



Istanbul Smart City

Istanbul Design Biennial 2014

9+1 Hubs

The Content

A Project-based International and Interdisciplinary Design
Research, Education, and Development Workshop

May 12 – 23, 2014

Istanbul Bilgi University

Visual Communication Design

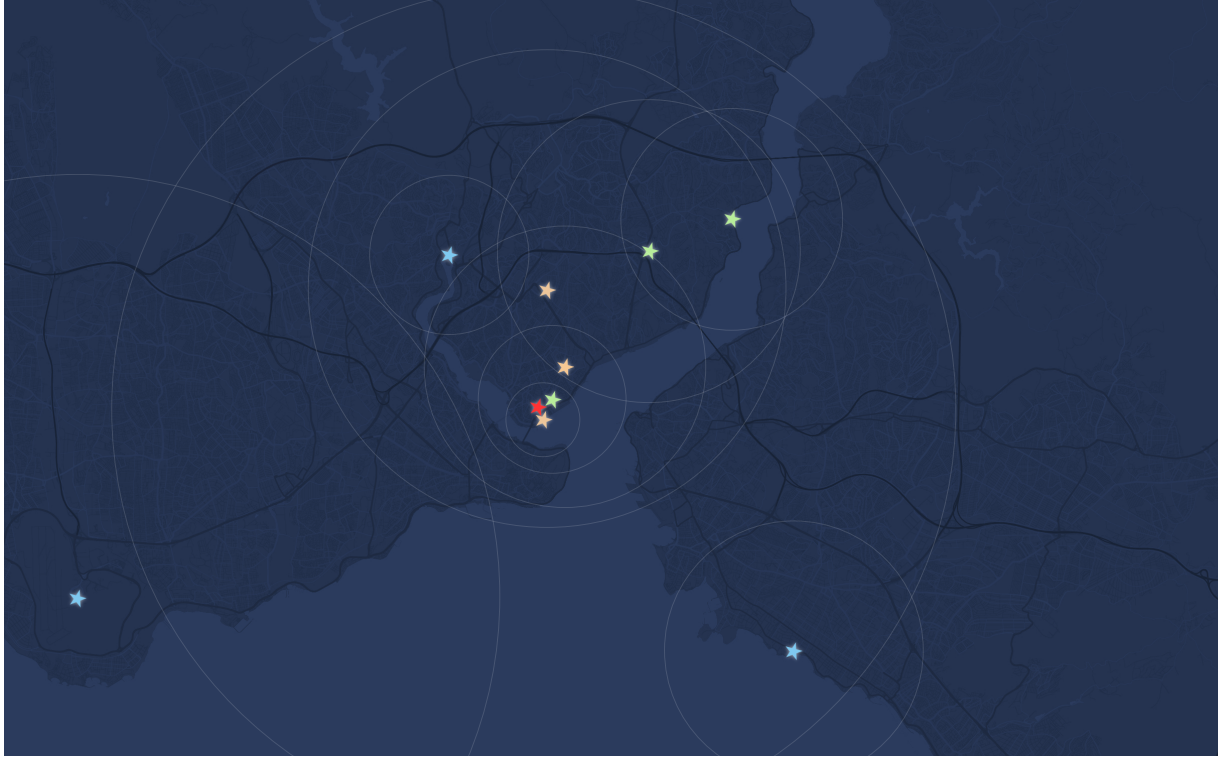
Graduate Program, VCDMFA

IIDj, Institute for Information Design Japan

Tokyo

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Istanbul Smart City: *Manifesto*

Executive Summary

The future of a city is determined by many factors that play together and determine the future path of a neighborhood, a city, a province, a country, a world. This project discovers how and in what way young designers can influence this process by reinventing the current situation.

The fundamental idea of this project is based on two major statements that we believe in and support.

Firstly the structure of the project is based on the idea that the future of Istanbul can not be pinpointed to one location rather than all over the city. The future of Istanbul starts in each corner, street and neighbourhood. The developments in the small combined, lead to the big developments of tomorrow. That is the reason why we want to spread the Biennial all over the city. Our project will involve different hot spots of the city in order to make the visitors of the Biennial spread out and explore Istanbul but also to grasp the attention of passengers and the public in general. This project is an effort of involving as many people as possible in the cause of the Biennial. These hot spots will serve the purpose of underlining the concept that the future of each city is created on its streets and avenues rather than a museum.

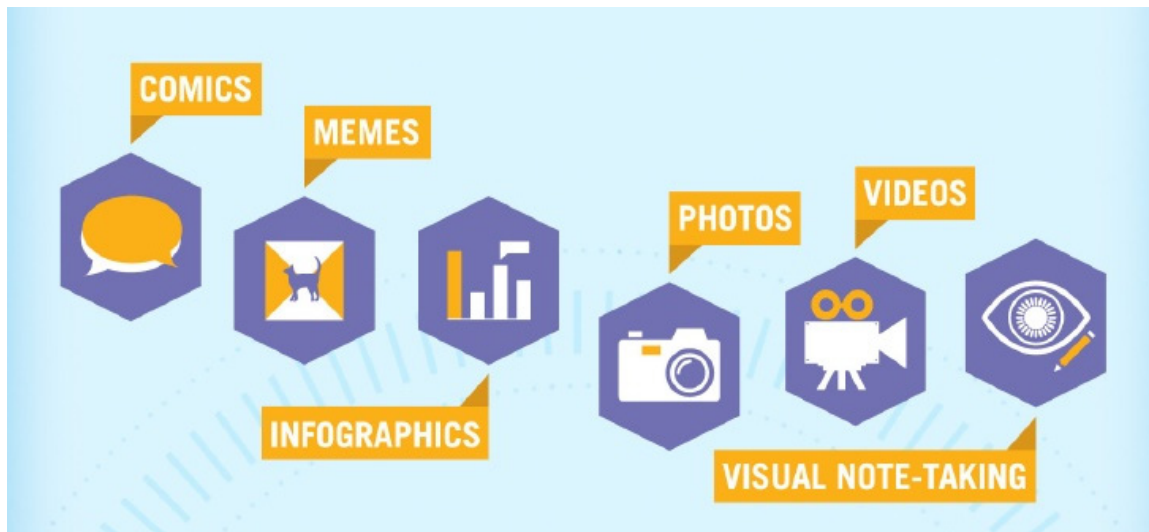
Secondly our project does not include any groundbreaking technical inventions nor any out of space ideas of what the skyline of 2024 might look like. Our project is hands on! We look at the Istanbul issues of today and want to see what we can change until tomorrow.

Each of the hub teams concentrated on one current issue of the city and in what way they can positively influence the future developments concerning this issue. All four teams focused on *planting a seed* of a future vision of a better Istanbul in the hope that the projects will provide good soil for the seeds to flourish.

Our proposal would like to bring forward a different idea of a future vision. We purpose that the Biennial can make an impact now. We as a group want to impact our immediate future. Istanbul is creating its own future with all its environment, influences and people. Our purpose is to indicate the acupuncture points of the city, pin them and release the energy blockage in order to make our city a place you want to be today, tomorrow and for the future!

Istanbul Design Biennial will host several exhibitions and installations all over the city of Istanbul. Visitors from all over the world will have the opportunity to view a huge variety of different shown design works. This leaves them with the decision of where to go and deciding on which type of contents might be a priority for them. One of the many design works is the 9+1 Istanbul Smart City Hubs, a design intervention to complete the Visitors' journey.

The here shown concept of the Hubs strengthens three of the most important aspects of the Future Visions of Istanbul: mobility, health care and community. Based on one of the topics of the three categories, selected works will be exhibited. The concept of the Hub Content is to provide a definition of what type of contents can be interacted with within the Hub. It is also to connect and interlink the three topics' contents to one another and how to guide Visitors from one exhibition location to the next by using the content of the Hub. The goal of the concept is to explain different scenarios and ideas of how to design and organize the content of such kind of dynamic exhibition and guiding Visitors through the city in a way that satisfies their needs and priorities.



Visual Content: Possible Data Variations
url.istanbul-a-z.info/googleusercontent_QEbK

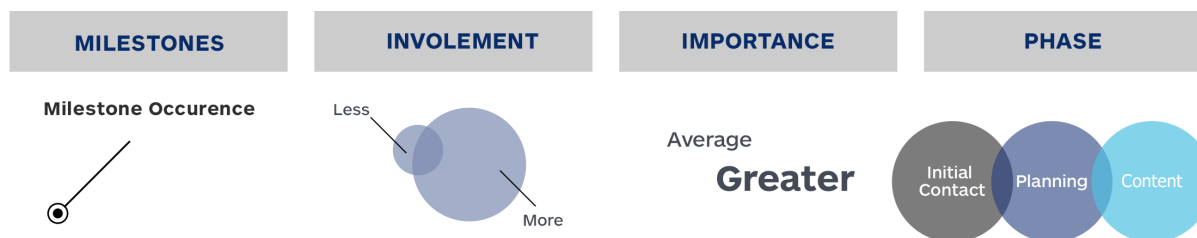
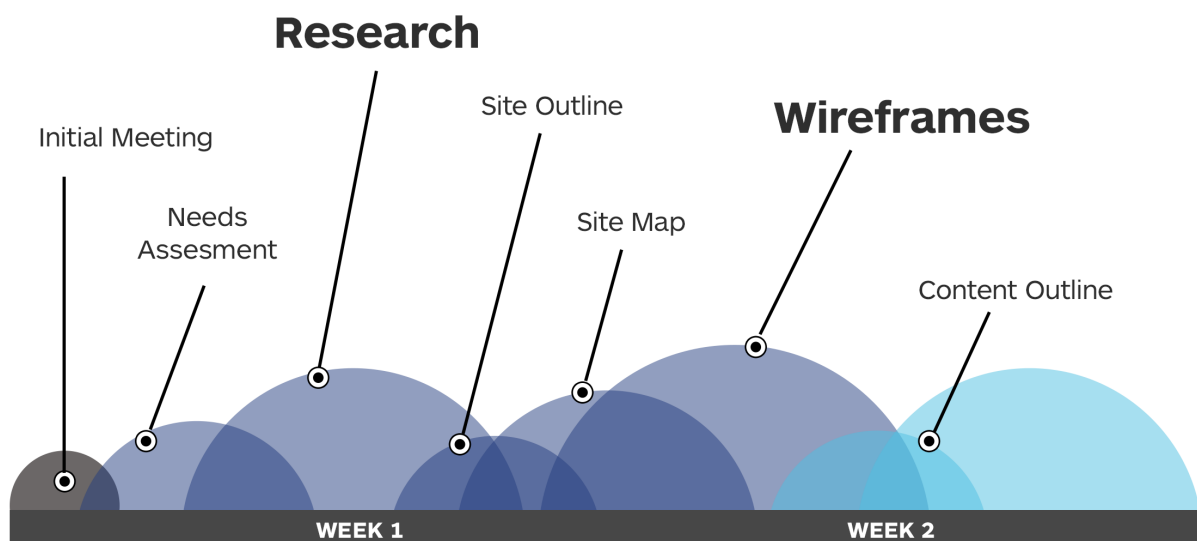


Diagram: Content Outlines

Project Description

The concept of this manual is to create a guideline to be used for designing the content information for the Istanbul Design Biennial Hubs in addition to other contextual Hubs in Istanbul; all to be curated under the Istanbul Smart City 9+1 Hubs. As part of the Hub interaction, Hub Content team is responsible for suggesting an overall content-based for the three main topics: Mobility, Health care and Community. Moreover, it is to suggest scenario as a structure for the informative design part of the Hub's. In addition, Hub Content team is responsible for creating a wireframe plan for the process of the interactions. The process will be based on three primary parameters: the Actors; the Content Types and the Zones.

This guideline manual focuses on a variety of Actor types, taking into consideration that not only visitors of the Istanbul Design Biennial are addressed to interact with the Hub, but also locals, tourists and those who actually did not plan to visit the exhibition. In addition, this guideline manual provides different Actor-based scenarios which illustrates the flow of the content through a circulation of interaction.



Educational: *İstanbul Bilgi University*
url.istanbul-a-z.info/unipuan_ERxt



Mobile: *Metro Station*
url.istanbul-a-z.info/emlakwebtv_13GU



Busy People: *Metro Passengers*
url.istanbul-a-z.info/mansettv_QQhm



Educational: *İstanbul Bilgi University Library*
url.istanbul-a-z.info/istanbulkutuphaneleri_52ye



Passengers: *Atatürk Airport Turkcell*
url.istanbul-a-z.info/majinetwork_HK87



Arts and Design: *İstanbul Bilgi University It's Open*
url.istanbul-a-z.info/its-open_66hp

In order to create a concept to of what types of content to be exchanged in each of the Hubs and more specifically in the the example hub at Istanbul Bilgi University, it is important to define different parameters. These parameters are

Actors: Who are the actors?

Content Types: What type of content they prefer?

Zones: What is their relation to the Hub?

Actors

In order to define the types of provided data, an initial spectrum of potential Actors is created. This will helped leaving out important actors for the product or service each Hub aims to provide. Additionally by conducting several actor-case scenarios and selecting Actors that match the initial spectrum can provide an understanding of the specific information data that can be collected. More scenarios can be used as an addition to create a definite Actors pattern. Splitting the output data into sociodemographic data, motivation, skills and proficiency, personality will lead to a more clear criteria structure. Using this criteria to define Actors into certain groups will help to define the different types of provided data.

Owners

Owners can be understood as the sponsors of the Hub. The Owner is responsible for creating the Hub physical design and for the content of the Hub. For example, Istanbul Bilgi University can sponsor one of the Hubs in Santral Campus. Istanbul Bilgi University here is the Hub Owner.

Visitors

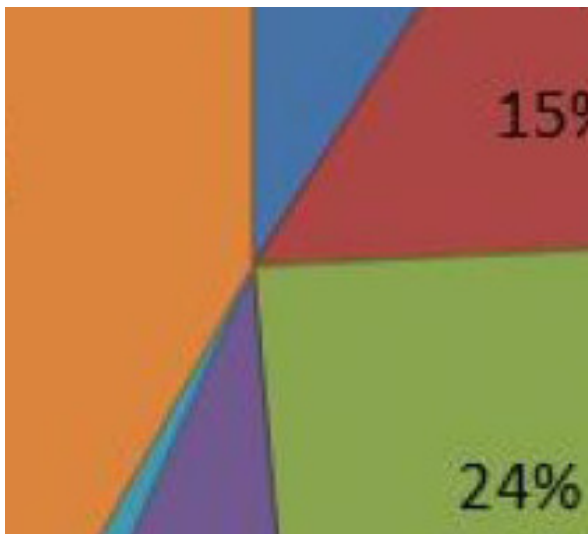
Visitors can be understood as the Actors who will interact with the Hub. Anyone from any place can be a Visitor. For example, a student from Oxford University can visit a Hub which placed in Ataturk Airport. The student here is a Visitor.

Partners

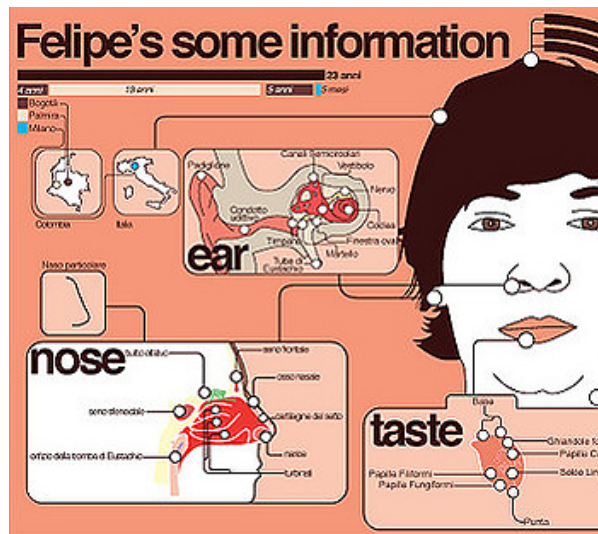
Partners are third parties who can be understood as the buddies/ parties who collaborate with the Hub Owner for further benefits. For example, Vodafone can collaborate with one of the Hub Owners to provide free Wi-Fi connection in the Hub.



Feedback: *Suggestions Box*
url.istanbul-a-z.info/dynamity_igBM



Personal Information: *Age Category*
url.istanbul-a-z.info/cfka_7941



Services: *Health Care Infographic*
url.istanbul-a-z.info/wixstatic_91nq



Passion: *Person 2 Person*
url.istanbul-a-z.info/purepackage_TH89



Distribution: *Personalized gossip*
url.istanbul-a-z.info/wordpress_ti73

Content Types

The process of interaction in the Hub is always circular. By creating this sort of interaction, the information can circulate and can reflect the social and demographic characteristics, needs, desires, goals and behavior of the Actors. In addition, it can reflect upon the Actor's expertise, cultural background, motivations and experience goals.

This data can be obtained by collecting information from all zones resources and Actors. Due to interviews with the stakeholders (Actor experience team, marketing, data analyst, product Owners, product Manager, Customer care, etc.) who possess the information about the final Actors, can help to establish a better circulation of information. For this we have three different scenarios. Each of the scenarios below indicates the type of information which is aimed to circulate.

Pushed

The Pushed data explains the contents to be provided by each of the Actors. On the one hand, there is the information which is provided by the Hub Owner to the Visitors. On the other hand, there is the information provided by the Visitors and the Partner to the Hub Owner. The difference is that the latter Pushed content type explain the feedback from each of the Actors to the Hub itself.

Pulled

The Pulled data explains the content to be requested from each of the Actors. While the Pulled data is mainly what the Hub Owner requests from the Visitors, it also defines the Pulled information which is requested from the Actors. This Pulled information can be evaluated by the Actors, which will push more information flow into the system.

Processed

The Processed data explains the content types by which all of the Actors can make benefit of. In other words, it defines the content to be used, shared and distributed by establishing an interaction with the Hub. This will create a database which can be processed for further usage and benefit.



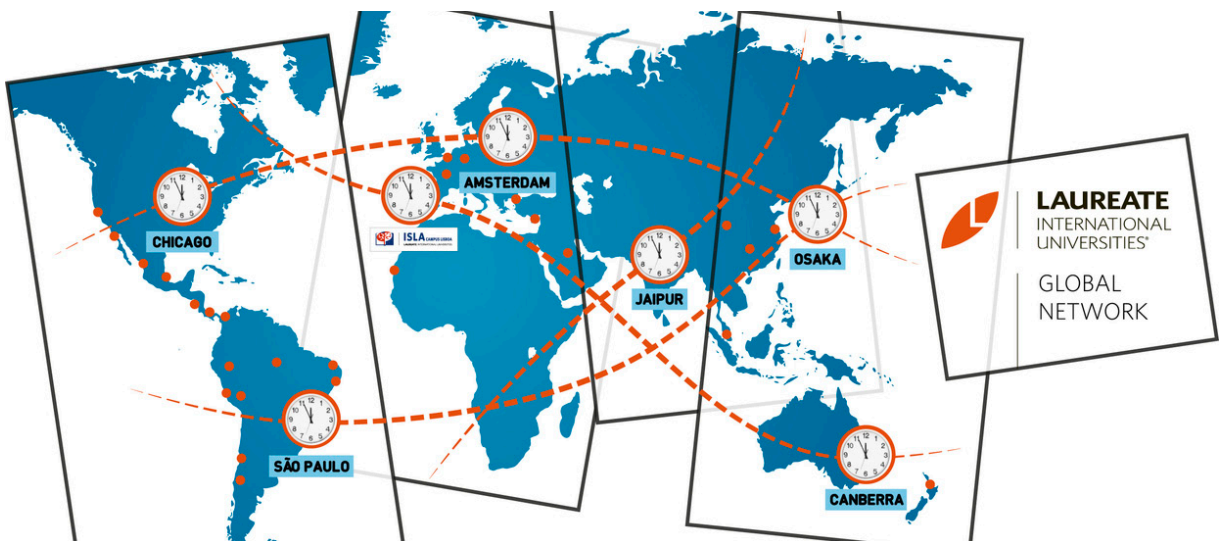
Information: *Istanbul Bilgi University Kiosk*
url.istanbul-a-z.info/accessola_73TX



Interaction: *Airport Kiosk*
url.istanbul-a-z.info/themallads_54cw



Tourism: *Istanbul*
url.istanbul-a-z.info/newstep_pina



International Collaborations: *Laurette*
url.istanbul-a-z.info/behance_96HP

Zones

In every Hub, there will be three different parties included in the interaction. In this regard, we have created Actor-zone-based scenarios. Zones are archetypes built according to a preceding exhaustive observation of the potential Actors. It is the key to identify our real Actors profile, needs, wants, expectations and end up with an Actor-oriented service, which we refer to as the Hub Content. The Hub Content is built based on several sources of information: interviews with real Actors, analytics, marketing, customer care, etc. Zones do not particularly refer to the physical or geographical presence of Actors, instead they explain what types of Actors there are to interact with the each particular Hub.

Hub

The Hub Zone can be understood as the direct interaction between an Actor and a Hub. In this case, an Actor who is interested about the Hub content is considered to be from the Hub Zone.

Visitors

The Visitors zone can be understood as the interaction of the Actors visiting all of the nine Hubs plus the central Hub. In addition, the Visitors zone is concerned with people who visit Istanbul during Istanbul Design Biennial.

Context

The Context zone can be understood as Actors who are indirectly connected to the Hub. A good example for this zone can be learned through Istanbul Bilgi University Hub. Istanbul Bilgi University has many partnerships with other universities around the world and it's a member of the Laureate international. Through these partnerships, Istanbul Bilgi University can connect to the people in this network in an educational and cultural context.

Content

Content types	Hub owner			Visitors			Partners		
	Pushed	Pulled	Processed	Pushed	Pulled	Processed	Pushed	Pulled	Processed
Wi-Fi	■				■		■		
Personal information		■	■	■				■	■
Geolocation	■	■	■	■	■		■	■	■
Age category	■	■	■	■				■	■
Language	■	■	■	■	■		■		
Nationality		■	■	■				■	
Suggestions		■	■	■	■		■	■	
Reports		■	■		■			■	■
Complaints		■		■		■		■	■
Feedback		■	■	■	■	■		■	■
Comments		■	■	■				■	■
Knowledge	■	■	■	■	■	■	■	■	■
Educational background		■	■	■				■	
Educational information	■	■			■		■		
Cultural information	■	■	■	■	■		■		■
Events	■		■	■	■	■	■		■
Galleries	■		■	■	■	■	■		■
Exhibitions	■		■	■	■	■	■		■
Parties	■		■	■	■	■	■		■
Fun	■	■		■	■		■	■	■
Directions within the campus	■		■		■		■		
Pointers to other Hubs	■	■	■		■				
Other hubs information: Directions; features; content; connection; people.	■	■	■		■			■	
Other WiFi hotspots locations	■		■		■	■	■		
Walkthrough the university	■				■	■	■		
Walkthrough other Hubs	■		■		■	■	■		
Statistics	■		■					■	■
Who is visiting what	■	■	■		■	■		■	
Business diagrams			■					■	■
Referrals	■				■	■	■		■
Propaganda		■		■		■			■
Word of a mouth				■		■		■	
Services	■				■		■		
Telephone numbers		■		■			■		■
Products	■				■		■		
Internet Bundles					■		■		
Habits			■	■				■	■

Approach

Views	■	■	■	■
Counts	■	■	■	■
New Business		■	■	■
Collaborations	■		■	■
Joint Ventures	■		■	■

Content Types List

For each of the three Content Types, we have implemented three different scenarios in conjunction with the Actors and came up with nine content categories. These categories explain the overall interaction. The following nine content types of information works through a circulation of interaction.

