

Webinar Talk on “A Love–Hate Relationship between Engineers and Biophilic Design”

BEM APPROVED CPD: 2.0 REF NO: IEM26/HQ/043/T(w)

~~11-March-2026~~ Rescheduled to**Date : 17 March 2026 (Tuesday)****Time : 10.00 am - 12.00 pm****Platform : Zoom****Synopsis :****Registration fee:**

- **Student Member: Free**
- **IEM Member: RM15.00**
- **Non-Member: RM70.00**

Biophilic design has rapidly moved from an architectural aspiration to a strategic consideration in contemporary engineering projects. Yet, its reception among engineers as being cost-intensive, difficult to quantify, etc remains paradoxical. This webinar critically unpacks the love–hate relationship between engineers and biophilic design through a project management lens by examining why engineers are simultaneously drawn to biophilic principles for their long-term value creation, yet resistant due to perceived risks related to cost, constructability, compliance, maintenance, and return on investment.

Drawing on real projects, interdisciplinary research, and international best practices, the session reframes biophilic design not as an aesthetic add-on but as a systems-based engineering strategy that can be planned, measured, and governed across the project life cycle. Emphasis will be placed on decision-making frameworks, risk allocation, stakeholder integration, and performance indicators that allow engineers to engage with biophilic design pragmatically without compromising technical rigour or project viability.



Speaker

Ir. Assoc. Prof. Dr.
Syuhaida Ismail

AP Ir. Dr. Syuhaida Ismail is a Registered Professional Engineer (Ir.) with international professional bodies in Malaysia, the United Kingdom, and Europe. She is the Chair of the Project Management Technical Division (PMTD), Institution of Engineers, Malaysia (IEM).

Her research spans project management, sustainable built environment, human-centred engineering, and biophilic design. She has led multiple biophilic-focused research and technical projects, including engineering-based biophilic initiatives, and is widely invited as a speaker and advisor at national and international platforms.