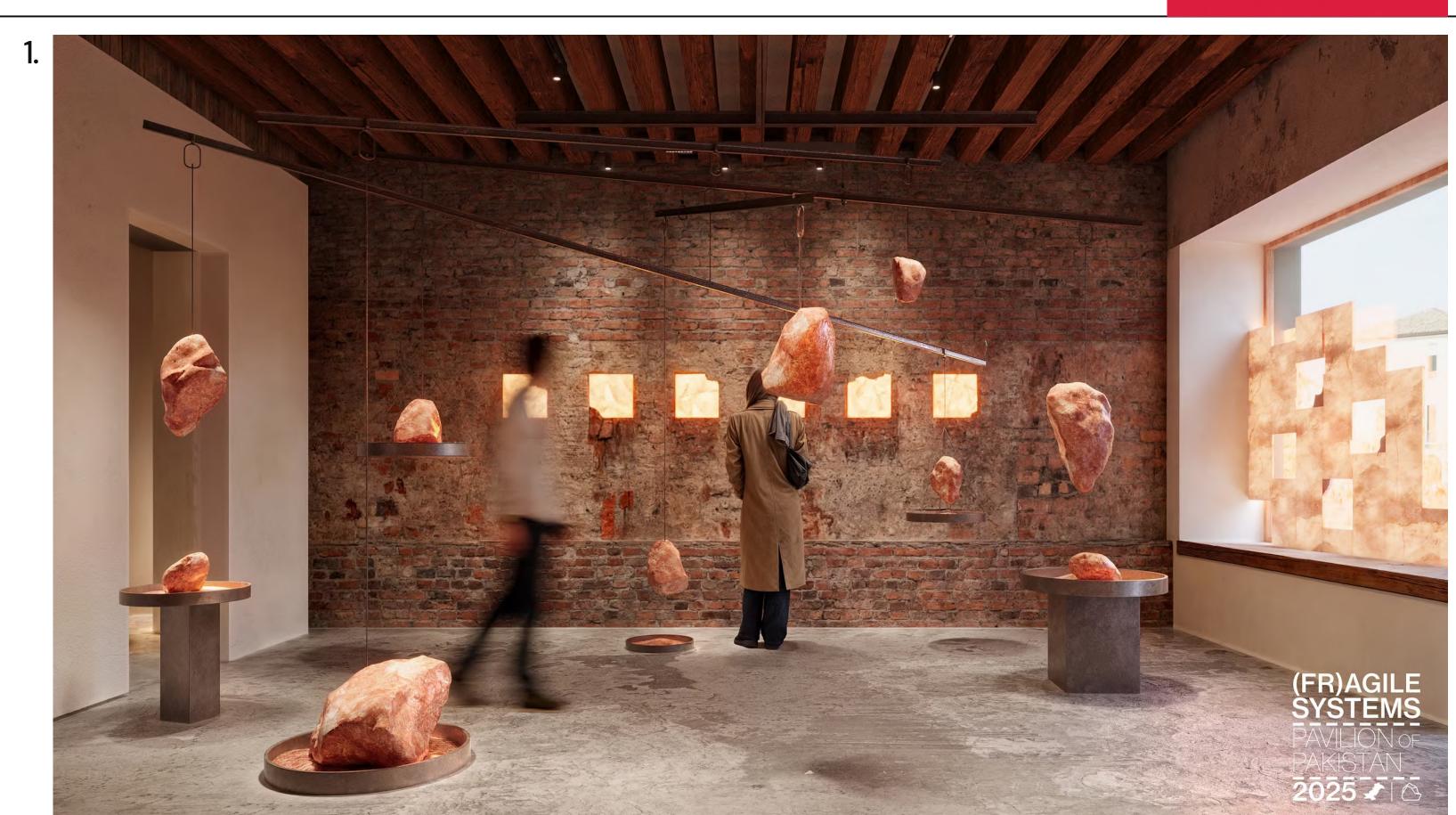






FINALISED INSTALLATION (FR)AGILE SYSTEMS





FINALISED INSTALLATION (FR)AGILE SYSTEMS



2.



