

discovering

---

# Istanbul

from A to Z

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

**March 5 – 14, 2012**

**May 14 – 23, 2012**

**Istanbul Bilgi University**

Visual Communication Design  
Graduate Program, VCDMFA

**IIDj**, Institute for Information Design Japan  
Tokyo

*az.bilgi.edu.tr*



**Foreword**  
005 Professor Dr. Halil Nalçaoğlu

007 **Introduction**

009 **DesignFactors**

0021003

**Keywords**

013 Explorations

081 Extensions

**Pre-Publication**

099 Use-Cases

107 Actors and Channels

117 Contexts and Channels

125 Processes and Channels

**Lectures**

133 Erdođan Altındıř, Manzara-Istanbul

135 James Halliday, Hub Istanbul

137 Selva Gürdođan, Gregers Tang Thomsen, Superpool  
Istanbul

139 Harun Ekinođlu, Istanbul Metropolitan Municipality

141 Korhan Gümüř, Human Settlements Association

143 Murat Belge, Istanbul Bilgi University

145 Deniz Ünsal Bal, Istanbul Bilgi University

147 Pelin Derviř, SALT

149 **Keyword Index**

151 **Resources**

163 **Team**



## Foreword

Approaching Istanbul: from the air, from the sea, from land. A visitor advancing toward the city by airplane will infinitely smile upon seeing the layout of the Bosphorus, perhaps imagining the catastrophic merge of the Black Sea with the Sea of Marmara. However, descending to lower altitudes, this perfect design will give way to a complex mixture of a million kinds of buildings, twisted roads criss-crossing each other disorderly, water streams flowing in colors ranging from yellow to dark brown...

The giant puzzle that is Istanbul does not have the slightest chance to get organized through a designer's master-plan.

Istanbul Bilgi University located on a strip of earth, which once hosted the first power plant of Ottoman Empire, is now housing a joyful youth, following their ideas and research in a spirit of free expression. Teaching design in a number of departments, the university is itself a model of design. The *Master of Fine Art Graduate Program in Visual Communication Design – VCDMFA*, is one of them. Devoted to information, interaction and interface design, the program has currently 50 students enrolled. The distinguishing characteristics of VCDMFA are its interdisciplinary and international approach to communication design. Tightly coordinated with Istanbul Bilgi University's overall mission its innovative curriculum encourages idea generation beyond the constraints and defaults of traditional education.

In the heart of the city of Istanbul, VCDMFA is taking up the challenges to untangle the city's cluttered codes of design and to pursue activities which respond to the needs of its inhabitants – and visitors coming from all parts of the world. The Discovering Istanbul from A to Z Workshop is one of such efforts.

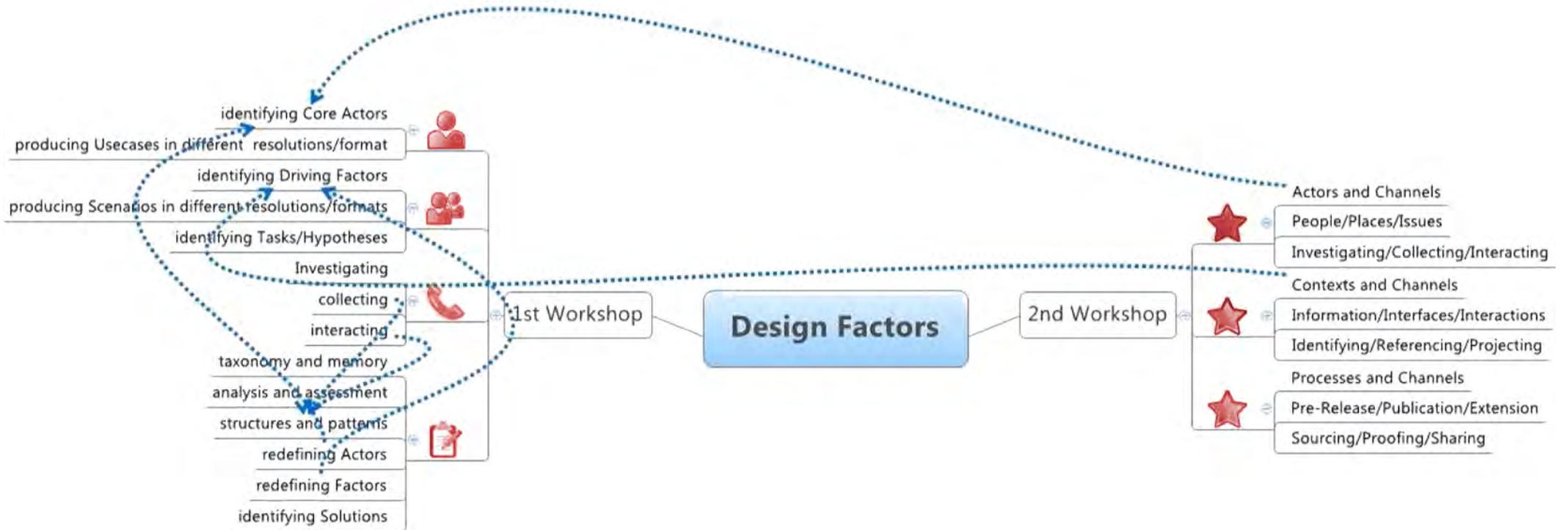
This two-phase workshop hosted 22 participants of graduate level students, academicians and professionals from Austria, France, Germany, Poland, Turkey, and the United States.

The workshop, directed by Andreas Schneider of the Institute for Information Design Japan – IIDj, and Cihangir Istek from Bilgi's Visual Communication Design Department, aimed to introduce *DesignFactors* – a structured method for assisting problem solving and design developments, but also to improve skills and to provide professional experiences in a unique travel-guide project: *Istanbul A-Z*, a compilation of uniquely personal views on Istanbul, involving more than 70 contributors. The content will be published in four different channels – a book, a web/online presence, a documentary film, and an interactive exhibition event.

Instead of asking experts to produce a professional portrait of the city, this project engages people from all walks of life to share their particular view of the city they experience. Investigating a wide range of locations, interacting with locals, and drawing ideas on how design could help to make the everyday treasures of this city accessible to its residents and visitors. We are looking forward to see the blueprints developed in these workshops become effective agents in Istanbul's communication efforts.

**Professor Dr. Halil Nalçaoğlu**  
Dean, Faculty of Communication  
Istanbul Bilgi University

0041005



*What's really going on, what we are experiencing, the rest, where is it? How should we take account of, question, describe what happens every day and recurs every day: the banal, the quotidian, the obvious, the common, the ordinary, the infra-ordinary, the background noise, the habitual?*

*Georges Perec, Cause Commune, February 1973*

*Discovering Istanbul from A-Z*, designing a unique travel guide, requires to see, investigate, and experience the city from different viewpoints. Firstly, there are the people who live in the city all with a distinct and very personal everyday agenda. We expect them to become the main contributors of the guide. Then, there are those who – by professional or personal interests, are communicating Istanbul's special places to others: locals, visitors from afar – or just friends. Finally, there are the people who consult the guide, pick up their favorite destination and try to get there in person.

The purpose of the past two workshops was to research the needs, possibilities, and constraints of each of these *Actors* and to see how content could be aggregated, edited – and finally published in different channels: a printed book, an online interactive presentation, videos, and a series of exhibitions.

## Introduction

This documentation illustrates the process of our work, summarizes the result of our research, reviews the many presentations of invited experts, and provides a references to resources we found inspiring and helpful.

We had two workshops of 10 days each. During the first workshop in March, we identified more than 50 keywords. In many encounters and interviews we tried to understand the specific contexts of the people we met, capturing our observations and understandings in a series of micro-scenarios.

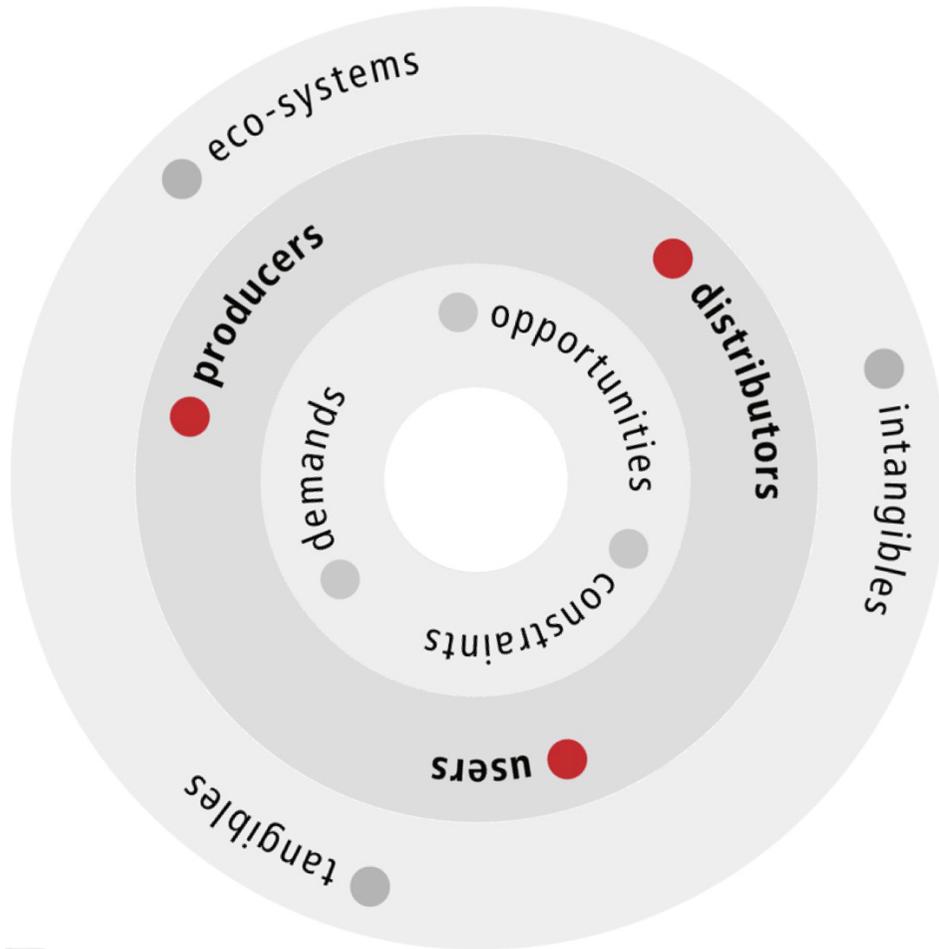
The second workshop in May focused on the study of possible communication channels and the choice of media which would best support our work in the stages of pre-publication, publication and sales, and possible re-purposing through various applications. At any stage of these design studies we were lead by the concern to engage the various *Actors* in the best possible scheme – soliciting their contributions but also making them partners in the distribution process. After all, the success of this project will be judged by the usefulness of what we produced to those involved.

In the months ahead, we are looking forward to meet many more people, discover many more places, and in time walking the streets of Istanbul, our own book in hand...

0061007

*DesignFactors* is a framework used to assist the modeling of design planning and development, based on triangulation and permutation. This method encourages collaborative work and provides a framework to effectively share ideas across participants of brainstorming sessions. In our workshops we used *DesignFactors* as basis for the processes required for the researching, planning, and developing the *Istanbul A-Z* travel-guide. Following the three basic views of *DesignFactors – Scenarios/Elements/Processes*, we researched a wide scope of issues relevant to the production of such a publication at different stages.

## DesignFactors



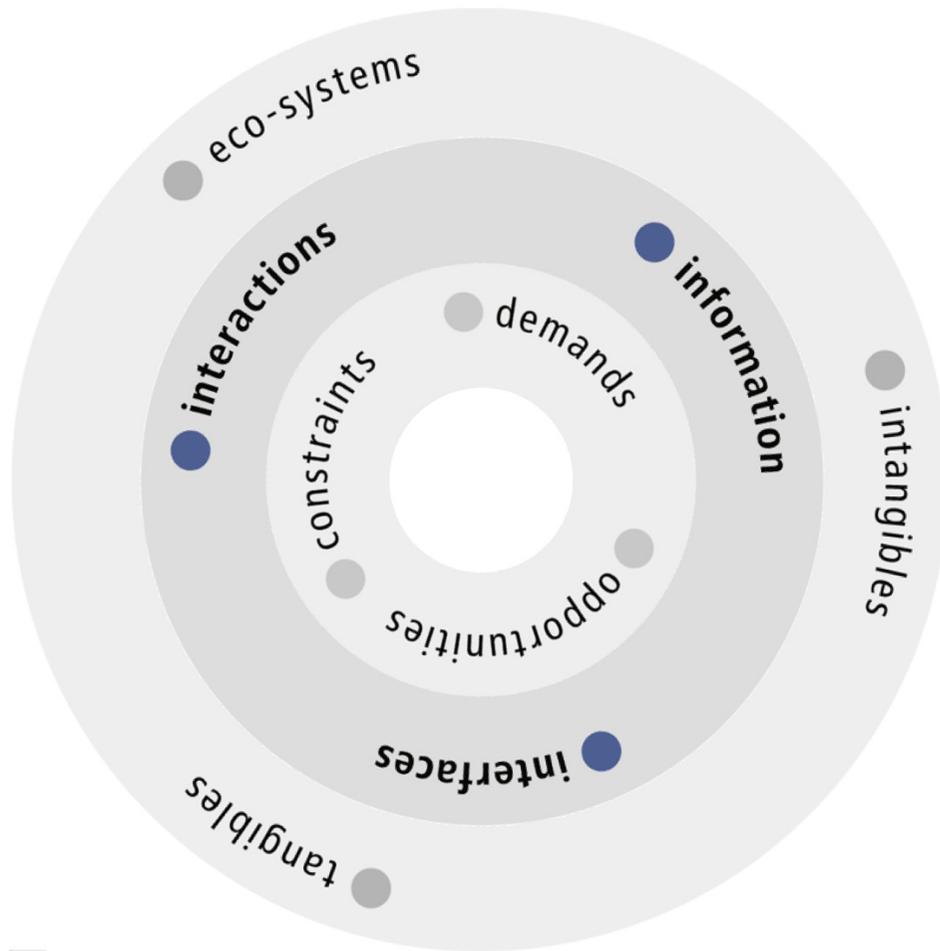
### Scenarios

Developing micro-scenarios in illustrated and descriptive formats we identified and explored issues and possibilities of three type of *Actors*. Many of these projections were based on observations and interviews with people in their particular contexts. Capturing these explorations in detailed Use-Cases helped us understand and describe how we could involve people in engaging and creative ways.

