

# FELINO A. PALAFOX, JR.

## Firm

**PALAFOX ASSOCIATES**  
Architects · Urban Planners · Interior Designers  
Engineers · Environmental Designers · Consultants

## Position

**Principal Architect – Urban Planner  
Founder and Managing Partner**

## Key Qualifications

- Broad background in architecture, urban planning, regional planning, master planning of mixed-use and multi-use developments and of residential communities, shopping centers, industrial estates, business parks, golf course communities, hotels, towns, cities, provinces, and islands.
- Thirty-nine years in the field of planning and architecture, both in government and in the private sector including four years experience as Architect-Urban Planner with a multinational and interdisciplinary professional staff, and with international consultants in Dubai, United Arab Emirates (UAE).
- For the past 22 years, as Principal Architect-Urban Planner and Managing Partner of Palafox Associates, his major projects include the architectural design of more than eight million square meters of building floor area and the master planning of more than 12 billion square meters of land area in 34 countries. Palafox Associates has grown rapidly from the staff of three in July 1989 to more than a hundred full-time staff and professional consultants today.
- Six and a half years as Architect-Urban Planner with Ayala Corporation and then Ayala Land, Inc.

## Education

Advanced Management Development Program for Real Estate  
Harvard University, Cambridge, Massachusetts, USA 2003

Master in Environmental Planning  
University of the Philippines, Scholar of the United Nations  
Development Program (UNDP), 1974

Bachelor of Science in Architecture  
University of Santo Tomas, Manila, Philippines, 1972

## Awards / Recognition

Palafox Associates is the first Filipino architectural firm cited in the World's Top 500 Architectural Firms of the *World Architecture Magazine*. In 2006, the firm ranked 94<sup>th</sup> – holding the distinction of being the only Southeast Asian firm in the list.

ISO 9001 (Quality Management) and ISO 14001 (Environmental Management) by TUV of Germany in Architecture, Urban Planning, Master Planning, Interior Design, Landscape Architecture and Engineering.

Asia-Pacific Economic Cooperation (APEC) Architect registered with Certificate No. PH/00028, 23 April 2009

Consistent BCI Asia Top 10 Architecture Awardee (2005-2011)

People of the Year Awardee 2010, People Asia Magazine

The Best of the Best in 2010, BizNews Asia Magazine

The Outstanding Thomasian Alumni (TOTAL) 2009 Awardee in Architecture by the University of Santo Tomas

## Other Training / Seminars/ Conferences on Urban Planning and Architecture

- Harvard University Graduate School of Design (Cambridge, MA, U.S.A.)

- *Architecture and Sustainability: Integrating Built and Natural Environments (2009)*
- *AMDP Alumni Program: What Have We Learned About Property Cycles (2009)*
- *Urban Retail Planning Principles for American Towns, Cities, and Commercial Center (2004)*
- *Leading Civic Change From Within: A Case History of the GSA's Design Excellence Program (2003)*
- *The Art of Leadership (2003)*
- *Transforming Practice (2003)*
- CTBUH 2010 World Conference – *India Remaking Sustainable Cities in the Vertical Age*
  - Speaker: *Best and Worst Practices in Urbanization in the Philippines*
- Korean CTBUH Conference (2010)
  - Speaker: *Vertical Urbanism in a Horizontal Urban Sprawl, Philippines*
- CTBUH 2009 Chicago Conference (Illinois Institute of Technology, Chicago, IL, U.S.A.)
  - *Evolution of the Skyscraper: New challenges in a world of global warming and recession*
- *AIA 2009 National Convention and Design Exposition (San Francisco, CA, U.S.A.)*
- World Architecture Congress
  - *Dubai, 2005 and 2009*