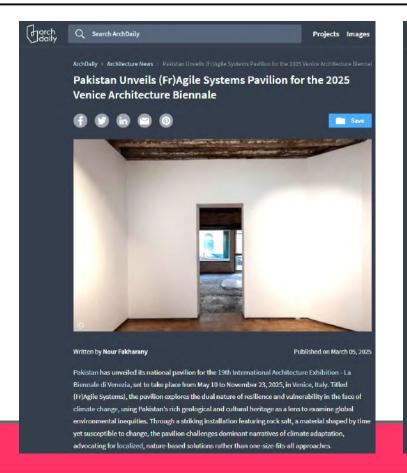
PUBLICATIONS.

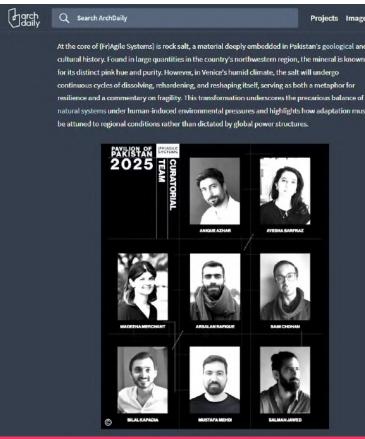
LA BIENNALE DI VENEZIA

OUR PROJECT HAS ALREADY BEEN PUBLISHED ON ARCH DAILY AND THE OFFICIAL BIENNALE WEBSITE INCLUDING OFFICIAL PAVILION PAGE AND EXHIBITION CARE PAGE ON INSTAGRAM - MULTIPLE WEBSITE FEATURES AND PUBLICATIONS TO FOLLOW, LEADING UPTO THE BIENNALE OPENING CEREMONY

https://www.archdaily.com/1027630/pakistan-unveils-fr-agile-systems-pavilion-for-the-2025-venice-architecture-biennale

https://www.instagram.com/pakistan_pavilion_2025/













OMAN (SULTANATE OF)***

Traces

Commissioner: Sayyid Saeed bin Sultan bin Yarub Al Busaidi, Undersecretary of the Ministry of Culture, Sports and Youth for Culture; Curator: Majeda Alhinai; Exhibitors: Majeda Alhinai, Jalila Almamari, Abdullah Alrashdi, William Virgil, Ben Elmer Venue: Arsenale

PAKISTAN

(Fr)Agile System

Commissioner: Muhammad Arif Changezi (Pakistan Council of Architects and Town

Planners); *Curators/Exhibitors:* Anique Azhar, Sami Chohan, Salman Jawed, Bilal Kapadia, Mustafa Mehdi, Madeeha Merchant, Arsalan Rafique, Ayesha Sarfraz

Venue: Spazio 996/A, Castello

PERU

Livina Scaffoldina

Commissioner: José Orrego; Curatori/Exhibitors: Alex Hudtwalcker, Sebastián Cillóniz, Jose Ignacio Beteta, and Gianfranco Morales

Venue: Arsenale

PHILIPPINES

Soil boings / amánlun

Commissioner: National Commission for Culture and the Arts (NCCA), in partnership with the Department of Foreign Affairs (DFA) and the Office of Senator Loren Legarda; Curator: Renan Laru-an; Exhibitor: Christian Tenefrancia Illi

Venue: Arsenale



Partner with Us

1,665
visitors daily

50,000

opening attendance

285,000

yearly attendance

The Challenge

Representing Pakistan at the Venice Architecture Biennale is a challenging task, exacerbated by global inflation and currency devaluation, we require generous **financial and logistical support to succeed**, and we invite you to provide this crucial backing. **Your patronage** will bridge the gap between our intellectual resources and the practical needs of participating in the Biennale.