0081009

*Eli-Yesil is a 27 years old prostitute in Istanbul. She is having different lives during the day and at night. She experiences various social pressure and feels very much excluded by society.*

*One of our members offered an exciting afternoon cruise across the Bosphorus on her family yacht. While on the boat, we realized that it would not be enough to simply consider tourist-clients – we would equally need to understand the role and expectations of the business owner as well as of those who operate it.*



## Elements

The elements view made us consider the different roles played by *Information*, *Interfaces*, and *Interactions*. We discovered that following such an explicit structure, we recognized opportunities for design interventions that otherwise would have escaped our attention that is only too often framed by what we hold to be the normal or default.

Iterating through several permutations which involve Actors, Elements, and Contexts we collected a varied stock of catalysts for our later design developments.

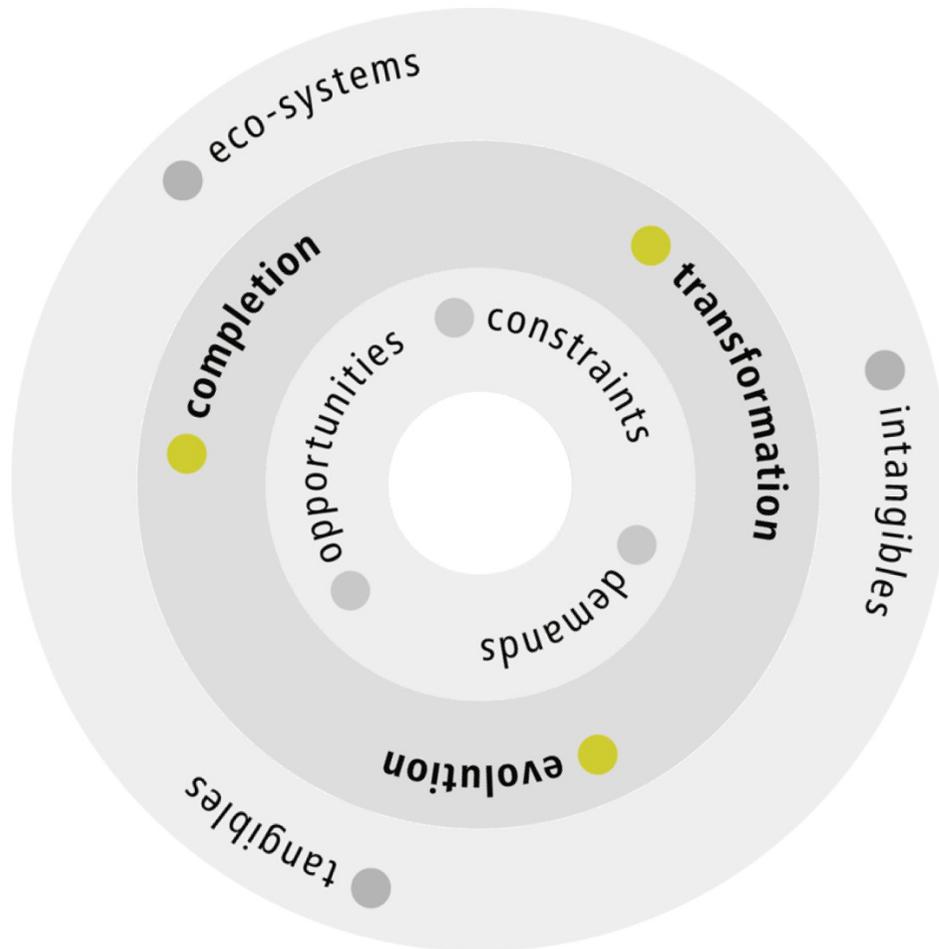
*Most of the cabs in Istanbul are equipped with a simple pocket at the back of the driver's seat which contain flyers advertising all sort of services and events. This small pocket could become an interface to make the Istanbul A-Z publication available to the changing clientele of more than 18,000 taxis roaming the city's streets.*

*The Vapurs – ferries which shuttle commuters between the European and Asian side of Istanbul provide many interesting corners where we could have installions featuring Istanbul A-Z content – and asking for passengers feedback during their idle time of around 15 minutes.*

---

## DesignFactors

### Processes



Considering that any activity happens in a certain time-continuum we tried to distinguish three phases of different quality: *Evolving*, *Completing*, and *Transforming*. At each of these stages specific requirements, opportunities, and constraints impact design decisions.

010|011

*The many formal and informal recycling activities we discovered on our field trips inspired our ideas on how to share the Istanbul A-Z content with different partners in different formats.*

Permutations with these distinct sets of ternary relationships revealed many ideas in a way we could easily share with each other.

More information:

[www.designfactors.com](http://www.designfactors.com)

[pub.iidj.net/tools/designFactors](http://pub.iidj.net/tools/designFactors)



### Program

*Tuesday:* Native Project, Istanbul. The Clarinet Sound of Underground, covers ethnic music from all around the world.

*Wednesday:* TakaTuka is covering of songs from Balkans.

*Thursday:* On their joyful music journey, they stop by sometimes in Andalusia, sometimes Rumelia, sometimes Sephard.

*Friday and Saturday:* With their alternative songs chosen from all parts of the world, the program of Araf DJ's, which make Friday and Saturday nights the center of entertainment.

*Sunday:* Velvele which peeps up Sunday nights in Araf presents lively melodies of Istanbul and world gypsies with a rock version...



## Araf • Purgatory



*Named after the imaginary land between Heaven and Hell, Araf is a real place between East and West, one of the most popular clubs in Istanbul for the past five years. With its cosy atmosphere, live for people from all around the world. After all, we are neither in Heaven nor in Hell, but in Araf! in Araf!*

Located in Istiklal Street, at the hart of the night life of the European side of Istanbul, Araf attracts locals and tourists to its world. Bar manager Oktay gave us some information on working hours of Araf: Opening everyday, except Mondays, at 17:00, and closing at 04:00, Araf has varying programs for each day of the week. The Bar has two floors, but sometimes only the terrace is open. Most probably for the newcomers of Istanbul, someone will suggest a visit to Araf!

## Keywords

Ready to get away from your troubles?

### Place

Istiklal Caddesi, Balo Sk. No: 32/5  
Beyoğlu

0121013

### Actors

Bar Manager Oktay, 28

### Factors

Dance, world music, service, terrace

### References

[www.araf.com.tr](http://www.araf.com.tr)  
Bar Manager Oktay

### Extensions

Barmen, partners, customers, university students

**Actor**

Ali is 24 years old. Born in Samsun, he moved to Istanbul in 2007. He is a waiter at the Cafe de Marmara at Beylerbeyi.





## Bekleyiş • Waiting



Istanbul is the city of waiting. We wait at the traffic, we wait to get a place in restaurant, we wait for the view, we wait for the others, we wait for the boat to cross the Bosphorus... Waiting doesn't necessarily takes place in a line, but it happens for the beautiful.

## Keywords

Beautiful things take time

### Place

*Cafe de Marmara*, Beylerbeyi, Istanbul.

0141015

### Factors

This cafe is specific because of its beautiful view of the Bosphorus, and Ali has to manage to client's desire to get a place near the windows. He managed a way to satisfy them, asking them to sit at another table till a table near the windows is free. Ahmet and Elif are two clients who asked for a place near the windows. They actually want to spend a good time together but have got constraints of time. They interact with Ali who advise them to wait by sitting somewhere else.

### Extensions

Movement

View

### References

[www.cafedemarmara.com/index.html](http://www.cafedemarmara.com/index.html)



*Yılmaz Usta in Levent, 1960's*

*© Yılmaz Ülker*



#### **Actor**

Yılmaz Usta is originally from Black Sea, in the northern part of Turkey. He started his first job at the age of twelve. In the old days touring around the tower was only 25 kuruş. He opened his first shop in Levent in 1960's and became very popular. He even attracted the film producers and took part in some of the movies with famous actors as a stuntman. Back then, the season to rent bikes was spring and summer. Therefore he had to work as a taxi driver in the winters. Today he has no clients. He says *there are no children left outdoors, they all prefer to stay at home to play computer games.*

Nowadays, Yılmaz Usta comes to the shop to have tea with his friend visitors.



## Bisiklet • Bicycle



### Keywords

The wheels on the bike go round  
and round all through the city...

Littered with potholes and crowded with traffic, Istanbul's streets are far from the ideal surface for traveling by bicycle. However, in the motor free years of the 1950's bicycles were the most common means of transportation.

016|017

Today when people see a bicycle rider on the streets of Istanbul a first thought that often comes to mind is how crazy, insane, extreme or suicidal that person must be. How can anyone survive these mean streets where the odds are stacked against the cyclist?

### Place

Shop, Levent

### Factors

Children, traffic, nostalgia

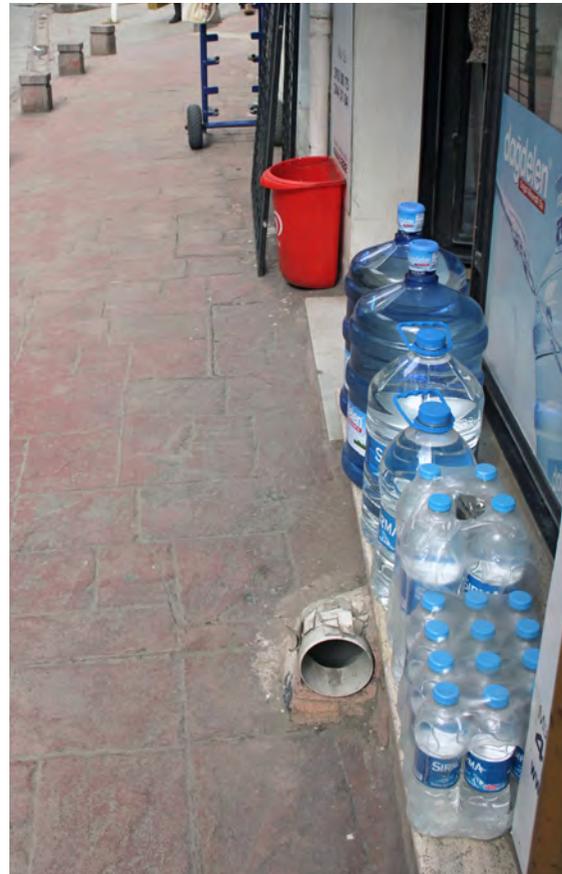
### Extensions

Bicycle route

### References

Yılmaz Ülker

According to the Turkish Language Association, *Damacana* comes from Italian word *damigiana* which means glass balloon. It is equal to five gallons, or 19l of liquid, water in this case. As the water is not drinkable from the tap in Istanbul, locals buy damacanas from shops which are specialized on water/damacana delivery. These shops get an agreement with one of the water companies to sell their products. There are several water brands and there is strong competition among them. Neighborhood shops act as an intermediary between buyers and the company. The shop is both buyer/user and distributor of damacana. The area they deliver water is the neighborhood around the shop. Customers usually call the shop to order damacana.





## Damacana • Water Gallons



These customers have their registration numbers in the shop's distribution system. So when they order a damacana, they say their number and the worker delivers the order. If the customer lives at a close distance then the delivery guy shoulders damacana and carries all the way to the apartment or house, but if it is far then they use either a car or a wheelbarrow. However, as the streets around Galata have either narrow or no sidewalks it is difficult to move with the wheelbarrow for they have to move in the traffic. The shop collects empty bottles and gives back to the company. First payment for damacana includes deposit for the bottle itself.