Content

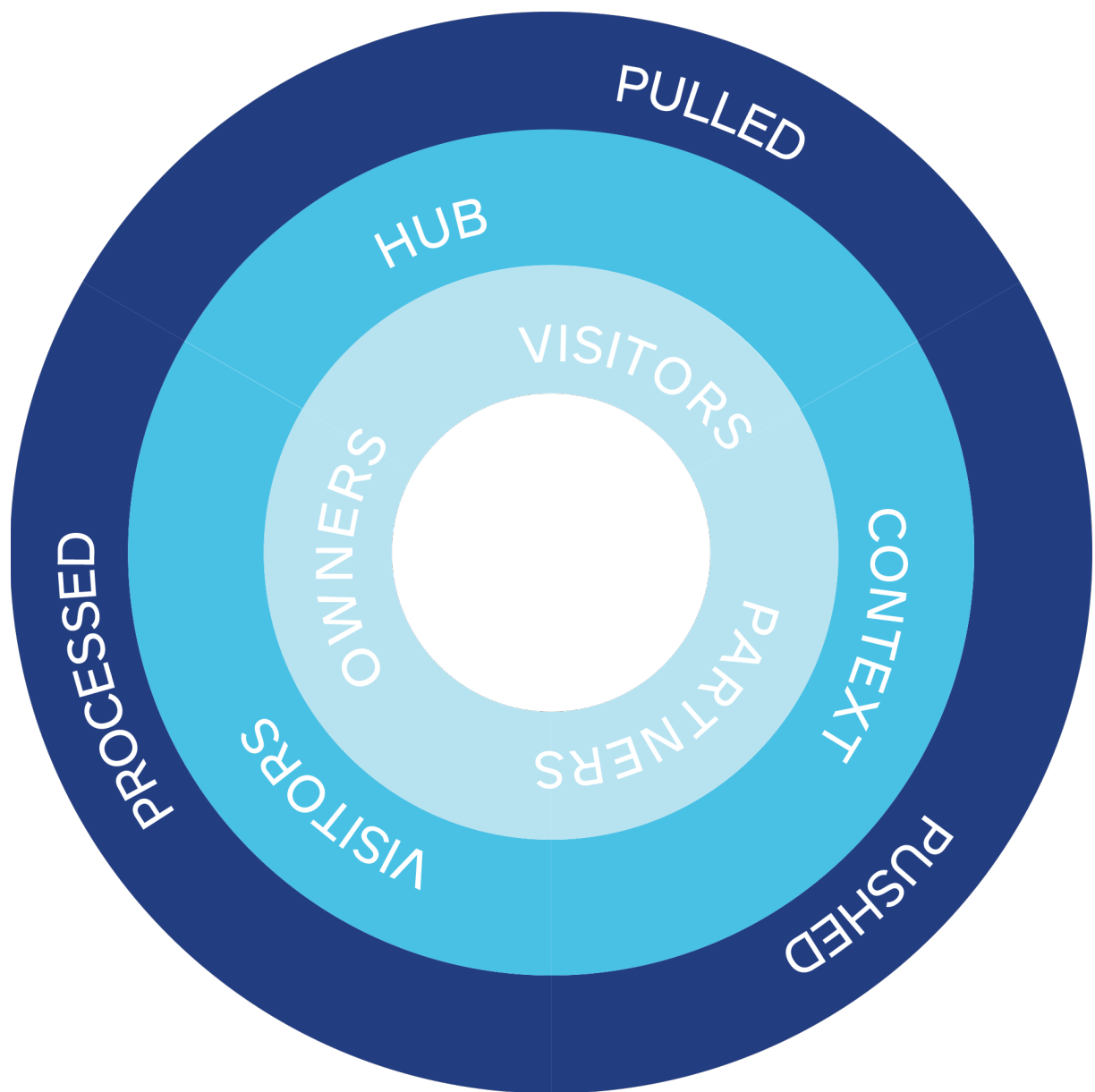
Content types	Hub owner			Visitors			Partners		
	Pushed	Pulled	Processed	Pushed	Pulled	Processed	Pushed	Pulled	Processed
Logo	■				■	■	■		
Visual Identity			■		■	■	■		
User Guideline	■				■		■		
Website	■			■	■	■	■	■	■
Data		■	■	■				■	■
Slogan	■					■	■		
Color coding	■				■	■	■		
Hub Naming	■				■	■	■		
Audio Help	■				■		■		
Braille Keyboard	■				■		■		
How to screen	■			■	■	■	■		■
Knowledge		■	■	■				■	■
Language selection	■				■		■		
Web camera	■	■	■	■	■	■	■	■	■
Landing screen	■				■	■	■		
In-hub advertising material	■				■	■	■		
Giveaways	■				■	■	■		
Branding manual	■				■	■	■		
Do and Don't guide	■				■		■		
Arrows for in-hub directions	■				■		■		
Icon set	■				■	■	■		
Music	■				■	■	■		
Costumes	■				■		■		
Badges	■				■		■		
Simple Interface	■				■	■	■		
Diagrams	■			■	■	■	■		
Backend administration	■	■	■	■	■	■	■		
Alarm system	■				■		■		
Cover design	■				■	■	■		
3d Glasses	■								
Gamification	■	■	■	■	■	■	■	■	■
Walkthrough graphics	■			■			■		
Schedule	■				■		■		
Open / close times	■				■		■		
Related content	■				■	■	■		
Microphone	■	■			■	■	■	■	
Speakers	■	■	■	■	■	■	■		

Approach

Speakers	■	■	■	■	■	■	■		
Records	■				■	■	■		
Menu	■				■		■		
QR Module	■	■			■	■	■	■	
Tokens		■		■					■
Acess cards	■				■		■		
Compass		■		■					■
Navigator		■		■					■
Pictures	■				■	■	■		
Videos	■				■	■	■		
Bienale	■				■	■	■		
Wifi Map	■				■		■		
Students		■	■	■	■			■	■
Locals		■	■	■	■			■	■
Tourists		■	■	■	■	■		■	■
Hub Owner or administrator			■		■				■
Data Circulation	■	■	■	■	■	■	■	■	■

Content Visuals List

By going through each of the content types items, there are certain visual information to be implemented in each of the Hubs. These visuals do not directly relate to the content types, instead they related to the identity of the Hub itself; yet it varies from one Hub to another. The following list of visuals will help creating a distinctive visual reference for each of the Hubs.



Possible Scenarios: *3x3x3 Factors*
3factors.org/HUN5XELN

Scenarios

As explained in the approach section, three different Actors were created: Owner, Visitor and Context. Later in the Zones section, three different zone models were established: Hub, Visitors and Context, in which we explained what types of content can be taken into consideration in relation to each of the content types distributed through the interaction. By multiplying each of the above parameters ($3 \times 3 \times 3$), the interaction can be learned through a maximum of 27 different scenarios. Based on the three Actors' roles, the following examples illustrate how some of the content scenarios can be presented.



Mobile Services: Ataturk Airport Vodafone
url.istanbul-a-z.info/wordpress_odbr



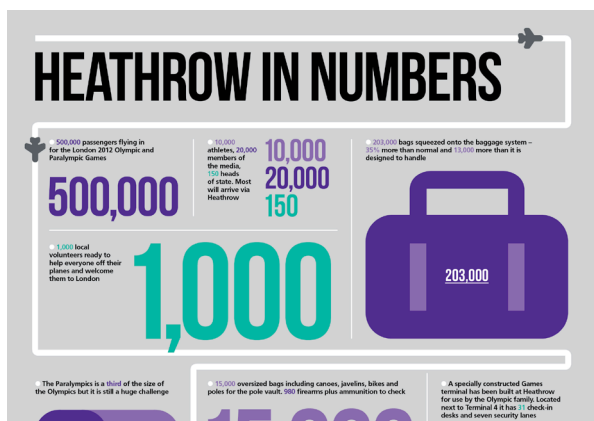
Services: Free Wifi
url.istanbul-a-z.info/staticworld_41AC



Arrivals: Ataturk Airport Passengers



Employees: Ataturk Airport Staff
url.istanbul-a-z.info/gofmovie_74py

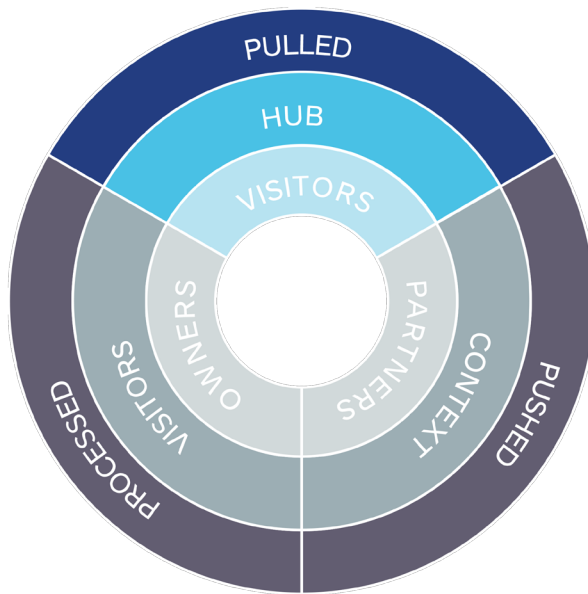


Information: Airport Info
url.istanbul-a-z.info/jaunted_ze41

Scenarios

Scenario #1

- Actor: Visitor
- Zone: Hub
- Content type: Pulled



The administration of Ataturk Airport decided to sponsor one of the Hubs. They placed the Hub in the arrival hall where passengers from all over the world can interact with. In addition, Vodafone has partnered with the airport administration to provide a free internet Wi-Fi hotspot in the Hub.

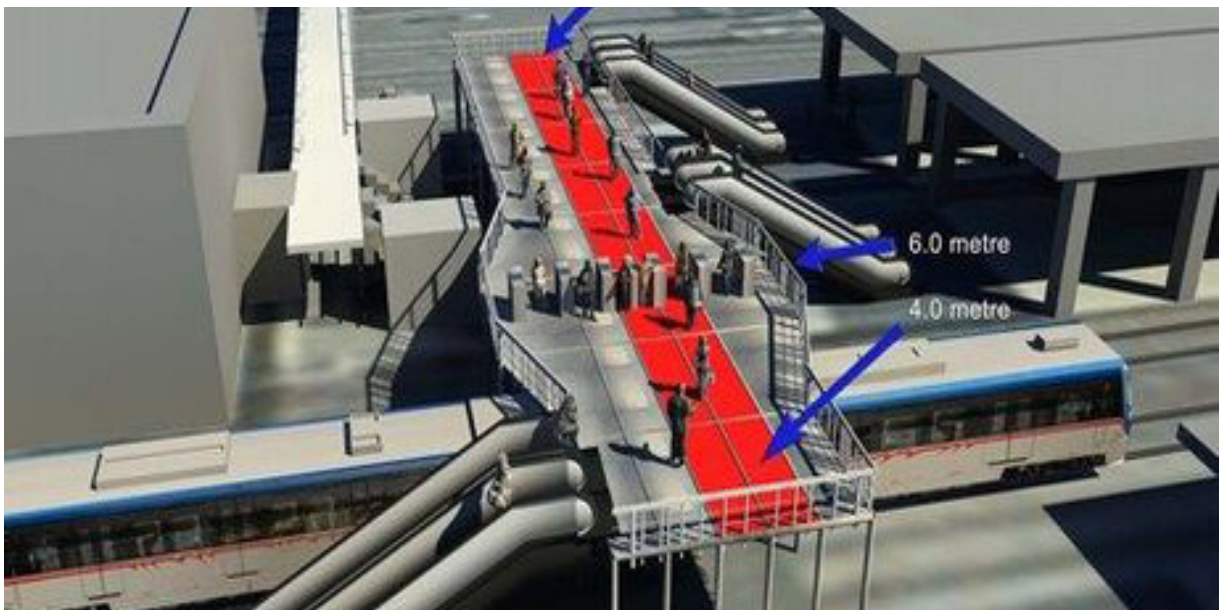
In this scenario, Ataturk Airport administration is the Hub Owner. Passengers who arrive to the airport are the Visitors. Not only the passengers arriving to the hall have the opportunity to interact with the Hub, but also people who are waiting for their loved ones in the passenger hall as well. Workers, pilots, administrators and business Owners are also Actors in this example. While the Owner pushes data through the system, Visitors will have the ability to pull specific information as well.



Travelling: Metro Passengers
url.istanbul-a-z.info/haberjournal_ea81



Arriving: Şişli Metro Station
url.istanbul-a-z.info/nn_TWDF

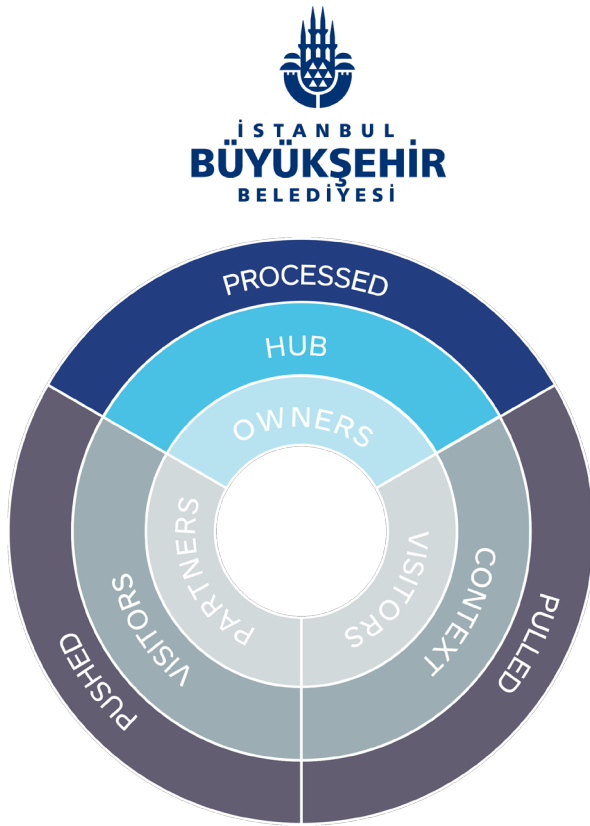


Improvements: Metro Survey
url.istanbul-a-z.info/rayhaber_TA49



Services: Turkcell Free Wifi
url.istanbul-a-z.info/reklamazzi_QY63

Scenarios



Scenario #2

- Actor: Owner
- Zone: Hub
- Content type: Processed

Istanbul Municipality decided to sponsor one of the Hubs in a Şişli metro station. They placed the Hub in the metro hall where passengers from all over Istanbul can interact with. In addition, Turkcell has partnered with Istanbul Municipality to provide a free internet Wi-Fi hotspot in the Hub.

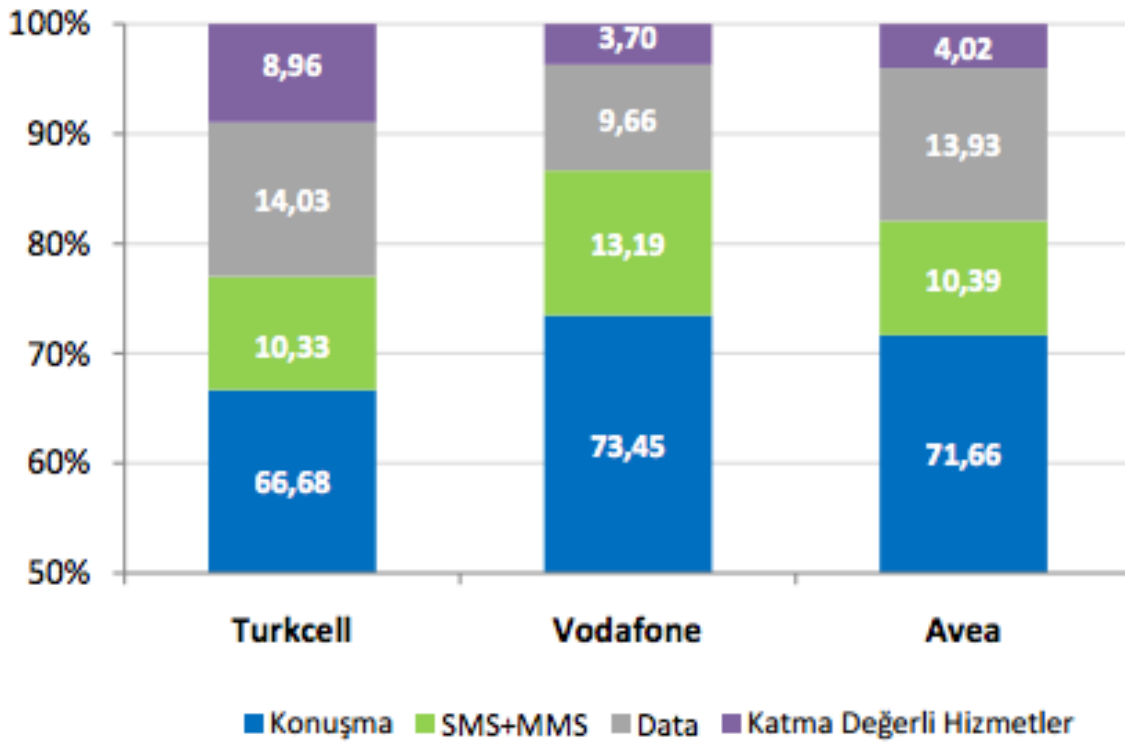
In this scenario, Istanbul Municipality is the Hub Owner. Passengers who use the Şişli metro are the Visitors. The Owner has already pulled contents from the Visitors. The collected information which placed in a database will be evaluated and applied for other metro stations improvement. This sort of pulling content, evaluating it and applying the results for other stations improvements is here the Processed content type.



Community: Avea Beşiktaş
url.istanbul-a-z.info/vaye_34UC

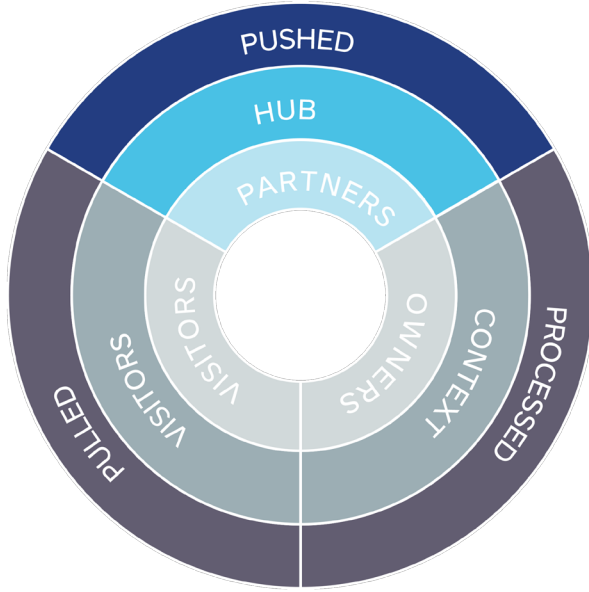


Offers: Avea Exclusive Offers
url.istanbul-a-z.info/avea_ff76



Comparisons: Avea Statistics
url.istanbul-a-z.info/crenno_hy53

Scenarios



Scenario #3

- Actor: Partner
- Zone: Hub
- Content type: Pushed

Avea decided to partner with Beşiktaş Municipality to provide a free internet Wi-Fi hotspot in the Hub. While Beşiktaş Municipality is the Hub Owner, people visiting Beşiktaş will be able to use this free internet hotspot as they initiate and interaction with the Hub.

In this scenario, Avea as the Hub Partner can push specific information about their services and products. Visitors will have the opportunity to get special and exclusive offers from Avea. Also, Avea will be able to gather specific information and statistics from the Hub Visitors for further service improvement. While the latter is called Pulled content, the idea of providing a Partner's information is called Pushing data.



Culture: *Istanbul Museum of the History of Science and Technology in Islam*
url.istanbul-a-z.info/meb_ys54



Culture: *Istanbul Museum of the History of Science and Technology in Islam*
url.istanbul-a-z.info/turkiyegezirehberi_auBP



Nature: *Gülhane Parkı*
http://url.istanbul-a-z.info/nedir-nedir_drRG

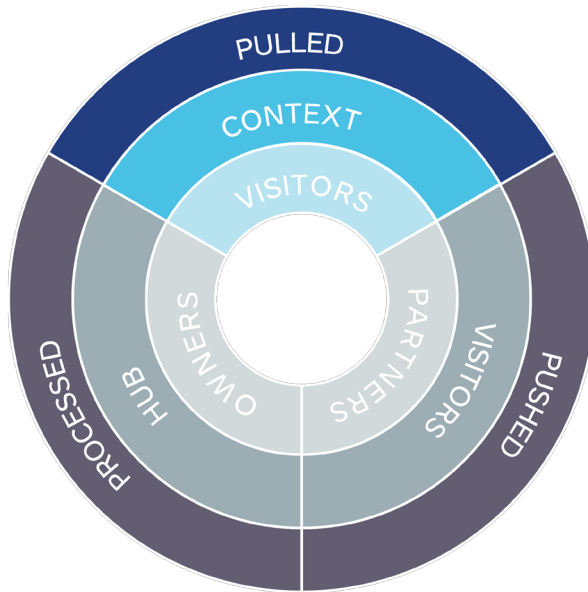


Nature: *Gülhane Parkı*
http://url.istanbul-a-z.info/blogspot_BW42

Scenarios

Scenario #4

- Actor: Visitor
- Zone: Context
- Content type: Pulled



Istanbul Museum of the History of Science and Technology in Islam decided to sponsor one of the Hubs. They placed the Hub in front of the museum main entrance so everyone who is already visiting Gulhane park can see it. In addition, Gulhane park administrations has partnered with the museum to provide a free internet Wi-Fi hotspot in the Hub.

In this scenario, the museum administration is the Hub Owner. Gulhane park administration is the Partner. The aim of the Hub is to attract people to enter the museum and learn about its contents. In this regard, Visitors are not only pointed to the museum but also are pointed to the history of Gulhane park. Gulhane in this context partnered with the museum because they wanted people's journey inside the park to have more cultural context.