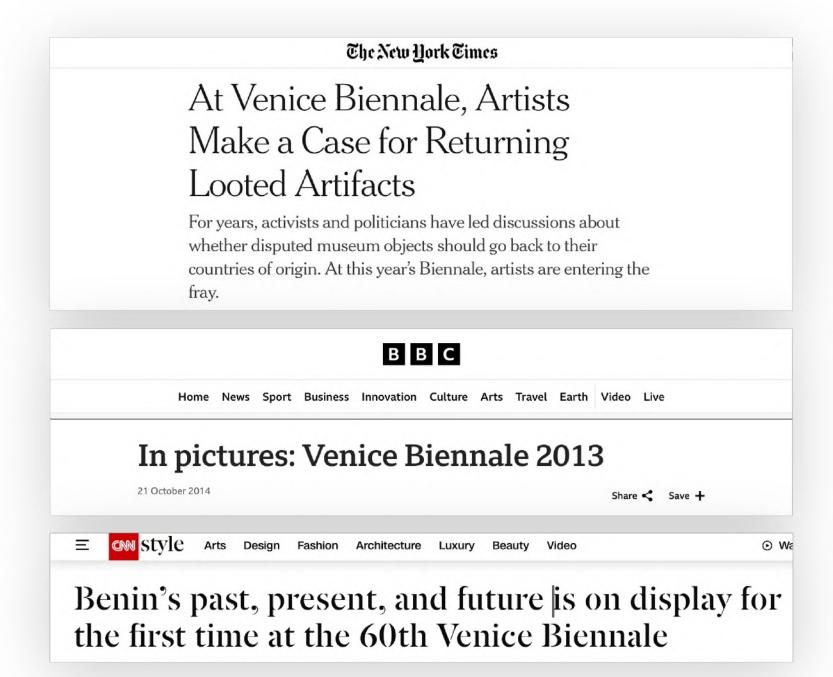
The Opportunity

The Venice Biennale is the **premier global art and architecture event**, attracting visitors and media from around the world. With a record 285,000 visitors in 2023, it offers a unique platform for sponsors to elevate their profile nationally and internationally. **By being a benefactor** you'll tap into this influential audience and demonstrate your commitment to promoting Pakistan and addressing climate change like never before.



Ensuring Sponsor Visibility

Official Biennale Catalogue
Local Press Release
International Press Release
Official Pavilion Website
Social Media Campaign
Merchandise and Giveaways
Digital and Print Material
Official Opening of the Pavilion
Documentary Release Crediting Sponsor's



While Venice Biennale authorities strictly prohibit the inclusion of sponsor logos, information, and merchandise inside and around National Pavilions, sponsors will be credited in a number of communication tools, including the 2025 Exhibition Catalogue which is the official and most widely-distributed publication of the Venice Architecture Biennale. Sponsors will also receive mentions in our own communications through public events in Karachi and Lahore, local and international press releases, documentary with interviews, dedicated invitation to the pavilion opening, and all digital and print promotional material.



Cost Breakdown

Venue: rental charges for 7 months	€30,000
Production: cost of material procurement, fabrication and finishing.	€15,000
Shipping: cost variable depending on Weight + Mode of Transportation	€10,000
Installation : Labour charges in Italy + Fees for ambient effects including Sound and Projections.	€10,000
Publicity: National and International Media coverage including Catalogues + Giveaways	€10,000
Documentation: Hiring Videographers to document the entire process - The Making of	€10,000
Travel: Core team travel expenses for 3–4 weeks	€10,000
Lodging: Core team accommodation and transport expenses	€5,000



Sponsorship Types

Δrchitizer

EMAN3





Wallpaper*





designboom[®]



MINIMUM **€10,000**

MENTION IN ALL PUBLICATIONS







o o PREMIUM

MINIMUM €30,000

ALL INCLUSIVE - MENTION IN ALL PUBLICATIONS INCLUDING
BIENNALE CATALOGUE, LOCAL AND INTERNATIONAL PRESS
RELEASE, DOCUMENTARY FEATURE, DIGITAL AND PRINT
MATERIAL, OFFICAL BIENNALE INVITE AND
MERCHANDISE AND GIVEAWAYS

The Team



Anique Azhar
Principle Architect
MAS/Architects



Arsalan Rafique
The Urban Research
Frontier (TURF) /
Revolving Games



Ayesha Sarfraz
Co-Founder/Asst. Professor
MAS/Architects/
Indus Valley School



Bilal Kapadia
Architect/Managing Partner
Coalesce Design Studio



Madeeha Merchant Assoc. AIA/Founder Columbia University Urban Justice League



Mustafa Mehdi Architect/Managing Partner Coalesce Design Studio



Salman Jawed
Principle Architect
Coalesce Design Studio



Sami Chohan Co-Founder/Asst. Professor GCAS-Jehan/Navigating Noplace/ Studio 4Pai