### Keywords

Delivering water on the streets of  
Yüksek Kaldırım

#### Place

Yüksek Kaldırım, Galata

0181019

#### Author

Shop owner

#### Factor

User, distributor, competition, deposit, water brands, zig-zags on the street, Kutsal Damacana, Turkish comedy movie

#### Extensions

Water Company, shop owner, delivery-man

#### References

[url.istanbul-a-z.info/tdk\\_AYwu](http://url.istanbul-a-z.info/tdk_AYwu)



People of Istanbul buy their musical instruments from Beyoğlu, Tünel. Despite a few other locations, that street is still where most of the music studios, instrument makers and dealers are located at. Musicians, amateurs and enthusiasts visit the street often to buy, test, repair and experiment with instruments that are made there or imported from other parts of the country and the world.

A vibrant energy fills the street with lots of tourists passing by, a mevlevihane where whirling dervishes perform from time to time and shops that are busy.

One of the oldest shops on the street is called Gözde Muzik. Named after the daughter of the owner Ercument, The shop sells several kinds of instruments from World and Turkish music, reed, oud, kamancha, violin, guitars and such. They are specialized in repairs of the instruments and have an atelier on the upper floor of the shop. One can enjoy his or her time at the shop with lots of instruments hanging from the walls.

What we expect him to present in his shop about our guide is to hang posters on the walls, play music in the shop and hand out flyers from his desk.



## Dokuz Sekizlik • Nine-Eight-Rhythm



9/8 vs 4/4

The difference between the two rhythms is that one of them is more a classical pace. It is easier on the ear and used on western music. The latter is native to eastern music and has more of a joyful and most often uplifting nature. Famous Turkish belly dance music is usually on 9/8 rhythmic measure.

## Keywords

### Music shops in Istanbul

#### Place

Gözde Müzik  
Galip Dede Sokağı, Mevlavihane  
Galip Dede Cad. No: 6/B Tünel Beyoğlu

0201021

#### Actors

Ercüment, owner of the shop, Gözde his daughter

#### Factors

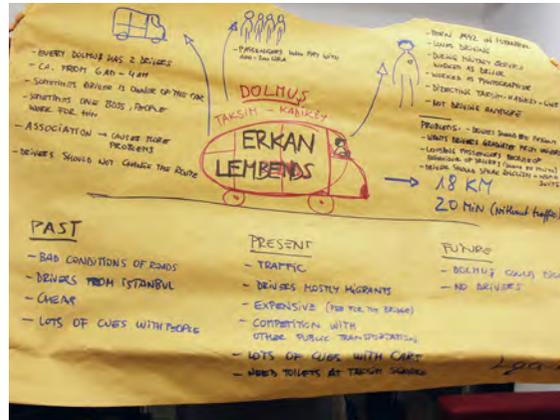
The age of the street, the location of it in town, music and its healing power

#### References

Interview with the owner of the shop  
Websites

#### Extensions

Rhythm  
9/8 vs 4/4  
Music Shops  
Experience  
Sufism  
Family Business



Dolmuş in English refers to filled-up minibus that travels in and between cities. They have different colors and shape regarding the place and city. In Istanbul at the line mentioned above, the color of dolmuş is yellow, and it does not take passengers on foot. After all the seats are filled up, the dolmuş departs for its destination. They usually take eight passengers and a driver. One at the front, near the driver, three at the second row behind the driver, and four at the third row at the back of the dolmuş. As Istanbul spreads over two continents, Taksim and Kadıköy are two districts of Istanbul that take place in European and Asian side respectively. These two districts are central places and hubs for transportation.

Erkan Lembends, one of the directors of Taksim - Kadıköy Dolmuş line, was born in 1942 in Istanbul. His family migrated from Thessaloniki, Greece. He says, *being a dolmuş driver is a difficult job. One has to deal with the traffic and people all day long, one has to leave his nerves aside.*

Erkan Lembends compares the past and present of Dolmuş business and points out his idea about the future of it. He says that in the past, bad conditions of roads were a problem, it was difficult to drive but today the traffic is the biggest problem.



## Dolmuş • Shared Taxi



Erkan Lembends, 70, driver and stop director, at Taksim - Kadıköy Dolmuş Stop, Taksim-AKM

Taksim - Kadıköy distance is 18 km and when there is no traffic it takes 20 minutes to arrive. However, in the rush-hours it might even take one hour to reach. He emphasizes the increase in prices throughout the years. While passengers paid same price as the public transportation buses, now they pay twice more than what they pay for buses. The bridge – Bosphorus 1st Bridge, fee causes the high price rates. A threat to business is the investments of Istanbul Metropolitan Municipality on public transportation. According to drivers, the only tempting factor to passengers is that the dolmuşes fill up and go fast. Taking this into consideration, Mr. Lembends says that there is no future for Dolmuş business. He also complains about one thing that passengers do: paying dolmuş fee with big banknotes in the very morning, then it is difficult to change. So, it will be better if the visitor carry small banknotes to take the dolmuş. The drivers don't speak English but if foreigners show the address, they will lead him/her to the dolmuş he/she should take.

## Keywords

Taksim - Kadıköy Dolmuş Line

### Place

Taksim/AKM – Atatürk Kültür Merkezi

0221023

### Author

Dolmuş driver Erkan Lembends

### Factors

Interaction, communication with strangers, shared space, collaboration, fast transportation, klaxon, zig-zags

### Extensions

Dolmuş driver, dolmuş line director, passenger, Istanbul Metropolitan Municipality

### References

Taksim - Kadıköy Dolmuş Stop, near AKM  
az.bilgi.edu.tr/resources•publicTransport

For those who want to dress but not to cover. It's the slogan for By Retro. Hakan Vardar, 45, is the owner of the shop. His nickname is eskici which means in English, old clothesman.

This is the second hand shop where you can rent and buy. You can find the clothes in the range of 1920's and 1980's. Products are unique and so everyone is different.

In terms of references, TV series, programmes, movies, and commercials are involved. Clothes can be both sold and bought at the shop. The budget is for everyone, you can find the clothes priced between 10TL to 150TL.

One leather jacket summarizes the story of the beginning to this profession. In Hakan Vardar's youth years, the leather jacket was popular and he was studying in a college where rich family kids go. Most of his friends had leather jacket and he couldn't buy one. He went to Eminonu and bought one second hand leather jacket. When he went to school, his friends loved the jacket and asked for the brand. That's how he started to buy second hand clothes and shoes for himself. Then his friends asked about the clothes and wanted to have one too. After that, he started buying and selling second hand clothes.



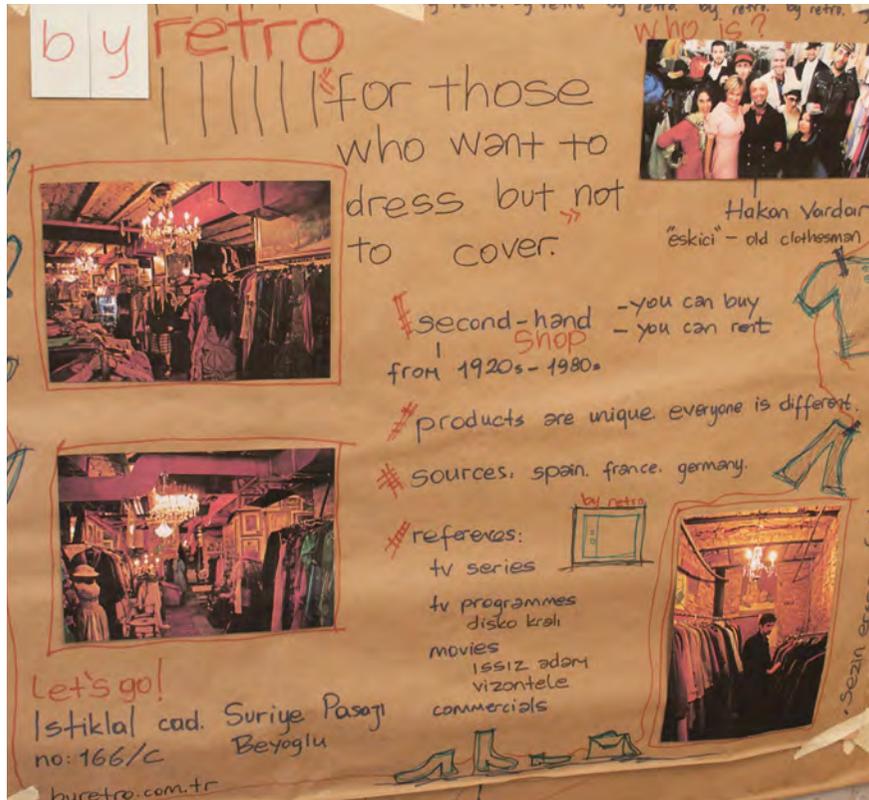


## Eskici • Old Clothesman

## Keywords

Turning old into new

0241025



Case Study



Childhood picture of Hakan Vardar

In this shop you can find clothes from the 1920's to 1980's. The prices of clothes fit every budget. Instead of buying, maintaining the progression by handling the second hand clothes shows the sensitiveness for environment and is the best way for the solution to prevent the excessive consumption.

#### **Sources**

Many people bring their old clothes to the shop. Also from time to time there are some announcements via newspapers for collecting and bringing old stuff to By Retro Shop. He collects stuff from flea markets in Topkapı, Samandıra, Dolapdere and Zeytinburnu in Istanbul, and from domestic and foreign storages in Germany and Spain.

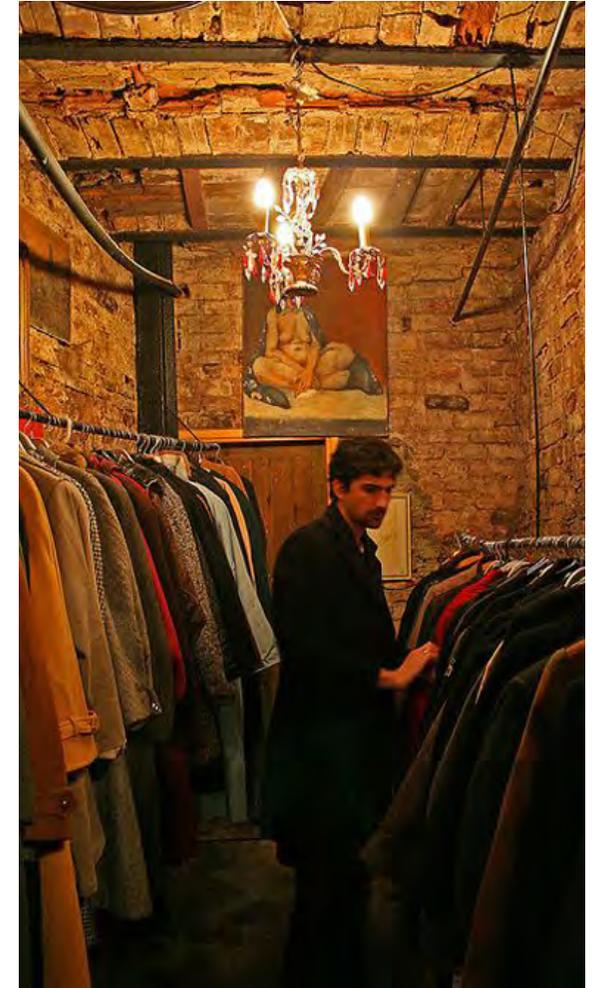
They also sell to very important stores in Europe, Pepe London and by Retro in Paris are two of them. Many famous people like Angelina Jolie, Brad Pitt, Julia Roberts do shopping from these stores. By Retro's products are also sold in Tokyo and Disneylands. Besides, they provide costumes to TV series, programmes and commercials. They have long term customers, who are Tuncel Kurtiz – journalist, Fatih Akın – film director, Neşet Ertaş – singer, Erkan Can – actor, Okan Bayülgen – producer, Ata Demirel – comedian-actor, Cem Yılmaz – comedian... You can see By Retro's signature in many places. He loves working with university students the most, he says that he feels close to them.