Tourism: Cevahir Mall

url.istanbul-a-z.info/yigithan_79fq



Shopping: Cevahir Inside

url.istanbul-a-z.info/blogspot_AA97



Shopping: Cevahir Middle

url.istanbul-a-z.info/wikimedia_myvk



Interaction: Cevahir Kiosk

http://url.istanbul-a-z.info/netdna-cdn_28VA



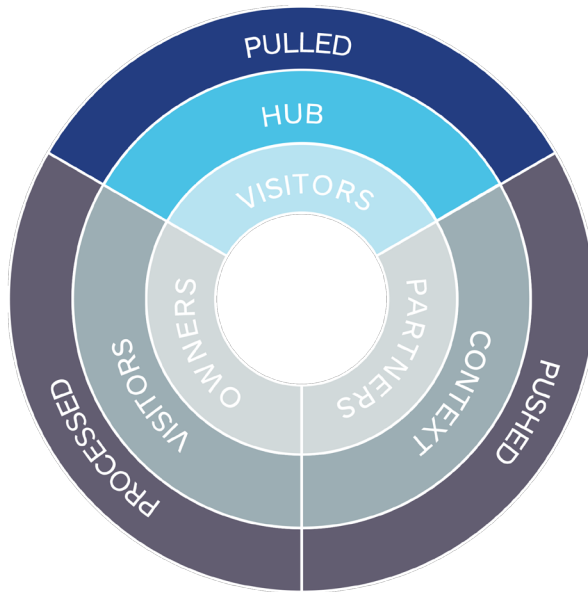
Mobile: Cevahir Turkcell

http://url.istanbul-a-z.info/avmstandi_mt15

Scenarios

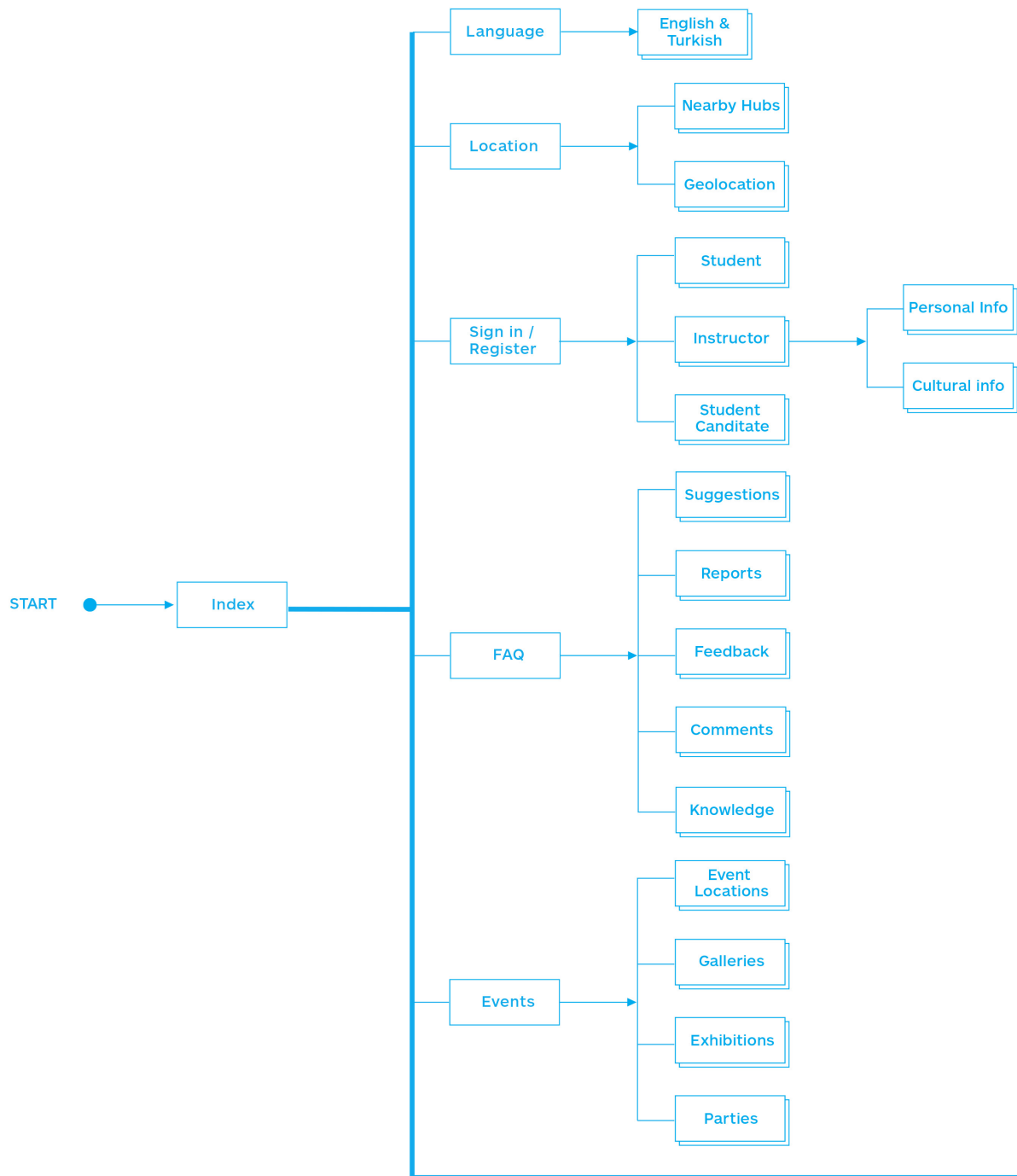
Scenario #5

- Actor: Owner
- Zone: Hub
- Content type: Pulled



Şişli Cevahir Mall decided to sponsor one of the Hubs to attract tourists to know more about the shopping experience in Istanbul. They placed the Hub in the main Mall lobby. They have also partnered to other malls in Istanbul to establish a joint venture collaboration. In addition, Turkcell has partnered with this joint venture to provide a free internet Wi-Fi hotspot in the Hub.

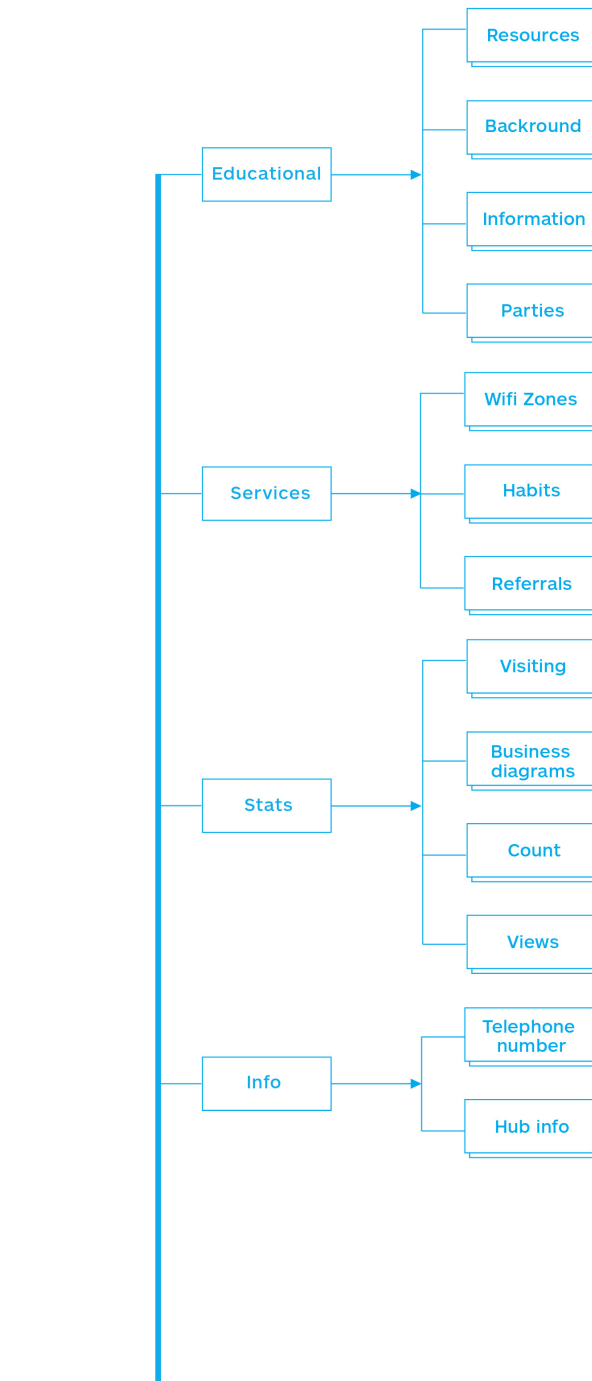
In this scenario, Şişli Cevahir Mall is the Hub Owner. Other malls and Turkcell are Partners. The aim of this Hub is to promote shopping experience in Istanbul and to give tourists directions on where to go and what to buy. Moreover, the Owner tries to gather information from tourists on their personal preferences so they provide better services in the future.



Owner - Hub - Pushed

Istanbul Bilgi University decided to sponsor one of the Hubs. They placed the Hub in the Santral Campus where students from all over the world can interact with. In addition, Vodafone has partnered with Istanbul Bilgi University to provide a free internet Wi-Fi hotspot in the Hub.

The Hub, which is placed in the university can have different purposes. On the one hand, Istanbul Bilgi University as the Hub Owner can provide information about the university. Information can be educational, entertaining, cultural or economical. On the other hand, Istanbul Bilgi University will be receiving (pulling) information from the Hub Visitors. This Information can be suggestions, locations, age category, contact or geo locations.

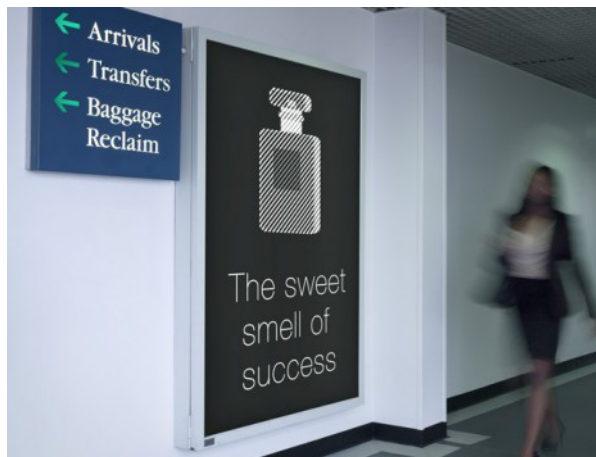




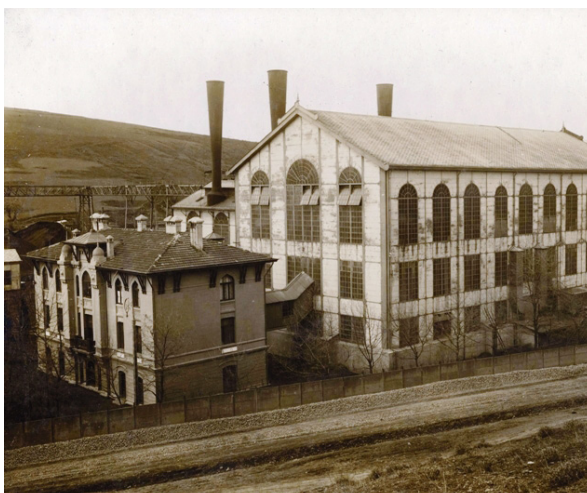
Education: *Santral Istanbul*
url.istanbul-a-z.info/bilgi_pqRC



Services: *Vodafone*
url.istanbul-a-z.info/bilgisayar-destek_VAQB



Advertising: *VCD Poster*
url.istanbul-a-z.info/bilgi_nk12



History: *Santral Istanbul Building*
url.istanbul-a-z.info/santralistanbul_52sa



Signs: *Directional Signage*
url.istanbul-a-z.info/practise_rvMJ

Application

Bariş is a 27 years old student who studies Architecture at Istanbul Technical University. He heard about Istanbul Design Biennial from a friend. He also learned that there will be an exhibition in Istanbul Bilgi University. Since he has a few friends there, he called some of them to meet. Once he arrived at Istanbul Bilgi University Santral Campus, he was pointed to visit an installation in the middle of the campus. Barış in this scenario is a Visitor who came from a Visitor's zone.

Istanbul Bilgi University Santral Campus is the Hub zone. The interaction itself has different approaches. In this scenario, the first thing that attracted Barış was the ability to use the free Wi-Fi internet connection. He immediately connected his smartphone and was welcomed with a landing screen which explains the steps of how to interact with Hub.

In less than a minute, Barış was able to access a huge database provided by Istanbul Bilgi University. He was able to collect valuable information about the History of Santral Istanbul Building and also he learned about Istanbul Design Biennial. In addition, Barış learned enough about other Hubs and exhibitions currently opened in Istanbul. The fact that Barış is interested in the cultural side of Istanbul led him to explore more information in the Hub; education programs, Visual Communication Design department, University statistics, transportation possibilities, scholars, maps and calendars.

Barış's experience with the Hub helped him decide on what extra things he can go for in Istanbul Bilgi University. He couldn't leave this opportunity without processing the information he gained from the Hub. He immediately contacted some of his friends in Istanbul and in other countries and told them about the Hub and his intentions to learn more about the Master of Fine Arts program held at the VCD department. He also shared some of the contents he acquired on the social networks and blogs he usually contributes in. All using the free Wi-Fi.

Since Barış is a famous guy between his friends, he attracted some international friends to visit the Istanbul Design Biennial and Istanbul Bilgi University. Mike, who is a British Account Manager saw Barış's post on facebook. It happened that Mike has already booked a flight to Istanbul for some business works. Later when Mike arrived to Atatürk Airport, he was pointed to Bilgi Hub by a poster placed in the arrivals hall. This poster gave Mike a more concrete idea about how big this event was. Mike later visited Istanbul Bilgi University and interacted with the Hub and in his return, Mike shared almost everything he experienced on social networks.

This sort of Actor-role overlapping generates different scenario each time an interaction is established. It also guarantees the flow of information as content among different Actors.

ACTORS 01



ABOUT BARIŞ

Facts

- 27 years old, Self Employee & Student
- Shares ans apartment with his brother
- Enjoys exploring and learning, interested in startups and new technology, currently studying at ITU

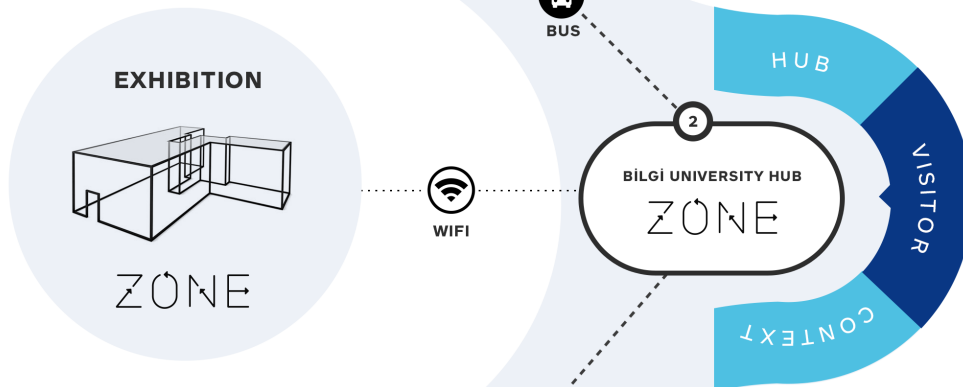
Behaviors

- Curious about discovering new things randomly
- Identify & follow content archives for dedicated topics
- Look for recommendations for helpful content

Needs and Goals

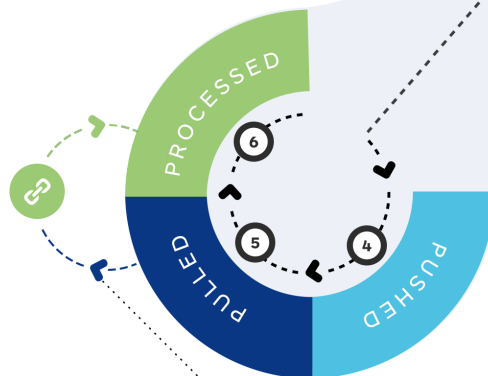
Satisfy curiosity by discovering suprisingly useful content and information

ZONES 02



Barış is visiting the zone and get informed about the exhibition

CONTENT TYPES 03

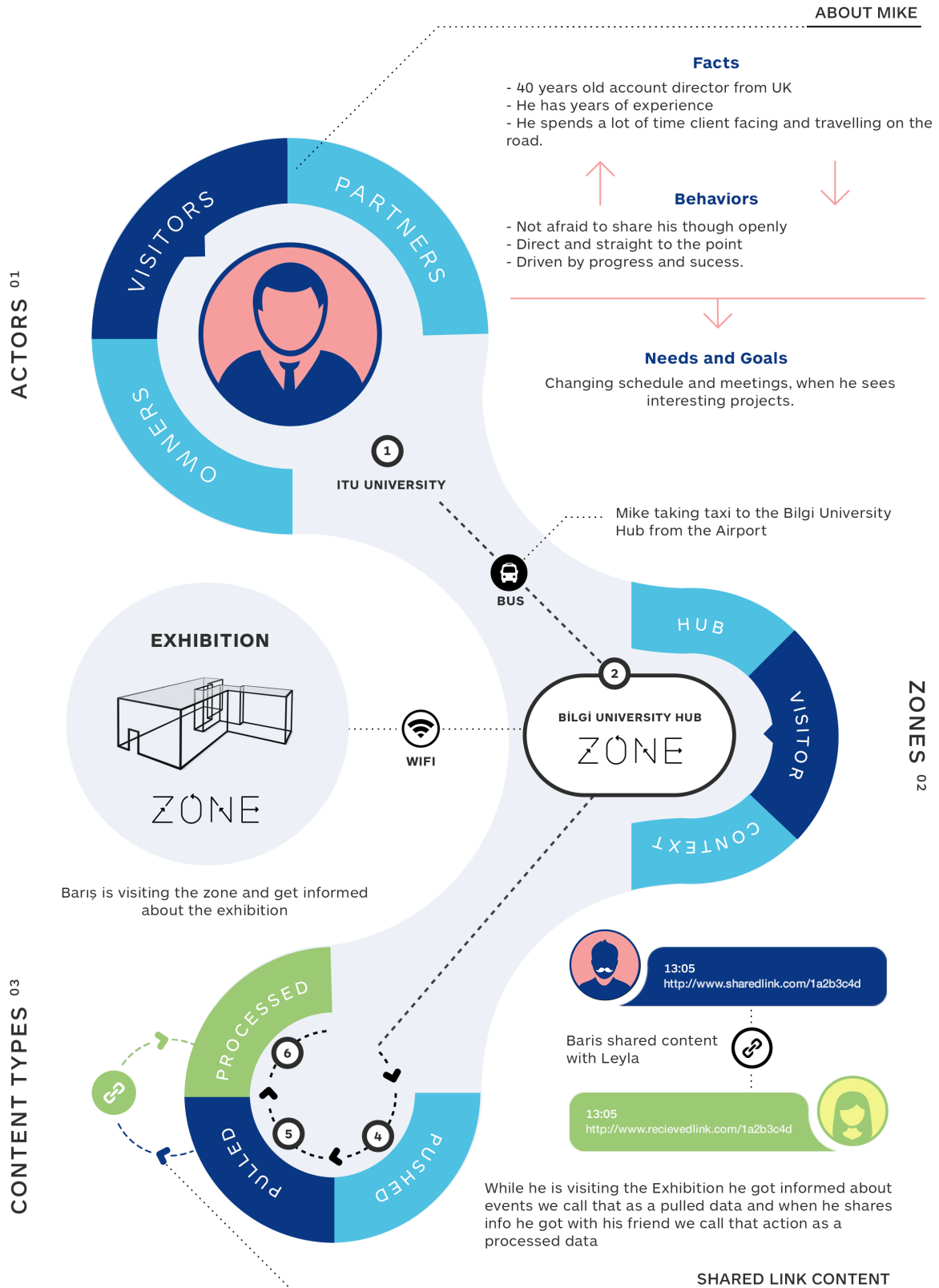


Barış shared content with Leyla



While he is visiting the Exhibition he got informed about events we call that as a pulled data and when he shares info he got with his friend we call that action as a processed data

SHARED LINK CONTENT





Thinking: Team Scenarios Presentation

Agenda

In this workshops, the Hub Content team tried to achieve different approaches for the Pushed, Pulled and Processed contents. By defining several parameters and criteria, the team has additionally explored different attraction points and references for the Hubs Actors which later created different personas structure. It was essential for the team to establish scenario opportunities for the use of the content types as to create this guiding manual in a helpful and easy-to-follow way. On the other hand, being so limited in this stage of the workshop to information design, the team could only provide references and inspirations for further workshops to use.

All to be considered, and in order to practically designing a content-oriented Hub, the manual explains several criteria to take into consideration which also works as a reference for further improvements. In this regard, the Hub Content team suggests that the next phase would rather focus on reaching different bodies who might be interested in sponsoring a Hub or partners who ought to invest in one of the existing scenarios explained in this manual. Also, another suggestion would be to evaluate this manual by following the Istanbul Bilgi University Hub scenario. This will ensure the applicability of the guidelines the team established in this manual.

Team Members



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*Just because you're a character, it doesn't mean
that you have a character.*



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*Typography, UI Design, Brand Identity De-
sign*

Instructors



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IIDj, Institute for Information Design Japan

Seeding relations for more long-term activities and collaborations



Istek Cihangir

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Spatial interactions of people/goods/information with/in Istanbul



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Research Assistant @ Bilgi University, VCD

Sometimes I believe as many as six impossible things before breakfast.

MAY 12-23, 2014

Project Supervisors Cihangir Istek, VCDMFA, Istanbul Bilgi University
Andreas Schneider, IIDj, Tokyo, Japan

Supported by **Istanbul Bilgi University**
Faculty of Communication
Graduate School of Social Sciences
Visual Communication Design Department

IIDj, Institute for Information Design Japan

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Istanbul Smart City

Istanbul Design Biennial 2014

9+1 Hub

The Pointers

A Project-based International and Interdisciplinary Design
Research, Education, and Development Workshop

May 12 – 23, 2014

Istanbul Bilgi University

Visual Communication Design

Graduate Program, VCDMFA

IIDj, Institute for Information Design Japan
Tokyo



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Istanbul Smart City: Manifesto

Executive Summary

The future of a city is determined by many factors that play together and determine the future path of a neighborhood, a city, a province, a country, a world. This project discovers how and in what way young designers can influence this process by reinventing the current situation.

The fundamental idea of this project is based on two major statements that we believe in and support.

Firstly the structure of the project is based on the idea that the future of Istanbul can not be pin pointed to one location rather than all over the city. The future of Istanbul starts in each corner, street and neighbourhood. The developments in the small combined, lead to the big developments of tomorrow. That is the reason why we want to spread the Istanbul Design Biennial all over the city. Our project will involve different hot spots of the city in order to make the visitors of the Istanbul Design Biennial spread out and explore Istanbul but also to grasp the attention of passengers and the public in general. This project is an effort of involving as many people as possible in the cause of the Istanbul Design Biennial. These hot spots will serve the purpose of underlining the concept that the future of each city is created on its streets and avenues rather than a museum.

Secondly, our project does not include any ground breaking technical inventions nor any out of space ideas of what the skyline of 2024 might look like. Our project is hands on! We look at the Istanbul issues of today and want to see what we can change until tomorrow.

Each of the hub teams concentrated on one current issue of the city and in what way they can positively influence the future developments concerning this issue. All teams focused on *planting a seed* of a future vision of Istanbul in the hope that the projects will provide good soil for the seeds to flourish.

Our proposal would like to bring forward a different idea of a future vision. We purpose that the Istanbul Design Biennial can make an impact now. We as a group want to impact our immediate future. Istanbul is creating its own future with all its environment, influences and people. Our purpose is to indicate the acupuncture points of the city, pin them and release the energy blockage in order to make our city a place you want to be today, tomorrow and for the future!

Taking this concept in concern, several exhibitions and installations all over the city will be implemented under the ISC 9+1 Hub manifesto. The visitors have the opportunity to view a huge variety of different shown design works. This leaves them with the decision of where to go and deciding on priorities.