### Membership of Professional Associations

- Country Representative and Member, Council on Tall Buildings and Urban Habitat (Chicago, IL, U.S.A.)
- International Associate, American Institute of Architects (San Francisco, U.S.A.)
- Member, US Green Building Council (U.S.A)
- Member, International Council of Shopping Centers (New York, U.S.A.)
- Member, Urban Land Institute (Washington, D.C., U.S.A.)
- Member, Congress for New Urbanism (San Francisco, U.S.A.)
- Member, American Planning Association (Chicago, IL, U.S.A.)
- Member, Urban Affairs Association (Delaware, U.S.A.)
- President, Management Association of the Philippines (MAP)
- Member, FIABCI Philippines
- Chairman, Environment Committee, American Chamber of Commerce, Philippines (AmCham Philippines)
- Past President, National Real Estate Association (NREA)
- Life Member, Past Vice President, Philippine Institute of Environmental Planners (PIEP)
- Fellow, United Architects of the Philippines (UAP)
- Trustee, Kannawidan Foundation, Inc.
- Registered Architect, Professional Regulation Commission (PRC), Philippines
- Registered Environmental Planner, Professional Regulation Commission (PRC), Philippines

### Civic Organizations

- Governor for the Philippines, Global Peace Association
- Paul Harris Fellow, Rotary International
- Member and Past Vice President, Rotary Club of Manila

### Landmark Projects

#### International

- *Urban Planning of Dubai, UAE*
- *SM China, Hok Po Jin Jiang, Fujian Province, China*
- *Saigon Golf and Country Club, Ho Chi Minh City, Vietnam*
- *Sharjah Healthcare City, UAE*
- *Special Needs Children's Hospital, Kingdom of Saudi Arabia (KSA)*
- *Turkmenbashy Hotel, Turkmenistan*
- *Proposed Vien Dong Meridian Tower, Vietnam*
- *Al Khobar Center, KSA*
- *Pinnacles, Monterey, California, USA*
- *Philippine Embassy and Chancery, Brunei Darussalam*
- *Tzu Chi Schools, Bam, Iran*
- *Tala Marina Club City, KSA*
- *Ashkabad and Turkmenbashy Waterfront Developments, Ashkabad and Turkmenbashy, Turkmenistan*
- *Phu Quoc Island Master Plan, Vietnam*
- *Sudan Bonyan City, Khartoum*

#### Philippines

- *City of Manila Comprehensive Land Use Plan and Zoning, Manila*

- **Alaminos City Conceptual Development Plan**, *Alaminos City, Pangasinan*
- **Navotas City Conceptual Plan and Master Plan of the Bayfront Business Park**, *Navotas City*
- **Taguig City Aerotropolis**, *Taguig City*
- **MIA Master Development Plan**, *Pasay City*
- **MRT7 Intermodal Transit-Oriented Development**, *San Jose del Monte, Bulacan*
- **Iloilo City Comprehensive Land Use Plan and Zoning Ordinance**, *Iloilo*
- **Santa Elena Golf Course Community**, *Santa Rosa, Laguna*
- **Manila Southwoods**, *Carmona, Cavite*
- **Splendido Taal**, *Batangas*
- **The Country Club**, *Cabuyao and Santa Rosa, Laguna*
- **First Philippine Industrial Park**, *Santo Tomas, Batangas*
- **La Mesa Ecopark**, *Quezon City*
- **Makati Streetscapes**, *Makati City*
- **Puerto Princesa Streetscapes**, *Puerto Princesa City, Palawan*
- **Ortigas Streetscapes**, *Mandaluyong, Pasig, and Quezon City*
- **Quezon Memorial Circle Redevelopment**, *Quezon City*
- **Forbes Tower**, *Makati City*
- **Public Safety Mutual Benefit Fund**, *San Juan City*
- **Novartis Corporate Headquarters Redevelopment**, *Makati City*
- **Development Bank of the Philippines Executive Office Building**, *Fort Bonifacio Global City, Taguig City*
- **SM Malls** (*Las Piñas City, Quezon City, Pampanga, Iloilo City*)
- **Robinsons Malls** (*San Fernando City, Pampanga; Province of Rizal; Pasig City; EDSA, Mandaluyong City*)
- **Malayan Colleges**, *Cabuyao, Laguna*
- **Lyceum of the Philippines**, *Calamba, Laguna*
- **AMA University Town**, *Gen. Trias, Cavite*
- **Supreme Court Centennial Building**, *Manila*
- **Qatar Embassy**, *Parañaque City*
- **Shrine of Jesus: The Way, The Truth, and The Life**, *Central Business Park, Pasay City*
- **Divine Mercy Healing Shrine**, *El Salvador, Misamis Oriental*
- **Saint Arnold Janssen Church**, *Cainta, Rizal*
- **Sultan Hassanah Bolkuah Masjid**, *Cotabato City, Province of Maguindanao*
- **Rockwell Center**, *Makati City*
- **Paseo del Rio**, *Cagayan de Oro City*
- **Marikina Riverfront Conceptual Master Plan**, *Marikina City*
- **Camp Netanyahu**, *Anilao, Batangas*
- **Summit Ridge**, *Tagaytay City*
- **Manila Polo Club Redevelopment**, *Makati City*
- **Asian Eye Institute**, *Makati City*
- **Pasig River Rehabilitation Master Plan**, *Metro Manila*
- **Global Gateway Logistics City**, *Clark Special Economic Zone, Pampanga*