#### **Extensions**

Retro, vintage, old, ripped, fashion

#### **References**

Hakan Vardar, By Retro  
İstiklal Cad. Suriye Pasajı No:166/c  
[www.byretro.com.tr](http://www.byretro.com.tr)  
T: 0212-245 6420



*By Retro store*

**Keywords**

Turning old into new



*By Retro clothes*



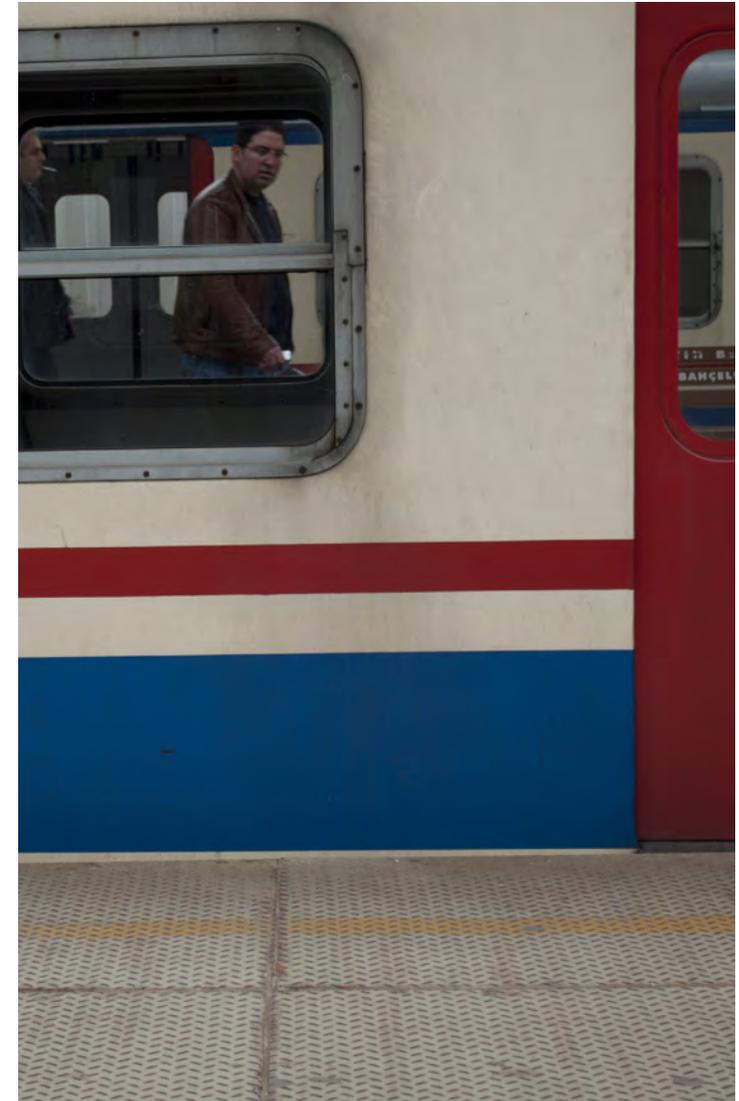
*Entrance of By Retro*

To move from a point where East, West, North, and South intersects... Sirkeci Halkalı commuter train is the fastest alternative to get to the coast areas of the city from Sirkeci Train Station. The construction of the station started in 1888 and finished in 1890. It was designed by the German architect August Jachmund, who conceived it as a place where East and West meets. There are two clock towers on the front facade of Sirkeci Station. On the side facade of the building one can find the inscription of its service starting date in the Gregorian and the Hijri calendars.

The station was built close to the sea. However, the surrounding of it has changed dramatically over the years. In the 1950's and 1960's the train station restaurant was the meeting point of renowned authors, journalists, and other parties. The Orient Express train connected Paris with Istanbul at this station.



Boarding the commuter train, a journey along the coast all the way to Küçükçekmece is ahead of you. This is an opportunity to see changing neighborhoods and structures, cultural differences, and also to observe the rhythm and sounds of Istanbul.





## **Gar** • *Terminus*

### **Keywords**

To move from a point where East, West  
North, and South intersects...



0281029



*Gentrification in Bomonti*  
© Hannah Eckstein



## Gecekondu • Slum



Gecekondu can be perceived as self initiative housing projects by internal migrants. The word *Gecekondu* literally means built-in-a-night. Most of the Gecekondus in the city are built near the old industrial areas like Bomonti, Mecidiyeköy...

Within the years those illegal housing places have become a legal-right before elections. Politicians support the owners for a vote's sake. Most of the Gecekondus occupy the public spaces, thus city is lacking parks, green spaces and proper planning. With gentrification the condition does not get any better. Instead of re-publication of those areas the government sells the land property to private companies who offer large amounts of money to build skyscrapers.

## Keywords

Shanty Town

### Places

Bomonti, Mecidiyeköy. In Istanbul Gecekondus are visible almost from every corner.

### Actors

Gecekondu dwellers, lower socio-economical classes, internal migrants, villagers

### Factors

Most of the Gecekondus built-up by the owners; lower socio-economical classes, migrants, villagers.

The History of Gecekondus starts with the internal migrants in early 1900's. A rapid urban gentrification and transformation is happening nowadays. Housing problem needs to be solved for lower classes.

Migrants integration problems have to be solved to prevent cultural gaps within the society.

### References

[url.istanbul-a-z.info/becomingistanbul\\_66av](http://url.istanbul-a-z.info/becomingistanbul_66av)

[url.istanbul-a-z.info/becomingistanbul\\_0590](http://url.istanbul-a-z.info/becomingistanbul_0590)

### Extensions

Gentrification, urban-planning, transformation, class struggle, culture shock, integration problem, political concerns

030|031



*Adem, 21*  
*© S. Malinowski*



## Geri Dönüşüm • Recycling



Recycling is a key component of modern waste reduction and is the third component of the *Reduce, Reuse, Recycle, Refuse* waste hierarchy. There are two ways to conduct recycling in Istanbul which are legal and illegal.

Legally the municipality initiates a recycling tender, a company gets it and is responsible for collecting papers, recycle them and make money. Although it is illegal, there are people who collect paper and other recyclable materials and sell them to recycling plants. They generally hump a big white sack and always escape from the municipality police officers.

### Keywords

Collecting paper from backstreets of Istanbul...

#### Place

Dumpsites and backstreets of Beyoğlu, Last stop: Karakumru Street in Tarlabası

0321033

#### Actor

Adem, 21 comes from Van, lives in Tarlabası, Istanbul for 3 years. With his family they work in the recycling sector, collecting paper from backstreets of Beyoğlu.

#### Factors

Adem says: *I want to get rich by collecting recyclable waste.*

His weekly wage: 200-300TL

1kg paper: 0.14TL

#### References

Information we got from Adem

#### Extensions

Parcels, plastics, escaping from municipality, police officer



Hamam is a variant of a steam bath and it has been seen as a way of purification and relaxation.

*A person taking a Turkish bath first relaxes in a room – known as the warm room, that is heated by a continuous flow of hot, dry air allowing the bather to perspire freely. Bathers may then move to an even hotter room – known as the hot room, before splashing themselves with cold water. After performing a full body wash and receiving a massage, bathers finally retire to the cooling-room for a period of relaxation.*

There are many options and many places for hamam but also there are local hamams which don't get many attention because they are excluded from centers of the city.

One of them is Arabacılar Hamam which is located in the district of Balat. The owner of Arabacılar Hamam is a rather talkative person and he runs a quite a nice place with some cute animals around – such as ducks, dogs and chickens.



## Hamam • Turkish Bath



### Keywords

Feel the smoothy silk in your soul

#### Place

Arabacılar Hamamı, Yatağan Hamam Sokak 78  
Fatih Istanbul

0341035

#### Actor

Hüseyin Yıldırım

#### Factors

Purification, cleansing, relaxation, pleasure, massage

#### References

Arabacılar Hamamı in Balat  
[en.wikipedia.org/wiki/Turkish\\_bath](https://en.wikipedia.org/wiki/Turkish_bath)

#### Extensions

Steam bath, purification, pleasure, relaxation



Hezarfen Ahmet Çelebi is 17th century Ottoman scholar. Due to his wide range of knowledge in science, Ahmet Çelebi was given the name Hezarfen which means *thousand of sciences* by the Ottomans. In 1632, during the reign of Sultan Murat IV, Hezarfen Ahmet Çelebi managed to fly from the top of Galata Tower and landed in Üsküdar across the Bosphorus with the artificial wings he built. Sultan Murat IV thought such a scholar could be dangerous to be kept nearby so the Sultan exiled Hezarfen to Algeria where he died.



## Hezarfen • Thousand Sciences



## Keywords

Istanbul Beneath my Wings

### Place

Istanbul Sapphire

0361037

### Factors

The 236 meters high Istanbul Sapphire building is the tallest skyscraper in Istanbul. From this first and only Observation Deck in Turkey both Asian and European sides of Istanbul can be viewed panoramically. Sky Ride Istanbul is the first simulation that gives you an opportunity to experience flying over Istanbul. The 4D simulation starts from Sapphire Observation Deck. With the help of Turkey's first 3D footage shot from a helicopter, Sky Ride Istanbul flies you around Istanbul's historical places and lands back on Sapphire Observation Deck.

### References

Erkin Bayrı- Group Sales Manager of Istanbul Sapphire Observation Deck

Emre Özyaman- Sky Ride Istanbul Representative

### Extensions

Manzara

### Resources

[www.hezarfen-themovie.com](http://www.hezarfen-themovie.com)





## Işık • Light



## Keywords

The light coming from centuries away

### Actor

Hrant Margarosyan is 72 years old. He creates miracles with his old, experienced hands. Despite of his illness and declining age he tries his best to keep the lighting tradition alive.

0381039

### Place

Azizciler Çarşısı – Bazaar of the Chandeliers

### Extensions

Illumination

It's not possible to miss the Bazaar of the Chandeliers while you are passing through Şişhane, a district in Istanbul, whose name is associated with light. There are lots of places which produce lighting equipments. You can easily see the lights of the chandeliers shops in Şişhane while reaching to Taksim from the Unkapanı Bridge. This light comes from centuries away. Because light started to spread out to the streets of Istanbul from here. The first street lights of Istanbul, which worked by gas were installed here. Later, chandeliers produced in Şişhane beautified the houses of many Istanbulians.



**Actor**

Meltem Acikel is the owner of *Vodina Cafe* which is also known as The Culture House of Balat. She has dedicated her life to make the shop a social location that offers many activities for women and their families within the area. In addition to the cafe's menu, many exhibitions are organized by the cafe.



## Kahve • Coffee



Turkish coffee is a method of preparing coffee where finely powdered roast coffee beans are boiled in a pot – cezve, with added sugar depending on taste, before being served into a cup where the grounds settle. This method of serving coffee is common throughout the Middle East, North Africa, the Caucasus, and the Balkans.

While the word coffee comes from Arabic, coffee-house culture developed in the former Ottoman world where this was the dominant style of preparation.



## Keywords

A tradition with a unique taste, froth, aroma, and presentation of itself.

### Place

Vodina Cafe, Balat

Vodina Cad. No:39-41, T: 0212-5310 057-67

### Factors

Comfort, conversation, culture, socialization, therapy – the smell of coffee

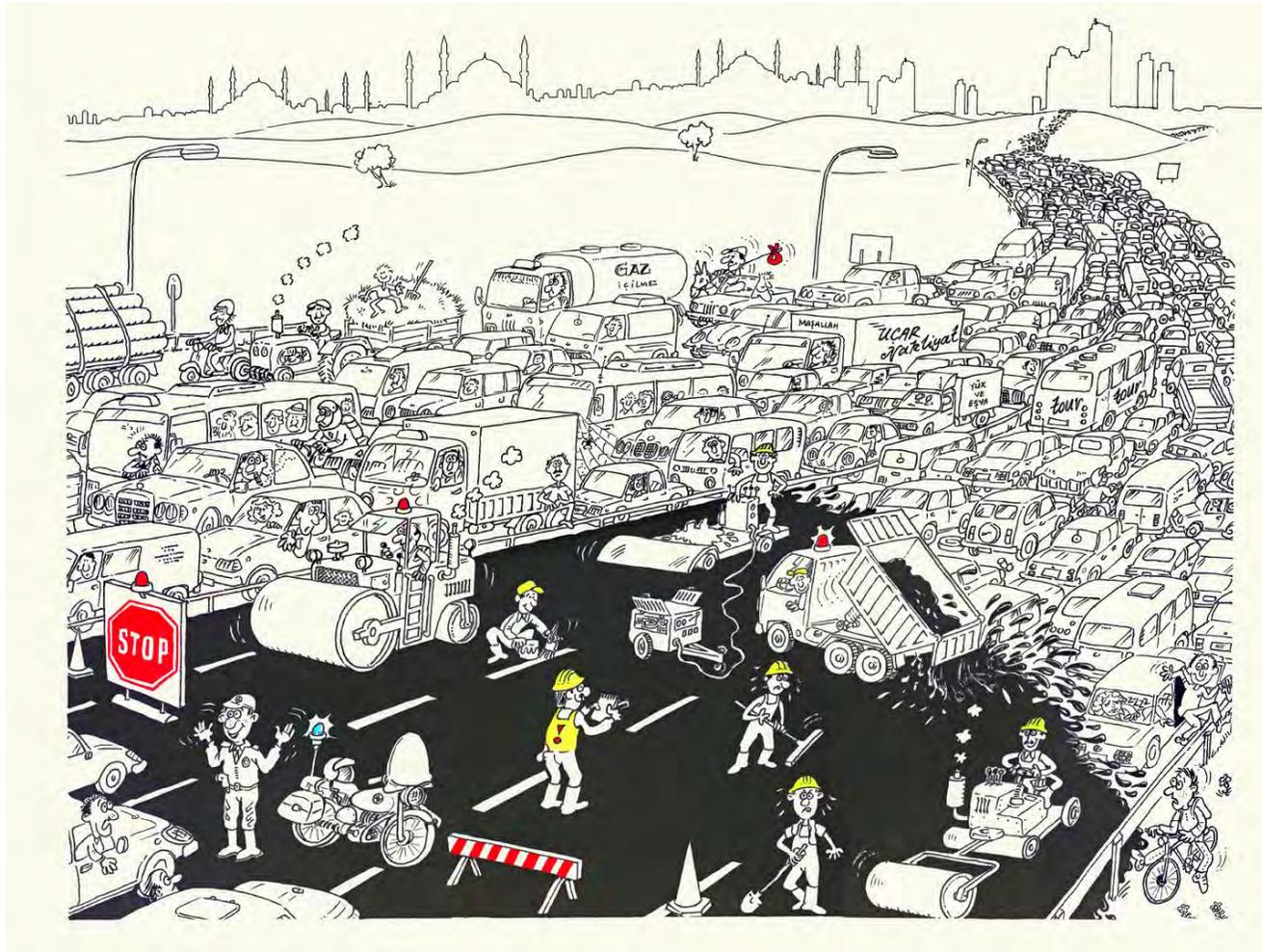
### Extensions

Relationship

### References

[www.balatkulturevi.org](http://www.balatkulturevi.org)

0401041



*Istanbul Karikatürleri*  
© İbrahim Tapa



#### **Actor**

İbrahim Tapa is a cartoonist based in Istanbul. In his early years, 1970's, he has worked with many masters. In his latest exhibition Istanbul Cartoons he focused on issues surrounding the metropolis Istanbul. He believes Istanbul to be the most populated city. In his cartoons he underlines many of those problems such as including traffic, the haphazard urbanization. He cites many contrasts in the Turkish public which present themselves easily as subjects for his cartoons. He thinks that in Turkey there are sociological constraints for a cartoonist and that artists, working in a Muslim society, have to exercise self-censorship.