To create a strong concept, three different disciplines need to be considered:

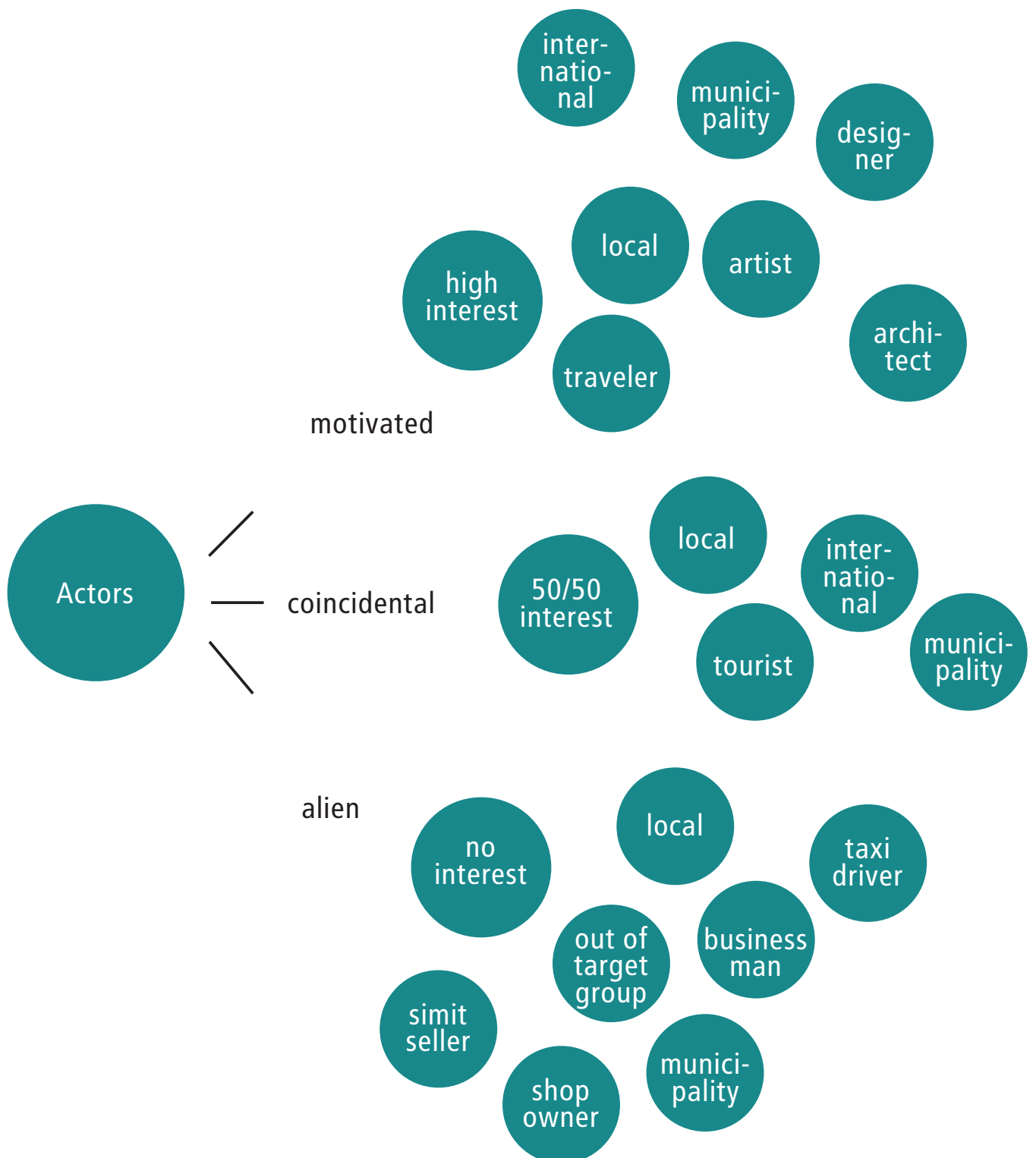
- Hub Site
- Hub Content
- Hub Pointers

In this manual, the responsibilities and creative ideas for the *Hub Pointers* is described. The *Hub Pointers* is supposed to set a framework of how to connect and interlink different locations and how to guide visitors from one exhibition location to the next. The goal of the concept is to explain different scenarios and ideas of how to design and organize such kind of dynamic exhibition and guiding the visitors through the city in a way that satisfies their needs and priorities.



Project Description and Responsibilities

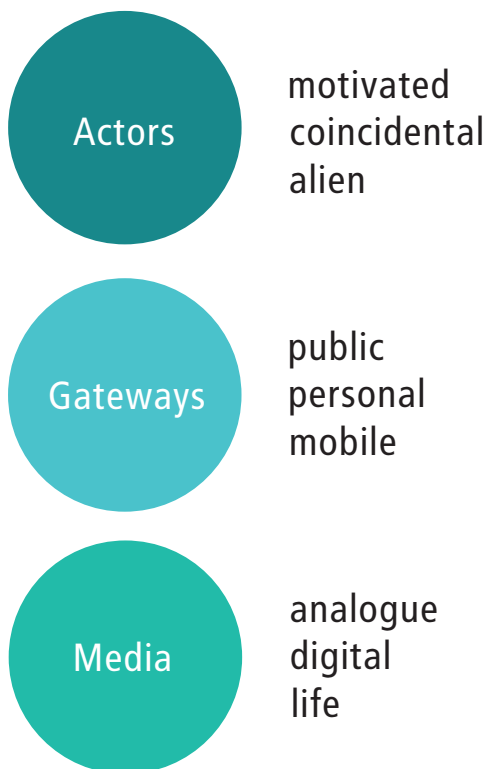
A guiding system will be explained that focuses on locations outside of the exhibition area. It guides visitors from elsewhere to the hubs where installations are presented. Thus, the focus of the concept is the guidance of people from somewhere in the city to the exhibition areas. With the here shown concept, not only visitors of the Istanbul Design Biennial are addressed but also locals, tourists and those who actually did not plan to visit the exhibition. How can all these kind of persons be attracted to take part in the Istanbul Design Biennial?



To create a concept to guide people from all over the city to the example hub at Istanbul Bilgi University, it is important to define different parameters. These parameters are:

- Actors: Who are the actors?
- Gateways: Where to point?
- Media: How to point?

HUB POINTERS



Parameters

When pointing at any hub of the Istanbul Design Biennial, different actors will be involved. As this part of the concept is defining the advertising and creation of awareness, mainly visitors or possible visitors are considered. But also possible sponsors and partners are taken into concern. The actors can be categorized in three subcategories: motivated, coincidental and alien.

Motivated

Motivated actors are those, who want to visit the Istanbul Design Biennial. They might be locals, that are interested in design or international guests that came to Istanbul to visit the Istanbul Design Biennial. Also, exhibitors as designers or architects are part of this category as they want to participate in the Istanbul Design Biennial. When measuring the motivated actors' level of interest in the exhibitions and hubs of the Istanbul Design Biennial it is high.

Characteristics: highly interested, search/open for information, international/local, come to the gateway with certain aim/question

Coincidental

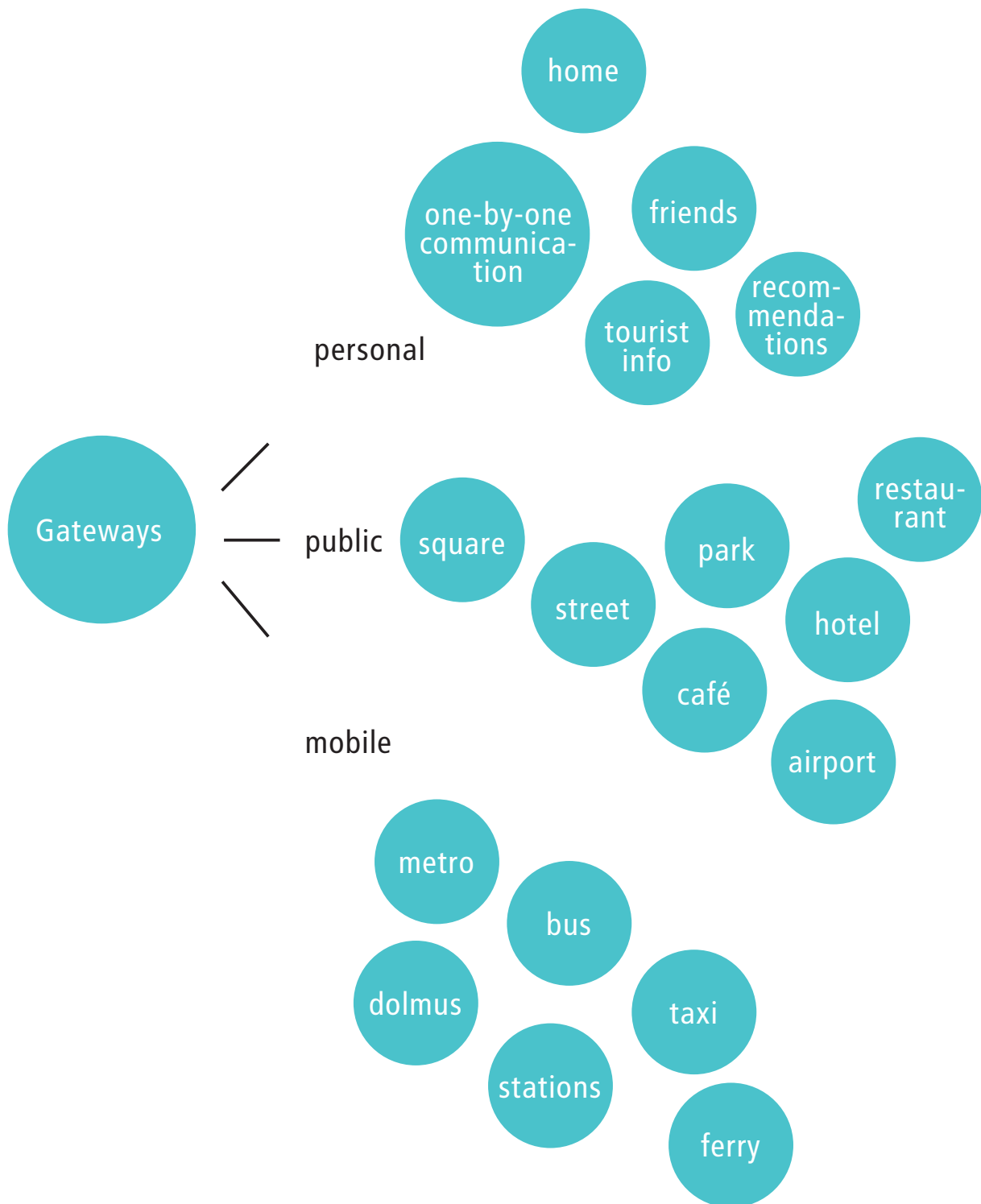
Coincidental actors may not plan to visit the Istanbul Design Biennial but when they are addressed by advertising, they get interested and change their plans. Their interest in the Design Biennial exists but needs to be winkled out.

Characteristics: open/modular calendar, locals/ tourists, open for new things, have time, pass by, wait for something, accidentally come to the gateway without purpose

Alien

The alien actors' interest in the Istanbul Design Biennial is not existent. These kinds of actors need to be convinced, why and how they should join the Istanbul Design Biennial.

Characteristics: no time, no interest, locals, have their own business, not design related



To create an overall concept for all the pointers in Istanbul, several locations have an important role and need to be considered. In this concept, the locations can be understood as gateways: they help different actors to enter to Istanbul Design Biennial. Certain categories can be defined when talking about the gateways:

Mobile

In Istanbul, transportation is a big issue. Daily, over 15.000 bus lines ride on the streets and the metro system is permanently enlarged. Also, minibusses and dolmus are added to the metros and public busses. Another characteristic mean of transportation in Istanbul are the ferries.

When looking at gateways where to attract possible visitors for the Istanbul Design Biennial mobile gateways are one of the parameters to set. In the following, the characteristics and possible usable resources for pointing will be listed.

The mobile gateways can be separated into two subcategories:

Mean of Transportation

One category of the Gateways are the transportation means themselves. They can be seen as moving Gateways all over the city.

Characteristics: (partly) no internet connection, crowded, rush hour, cheap, dark, 6am – 12pm, underground

Resources: seats, windows, handlebars, displays, billboards

Mobile Stations

The station of the transportation means also should be included as possible location for pointers.

Characteristics: people are waiting, rush hour, crowded, 6am – 12pm

Resources: no internet connection, billboards, escalators, screens, turnstiles, stairs, signs, advertisement, kiosks, long ways/walls, windows, smoking areas, taxi, waiting benches, shuttles, check in, lost&found, tickets, havatas

Public

In this categorie, public places are focussed. As this concept is about gathering and trying to connect people, of course big places and squares in Istanbul should be considered. Some of these places are already used as such gathering points or well known places in a certain city area (e.g. Galatasaray Lisesi at Istiklal). Also parks, squares, streets and touristic areas should be considered. Also places that are owned by someone but part of the public life can be found in this categorie: for example cafés, restaurants, hotels, supermarkets, shops, malls etc.

Characteristics: crowded, no infrastructure or basis, endless place, demonstrations, well known, meeting point

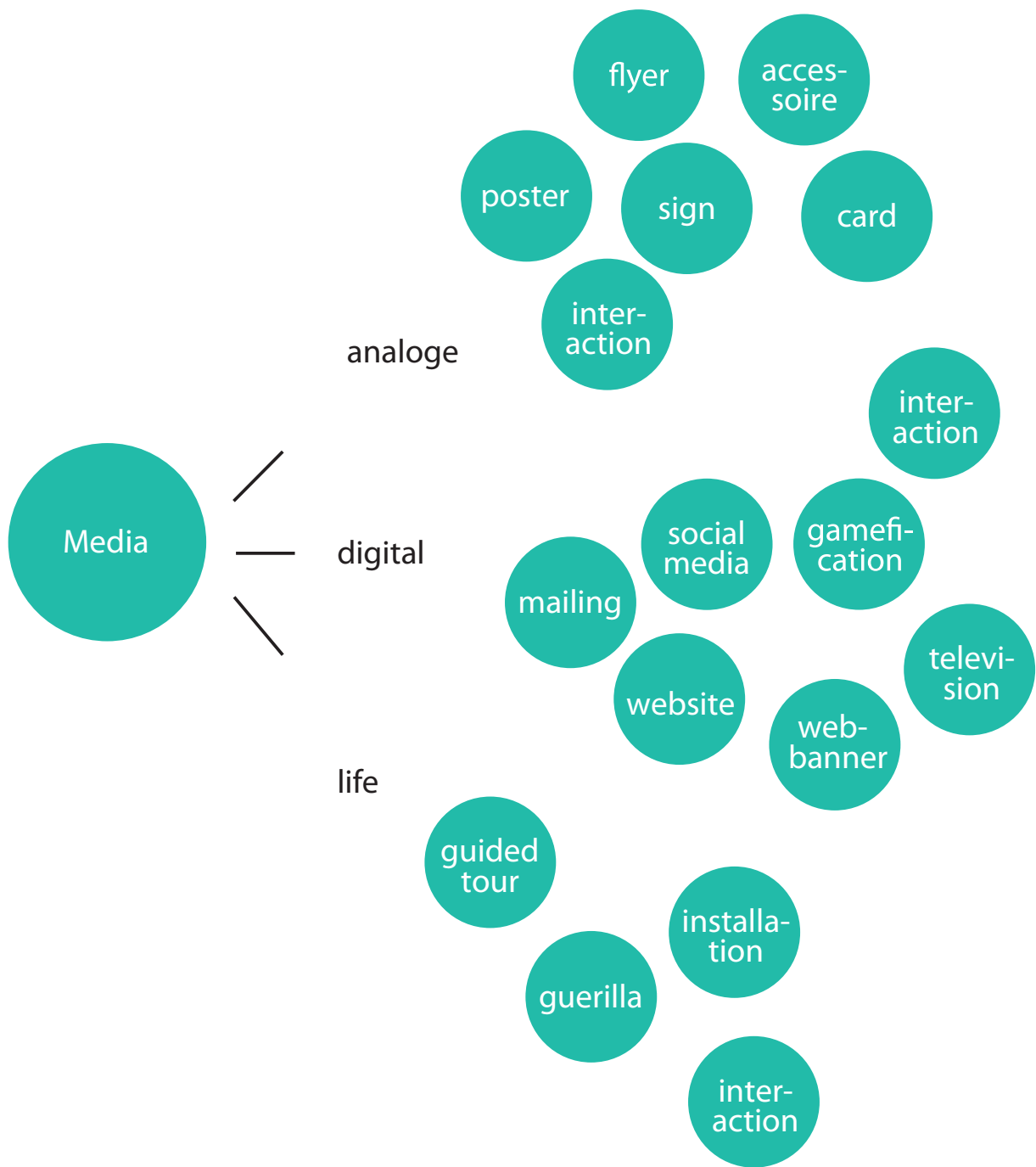
Resources: empty spaces, barriers/poles, street lamps, concrete, big Gate, big wall, taxis passing by, displays, screens, menues, working people (waiters), walls, windows, entrances, tables, cups, plates, chairs, umbrellas (outside), toilets

Private

The private gateways are those, where one-to-one communications can happen. Possible visitors are directly addressed by other persons or mediums. This places can be for example tourist informations: here, the tourist and the educated tourist guide find themselves in an individual communication and provide information that are personalized. Also the home of each possible visitor is part of this category as well as all imaginable places where people feel considered.

Characteristics: trust, personal communication, direct addressing, calm/known environment, feel considered

Resources: working persons, known environment, home, computers



Concerning the gateways and actors in/on the gateways, different mediums will be appropriated to attract peoples attention. Some of them may stand on its own and have an informative character, but some of them also might ask for interaction. The three categories are analogue media, digital media and live media.

Analogue

Analogue Media are haptic. They might be printed flyers, business cards, prints on existing surfaces or objects etc.

Characteristics: haptic, offline, hand over, not changeable after print, lasting

Digital

In this category, all digital media can be found. From advertising in television up to websites, banners and social media platforms or personal mailings everything is regarded.

Characteristics: online, internet connection, device needed (computer/smartphone/television), attract young generation, easy to adapt, fading, can be clicked away

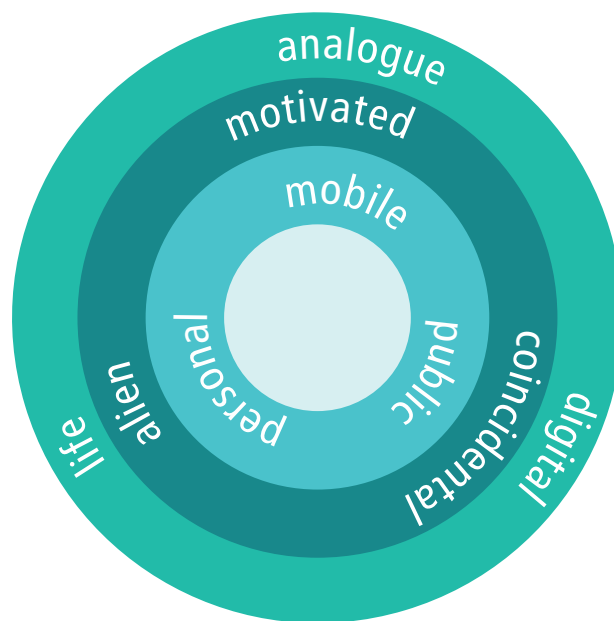
Live

Mediums in this category happen out on the streets, they interrupt peoples usual daily ways and gain their attention by being noticeable, striking and strong in its messages.

Characteristics: outside, interaction, interruption, guerilla marketing, haptic, existant, touchable, recognizable, obvious, people can not choose to not see/interact with it

With this three parameters that play the important roles for creating appropriate pointers, different scenarios can be created. As shown in the graphic the parameters can be turned against each others to gain different situations. Exemplary the some scenarios are briefly touched in the following.

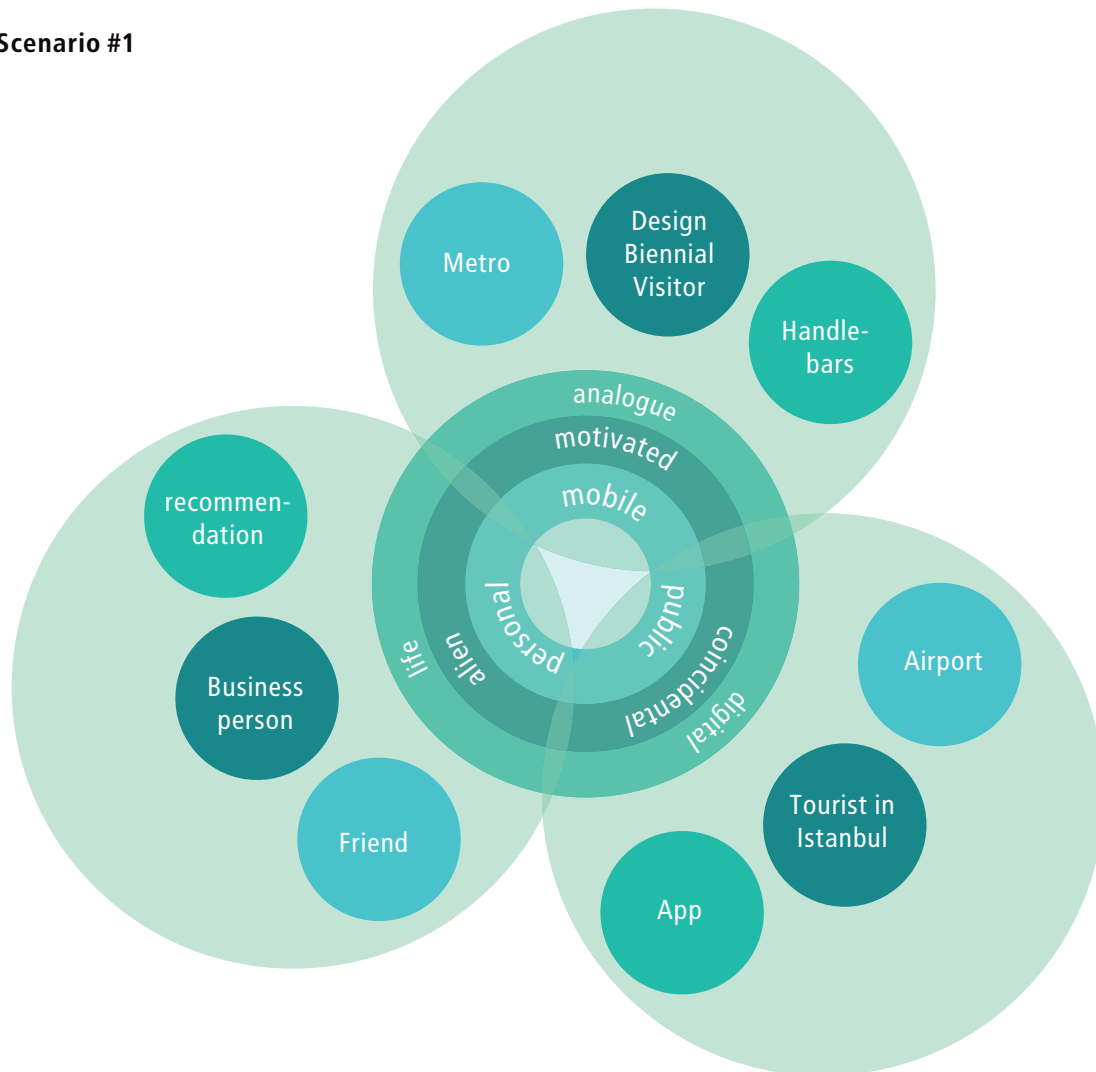
- Gateways: *mobile, public, personal*
- Actors: *motivated, coincidental, pesonal*
- Media: *analogue, digital, life*



- Media
- Actors
- Gateways

Scenarios

Scenario #1



- *Gateway: Mobile*
- *Actor: Motivated*
- *Medium: Analogue*

In the metro a visitor of the Istanbul Design Biennial will be attracted by striking handlebars that point to a hub.