Anique Azhar (MAS/Architects)

Anique is the Principle Architect and Founder of MAS/Architects, an Arsalan Rafique is an architect, game designer, artist, and researcher based in internationally published and award-winning studio based out of Lahore, Pakistan Lahore, Pakistan. He has taught architecture at the National College of Arts and . He has an educational foundation from the National College of Arts (NCA), where COMSATS University in Lahore and worked as Lead Designer at AntiStatics he graduated with distinction and started his professional journey at OH+A Architecture in Beijing. His research has been featured in publications for ETH Designworks, before founding MAS/Architects in 2013. His studio has collaborated Zurich, TU Delft, King's College, and Cambridge. With over a decade of experience with prominent clients such as Abbas Carpets, Bareeze, Beaconhouse and Colabs, Recently being featured in Harvard University's publication "Architectures of Transition" as one of South East Asia's emergent practices. His expertise spans architecture, interiors, product design, and fine arts, exhibiting works in numerous galleries all across Pakistan. Outside the studio, Anique is a passionate martial artist, holding a purple belt in Brazilian Jiu-Jitsu, a six-year journey that parallels his architectural pursuits.

Ayesha Sarfraz (MAS/Architects)

Professor currently teaching thesis studio, in the department of Architecture at the Indus Valley School of Art and Architecture. A co-founder of both the urban research unit, TURF, and the design studio, MAS Architects, her work spans academic research and design practice. Her academic writings have appeared in prestigious journals such as Footprint (TU Delft), Scroope (Cambridge), and the GTA Papers (ETH Zurich).Ms. Sarfraz was a Fulbright scholar and has a Masters of undergraduate degree in architecture with a distinction from the National College Week and the National Pavilion of Pakistan at the Venice Biennale 2018. of Arts in Lahore in 2007.

Arsalan Rafique

in the gaming industry, he has led art and design teams for multiple published games. Arsalan completed his B.Arch with Distinction from the National College of Arts, receiving the Principal's Honors List and Graduate of the Year Award. He holds an M.Arch II from Cornell University as a Fulbright Scholar, where he won the "Award for Outstanding Performance in Architecture." Currently, he is the Art Director at Revolving Games Studio, a San Francisco-based Web3 gaming company. Arsalan also explores traditional craft and design through carpet making, reflecting his interdisciplinary approach.

Bilal Kapadia (Coalesce Design Studio)

Ayesha is an architect and urban researcher based in Karachi. She is an Assistant Bilal is an Architect graduated from Indus Valley School Of Art and Architecture. He is one of the director/principal Architect at Coalesce Design Studio which is a Karachi based multi faceted team with the aim of delivering cutting edge designs. They have done numerous acknowledged projects including installation at Robinson's Dubai, Kapadia residence, Chop Chop Wok and it's branches, Newbury café, Evergreen, Master Celeste, Koel at Dolmen mall Clifton, Ginsoy in Lahore and Karachi. Kapadia and team are also responsible for representing Pakistan at Architecture from the University of Michigan, Ann Arbor. She earned her various platform such as Dubai Design Week, London Biennale 2016, Dubai Art



Madeeha Merchant

Madeeha Yasin Merchant is a Pakistani-American systems engineer and architect, based in New York City. She is the Founding Partner of DOT (Design of Territories), a mission-driven practice aiming to build equitable spaces. She also serves as Executive Director of Urban Justice League (UJL), a nonprofit think tank addressing the complexities of data, ethics, and intersectional justice through humancentered systems design and data storytelling. Madeeha trained under Pritzker Laureate Renzo Piano in Paris while working on Columbia University's Manhattanville Campus and worked on the Moynihan Station with SOM. She holds a B.Eng. from the UMass-Amherst and M.Arch. from Columbia University, where she was an Associate Research Scholar and a Tow Fellow. An active member of IEEE, SWE and the American Institute of Architects (AIA), Madeeha's work has been published and exhibited internationally. She has presented at the UN, MIT Media Lab, Satellite Summit, Eyeo Festival and NASA.

Salman Jawed (Coelesce Desgin Studio)

of the design team for Pakistan's National Pavilion at La Biennale di Venezia (2018), and Karachi. "The Fold." With expertise spanning design, curation, and education, Salman is a leading figure in Pakistan's design landscape.