## Karikatür • Cartoon

### Keywords

A genre like no other



The roots of the cartoon scene in Istanbul are so deep that the genre has been an older way of communication than the television.

Many cartoonists have approached the issues of Turkish life in general using their pencils. Names like Turhan Selçuk, Altan Erbulak, Sururi, Bedri Koraman, Suat Yalaz, Sahap Ayhan, Faruk Geç, Ayhan Başoğlu come forth with their sarcastic approach to the life of a newborn country, Turkey and it's major city Istanbul. Being mediteranean, Turkish culture includes a lot of humour. Even unique to it's regions as the clumsy naive character Temel for Karadeniz or Hodja Nasreddin for Konya.

#### Place

Studio, Esentepe

#### Factors

Caricature as means of expressing one's self, printing technology, Turkish population, historical values of Istanbul being maltreated, general censorship in Turkey

#### References

[istanbulkarikaturleri.blogspot.com](http://istanbulkarikaturleri.blogspot.com)

#### Extensions

The exhibition travelling to Linz, Austria and Harran University, Urfa

Pan Publishing was founded in 1986 by two music lovers Ferruh and Işık Gencer. Their aim then was to publish only music books and they carried this passion under their company's slogan *You can read music*. Today they extended their umbrella and now try to have selective books of any subject including novels, poetry, children books etc. In 25 years they have worked with 142 writers and published 1127 books. Their main aim is continuity and justice. Especially for music books. They believe that music should not belong to any side. That's why they have a huge range of music books. Jazz to Turkish pop-rock; from Maragalı to Abdülkadir, Tanburi to Dimitri Kantemir.





## Kitapkurdu • Bookworm

### Keywords

You can read music

#### Place

0441045

Pan Publishing

Barbaros Bulvarı, 18/4 Beşiktaş 34353 İstanbul

T: 0212-2618072

#### Actors

Ferruh Gencer

#### Factors

Networking, distribution, advertising

#### References

[www.pandukkan.com](http://www.pandukkan.com)

#### Extensions

Writers such as Murat Bardakçı, İlber Ortaylı or the journalist Doğan Hızlan

Customers

Cumhuriyet





When cookie comes to mind and if you are around Beşiktaş, there is a bakery shop you should stop by! In Hurriyet newspaper, this bakery shop is listed in top ten cookie shops. Visitors can taste 30 kinds of cookies in the shop. The most referred cookies by customers are *acıbadem* – bitter almond, and *tarçınlı* – cinnamon, kurabiye.

Cookies are perfect when straight out of the oven. All kinds of cookies have the same price per kg, 10TL. Yedi Sekiz Hasanağa bakery shop is open everyday between 08:00 and 21:30. There are famous frequenters like Erdal Özyağcılar – actor, Nejat Uygur – actor, and Aysegul Aldinc – singer. The story behind the name of the shop is interesting. The name comes from a Turkish pasha called Hasanağa. His title comes from his signature. In Arabic, *Yedi-Sekiz* which is seven-eight, is written with the  $\text{Y}$  and  $\text{A}$  letters.

Hasanağa opens this bakery, said Erol Çakar, the baker, from 7-8 Hasanağa Fırını. There is Hasanağa street, and there used to be a river called Hasanağa which is now Beşiktaş boulevard. If visitors want to go to the bakery, here is a simple direction to find it. In Beşiktaş there is a fish market, find the eagle sculpture and after passing this sculpture, enter the street on the left. There you'll see it on the left! Entering this humble shop, you will be greeted with old newspaper clippings, children's drawings, portraits and a TV at the far corner, probably there to keep the bakers company.



## Kurabiye • Cookies



Trays full of cookies, bread and crackers are being taken out of stone ovens by every minute. Beşiktaş locals, young and old, fill up the bakery to get themselves some of the goodness on offer. Yedi-Sekiz Hasanpaşa Fırını makes one of the best koko – made of coconuts – you'll find in Istanbul.

## Keywords

You're home!

### Place

Yedi Sekiz Hasanpaşa Fırını / Bakery Shop in Istanbul  
Şehit Asım Cad. No 12 Beşiktaş  
T: 0212-261 9766

0461047

### Actors

Baker Erol Çakar

### Factors

Cookies, cook, old, smell of cookies

### References

Yedi-Sekiz Hasanpaşa Fırını in Beşiktaş

### Extensions

Baker, frequenter







## Lostra • Shoe Shining



The word Lostra comes from Spanish word *Lustra*, which means shine. But the origin of mobile shoe polishers is Turkish. Today this job is popular within African, Portuguese and Mexicans. European countries prefer to use Shoe Polishing Machines.

Levent Lostra is the most famous shoe polish saloon in the city. The first shop was opened in 1974 in Levent, an area known to have many celebrities. In thirty years they have expanded around the city with nine other areas: Bağdat Street, Atatürk Airport, Astoria and Kanyon Shopping Center, Istinye, Güneşli, Nişantaşı, Kemerburgaz.

Zeki Usta started working in this shop in 80's. His first profession was in chemistry. Therefore when it comes to fabric he believes he is the best artisan in the city.

## Keywords

Friends look at your face, enemies look at your shoes

### Place

Levent Lostra  
Nispetiye Aytar Cad. No: 24/59  
1. Levent, Istanbul  
T: 0212-278 9511

0481049

### Actors

Zeki Usta

### Factors

Celebrities, networking

### References

[www.leventlostra.com.tr](http://www.leventlostra.com.tr)

### Extensions

Celebrities, locals



[www.manzara-istanbul.com](http://www.manzara-istanbul.com)

### **Apartments**

Situated in the heart of the city, Manzara apartments give their guests a twist of the new and a taste of the old. Each flat has its own individual style and many offer a terrace, balcony or window recess with breathtaking views overlooking the Bosphorus, the old city or the narrow streets of the Galata Quarter.

### **Art**

The district Galata, where almost all of the apartments are situated, is the cultural and artistic heart of Istanbul. Most intercultural networks built at Manzara lie in the field of art and architecture: guests exchange their ideas and do networking.

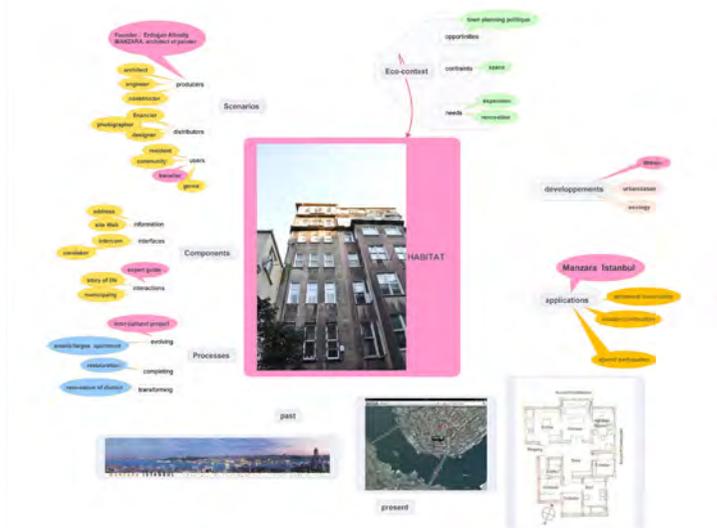


# Oda • Room



Creating intercultural networks between East and West, orient and occident: that is the aim of the Manzara Istanbul Project. Currently the number of staff members adds up to about 30 people; everyone working on the realization of this vision. By becoming an intercultural bridge between Istanbul and Europe, Manzara wants to bring culturally interested people together in one of the most exciting metropolis the world has to offer. Some of you may remember the beginnings of Manzara: a handful of homes, personally guided tours through the city, long talks in the Meyhanes around the corner.

Meanwhile, Manzara has grown: More than 50 apartments, an art and residency house with changing exhibitions, an extensive range of individual city tours, many facilities and events have been added. By talking to their guests, they went to break new ground and have implemented unconventional ideas.



## Keywords

### Place

Beyoğlu, Istanbul

0501051

### Actor

Erdoğan Altındaş

### Factors

Erdoğan Altındaş's aim was setting people into homes mostly tourists around Istanbul or in the city so people can actually get a taste of how to live in the city and how to observe it closely.

### References

Erdoğan Altındaş's 16 years of extensive work and accomplishments

### Extensions

A series of photographs with the view of Manzara Istanbul and a short Interview on A-Z Istanbul project



*zencefil*  
© Szymon Malinowski



## Organik • Organic



Vegetarians reject to eat meat and meat products for various reasons so they usually prefer vegetarian restaurants. There are wide range of vegetarian restaurants in Istanbul: from formal to home-like, and from expensive to cheap ones etc. We've visited the two restaurants *Zencefil* and *Nar Mutfak*.

### Zencefil

Not only vegetarians but also people who are on diet can also go there. Visitors can find vegetable dishes of Turkey and international cuisine, except meat and fried.

### Nar Mutfak

Despite of being a vegetarian-only restaurant Nar Mutfak gives their guests the chance of cooking meat products, as well. Actually, this restaurant is open to get involved with their guests' demands to cook for themselves.

## Keywords

Meat-y-less, healthy food

### Places

Zencefil: Kurabiye Sok. No: 8 Beyoğlu, Taksim  
Nar Mutfak: Just beside Galatasaray Bath in Beyoğlu, materials bought from Bomonti organic bazaar.

0521053

### Actors

Co-worker of Nar Mutfak; Birgül, comes from Tunceli, lives in Cihangir, Istanbul for 10 years. She and her mother work for their own business where they cook vegetarian food and feel like home.

### Factors

Customers for the veggie-food shops are vegetarians, university students, tourists, permanent clients. Birgül, her mother Yüksel, Customers past: Birgül cooked well as she was a teenager, even her mother called her as ekmek-ana – mother bread, Birgül say; I am trying to learn english to communicate with my guests. And her future projections are moving to a bigger place as the business grow.

### References

Information taken from Birgül and her mother  
[url.istanbul-a-z.info/facebook\\_IPpv](http://url.istanbul-a-z.info/facebook_IPpv)

There is no exact information by whom *Hacopulo* – or *Hazzopulo Pasaj* was built. However, there seems to be a consensus that it was built by a non-Muslim rich merchant whose name was either M. Hacopulo or Kiryako John Hacopulos who was one of the most famous bankers and one of the old mayors of Princes' Islands in Istanbul. The passage started to be built up in 1850's and it was opened in 15 April 1871. There were various shops of button, hat and yarn in the Pasaj. There used to be Ahmet Mithat Efendi's – Ottoman writer, journalist, and publisher/printing house in the passage where top floors were used as flats. That's why Young Turks used to have meetings here. The most important feature of the Pasaj is that it preserves its original look. However, most of the shops of that time are closed now. Today, the Pasaj is home to book sellers, perfumery and jewellery shops, and prominent hat maker M. Katya's hat shop. There are five floors in the Pasaj and three different doors opening to Istiklal and Meşrutiyet Streets.



Entering the Pasaj from Istiklal St. door, right after the jewellery shops, on the left corner visitors will see *Karasüleymanoğlu elektrikçi & kitapçı*. He has a small shop full of old books.

*Hacopulo* was restored twice due to the fires in its past. Hazzo Pulo Restaurant and Wine House is on the Meşrutiyet Street side of the Pasaj.





## Pasaj • Passage



## Keywords

Passage opening to courtyard and tea garden through jewellery!

### Place

Hacopulo Pasajı, İstiklal Caddesi, Beyoğlu

0541055

### Actors

M. Karasüleymanoğlu, 62, electrician, bookseller.

### Factors

Celebrities, networking

### References

[url.istanbul-a-z.info/mydestination\\_qois](http://url.istanbul-a-z.info/mydestination_qois)

[url.istanbul-a-z.info/taksim\\_HYld Turkish](http://url.istanbul-a-z.info/taksim_HYld Turkish)

### Extensions

Shops, sellers, tourists



The shop opened on May 13th, 1954 and today it is known to be one of the finest record shops in Istanbul. It has many fans and sells rare music at a friendly environment. Music lovers go there to buy rare CDs and explore new music. Especially on the Istanbul jazz scene, the shop and its owner are well known. They give advice to aspiring musicians and show them the many faces of music.