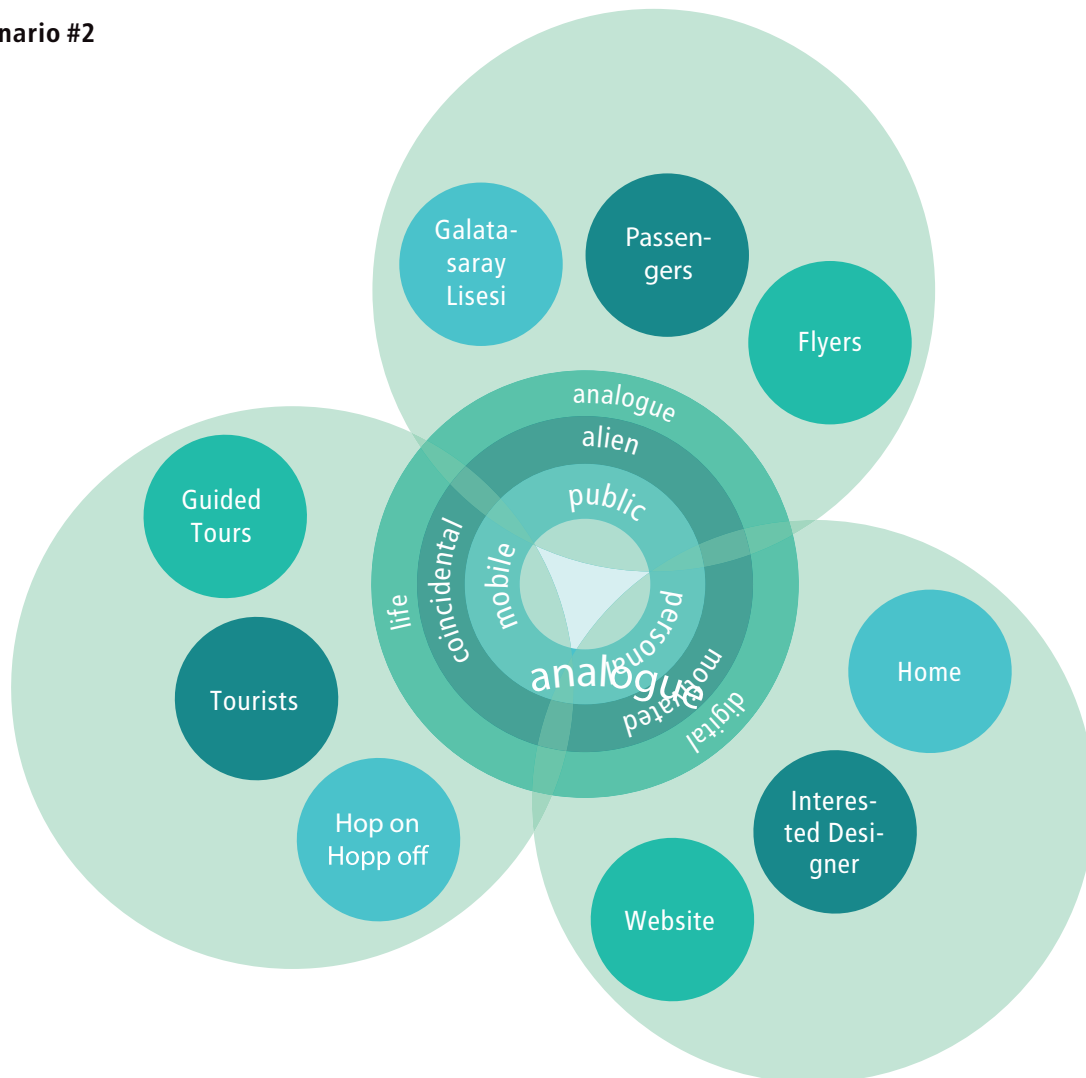
- *Gateway: Public*
- *Actor: Coincidental*
- *Medium: Digital*

At the airport an arriving tourist in Istanbul gets a free application on his/her phone when entering the Wi-Fi at the airport that points to a hub.

- *Gateway: Personal*
- *Actor: Alien*
- *Medium: Life*

A business person with less free time is brought to a hub because of the invitation/recommendation of a friend. Any kind of benefit (coupon) should be offered for the friend who promoted the hub.

Scenario #2



• *Gateway: Public*

• *Actor: Alien*

• *Medium: Analogue*

In front of Galatasaray Lisesi as a gathering point for many people, passengers get flyers.

• *Gateway: Personal*

• *Actor: Motivated*

• *Medium: Digital*

An interested designer finds information on the website of the hub projects how to participate/ exhibit his/her work.

• *Gateway: Mobile*

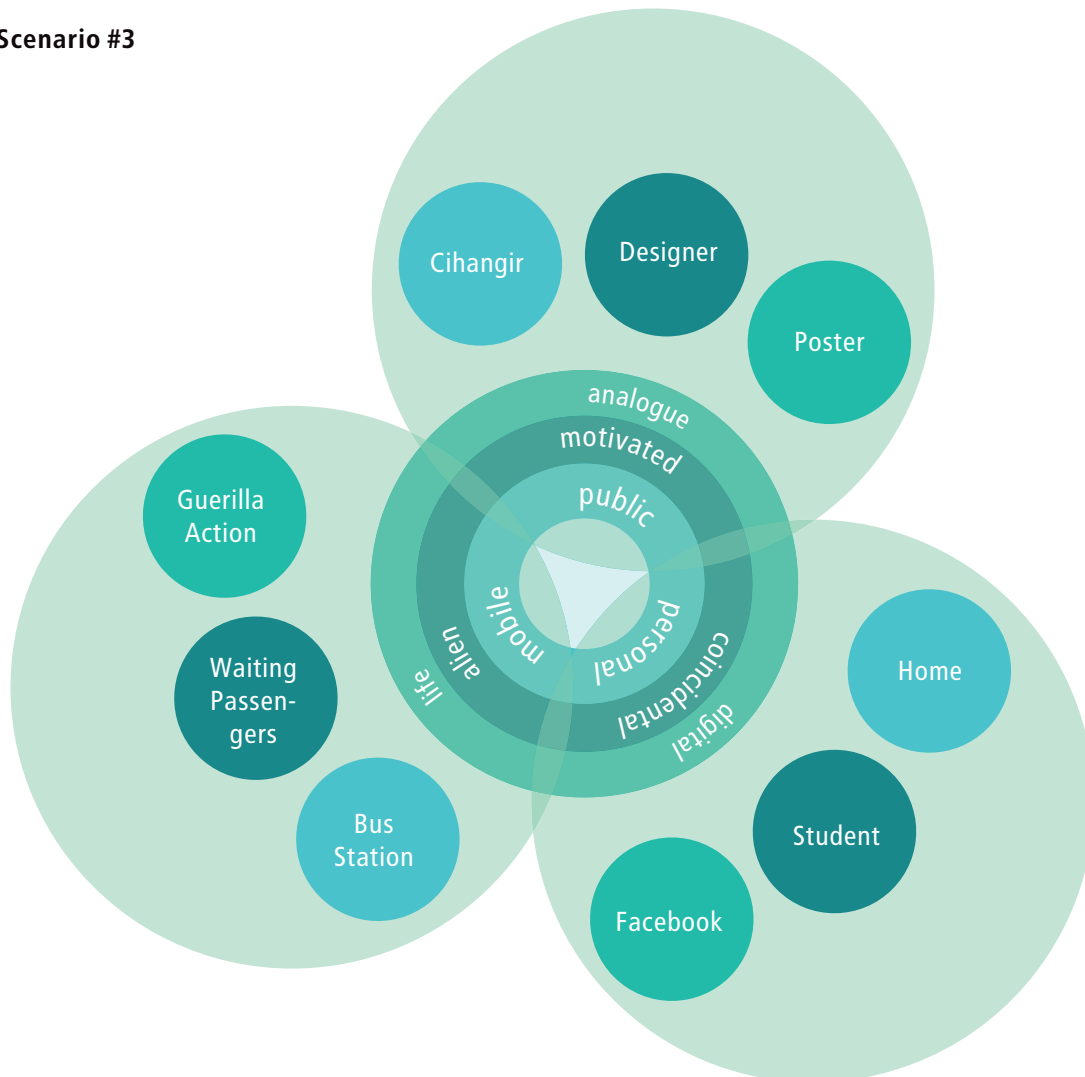
• *Actor: Coincidental*

• *Medium: Life*

When tourists take part in some of the offered Hop-On-Hopp-Off bus tours they reach guided tours for the hubs.

Scenarios

Scenario #3



- *Gateway: Public*
- *Actor: Motivated*
- *Medium: Analogue*

In the creative area of Istanbul, called Cihangir, a Designer sees a poster inviting him/her to exhibit some of his/her work at one of the hubs at the Istanbul Design Biennial.

- *Gateway: Mobile*
- *Actor: Alien*
- *Medium: Life*

A bus station is transformed into an interactive installation or guerilla action that attracts the people waiting for the bus.

- *Gateway: Personal*
- *Actor: Coincidental*
- *Medium: Digital*

A student finds the facebookpage of the hubs when surfing in the net. He likes the page and gets some benefit.



Istanbul Bilgi University Santral Campus

[url.istanbul-a-z.info/Istanbul Bilgi_pqRC](http://url.istanbul-a-z.info/Istanbul_Bilgi_pqRC)

In the following, some scenarios are exemplary defined into more detail. For this, Istanbul Bilgi University Santral Campus is chosen as an example hub to make the scenarios tangible and more explicit. As Istanbul Bilgi University Santral Campus will only exemplifies the framework of this concept it can later be transformed and adapted for all other hubs.

Actors: Students, Instructors, Professors, Staff, Cleaners, Starbucks, Friends, Restaurants, Visitors of Museum, Theatre

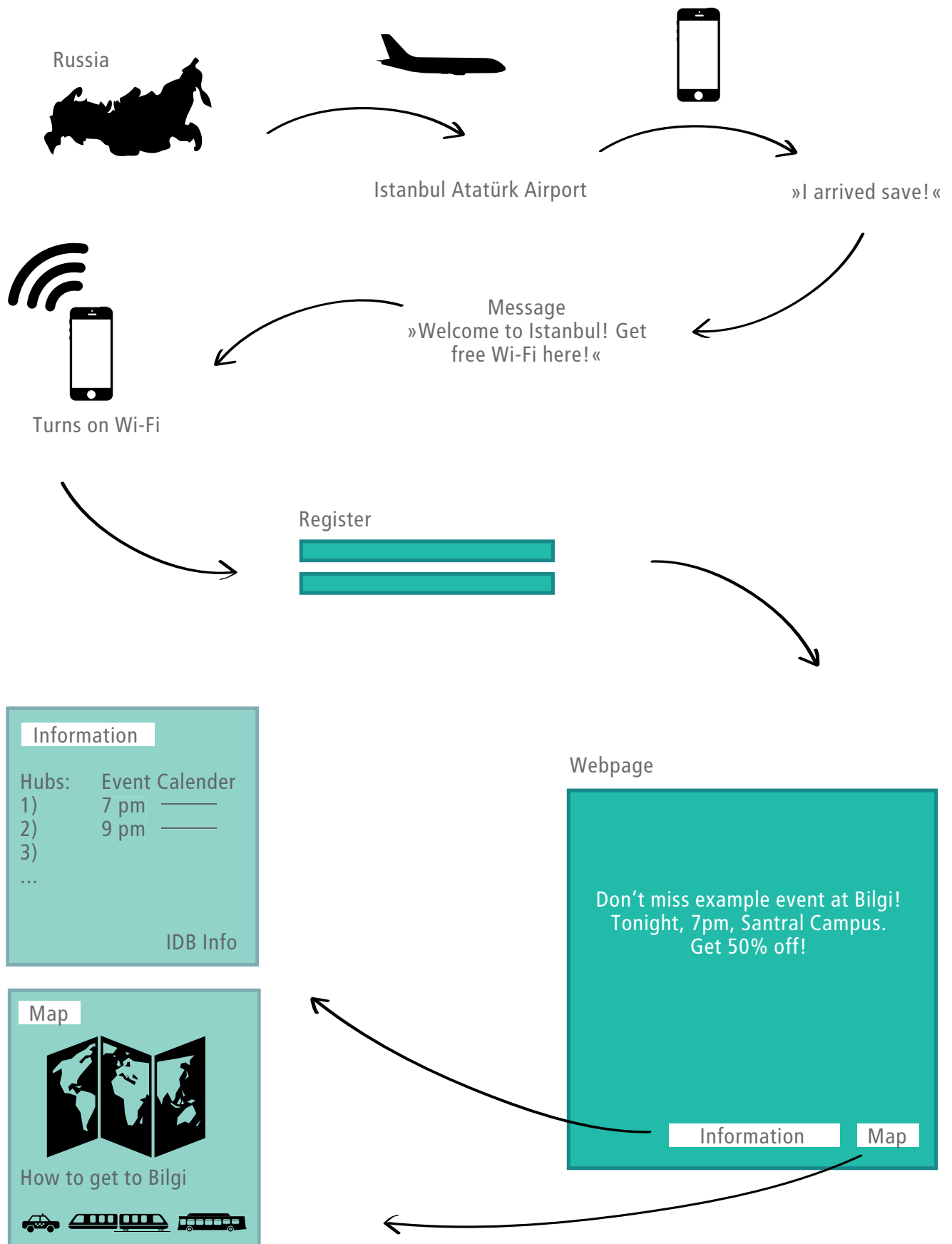
Location: Istanbul Bilgi University opened in 1996 as a private, nonprofit institution of higher education and has gone on to become one of the most progressive schools in Turkey. The Istanbul Bilgi Santral Campus once was Turkey's first electric power station. In May 2004 the Energy and Natural Resources Ministry turned the factory over to Istanbul Bilgi University.

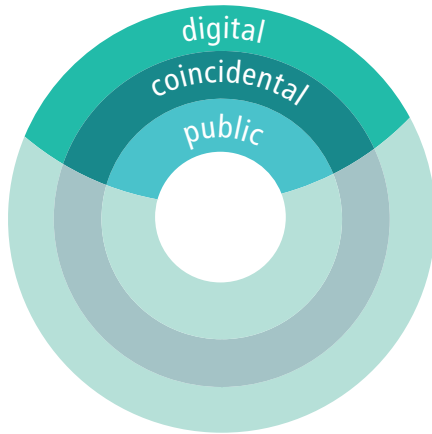


Istanbul Bilgi University Santral Campus
[url.istanbul-a-z.info/Istanbul Bilgi_58UV](http://url.istanbul-a-z.info/Istanbul_Bilgi_58UV)



Istanbul Bilgi University Elektrik Müsesi
url.istanbul-a-z.info/etikzirvesi_kesy



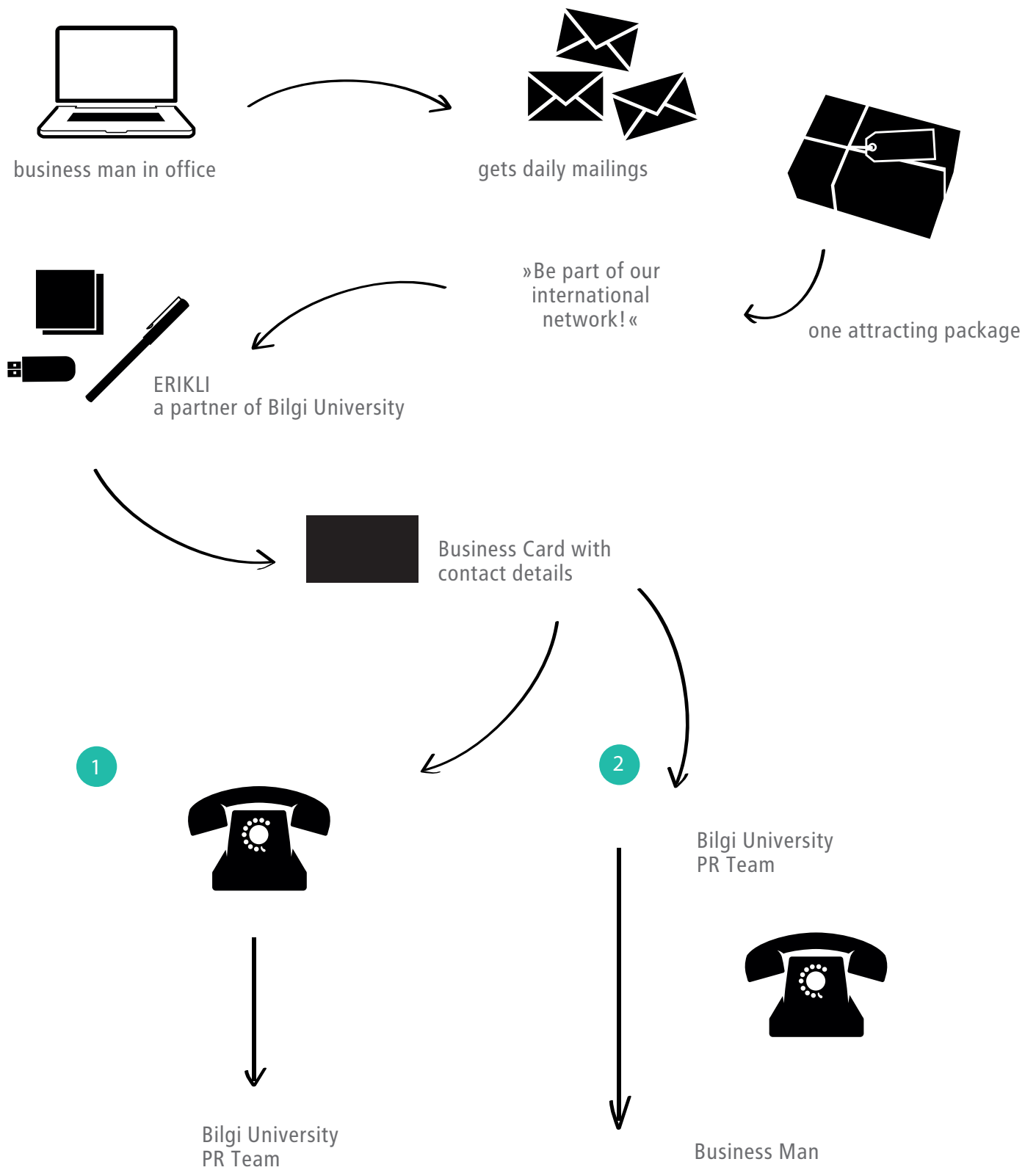
**Facts**

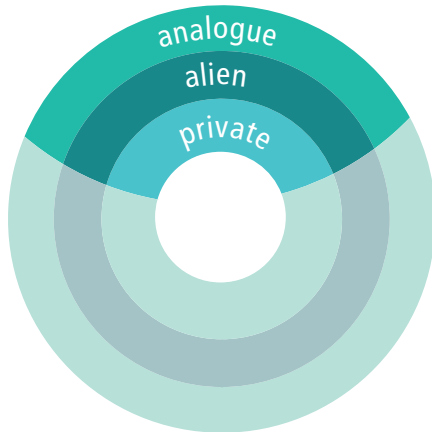
- 28 years old
- Independent photographer
- First time in Turkey
- Particularly interested in Turkish people

Behaviours

- Interested in shooting photographs
- Look for places to visit

Rosanna is a 28 year old tourist from Russia. She works as an independent photographer and travels to Turkey for holiday. When she arrives at Istanbul Ataturk Airport she wants to call her family to let them know that she arrived safe. After she opens her phone, she gets a message letting her know, that she has the opportunity to use a free Wi-Fi spot at the airport. Because she has no Turkish number, she is happy for this offer and uses the spot. When she then turns on the Wi-Fi she will be guided to a page letting her know about the current events at Istanbul Bilgi University as one Hub of Istanbul Design Biennial. This information is easily accessible, it is not necessary that she has to provide any personal data, she only chooses a Log In Name. Possible information that could be displayed on the webpage are *information* and a guiding *map*. *Information* we will provide information such as event hours, hub information and the general information about Istanbul Design Biennial. If she chooses *map* we will directly point her to Santral Hub. Also transportation options will be provided.





Facts

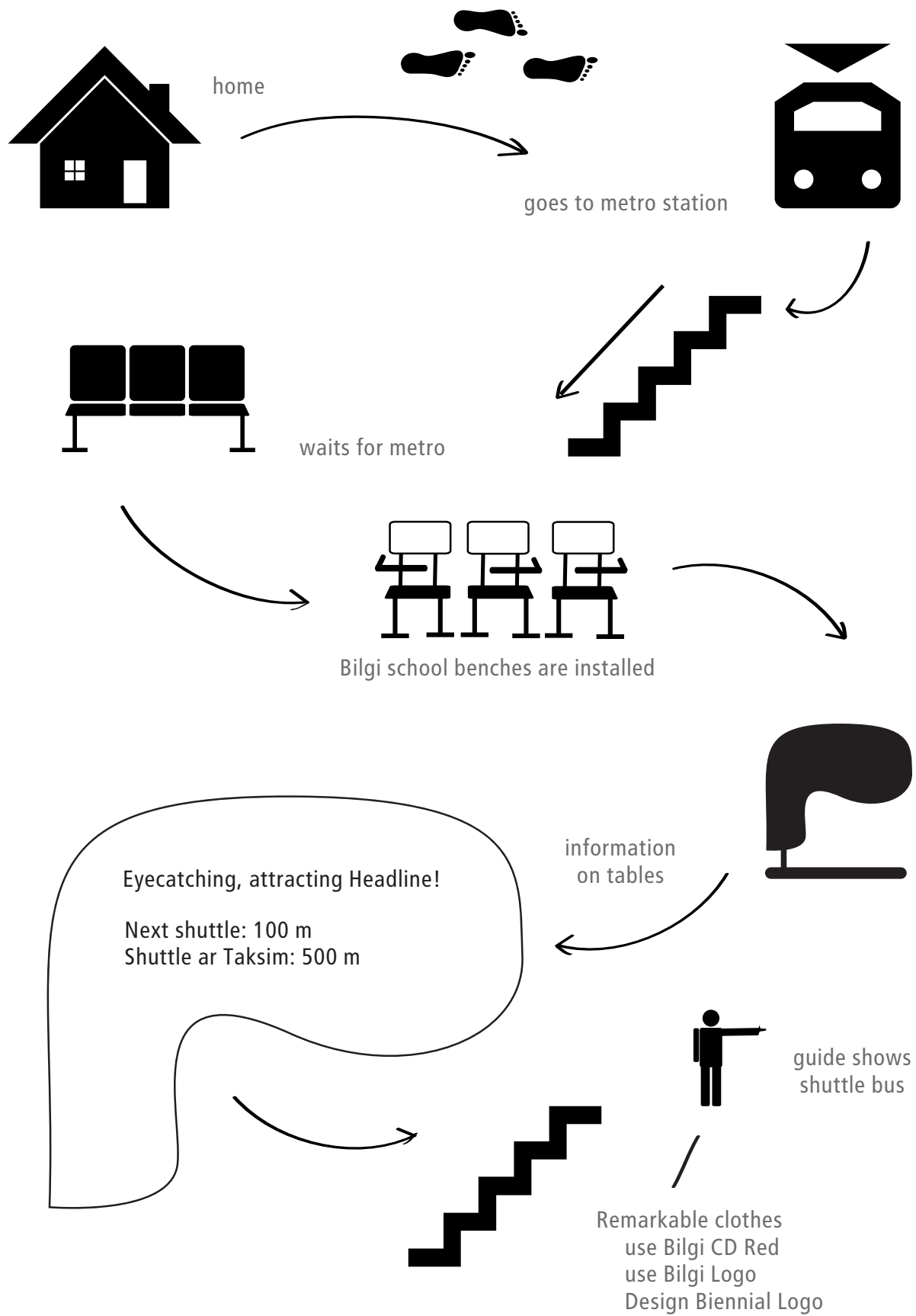
- 28 years old
- Independent photographer
- First time in Turkey
- Particularly interested in Turkish people

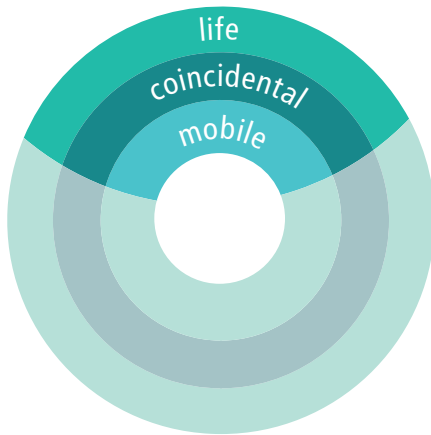
Behaviours

- Interested in shooting photographs
- Look for places to visit

Ahmet is a 45 year old business man who works in a big water company in Turkey. Every morning, the first thing he does in his office is checking the postbox. One day, he finds one very attracting package inbetween his mails. When he opens the package, he will find office utilities such as a pen, an usb stick, post it's and business cards with contact details. All of these utilities pretend as if the company was a cooperation partner of Istanbul Bilgi University. *Erikli – a cooperation Partner of Istanbul Bilgi University* could be a possible slogan. Also, the interesting facts for the business man of Istanbul Bilgi University should be named: the university offers a wide international network and highly educated students. The business man gets interested in this network to expand his work to different parts of the world. With this win-win strategy, the business man decides to be sponsor a for one the hub at Istanbul Bilgi University. In the following, two scenarios can be imagined:

1. He calls Istanbul Bilgi PR Team to get further information how to participate and become a sponsor/partner. Together, they arrange a meeting to give more detailed information about the hub and a possible cooperation in the nearfuture.
2. Also, the PR Team at Istanbul Bilgi should be proactive and call the business man in case he does not answer to the package. A so called *cold call* helps to keep the idea in the business man's mind and make him become a cooperation partner of Istanbul Bilgi University.