## Employment Record

### **Palafox Associates**

Principal Architect-Urban Planner, Founder and Managing Partner (1989-Present)

### **Asian Terminals, Inc.**

Director/ Board Member

### **Enderun Colleges, Inc.**

Adjunct Member of the Faculty, *Hotel Planning and Design* (October 2009-Present)

### **Ayala Corporation, Ayala Land Incorporated**

Architect / Urban Planner / Division Manager Property Planning Staff (January 1983)

Architect / Urban Planner / Senior Division Manager Head of Technical Staff (March 1984 – June 1989)

Head of Technical Planning Staff – Promoted to Assistant Vice President (January 1989)

- Projects included among others, the following:
  - Ayala Alabang Village
  - Ayala Heights
  - Cebu Business Park
  - Alabang Town Center
  - Makati Commercial Center / Greenbelt
  - Laguna Technopark

### **Inter-Continental Development Corporation (Shoemart Group of Companies)**

Planning Consultant / Concurrent Construction Coordinator (February – December 1982)

**Ministry of Human Settlements / Home Financing Corporation**

Consultant for Urban Renewal Projects (November 1981 – February 1982)

**Dubai Municipality, Town Planning Department / United Arab Emirates**

Senior Planner (April 1977 – April 1981)

- Central Business District Planning Study  
(Consultants: Prinsloo Graham International, Canada)
- Dubai Traffic Management Study  
(Consultants: Mouchel Group, United Kingdom)
- Planning of Adjacent Areas to Corniche Development  
(Consultants: Candilis-Denco, Greece)
- Design of Rashidiya Neighborhood Centre  
(Consultants: Jafar Tukan of the Middle East)
- Dubai Public Transport Study  
(Consultants: Shahkland Cox and Partners, United Kingdom)
- Multi-Storey Car Parks  
(Consultants: ARENCO of the Middle East)
- Dubai Industrial Areas Planning Study  
(Consultants: Ewbank, United Kingdom)
- International Competition for the Port Saeed District Development Plan and Program
  - Assisted the Professional Adviser and then appointed as member of the International Jury that adjudicated the competition
- Tentative structure plan for the City of Dubai (1980 population of 300,000)
- Structure Plan for a Planned Community of 25,000 population (Suburbs of Dubai)
- Survey, Evaluation and Improvement Proposals for the Municipality Bus Service
- Elevations Committee, an Architectural/Urban Design Control Group to upgrade the quality of buildings and improve the townscape of Dubai
- Services Coordination Committee to coordinate planning, design and installation, repair, restoration of utilities
- Environmental Improvement Committee- coordinate Town Planning, Engineering, Public Health Project
- Technical Review Committee- appraise progress/completion of various projects
- Conceptual Plans & reviewed plans & designs

**Planning and Project Development Office (PPDO) of the Department of Public Works, Transportation and Communication**

Project Officer (March – December 1975)

National Government Center Development Project  
Metro Manila Land Development Strategies for Transport Planning

Senior Planner / Team Leader for Development Planning (January 1976 – April 1977)

MMETROPLAN (Metro Manila Transport, Land Use and Development Planning Project),  
a joint project of the Philippine Government and Freeman Fox and Associates  
of the United Kingdom

**Export Processing Zone Authority**

Technical Consultant to the Commissioner

Planning Assistant, Physical Development Plan of the University of the Philippines

(August 1974 – March 1975)

I, the undersigned, certify that, to the best of my knowledge and belief, this curriculum vitae correctly describes myself, my qualifications and my experiences. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if employed.

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**Felino A. Palafox, Jr.**

Signature over printed name

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08 July 2011

Date