## Plak • Record



## Keywords

Sing me an old song!

### Place

Hakan Plak  
Galip Dede Cad. No: 1 Sakhulu Mah. Tunel Beyoğlu,  
Istanbul

0561057

### Actors

Hakan Atalay, 49  
owner of the shop

### Factors

Interaction, chain story, network, history, hints on  
new music and similar taste of music

### References

Ekşi Sözlük  
Internet  
Experiences from within the shop

### Extensions

One of the older shops that still is standing despite  
digital downloads and other publishing methods.



You can't sell information for cheap. An antiquarian bookseller is someone who finds, maintains, and sells old documents which are rare to find. These documents are mainly books, postcards, letters, posters, records and other documents that are highly valuable because of their rare existence. In a world where

Google is the easiest accessible engine to search through free information, antiquarian booksellers preserve the importance of information and they will not let you have it for free. What they have in their hands are documents which can't be found in archives, libraries or Google.

Keyword based search engines such as Google offer people loads of free information all around the world. Computer based information research system is very different than the information system of human brain. Antiquarian booksellers organize and research information based on relations to their knowledge in years of education – apprentice to mastery. They then transfer this knowledge to their apprentices. This way, even the oldest piece of knowledge keeps on living without corruption and loss of value.



Halil Bingöl, 70 says This is a job of passion He explains the advantages of his job to be self-satisfaction. However, he also points out a disadvantage saying This job won't make you rich.

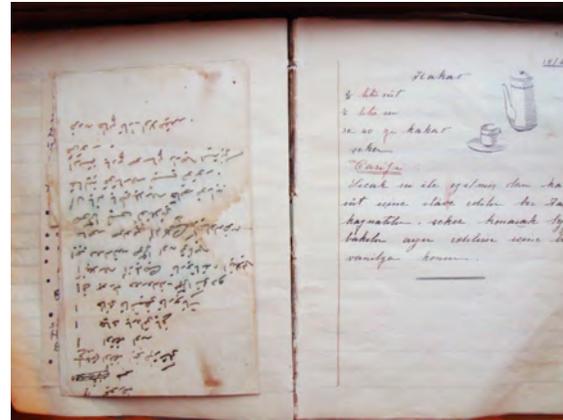




## Sahaf • Antiquarian Bookseller

### Keywords

He finds the unfindable!



A recipe notebook from 1930's

### Needs

Employees who go through trash to explore more documents, knowledge of old languages, master skill in antiquarian profession

### Place

From 1966 to 1994, Halil Bingöl has been an antiquarian bookseller in Beyazıt Sahaf Bazaar. In 1994, he moved his business, Barış Kitabevi, to Aslıhan Pasajı in Beyoğlu. In his store, you can find memoirs, history books, research documents, as well as old papers, documents, and many other printed items in Ottoman, Greek, Armenian, Hebrew and Turkish languages. Halil explains his location of business as an advantage because customers know where to go when they need old or rare documents: Aslıhan Pasajı in Beyoğlu. However, he is also concerned that being among second-hand bookstores decreases the value of his profession.

### Extensions

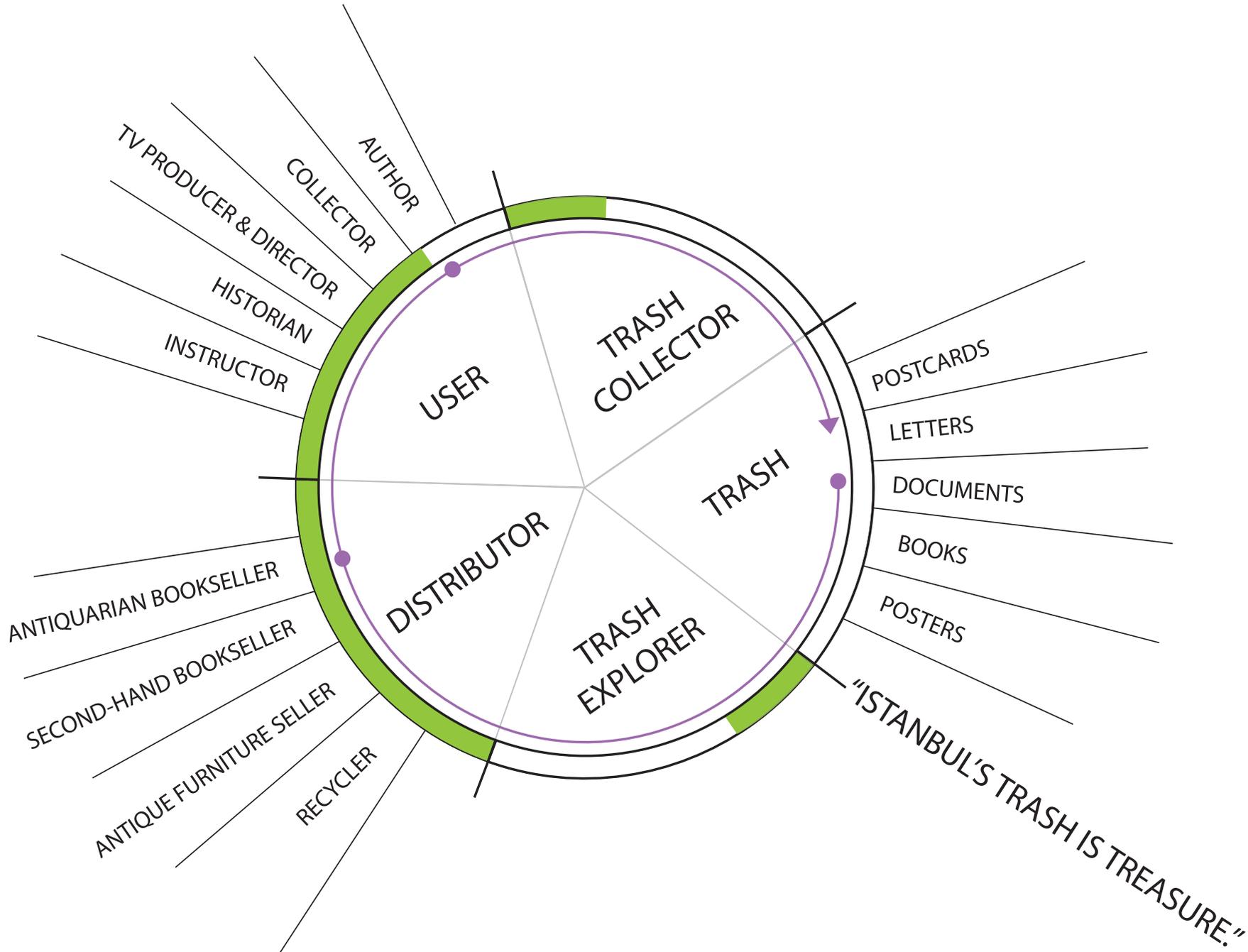
Antique furniture, records, old postcards, Aslıhan Pasajı

### References

Halil Bingöl, Barış kitabevi Aslıhan Pasajı, Beyoğlu  
T: 0212-243 0846

Entrance of Aslıhan Pasajı

0581059



Value  
Path

AUTHOR  
COLLECTOR  
TV PRODUCER & DIRECTOR  
HISTORIAN  
INSTRUCTOR

USER

TRASH COLLECTOR

TRASH

DISTRIBUTOR

TRASH EXPLORER

POSTCARDS  
LETTERS  
DOCUMENTS  
BOOKS  
POSTERS

ANTIQUARIAN BOOKSELLER  
SECOND-HAND BOOKSELLER  
ANTIQUE FURNITURE SELLER  
RECYCLER

"ISTANBUL'S TRASH IS TREASURE."

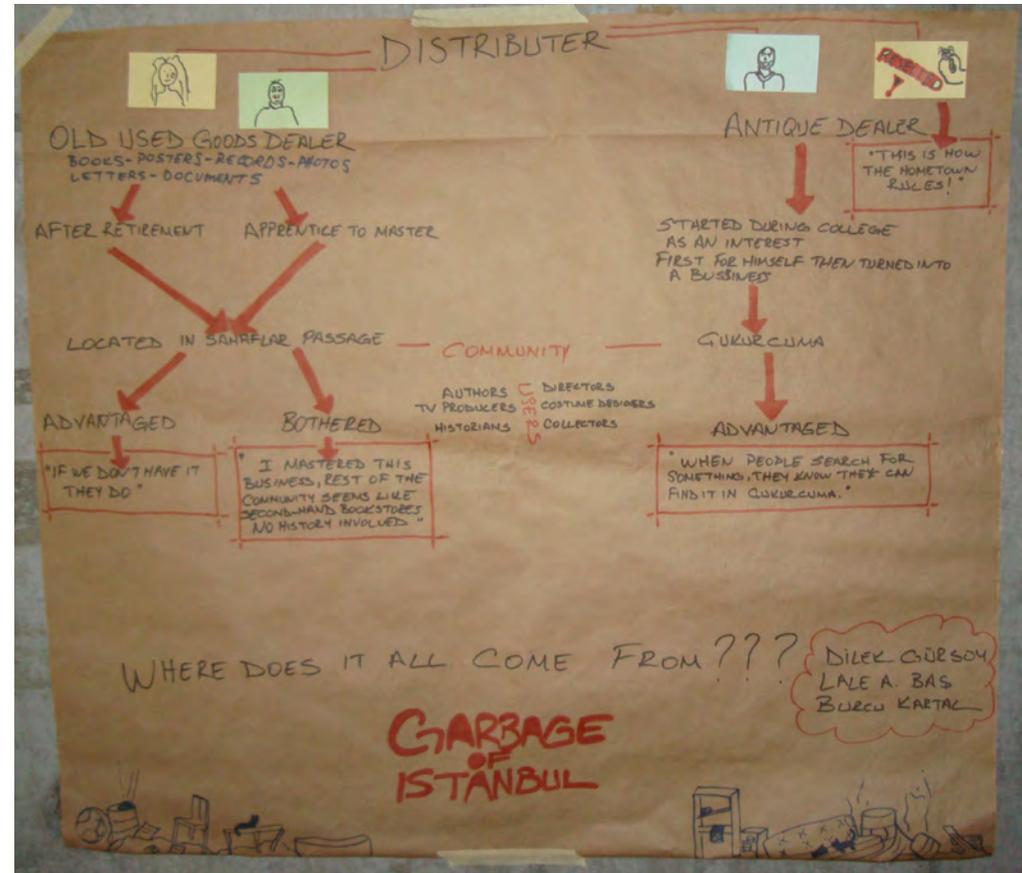
Keywords

He finds the unfindable!

0601061



Case Study 2



Case Study 1

Extensions

Antique furniture, records, old post-cards, Aslıhan Pasajı

References

Halil Bingöl, Barış kitabevi Aslıhan Pasajı, Beyoğlu T: 0212-243 0846



Simit is a circular bread with sesame seeds, very common in Turkey. Simit's size, crunchiness, chewiness, and other characteristics vary slightly by region. Jean, 54 is a french tourist in Istanbul for 5 days. He stays in Sultanahmet in an hotel and could know through a French guide that he would find a ferry which would allow him to travel on the Bosphorus in Eminönü. He would meet a simit seller there and talk with him. The simit sellers would talk to him about the simit tour – as circular. During the tour, Jean can enjoy the Bosphorus while watching the exhibition, reading extracts from the book and even get the opportunity to buy it.



## **Simit** • Turkish Bagel



### **Keywords**

Simit and tea on the ferry like no other

#### **Place**

Eminönü, Istanbul

0621063

#### **Actors**

French tourist  
Simit Seller

#### **Factors**

Investigation, interaction, discovering

#### **References**

Jean the french tourist

#### **Extensions**

Ferry

Originating from Arabia, *sinekkaydı* – flyslider, is a style of shaving done in two rounds: first one is called *beard shave* and the shaving is done downwards; second-round is called *sinekkaydı* in which the shaving is done upwards to soften the skin more. However, Birdal says that men do not prefer to have sinekkaydı any more due to today's fashion. The MN Barber is located in a local neighborhood and Barber Birdal has been working here for two years now and also works at events like weddings, parties, etc. Birdal points out two problems for barbers: fashion and market related economic issues. He states that today's men fashion is to have *dirty beard* – newly grown beard, even if they want to have soft and clear skin, they prefer to buy the razor blade of different brands from the market. Birdal says *To have a shave, a razor blade at the market costs 10TL and can be used for two months. Whereas going to the barber everyday to have shave would cost 600TL for two months.*





## Sinek kaydı • Flyslider

### Keywords

Even a fly cannot hold on!

#### Place

MN Barber, Gazeteciler Sitesi B2 Blok No: 3/4 Maslak

0641065

#### Actors

Mehmet Karasüleymanoğlu, 62, electrician, book-seller.