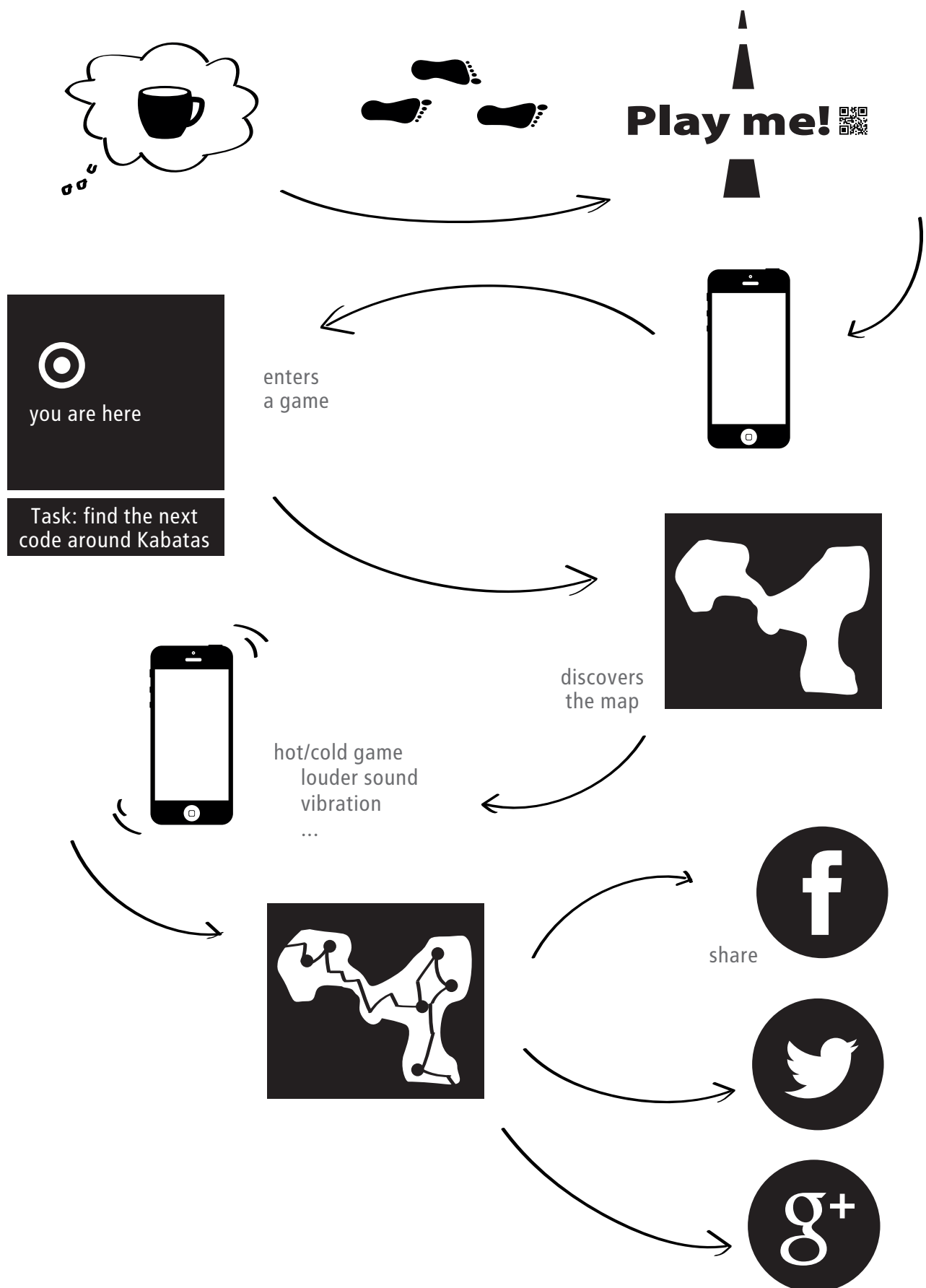
**Facts**

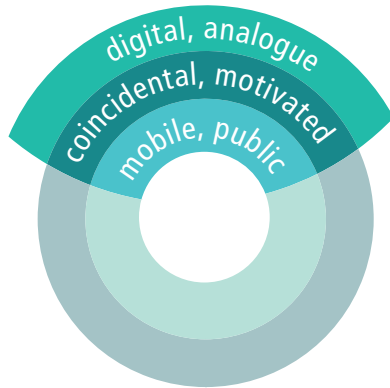
- 22 years old
- Student
- Free time

Behaviours

- uses metro every day
- is interested in design but did not hear about the Istanbul Design Biennial

Mehmet is a 22 year old student with a lot of free time. He was born in Istanbul and an open minded person that is interested in many things. One day, he uses the metro as always. From his home gets to the metro station in Osmanbey. When he goes down the stairs he figures out that he has to wait some minutes for the metro to Taksim square. He is waiting and he wants to sit on the chair so he goes to the usual waiting benches. But instead of regular metro benches he finds typical school benches installed. This benches attract him. He sits down and sees that information are provided on the table of the bench. It tells about the Istanbul Design Biennial 2014, the Istanbul Smart City. Possible information could also be shuttle busses that are nearby. Mehmet decides to visit Istanbul Bilgi and see the Design Biennial. He climbs the stairs and finds a guide who helps him finding the shuttle. He recognizes the guide by remarkable clothes. Possible parameters that should be regarded are CD Colour of Istanbul Bilgi University, Istanbul Bilgi University Logo and Istanbul Design Biennial Logo.



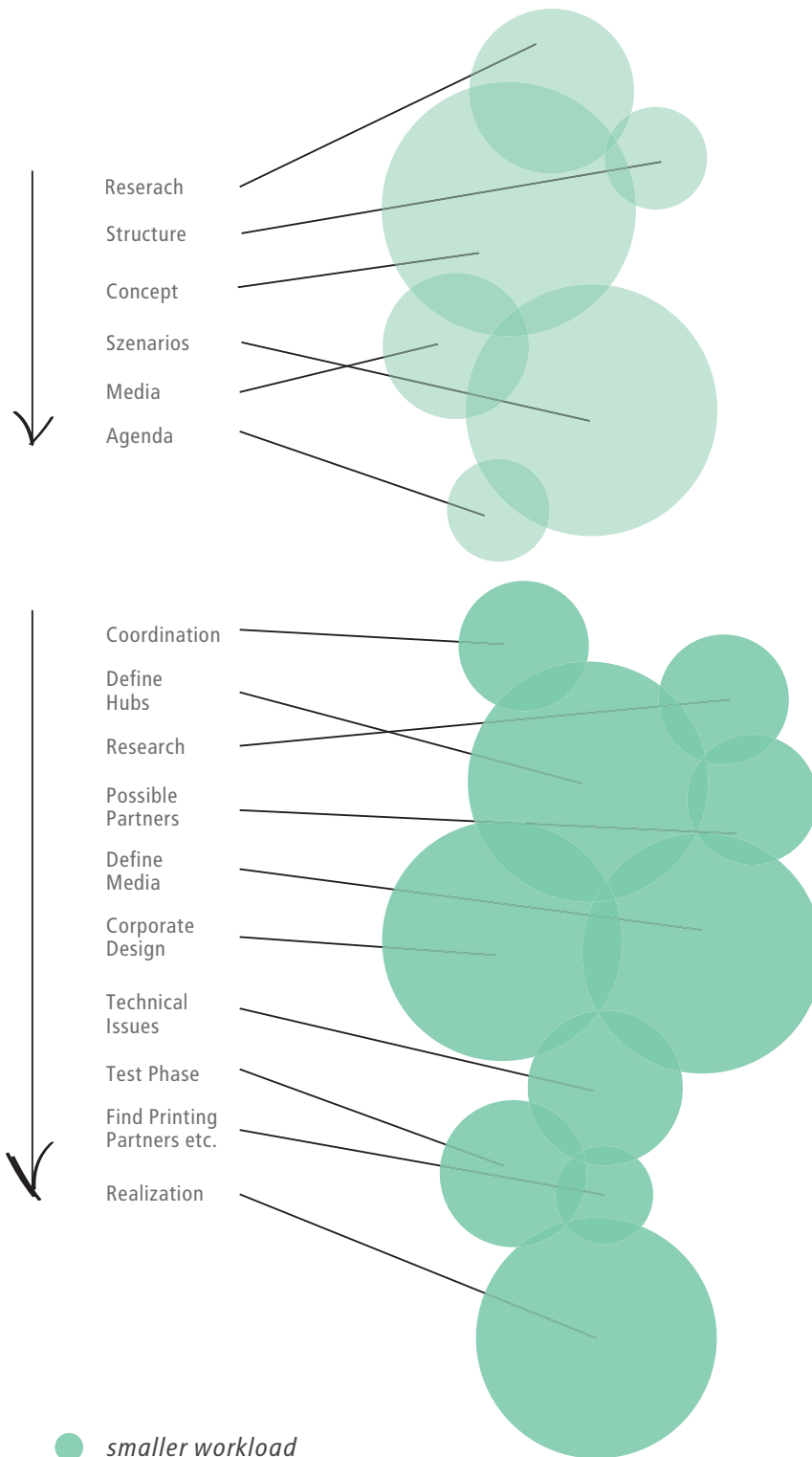
**Facts**

- 27 years old
- From Italy
- Doing an internship in Istanbul

Behaviours

- uses his smartphone all the time
- young, open minded person looking for fun

Roberto is a 27 year old guy who is doing an internship in Istanbul. He uses his smartphone all the time. One day, he has an appointment with a friend to go and drink a coffee at Istiklal, Taksim. When he walks on the street, he sees a sprayed eye-catching slogan on the floor saying *Play Me!* He scans the QR-Code next to the slogan and enters in a game. This game connects digital and real world. The starting point of the game is a map, showing his location. As well known from many strategy computer games, the rest of the card is black, they are not visible first. Mehmet has to walk and discover to find what's out there. Also, the children's game *hot or cold* is implemented: when he gets closer to another QR-code point or a hub, the phone starts to give him signals. These may be harder vibrations, sound or light effects. Thus, when he leaves from the points the phone will give lower signals. The game finally points him to the hubs. Due to this, he creates his very personal Istanbul Design Biennial map. This map, he can share on a website and social media platforms. With this, people that might not be interested to discover the city, can use this maps. For example Busra, a 45 year old lady who is interested in the Istanbul Design Biennial finds the link to the maps online. She searches for keywords like *fast visit*, *many places*, *fun* and finds the map of Mehmet. The next day, Busra prints the map and follows it for her visit of the Design Biennial.



Agenda

Agenda

The here explained concept shows an overall view about all possible scenarios that should be considered. In a next step the detailed mediums to point should be developed.

Therefore, this kind of tasks could guide through the process:

Hubs

Where will the hubs take place?

Confirm with Istanbul Design Biennial.

IDB

What are the PR ideas and strategies of the Istanbul Design Biennial? Make sure to not interfere.

Who is the contact person?

How to make clear that the hubs are an individual part of IDB?

PR Team Istanbul Bilgi

How can the PR team of Istanbul Bilgi University participate? How can we learn from their expertise and experiences?

Partners

What are possible partners?

How to attract them?

What are the characteristics of the partners?

Are there existing cooperations that can be expanded?

Media

How will the media look like?

Create Corporate Design in coordination with Hub Site and Hub Content.

Are there new, innovative technologies that should be used?

How will the media be realized? Technologically, in concerns of printing, producing, installing etc.

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Seeding relations for more long-term activities and collaborations



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Sometimes I believe as many as six impossible things before breakfast.

May 12 – 23, 2014

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Istanbul Smart City

Istanbul Design Biennial 2014

9+1 Hub

The Site

A Project-based International and Interdisciplinary Design
Research, Education, and Development Workshop

May 12 – 23, 2014

Istanbul Bilgi University

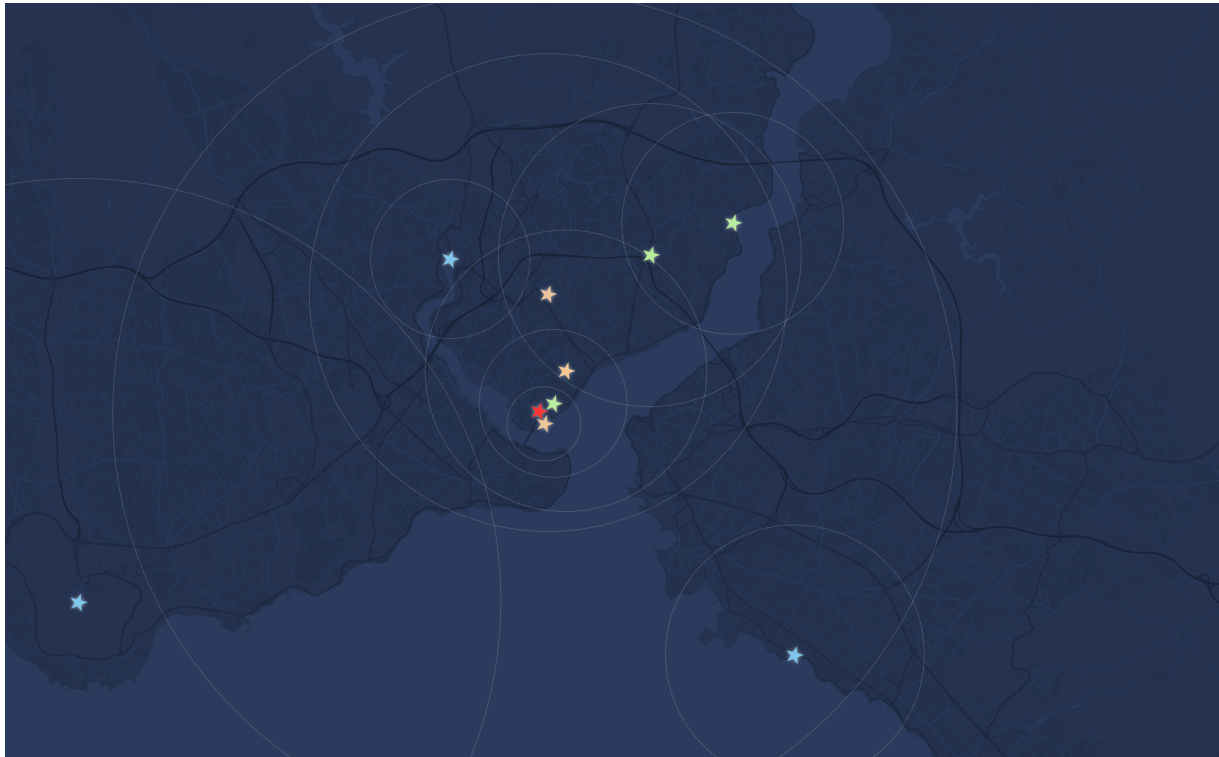
Visual Communication Design

Graduate Program, VCDMFA

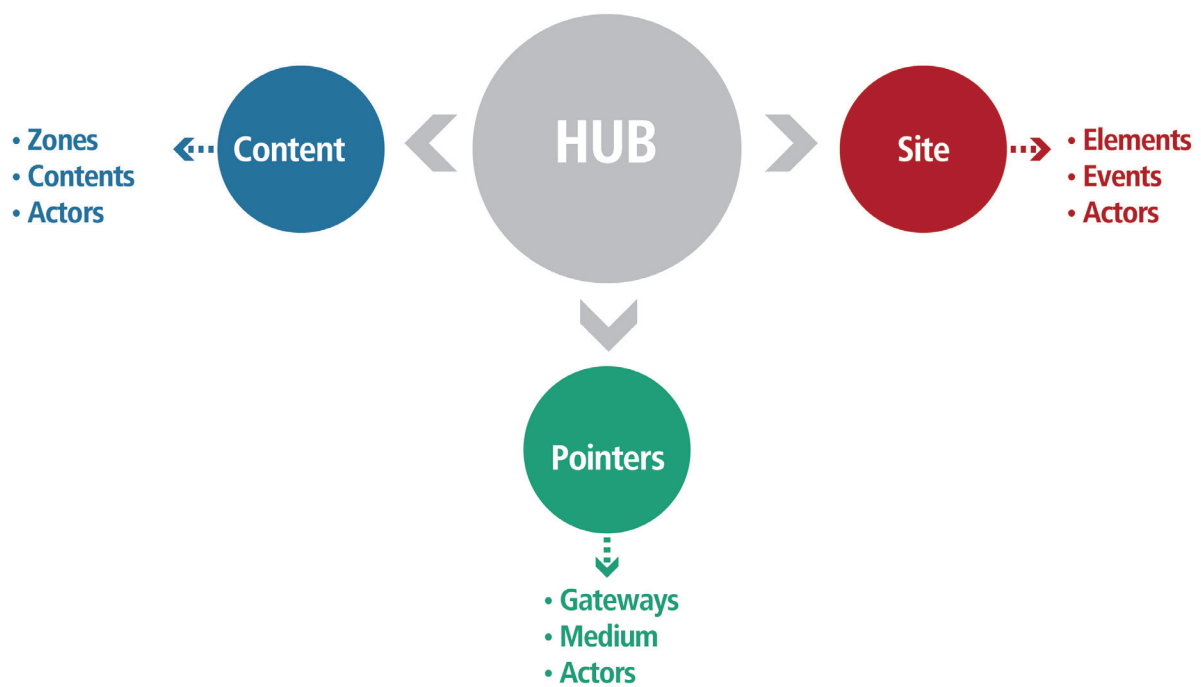
IIDj, Institute for Information Design Japan
Tokyo



05	Executive Summary Defining Visibility, Guidance, and Features
07	Project Description and Responsibilities Responsibilities Identity Visibility Direction
09	Approach Actors Owners Visitors Partners Events Long-term Short-term On / Off Elements Surface Environment Installation
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ISC Manifesto 9+1 HUBS location



The structure elements of the HUB

The future of a city is determined by many factors that play together and determine the future path of a neighborhood, a city, a province, a country, a world. This project discovers how and in what way young designers can influence this process by reinventing the current situation.

The fundamental idea of this project is based on two major statements that we believe in and support.

Firstly the structure of the project is based on the idea that the future of Istanbul can not be pin pointed to one location rather than all over the city. The future of Istanbul starts in each corner, street and neighbourhood. The developments in the small combined, lead to the big developments of tomorrow. That is the reason why we want to spread the Biennial all over the city. Our project will involve different hot spots of the city in order to make the visitors of the Biennial spread out and explore Istanbul but also to grasp the attention of passengers and the public in general. This project is an effort of involving as many people as possible in the cause of the Biennial. These hot spots will serve the purpose of underlining the concept that the future of each city is created on its streets and avenues rather than a museum.

Secondly, our project does not include any ground breaking technical inventions nor any out of space ideas of what the skyline of 2024 might look like. Our project is hands on! We look at the Istanbul issues of today and want to see what we can change until tomorrow.

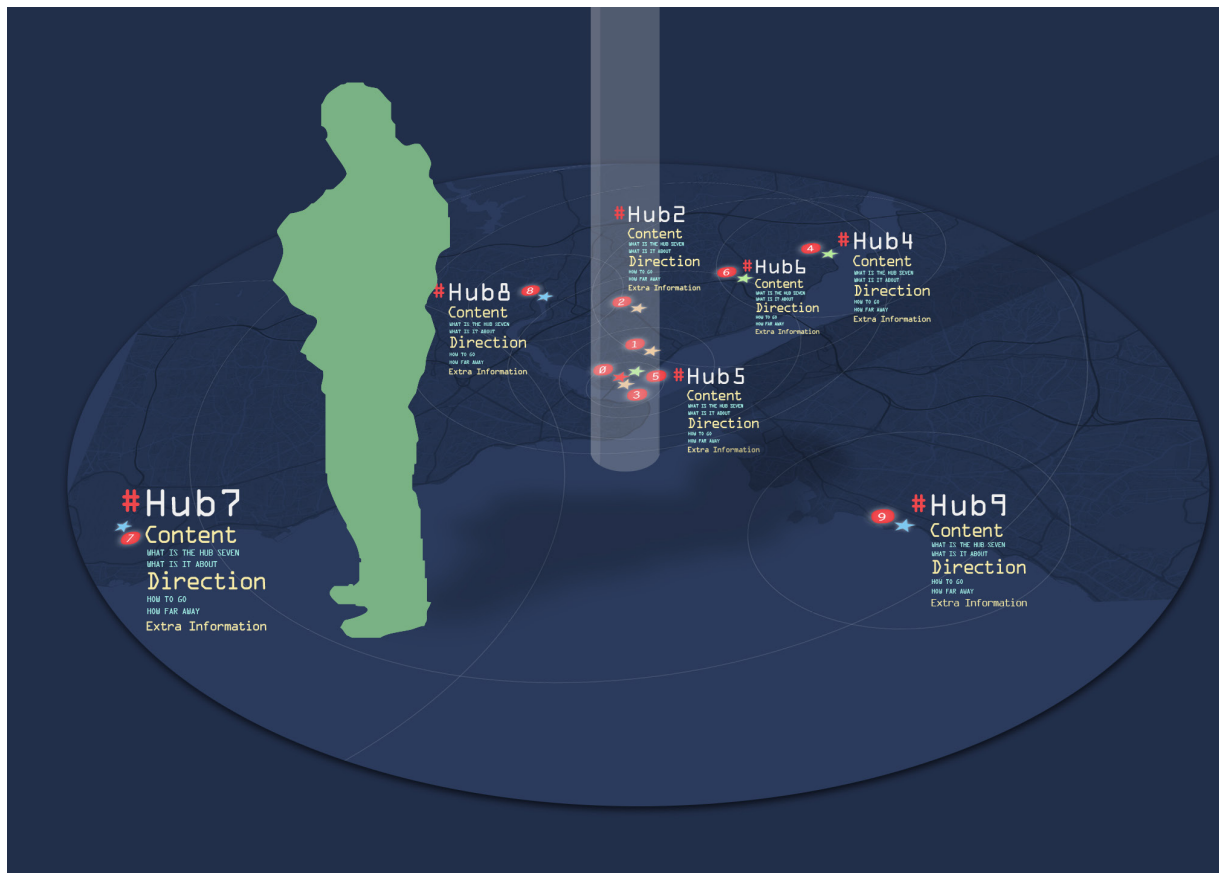
Each of the hub teams concentrated on one current issue of the city and in what way they can positively influence the future developments concerning this issue. All four teams focused on planting a seed of a future vision of a better Istanbul in the hope that the projects will provide good soil for the seeds to flourish.