Mustafa Mehdi (Coelesce Design Studio)

Mustafa Mehdi is a Principal Architect at Coalesce Design Studio and a graduate of Indus Valley School of Arts and Architecture. With experience at Arshad Shahid Abdullah Pvt Ltd, he has established himself in the industry within a decade, completing numerous notable projects. His notable participations include Dubai Design Week, London Design Biennale, and The Venice Architecture Biennale. Mehdi's design philosophy balances art and science, prioritizing aesthetics and functionality. He advocates for sustainable design through minimal technology, reduced carbon footprint, and permanent solutions. Mehdi strives for permanence in his work, seeking to create inspiring, long-lasting structures that positively impact society. His goal is to design large-scale institutional buildings that endure for decades or centuries, setting a high benchmark for himself and promoting environmental responsibility within the construction industry.

Sami Chohan

Salman, a graduate of Indus Valley School of Arts & Architecture (2008), co- Based in Eugene, Oregon (USA), Sami Chohan is an architect, designer, and founded Coalesce Design Studio, a multidisciplinary firm integrating architecture, educator. From 2021 to 2024, he was Visiting Assistant Professor and Visiting branding, planning, graphics, art, and craftsmanship. The studio specializes in Faculty Fellow in Design for Spatial Justice in the School of Architecture & product and industrial design, combining local materials with global concepts. Environment, University of Oregon. From 2014 to 2022, he was Assistant Professor Their work has been showcased internationally at Design Days Dubai, London of Architecture at the Indus Valley School of Art and Architecture in Karachi where Biennale, 100% Design, and Saudi DesignWeek. Beyond design, Salman teaches at he also led the Architecture Department from 2015 to 2019. Also associated with Karachi University and IVSAA. He curated the Pakistan Pavilion at Dubai Design GCAS-Jehan and common.noplace, he represented Pakistan at the 2018 Venice Week (2015) and London Design Biennale (2016). Notably, Salman's firm was part Architecture Biennale. He received his architectural education in Stuttgart, Istanbul,



Notable Works

MAS/Architects

















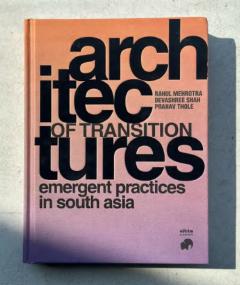














Notable Works

Coalesce Design Studio







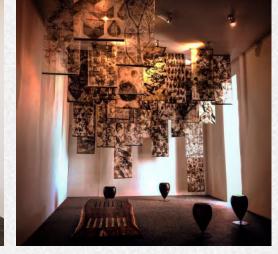




















Notable Works

Arsalan Rafique & Ayesha Sarfraz

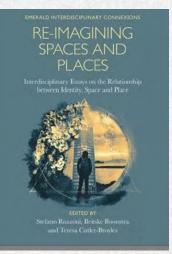








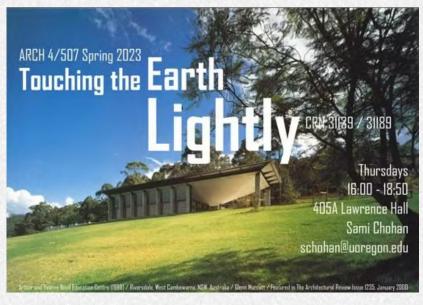


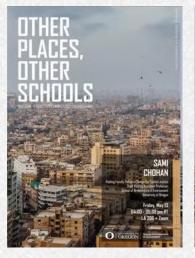


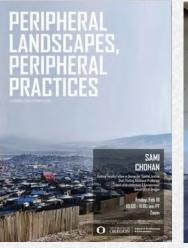


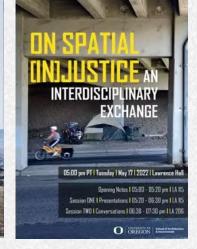














OFFICIAL DOCUMENTS



Appendice.1

Official Nomination letter sent from Pakistan

Appendice.2

Official **Participation** confirmation from the Venice Biennale



Head Office: Usman Center, 1st Floor, Office No. 7 - 12, D-12 Markaz, Islamabad, Postal Code: 45200 Tel: 051-2706668-9 Email: registrar@pcatp.org.pk, Web: www.pcatp.org.pk