#### Factors

Celebrities, networking

#### References

Barber Birdal

#### Extensions

Barbers, master, apprentice, customer







## Sokak Sanatı • Street Art



Wall writings are the colors of the community, voice of the street and rebellion. Stencil technique has been used since 1400 for book and poster publication. After World War II, this practice has been turned into a street art. Before September 12, 1980 coup d'eta in Turkey, walls of Istanbul were used by political groups. After September 12 all the walls were cleaned. Prime Minister Turgut Özal rented the walls out for the ads during his presidential period. When billboards were introduced, ads made its way into them, while the wall writings era restarted. In Istanbul stencil works were first seen in Sirkeci, Halkalı and Haydarpasa stations, and then around Beyoğlu. The theme of stencil art is usually political and is most often related to current events of popular interest.

## Keywords

Hear Istanbul from the stencils of the streets

### Place

Taksim – Cihangir Area

0661067

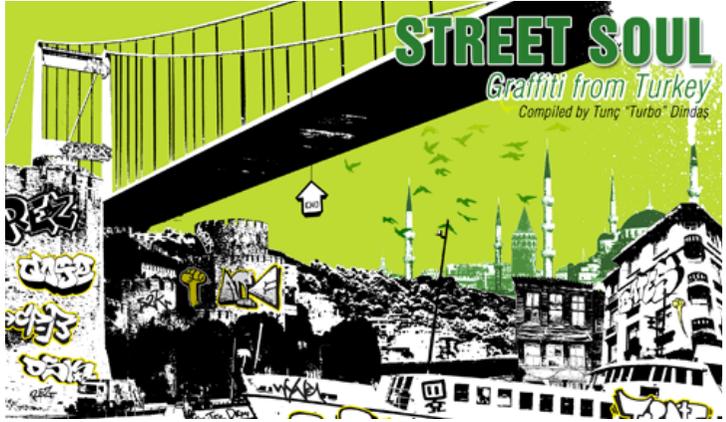
### Actor

At the age of 3, Ari Alpert left New York for London where he stayed for 7 years, then moved to Istanbul. Ari, studied at the School of the Museum of Fine Arts, Boston. Now, 37 years old, Ari Alpert is known by the character Osman which is inspired from Shepard Fair-ey's Obey the Giant. He uses stencil art to express him-self freely.

[arialpert@yahoo.com](mailto:arialpert@yahoo.com)

### Producers

Stencil art is performed all around the streets. Artists create their unique exhibitions, open to everyone that passes by. However, it is hard to keep your art up, when the artist chooses busy sections to tag. The art-ist will be either using these sections and become pop-ular, or use a dead spot where their tags stay alive for a longer time, but interact with smaller audiences. In busy streets, artists may also engage in fierce compe-tition.





## Keywords

Hear Istanbul from the stencils of the streets

### References

Books by Tunç Turbo Dindaş  
Turkish Graffiti Vol I  
Street Soul – Graffiti from Turkey  
Street Soul – Sketch Book Vol I.

### Exhibitions

9th Istanbul Biennial  
Tunç Dindaş, S2K, Ari Alpert, Flypropoganda Bora Akıncıtürk Beden Benim Kalemimdir in Siemens Art Gallery  
Nalan Yırtmaç Motif in Borusan Art Gallery Müdahale in Hafriyat Karaköy: Turbo, Ari Alpert, Bora Akıncıtürk, Caner Duyar, Cype, DasMetal, Deniz Örnek, Esat Başak & Tampon, Fransızka Schaum, Gökçe Sümerkan, İlhan Sayın, Kırdök, Kop-Art, Leo, Met, Murat Başol, Nalan Yırtmaç, Onur Uyar, Özgür Özersin, Pars, Sedat Türkantoz, Tab, Upsaki, Wyne

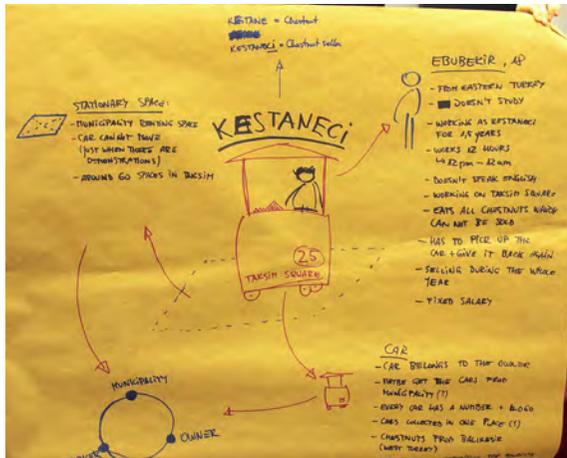
### Festivals

International Graffiti Festival Meeting of All Stars in Old Galata Bridge, August 2008  
2nd International Graffiti Festival Meeting of All Stars II in Taksim Gezi Park, July 2011

### Extensions

Wall writings, graffitis

0681069



*Ebubekir, 18 roasting kestane – chestnuts, at Taksim Square*

Street sellers of Istanbul bring dynamism to the city. The visitors and locals can encounter them near underpasses in places like Eminönü, Karaköy, Beyazıt, Taksim, or piers in both sides of Istanbul, selling corn, fruits, some vegetables, icecream, roasted kestane, and simit – sesamed round bread. In the past, street sellers used to be mobile in the city but today they have stationary spaces assigned for them by the Municipalities. Kestane is chestnut in English, when you add the suffix *ci* it becomes the person who sells kestane: Kestaneçi.

Ebubekir is an eighteen year old teenager migrated to Istanbul from Siirt, an eastern province of Turkey. Taksim Square is one of the most crowded areas in Istanbul, it plays a gate role to the Istiklal Street, one of the most dynamic streets – day and night, where you encounter cinemas, theaters, art galleries, cafes, restaurants, clubs and bars. Therefore, Taksim square is a good opportunity for Ebubekir for he can sell many roasted kestanes throughout the day. His customers are mostly citizens of Turkey, because tourists are sceptical of the prices, and think that they sell kestane expensive. If visitors want to compare, the price the smallest pack of kestane is 5TL in March 2012. He does not attend school as he earns money and works for 12 hours a day – from 12 pm to 12 am.



## Sokak Satıcıları • Street Sellers



There are three actors involved in this business: Municipality, Booth owner, and Ebubekir. Municipality owns the space and booth owner rents the space from the Municipality. *The booth is here for five years but I work for the booth owner for one and a half year* says Ebubekir. The municipality shows certain spaces assigned for street sellers, and the booth owner chooses and rents the space to sell his products. Although the booth seems to be flexible and mobile, the space they rent is stationary and they are not allowed to move from, except when there is demonstration, in that case police force invades their space. The booths have same color and logo of the Beyoğlu Municipality, and have numbers on to distinguish the owners of the booths. According to Ebubekir, there are sixty booths all the way down from Taksim square to Tunel at end of Istiklal Street.

A working day for Ebubekir begins as he picks up the booth from booth storage, in which kestanes are stored, then he lights up the fire to roast kestanes and sell. In the end of the day, at midnight, he brings the booth back to the storage, and then he gets his daily wage.

## Keywords

Kestaneci at Taksim Square

### Place

Taksim Square

0701071

### Author

Kestaneci Ebubekir Bekir, Chestnut seller

### Factors

Space, dynamism, money, fast-food

### Extensions

The booth owner and the Municipality



Transportation in Istanbul has always been an important issue. Nowadays, improvements in public transportation seem to decrease the traffic congestion but rush hour is still exhausting to people of Istanbul. Parking is also an important issue since it is really hard to find a parking space close to your destination. Taxi drivers provide an easy solution for transportation. Unless it is a rainy day, you can easily catch a taxi to go from A to B. You won't need to wonder about parking problems. These drivers come across many kinds of people throughout the day. They drive through many of the streets of Istanbul without complaining. They have so many stories to tell.



## Şoför • Driver



### References

Mr. Gençer Yeniköy Taxi Station  
Simitçi Salih Sok. No:1 Yeniköy Sarıyer  
T: 0212 262 2658

### Extensions

Stations, busses, ferries, shared taxis, people, objects on movement

## Keywords

They come out of every corner!

### Place

Yeniköy Taxi Station

0721073

### Actors

Mr. Gençer who works as a taxi driver in Yeniköy Taxi Station. He welcomes many kinds of people to his car throughout the day. He takes them to their destinations all around Istanbul.

### Factors

There are hundreds of taxi stations scattered around city of Istanbul. These taxi stations are located in every district of European and Asian side. When we had a quick conversation with Mr. Gençer, we learned that there are around 18,600 registered taxi cars in Istanbul. Some of the stations have more than 200 cars and some have maximum 10. These numbers vary according to the popularity of the location. For instance, the İstinye Park shopping mall taxi station has around 500 taxi cars registered to its name because it offers service to hundreds of people who visited the mall that day. However, Yeniköy taxi station only has 10 taxi cars because it offers service to less people who visit or live in Yeniköy. Mr. Gençer also told us about the Taxi Drivers Association. This association creates a strong bond between its members. It is possible to reach almost all the taxi stations through this association.



*Tellak* is a male staff who works in classical Turkish baths to assist customers during the process. Many of them are originally from Tokat. Turkish bath attendants are known as the masseurs by the tourists. Beside men, women also work in Turkish baths. These women staffs are called as *natır*. The Turkish Bath massage can also be performed by two bath attendants at the same time which is called as Sultan Mahmud massage.



## Tellak • Turkish bath attendant



## Keywords

Pleasure keepers of water steam

### Place

Arabacılar Turkish Bath in Balat

0741075

### Actors

51 years old Necati from Tokat works as Turkish bath attendant in Arabacılar Turkish Bath.

### Factors

Arabacılar Turkish Bath is a local bath in Balat which was built in the 17th century. Central massage platform of the Turkish bath is called *Göbek* stone and it is made of white marble. The bath is mostly used by locals. Although it is a cultural asset, it can't attract tourists because of its presence. The bath hasn't been reserved enough on the outside and the only distinguishing part is its dome.

### References

Tarihi Balat Arabacılar Hamamı  
Balat, Yatagan hamam sokak 78  
34087, Fatih, Istanbul

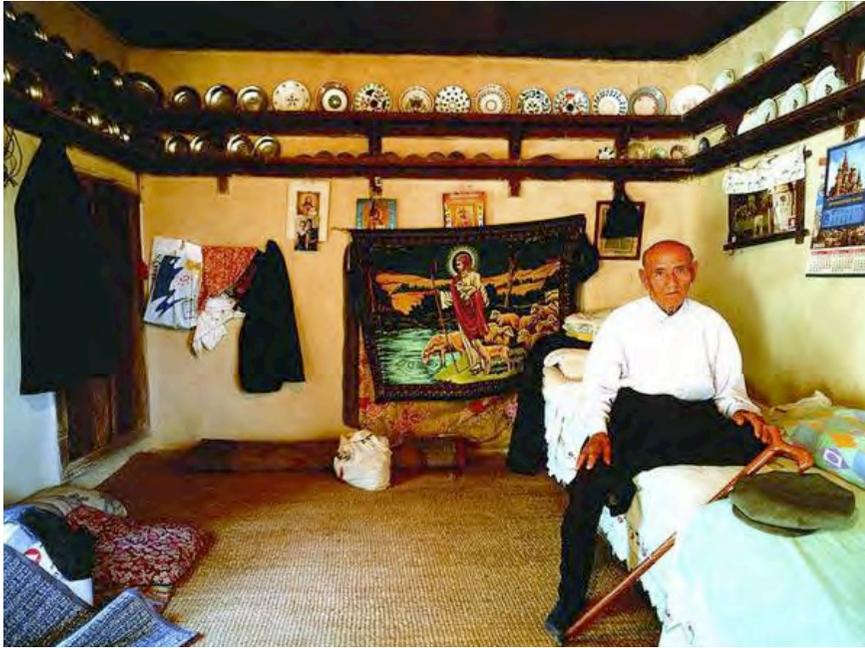
T: 212-492 0065

Hüseyin Yıldırım- manager of Arabacılar Turkish Bath  
Necati Soylu

### Extensions

Arabacılar Bath, Cağaloğlu Bath  
Istanbul'un Yüz Hamamı





Attila Durak was born in Gümüşhane, Turkey in 1967, and graduated from the Middle East Technical University with a BA degree in economics. He pursued his interest in photography while working for NCR and Leo Burnett. After managing the well-known Eylül Jazz Club in Istanbul, he moved to New York City in 1996, and attended the School of Visual Arts, the Fine Arts Department of Hunter College, and several workshops at the International Center of Photography.



Attila Durak whose work has been published in several magazines, newspapers, and catalogs, worked on a number of documentation projects in Turkey, Iran, Pakistan, India, Nepal, Syria, Jordan, Egypt, Greece, Spain, Hungary, England, Peru, Canada, and the United States.