Our proposal would like to bring forward a different idea of a future vision. We purpose that the Biennial can make an impact now. We as a group want to impact our immediate future. Istanbul is creating its own future with all its environment, influences and people. Our purpose is to indicate the acupuncture points of the city, pin them and release the energy blockage in order to make our city a place you want to be today, tomorrow and for the future!

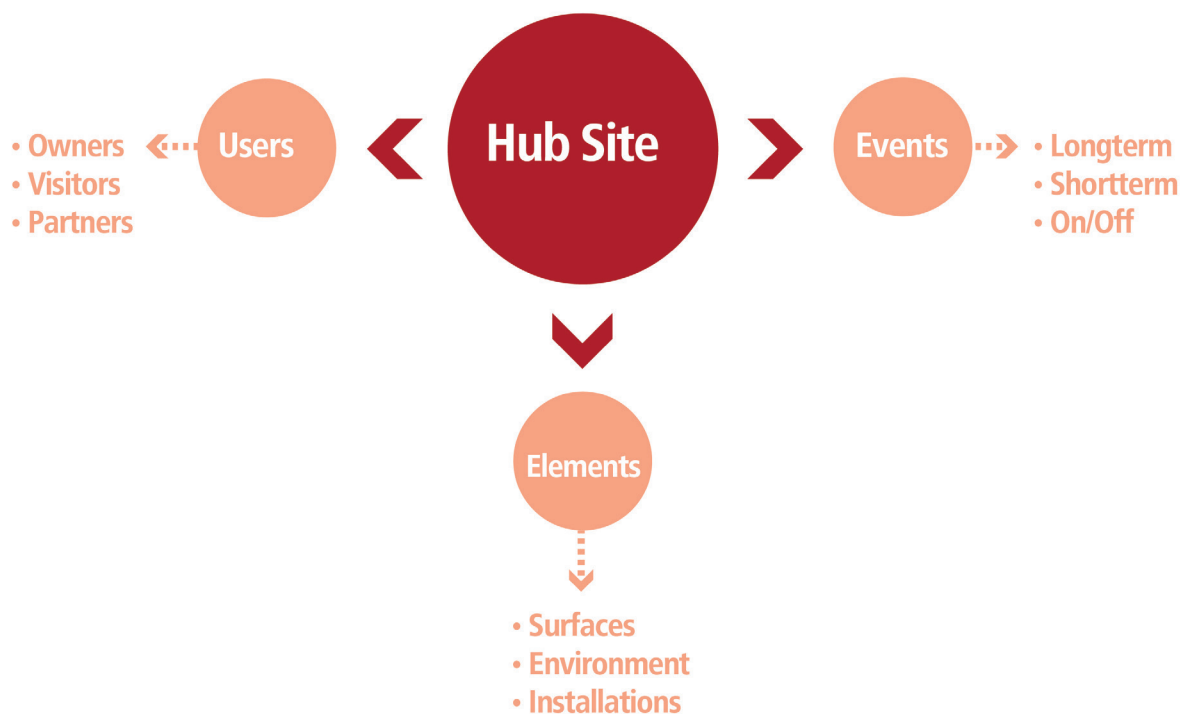
Due to this concept, several exhibitions and installations all over the city will be implemented. The visitors have the opportunity to view a huge variety of different shown design works. This leaves them with the decision of where to go and deciding on priorities. To create a strong concept, three different disciplines need to be considered:

- Hub Site
- Hub Content
- Hub Pointers

As The Hub Site Group, we are making suggestions about the features of the HUBs. We are suggesting display systems for instructions, issues, directions from one HUB to another and information about possible events. The purpose of this suggestion is to attract people and increase the visibility of the installations. Since the ISC HUBs will be a part of Istanbul Design Biennial these suggestions could be also used for increasing the number of Biennale visitors.



The direction map of the Hubs



The structure elements of Hub Site

Project Description and Responsibilities

Responsibilities

The Hubs are nine physical structures which will be placed at particular locations in Istanbul. Hubs are special places which are connected to each other via a WiFi network system. Each HUB will have characteristic form that attracts and gathers people.

Identity

It is an important issue to examine the identity of the location where the HUB is installed. A HUB has many possibilities concerning different installation techniques. Therefore, we can create connections between the locations and the HUBs. We can utilize the advantages or disadvantages of a location when considering the different installation forms. These installations have great potentials for displaying information and creating a network around the visitors.

This will analyze the relationship between Hub and its neighbourhood, actors and environment. All of these crossing points came up from our brainstorming activities during these workshops.

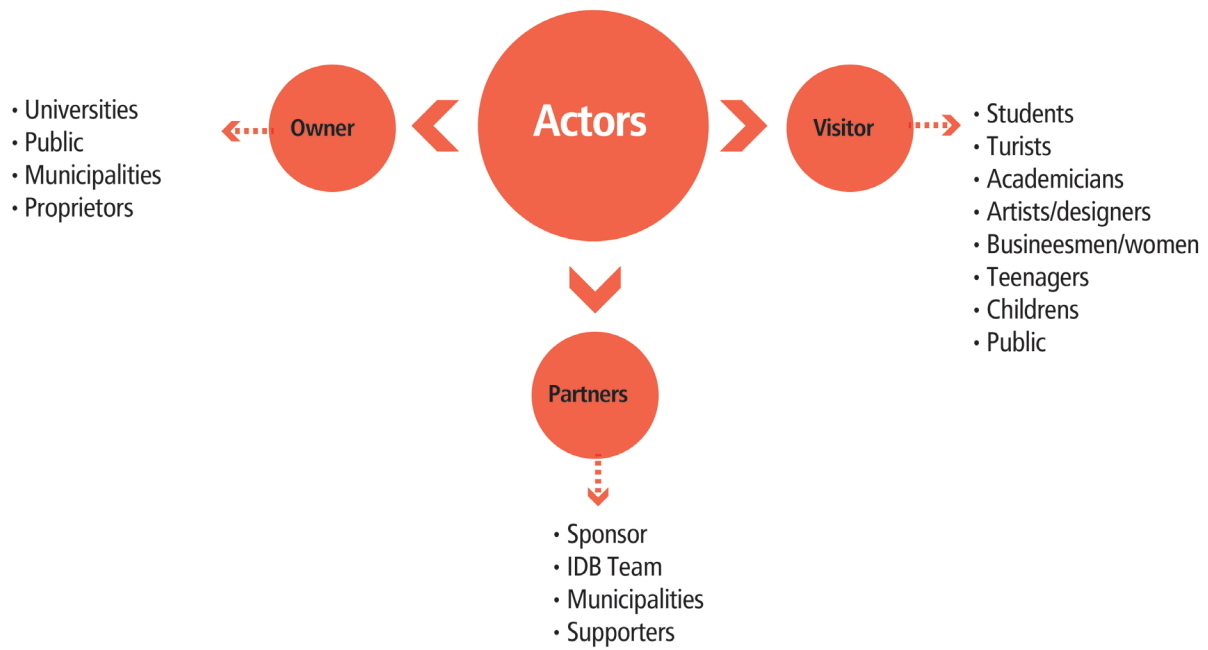
Visibility

The second important point is the Hub visibility, because the Hubs have very different identity for every locations. For this reason, while thinking about the Hub installation and possible events for Hubs forms should be mobile and at the same time visible. It should be moveable and easily transportable. It will have multifunctional features. Many ideas are developed around the most important feature of visibility.

Installations show useful information about other Hubs, events, the Biennial selected projects, and other neighborhood projects and possible design proposals.

Direction:

The installation has information about other Hubs. It provides location information to visitors with various materials. Materials can be printed, on digital screen or mixed media solutions.



The structure elements of Actors

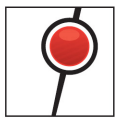


Different types of actors
url.istanbul-a-z.info/dreamstime_jt21

Approach

Actors

Possible actors of Hub Site are the followings:



**İstanbul
Bilgi Üniversitesi**

LAUREATE INTERNATIONAL UNIVERSITIES

Owners

Owners:

The Owner can be the sponsor of the Hub.



Visitors

Visitors

The Visitor can be the users who will visit and interact with the Hub.



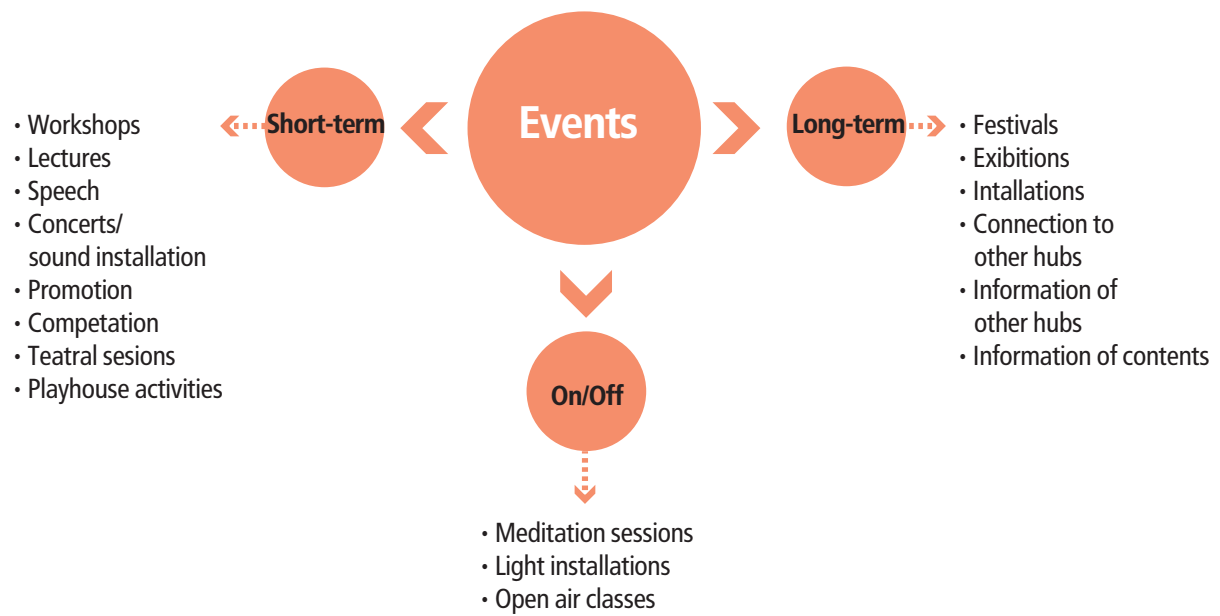
Partners



Partners

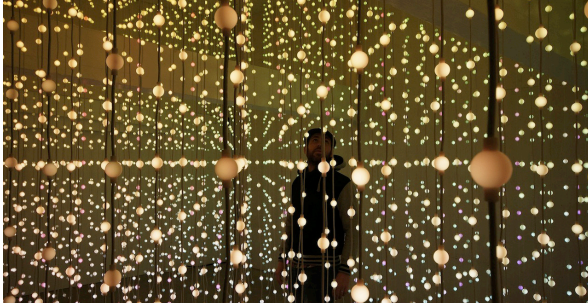
Partners

The Partner is a third party organisation who collaborates with the hub owner for certain features of the Hub.



The structure elements of Events

Approach



Long-term

url.istanbul-a-z.info/animalnewyork_93AM



Short-term

url.istanbul-a-z.info/koleksiyon_ujsz



On-Off

url.istanbul-a-z.info/typepad_fi93

Events

Basically, we have nine HUBs which are connected to each other. But, the question is how can we make people aware of our HUBs. Events could be a good option to increase attraction of visitors and make more visible the HUBs. There can be several event series, which could take place on a daily, weekly or monthly base.

- NIGHT events for OPENING and CLOSING ceremony
- Daily events for whole weekends
- Early morning events for sundays
- Night events
- Simultaneously active night events

Possible events of Hub Site follows the lines of:

Long-term

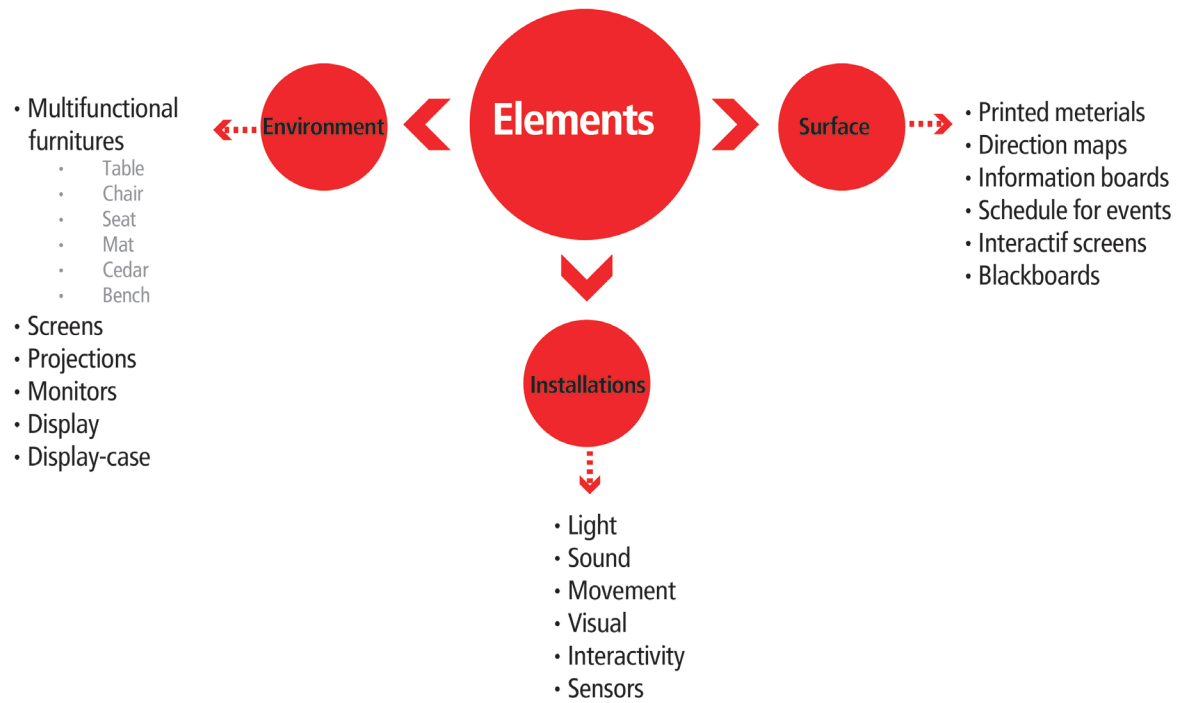
Long-term events can be possible at the Hub. Surfaces or display systems can be used for that kind of events. For example, in the Bilgi Hub, Istanbul Bilgi University can provide advertisement of its programs or events.

Short-term

Short-term events can be a way of gathering people at the Hub. Daily meditations or weekend workshops can be part of it.

On / Off

On / Off events can be good attraction points that are activated manually or automatically.



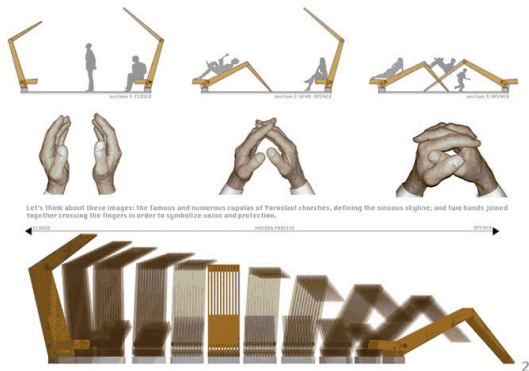
The structure elements of Elements

Approach



Surface

url.istanbul-a-z.info/retaildesignblog_jj22



Environment

url.istanbul-a-z.info/pinimg_HK89



Installation

url.istanbul-a-z.info/space_CA73

Elements

Possible elements of Hub Site are following the lines of:

Surface

Surfaces can be understood as display areas whether in an analog or digital way. It is the base structure of displaying informations, feedbacks, schedules about the Hub or the environment.

Environment

Environment is the definition of structural elements which can be seats, multifunctional furnitures, and all other 3-dimimensional elements.

Installation

Installation elements can be related with sound, video, sensors and interactivity.





On/off events

http://url.istanbulaz.info/qas_KH45



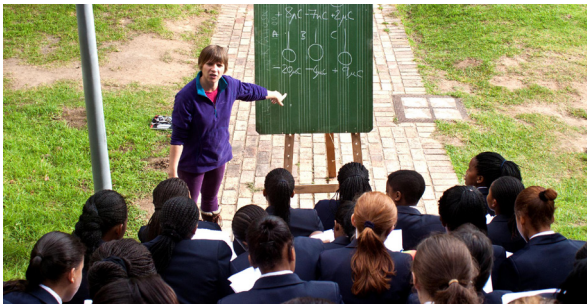
Short Term events

http://url.istanbulaz.info/diyforlife_QL76



Short Term events

http://url.istanbulaz.info/dubselekt_35cc



On/off events

url.istanbulaz.info/grocotts_LUKS



Short-term events

url.istanbulaz.info/blogspot_4499

1. On/Off Events • Visitors • Enviroment:

Meditation session-Cihangir, 50 years old, mat.

Istanbul Bilgi University Hub has a meditation session activity on every Sunday morning. Cihangir is 50 years old and invites people to join this activity. Every visitor needs a mat as element.

2. Short Term Events • Visitors • Enviroment:

Playhouse activities-Okan, 8years old table, chair, materials. Istanbul Bilgi University Hub has activities for children to improve their understanding of visual data and design specialities. This activity will be a fun short event that could take place every weekend.

3. Short Term Events • Visitors • Enviroment:

Video mapping-Candaş, 27 years old, projection.

Karakoy square hub has surfaces that could be mapped. A video mapping show could realize as short-term event. As an environment projections and monitors are needed.

4. On/Off Events • Visitors • Enviroment:

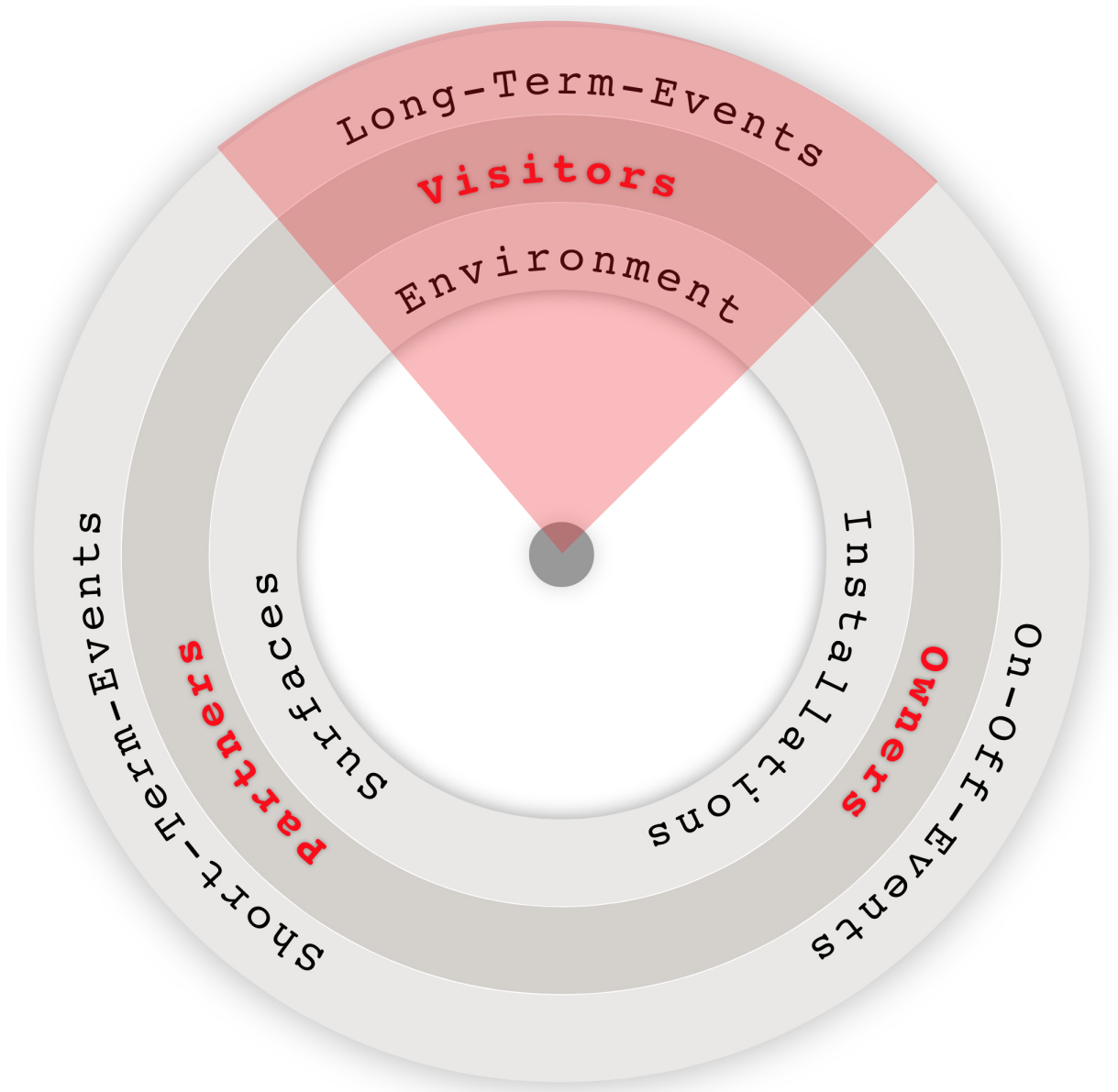
Open-air classes-Melek, 20 years old, blackboard, tables, chairs, class materials.

Istanbul Bilgi University Hub has a on-off event as an open-air Basic Design class on every Friday. The attractors produce structures for the class requirements. The theoretic lecture needs are chairs, seats and the practice session needs are the own private materials and mats to sit.

5. Short Term Events • Visitors • Enviroment:

Lecture-Aleksis, 42 years old, board.

As short term activity at Istanbul Technical University Taskisla campus is a lecture from foreign academician Aleksis about new technologies of architectural structures. The Architecture students are attracted to this lecture. As an environment blackboard, table and seats are required.



3-Factors Variations



Long-term events

url.istanbulaz.info/karykwok_oc23



Long-term events

url.istanbulaz.info/stroer_cf21



Short-term events

url.istanbulaz.info/creativeapplications_waQN



Short-term events

url.istanbulaz.info/fluidmedia_PGZX



Short-term events

url.istanbulaz.info/fluidmedia_PGZX

6. Long Term Events • Visitors • Surfaces:

Photography exhibitions-public-board.

Caddebostan hub has a photography exhibition about city-istanbul itself. The public people are attracted to this exhibition.

7. Long Term Events • Owners • Surfaces:

Advertisement-Istanbul Bilgi University-billboard.

Bilgi university as owner of Bilgi University Hub uses one of the surface of the hub as advertisement board. It is a long-term event which can be continued.

8. Short Term Events • Visitors • Installation

Sound installation-Simone, 24- speaker.

An sound installation, which is based on the cities sound is realized at Bilgi Hub. Simone as a compositor from Germany needs speakers for the sound work.

9. Short Term Events • Partners • Surfaces:

Promotion-Vodafone-billboard.