PAKISTAN COUNCIL OF ARCHITECTS AND TOWN PLANNERS Ordinance IX of 1983)

Pietrangelo Buttafuoco President, La Biennale di Venezia, Ca' Giustinian, San Marco 1364/A 30124 Venice

No. PCATP/Nomination/08-27-01/2024 Date: 27 August 2024

SUBJECT: Official Request for Participation in the 19th International Architecture Exhibition, La Biennale di Venezia (24 May - 23 November 2025), from Pakistan

Dear President Pietrangelo Buttafuoco,

It is with much enthusiasm that I, Architect Muhammad Arif Changezi, Chairman, Pakistan Council of Architects and Town Planners (PCATP), am writing this letter to request the inclusion of Pakistan in the category of National Participations in the 19th International Architecture Exhibition, La Biennale di Venezia, which is to be held in Venice from 24 May to 23 November 2025.

Established in 1983 by the Government of Pakistan under Ordinance IX of 1983, the Pakistan Council of Architects and Town Planners (PCATP) is a regulatory authority for Architects and Town Planners in Pakistan, promulgated with a view to give recognition and promote the professions of Architecture and Town Planning

In agreement with La Biennale di Venezia and in compliance with the cultural and organizational standards of the International Architecture Exhibition, I am also happy to supervise the exhibition project of the national participation as Commissioner.

Furthermore, I am happy to appoint the following individuals as Curators of the national exhibition project, all of whom have been nominated in direct consideration of not only their interdisciplinary talents and interests as designers, researchers, and educators but also their readiness and eagerness to represent Pakistan in one of the world's leading and most forward-looking architecture events:

- Anique Azhar
- 2. Salman Jawed
- 3. Bilal Kapadia
- 4. Mustafa Mehdi
- Madeeha Merchant
- 6. Arsalan Rafique
- Ayesha Sarfraz

8. Sami Chohan

These Curators will be fully supported in their efforts by two local architecture offices, namely Coalesce Design Studio (Karachi) and MAS Architects (Lahore), both of which will be serving as organizers of the

The location of the national participation project will be communicated to you as soon as possible.

Thank you for your consideration and we look forward to your response.

Sincerely,

AR. M. ARIF CHANGEZI

Chairman, Pakistan Council of Architects and Town Planners (PCATP)

Registrar, PCATP, Islamabad.

Regional Office Karachi: Office No.4, 4th Floor, 61-C, 21st Commercial Street, Phase-II Extension, D.H.A, Karachi. Tel No: 021-35883731-32.

La Biennale di Venezia Ca' Giustinian San Marco 1364/a, 30124 Venezia tel. + 39 041 5218711 fax + 39 041 2728329 p.IVA e C.F. 00330320276 www.labiennale.org

Architettura Danza Musica Teatro Archivio Storico

01-ott-24 partenza Prot. nº 2462 UL

Ar. Muhammad Arif Changezi Chairman

Pakistan Council of Architects & Town Planners (PCATP) Office No.7 -12, First Floor, Usman Centre, D-12 Markaz Islamabad

Pakistan

- 1 OTT. 2024 Venice,

Dear Ar. Muhammad Arif Changezi,

with reference to your kind letter, I am glad to invite Pakistan to participate in the next 19h International Architecture Exhibition, organized by La Biennale di Venezia in 2025.

The Responsible of the Visual Arts and Architecture Department, Arch. Joern Brandmeyer (ph. +39 0412728332, email countries@labiennale.org) is available for any further information and to coordinate the participation.

Best regards,

Pietrangelo Buttafuoco

The President

Appendice. 1 Appendice. 2

CONTACT US

With this sponsorship proposal we seek your kind financial and logistical support needed to represent Pakistan at the 2025 edition of the prestigious Venice Architecture Biennale – to be held in Venice, Italy, from May 10 to November 23.

Thank You.

Curatorial Team, National Pavilion of Pakistan

Venice Architecture Biennale 2025

For Fund Transfer

Account Title: Pavilion of Pakistan Account No: 0196 0070 0000 2748

Bank : **Faysal Bank**

Branch: Saba Avenue, Karachi