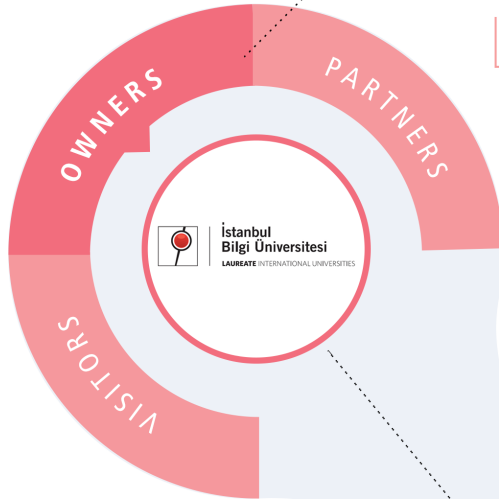
Vodafone as partner uses the Kadikoy hub to promote its product as short-term event.The need is a billboard on a surface.

10. Short Term Events • Partners • Enviroment:

Competition-Bianchi-display,materials.

Bianchi as sponsorship uses the Caddebostan Hub to do competitions as a short-term event.The public is attracted to this competition event to have fun and win gifts.

ACTORS



ABOUT ISTANBUL BILGI UNIVERSITY

Facts

- Founded in 1996
- PR Service advertises campaigns for the university.

Behaviors

- Announcement for the events of Istanbul Bilgi University.
- Informations about the happenings in university.
- Advertisements to attract people to Bilgi University.

Needs and Goals

During the biennial, lots of people who do not know about Bilgi University visit the Bilgi Hub.

In this period it is an important opportunity to advertise the informations about the events, activities and announcements to attract these people.

EVENTS



During Biennial

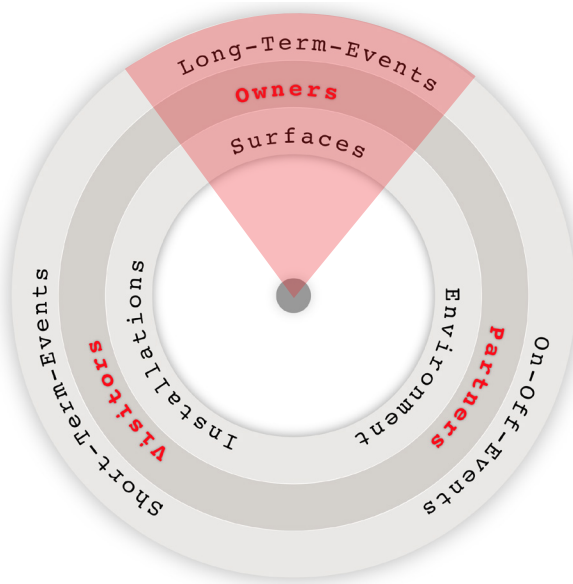
ON-OFF

LONG-TERM

SHORT-TERM

ELEMENTS





Definition scenarios 1 of Bilgi Hub

Detailed Scenario for Bilgi Hub 1:

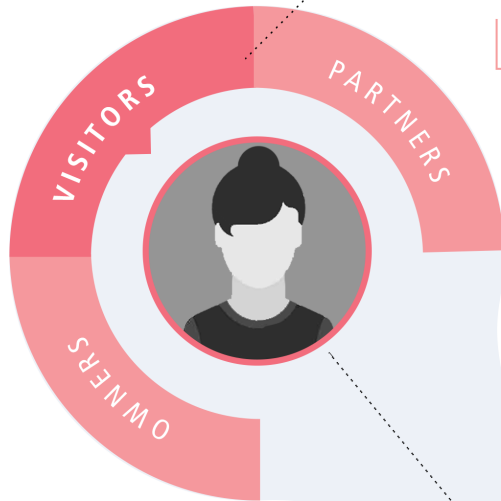
- Long-term: Advertisement
- Owner: Istanbul Bilgi University
- Surface: Billboard

Istanbul Bilgi University opened in 1996 as a private, nonprofit institution of higher education and has gone on to become one of the most progressive schools in Turkey.

In the university there is an actively working PR Department and they are to create advertisement campaigns.

In this scenario, one of our Hubs is placed in Santal Campus. Istanbul Bilgi University is the owner of the Hub and PR Department want to use the HUB as a advertisement place. So, they decided to use one of our surfaces with long-term advertisement option. Inside the Hub itself we will have different display systems, either analog or digital style. They can use one surface as billboard and they can make changes dynamically during the Istanbul Design Biennial. This place can be a play area for PR agency, they can make announcements, notifications as well as advertisement or campaigns.

ACTORS



Facts

- 19 years old
- 1st class student of Architecture Department
- She takes Basic Design I class

Behaviors

- Enjoys exploring and learning
- In basic design studio she tries to meet with so many different materials and discovers their possibilities.

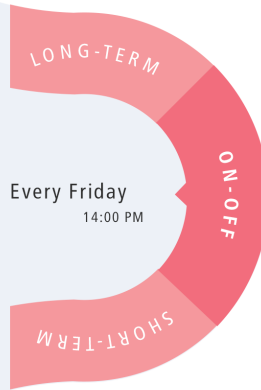
Needs and Goals

The Bilgi Hub is attract basic design student to leave the building and move out to open-air.

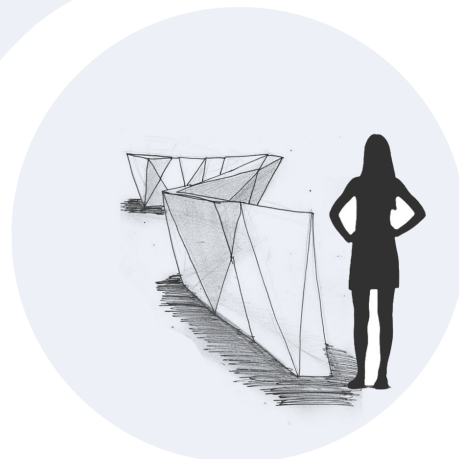
EVENTS

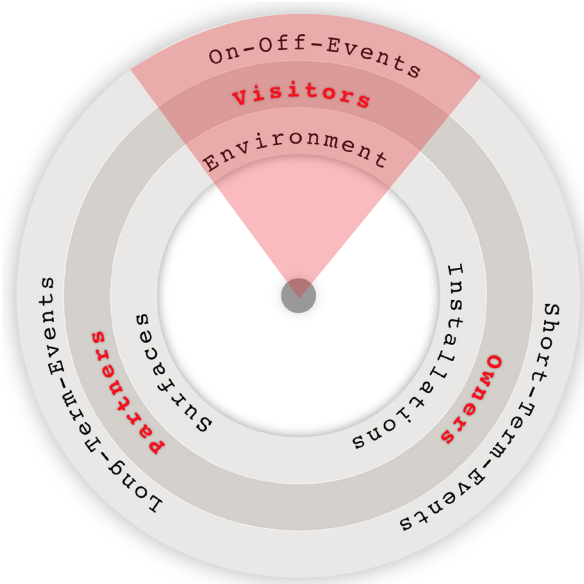


Every Friday
14:00 PM



ELEMENTS





Definition scenarios 2 of Bilgi Hub

Detail Scenario 2 for Bilgi Hub:

- On-off events: Openair classes
- Visitors: Melek, 19 years old
- Environment: Blackboard, monitor, tables, chairs, private class materials

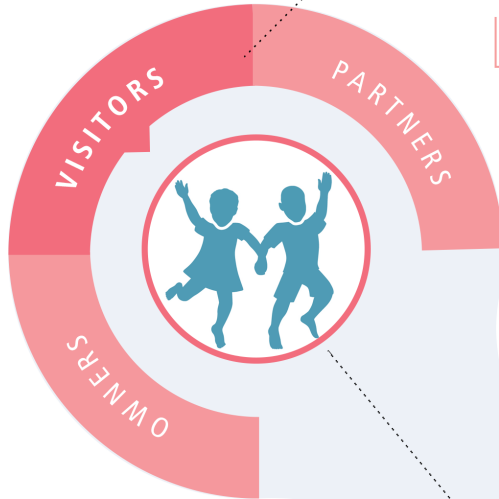
Melek is a 1st year-student of Architecture Department at Istanbul Bilgi University. She takes the Basic Design Studio class. She is a very outgoing person for her classes and she has a good eye for design. In Basic Design Studio she tries to learn about so many different materials and discovers their possibilities.

Event and Environment:

During the period of Bilgi Hub on Santral Campus there will be an open-air class as on-off event for Basic Design I class [ARCH 111] of the Architectural Department at Bilgi University every Friday. The Bilgi Hub attracts Basic Design students to leave the building and move out into the open-air. This course aims to help students to understand the world through abstraction and conceptualization of their surroundings: shapes, forms, figures, colors, textures, materials, scales, space(s) and the like, and to use this understanding to produce organizations: designs as compilations. The students develop skills in the communication and evaluation of design ideas while taking the first steps in critical design thinking.

Basic Design class Theoric lecture atmosphere needs are a blackboard, monitor table and chairs. Practical session needs are the private material of class, mat to sit on the ground when the students are producing their products.

ACTORS



ABOUT OKAN

Facts

- Okan is seven years old boy.
- He comes to our BILGI_HUB with his classmates to have a weekend activity.

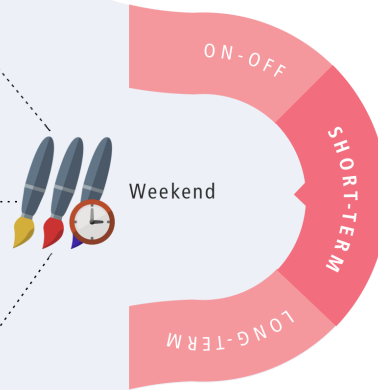
Behaviors

- Okan is a hyperactive and creative.
- He open to improve his skills and the looking of view.

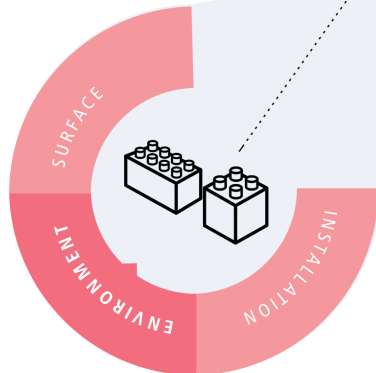
Needs and Goals

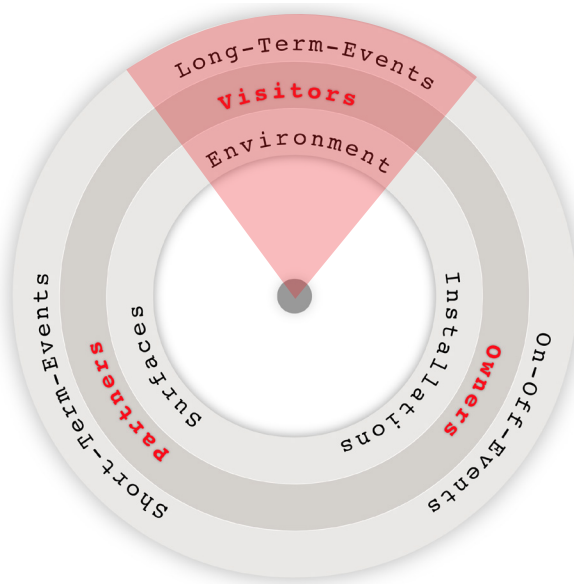
Create areas to improve creativity of children.
Bilgi University Hub invites primary schools children for activities every weekends. HUB can turn to a play-house for a short time period.

EVENTS



ELEMENTS





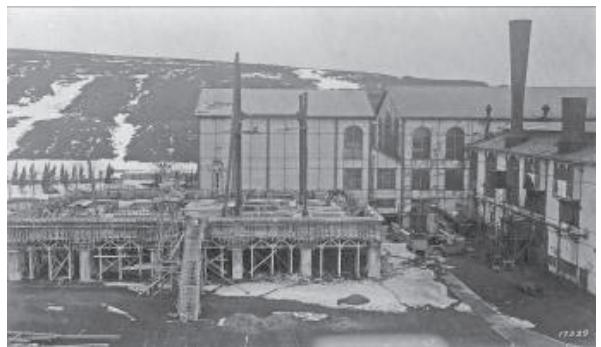
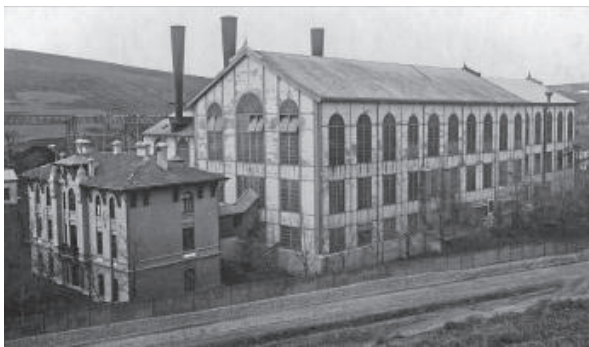
Definition scenarios 3 of Bilgi Hub

Detail Scenario for Bilgi Hub 3:

- Short-term Event: Weekend activity for children
- Visitor: Children
- Environment: Table, seats, material of activity

For this scenario, Okan is a seven years old boy who is very hyperactive. He comes to our BILGI_HUB with his classmates to take part in a weekend activity. One of our aims is to make Short-term events in the HUBs. In this case, we are planning to create areas to improve creativity of children. So, our HUB can morph to a playhouse for a short time period.

We can provide some toys like LEGOs, play doughs or puzzles for having a good time for children. While making these, our Hub will be transformed into a kindergarten and it will attract children and will introduce them to a University in early ages. It could be also a good option to have some new media technologies to impress children with new tech design facilities. If we can provide some kind of interactive environment that allows children to experience it, we can leave an impression on their thinking style and maybe we can create some possible artists of the future.



Santral Istanbul, Haliç Silahtarağa/İstanbul

Silahtarağa Santral's illustrious history;

Silahtarağa Santral was Turkey's first electric power station. Work on it started around 1910 and electricity production started in February 1914 to Dolmabahçe Palace and homes of the wealthy. It was retired from service in 1983, when it was still using coal to produce electricity. In May 2004 the Energy and Natural Resources Ministry turned Silahtarağa Santral over to Istanbul Bilgi University to use for national and international events. The University opened in 1996 as a private, nonprofit institution of higher education and has gone on to become one of the most progressive schools in Turkey.

The purpose of what is now called Santralistanbul Museum is to be a contemporary art and energy museum and a cultural and educational center. The originality of the old buildings has been retained as much as possible, resembling the university's Dolapdere campus in which the same principle has been applied.

What is even more interesting about this new addition to a relatively poor neighborhood, Eyüp and Söğütözü, is that as with its Kuştepe campus, Bilgi University intends to reach out to the people living there who may never have visited a museum before and feel intimidated by them.



Brief History of the Silahtarağa Power Plant

1910

Austro-Hungarian company Ganz wins the bid opened for the installation of a power station in İstanbul. Establishing the Ottoman Electric Company Inc., Ganz begins working.

1914

The Silahtarağa Power Plant starts running. Electricity is first supplied to the tramway system and later to the European side of the city.

1926

Electricity is supplied to the Anatolian side with the submarine cable installed between Arnavutköy and Vaniköy.

1937

The state buys the Electric Company and puts it under the management of the İstanbul Electricity, Tramway and Tunnel (İETT) Enterprises General Directorate. Until 1952, Silahtarağa remains the sole electricity provider of the city.

1970

The Silahtarağa Power Plant is handed over to the Turkish Electrical Authority (TEK).

1983

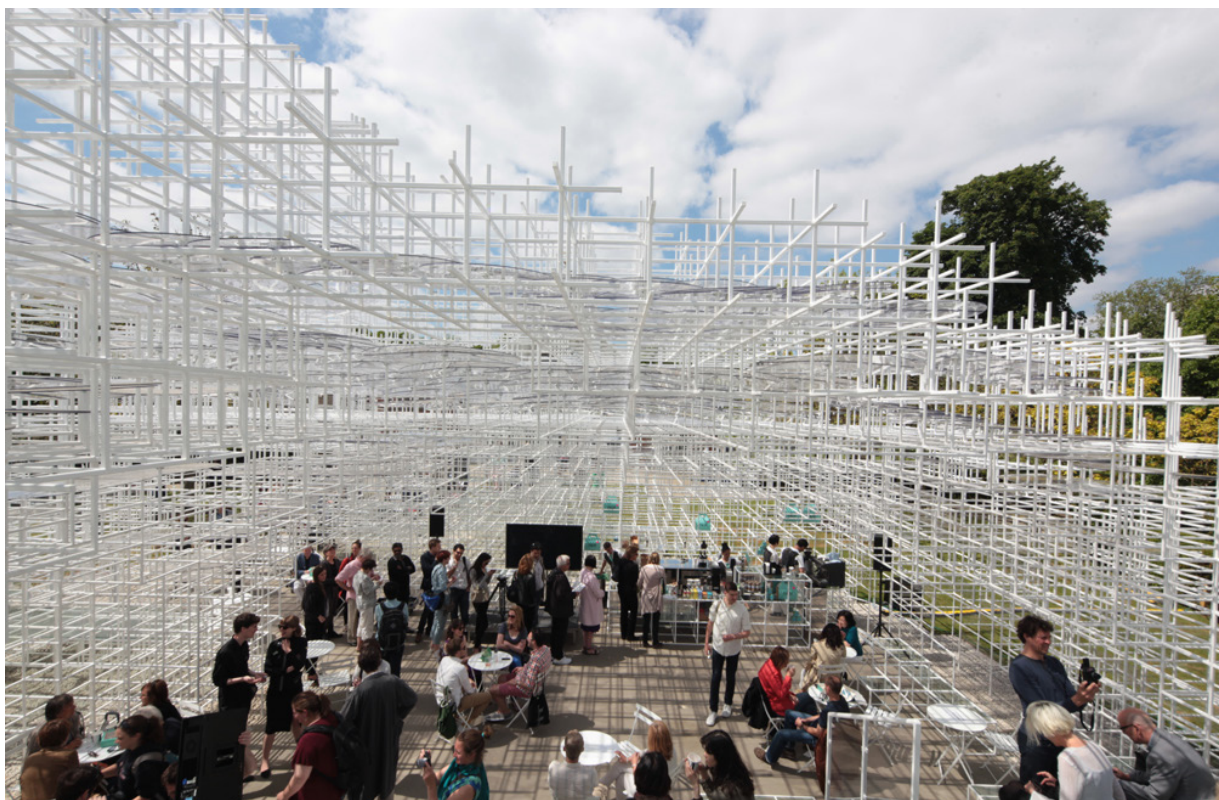
Having completed its economic life, the Silahtarağa Power Plant terminates production.

2004

Work for the preservation and transformation of the Silahtarağa Power Plant into Santralistanbul starts

2007

Santral İstanbul, which is formed by preservation and reservation of Silahtarağa Power Plant, starts to serve as a centre for education, culture and arts

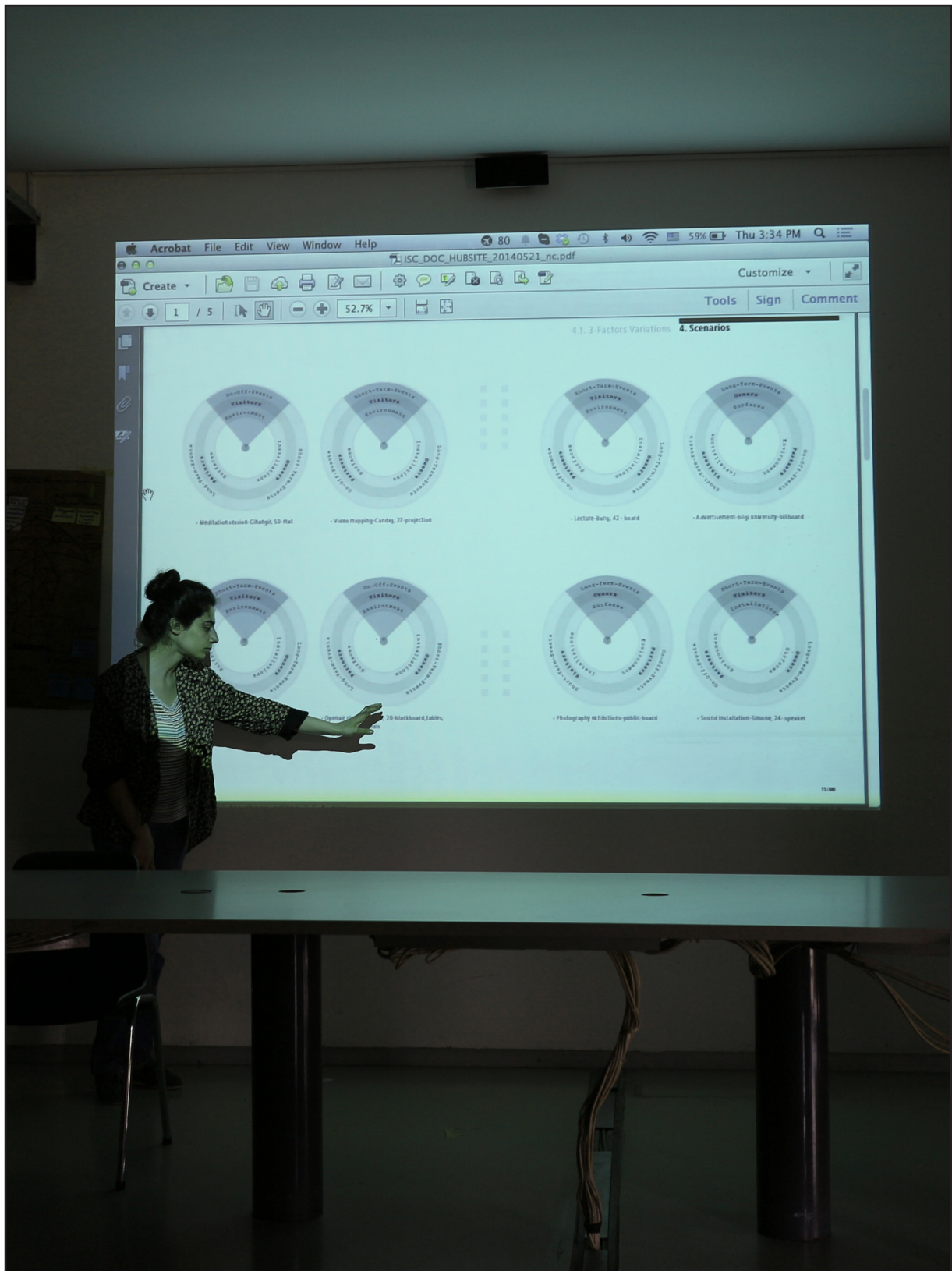


Gris structure, example and inspiration, Serpentine Gallery Pavilion by Sou Fujimoto
goo.gl/hHUros

Agenda

In these workshops, we tried to achieve different ideas about the installation. Our first aim was defining features, exploring attraction points for the Hubs. Our second aim was searching for opportunities about physical appearance. According to the scale of the project Hubs can have some new media technologies or analog displaying systems. Light, sound, video and printed materials are good options to attract people. We tried to make the installation forms more affordable.

We suggested some references that could be good options. So, in the next steps, first we have to find a partner, possible sponsors or we have to try to raise some funds to go further. We have to decide on the Hubs physical structure and clarify the features. After that we have to analyze all the needs of the physical structure and find the best way to turn the ideas into the real world installations.



Atmosphere



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Less is more



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Pour la beauté du geste.

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Sometimes I believe as many as six impossible things before breakfast.

May 12 – 23, 2014

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Graduate School of Social Sciences
Visual Communication Design Department

IIDj, Institute for Information Design Japan

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