[www.attilladurak.com](http://www.attilladurak.com)

## Keywords



### A Face Is...

*Everything I find in this book – Attila's photos, Attila's seven-yearlong journey, all the people he met, those who looked towards him and those who didn't, the old, the young, and those without age, the softskinned and the weathered, all the places where he put down his bag, all the homes into which he was invited, since no one can enter a home without invitation, for if they do it is no longer a home, all the places that people cover their shoulders with, as if those places were cloaks, and the abandoned places awaiting the next arrival, called abandoned because nobody can tell whether the waiting will last minutes or millennia, all the thousands of cloths remembered by Attila's camera with their embroideries, their dyes, their flowers, chosen to give a colour like a name to some desire, colour and desire are inseparable, they are the first story, a story without a voice until the tattoo gave it one...  
I salute Ebru*

© Foreword by John Berger

### Place

Attila Durak's home and atelier, studio.

0761077

### Actor

Attila Durak, an international exhibited documentary photographer.

### Factors

Attila Durak's vision and experience in the context of photography and portraits.

### References

The photographer's extensive portfolio about people in Turkey and Istanbul.

[www.attiladurak.com](http://www.attiladurak.com)

### Extensions

We have asked Attila Durak to furnish us an unpublished portrait that is taken in the context of our workshop.



One aspect of Turkish lifestyle, a way of living, pleasure and enjoying, is smoking hookah. Hookah is a water pipe for smoking flavored tobacco. The smoke of the tobacco has to pass through a water jar. The smoke bubbles up through the water and the smoker can inhale it through the hose.



The origin of the hookah traces back to India, Pakistan and Persia where the water pipe is called *huqqa*. Smoking hookah is a part of Turkish culture and tradition. It was a traditional custom, common in rural areas for many decades.

Nowadays, smoking hookah has become very popular again and it is also gaining popularity all over the world. In Istanbul, there are lots of places where you can smoke hookah, especially in Tophane. People are going there to smoke, play tavlâ – *backgammon*, drink tea – çay, sit on one of the beanbags and just enjoy it and spend a nice time together.



## Zevki Sefa • Pleasure



Victor Patricia Ocampo

## Keywords

That's what Istanbul is all about

### Place

Erzurum Çay Evi  
Tophane

0781079

### Actors

Owner of Erzurum Çay Evi

### Factors

Tophane is an area in Istanbul, not far away from Taksim, where we can find many Nargile-Cafés. People can sit inside or outside. The place is accesible with the tram, it is near the Istanbul Modern and also lots of tourists go there, to get a unique experience, smoking hookah and have *zevki sefa*.

### References

Erzurum Çay Evi

Tokel Nargile: [url.istanbul-a-z.info/tokelnargile\\_1104](http://url.istanbul-a-z.info/tokelnargile_1104)

Tophane Art Walk: [url.istanbul-a-z.info/facebook\\_QPKA](http://url.istanbul-a-z.info/facebook_QPKA)

### Extensions

Mouthpiece – *Sipsi*, tobacco, advertisement on the bill



## Keywords

Extensions



### **Ahşap Ev** • *Wooden House*

Koca Mustafa Paşa's wooden houses. Wooden houses in Istanbul were built since 1500's inside the borders of Ottoman Empire. The architecture of these houses represent the social status and traditions of the family.



### **Aktar** • *Herbalist*

The spread of herbs from Far East to the world started with the ancient trade roads. Being located on the major branches of these roads had a significant impact of usage of herbs and spices in Turkey. Spices have a special place in Turkish cuisine, which is considered as one of the world's largest. Herbs and spices are also used for medicine. Herbal shops and pharmacies are becoming competitors with the rising interest in traditional medicine. Since herbs and spices have an important role in Turkish people's life, you can find these shops in every corner.



### **Aktivite** • *Activities*

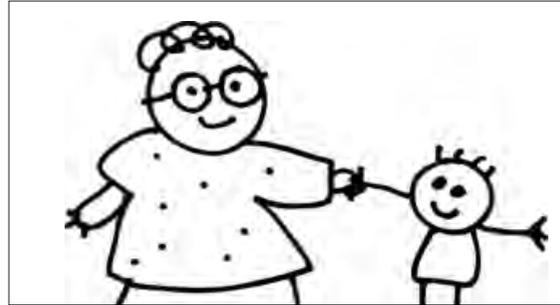
Human bodily movements, the act of movement. Street musicians are very popular on Taksim Square – Beyoğlu Street.

0801081



### **Altgeçit** • Underpass

Street Sellers under the streets and bridges. Eminönü, Karaköy, Samatya – these underpasses are mostly located near big transportation stops or stations. Vendors on these locations sell wide range of products like toys, clothes, fruits, fish, accessories etc. Sometimes, someone in a hurry, locals, and sometimes tourists contribute to the business of underpass sellers.



### **Anne Eli** • Mother's Touch

This is a well known idiom, used when people miss their mothers' handmade dishes. It means delicious and reminds of ones mother, it is said *anne eli değmiş gibi* – as if a mother's hand touched. Restaurants like Hala, Otantik in Beyoğlu, and bakeries like 7-8 Hasanağa Fırını in Beşiktaş are a few examples we can place here.



### **Balık** • Fish

It's easy enough to associate Turkish food with kebabs, but fish is a whole different kettle altogether ain't it? Perhaps it is not that common in the rest of Turkey but Istanbul is surrounded by water on three sides, with the most beautiful body being the glittering sapphire of the Bosphorus Sea. The catch is often so fresh that fishmongers display them by showing off their vibrant red gills. The cats prowling the neighbourhoods would no doubt be satisfied by the quality as evidenced by their ample girths.

## Keywords

Extensions



### ***Bisiklet*** • *Bicycle*

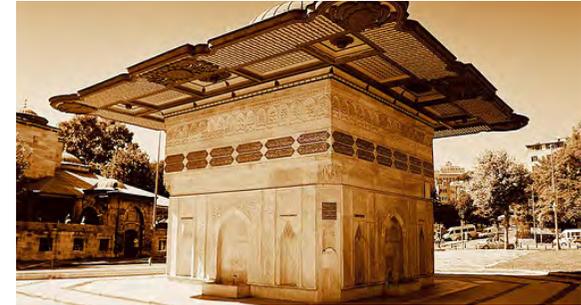
Riding or not riding a bicycle? The Invasion of motor-vehicles makes biking dangerous.

As the city is famous with its seven hills, it is also possible to ride bikes in some certain areas in Istanbul, such as coastal areas and the Princes Islands, which can be considered to be a heaven as motor-vehicles are not allowed.



### ***Çatal*** • *Bifurcation*

The Koca Mustafa Paşa street splits into two like a fork. Visually these bifurcations reflect patterns found in the structure of villages, streets, and railway networks.



### ***Çeşme*** • *Fountain*

Ottoman Sultans pushed the building of fountains all around Istanbul. Between 1700 and 1740 large scaled fountains were built in the city squares for public use. The transition from classic Ottoman Empire architecture to Western architecture occurred around this time. *Tophane Fountain* is one of the examples surviving till today from this period.

0821083



#### ***Din • Religion***

According to the 2000 census, there were 2,691 active mosques, 123 active churches and 20 active synagogues in Istanbul as well as 109 Muslim cemeteries and 57 non-Muslim cemeteries. Some neighbourhoods have been known by their sizeable populations of ethnic groups, such as the *Kumkapı* neighbourhood, which had a significant Armenian population, the *Balat* neighbourhood, which used to have a large Jewish population, the *Fener* neighbourhood with an extensive Greek population, and some neighbourhoods in *Nişantaşı* and *Pera*, with equally huge Levantine populations. In some quarters, such as *Ortaköy* or *Kuzguncuk*, an Armenian church sits next to a synagogue, and on the other side of the road a Greek Orthodox church is found beside a mosque.



#### ***Diversity of Religion • Din çeşitliliği***

Taksim is a special district in which three major religions gather. A mosque, a Christian church and a synagogue are located in this area of diversity.



#### ***Durak • Stop***

Typically a public transportation stop. Usually marked by long waiting lines formed in front of them.



#### **Ebru** • Marbling

Paper marbling, which has a very special place among Turkish book arts, consists of sprinkling paint with special brushes onto water. Etymologically, the Turkish word for paper marbling which is *ebru* is considered a derivation of the word *ebr* meaning cloudy in Persian or *ebre* meaning cloudy, stranded fabric or paper in *Jagatai*. Paper marbling, similarly with every classic Ottoman art was taught through a master - and - apprentice method. One of the most important characteristics of the Turkish paper marbling tradition is the use of special brushes made of horse hair and natural paint that doesn't dissolve nor contain acid or casein.



#### **Erotizm** • Erotism

A dirty book is rarely dusty.

## Keywords

Extensions



#### **Fal** • Fortune Telling

Turkish coffee is a method of preparing coffee where finely powdered roast coffee beans are boiled in a pot – *cezve*, with added sugar – depending on taste, before being served into a cup where the grounds settle. Left after drinking, these can be used for fortune-telling, known as tasseography – *kahve falı*. The cup is commonly turned over into the saucer to cool. There is a specific place in the *Kadıköy* district for fortune-telling named Angel's cafe.

0841085



**Fasil** • *Fasil*

Fasil is a concert of classical Turkish music, which is played without interludes. Fasil starts with a slow rhythm and gets faster. It is a part of today's *meyhane* culture.



**Geçit** • *Gateway*

Gates are entries to spaces. There are many different types of gates. Gates are also entries to shortcuts, such as the gates of passages connecting two streets as does *Hacopulo Pasajı* in Istiklal Street, Beyoğlu. Visitors can also stumble upon unexpected gates leading to the backstreets of Istiklal, if only they pay attention.



**Giyim** • *Clothing*

The dress code of choice for Istanbul's youth is a pair of worn jeans – usually tight and low-slung. Among the most popular ranges are those designed by internationally recognised fashion designer, *Rıfat Özbek*. Prices are at least half of those of foreign imports. There are other branches at Istiklal Caddesi 195 and 425.

## Keywords

Extensions



### **Hamam** • Turkish Bath

Hamam is a variant of a steam bath and its been seen as a way of purification and relaxation.

*A person taking a Turkish bath first relaxes in a room, known as the warm room, that is heated by a continuous flow of hot, dry air allowing the bather to perspire freely. Bathers may then move to an even hotter room, known as the hot room, before splashing themselves with cold water. After performing a full body wash and receiving a massage, bathers finally retire to the cooling-room for a period of relaxation.*

There are many options and many places for hamam but also there are local hamams which do not get much attention because of their distance to the city's popular places. One of them is *Arabacılar Hamam* in the Balat district. The owner of Arabacılar Hamam is a rather talkative person, running this nice place with some cute animals around such as ducks, dogs, and chickens.



### **Hareket** • Movement

Displacements, changes in position. Movement is crucial in Istanbul. Movement of people, movement of vehicles, movement of time.



### **Hayvanlar** • Animals

Relationship between people and animals. It might be strange for some visitors to see dogs and cats in the streets. However, animals are a common sight in Istanbul and the different interactions between animals and people are surely worth taking a closer look. There are distinct locations where people feed birds, such as the *Eminönü New Mosque* or *Taksim Square*; some parks, and university campuses are great locations for these animals to take refuge.

0861087



***İletişim*** • Communication

It may be intentional or unintentional, it may involve conventional or unconventional signals, may take linguistic or nonlinguistic forms, and may occur through visual, spoken or other modes.



***Istanbul Mogadishu*** • African District in Istanbul

Istanbul's Mogadishu is the name Turkish newspapers call the area around the mosque in *Yenikapı* district close to the Sea of Marmara on the European side of the Turkish metropolis. The street in front of the 17th-century mosque, *Katip Kasım Camii Sokak*, has been dubbed *Somalia Street*, because the neighbourhood has become home for migrants from across Africa, many of whom do not have Turkish residence permits and face expulsion if arrested by the police. Istanbul is still the main gate to Europe for many people from Africa and Asia who are looking for a chance for a better life.



***Kalabalık*** • Crowd

Large amount of people on a limited amount of space. Demonstrations are very well known around Istanbul.

## Keywords

Extensions



### ***Kameriye*** • Arbour

Hexagon or octagon shaped small sitting area with a roof on top that is typically built in gardens. Kameriye is constructed out of wood and looks like a little kiosk. It is usually covered with ivies to provide comfortable shade to its visitors.



### ***Köprü*** • Bridge

*Mimar Sinan Bridge* is one of the many bridges all around Istanbul with its wealth of rivers and seas.



### ***Köşk*** • Mansion

The word *kiosk* is of Turkish origin. Kiosk has been used since 1332 in Turkish to refer to Ottoman style wooden houses set in a garden – common in the Ottoman Empire from the 13th century onwards. In 1625, when the word was taken into English, *kiosk* became an important feature in European gardens and parks. When France and Belgium borrowed the word, *kiosk* became synonym for a booth with an open window on one side, such as newspaper stands. Today there are many kiosks in and around Topkapi Palace in Istanbul.

0881089



***Kurna*** • *Marble Basin*

Round, marble basin found in Turkish baths, under the tap, that is used to collect water.



***Kuşlar*** • *Birds*

There can be few more dispiriting birding experiences than driving in winter through drab concrete suburbs with hardly a stretch of greenery to be seen. The habitats to the north of the city with its mostly secondary growth covering poor soil look superficially attractive but have very low bird populations in winter and are dominated by olivaceous warbler and nightingale and precious little else in summer. The two birding highlights of a visit to the city are a boat trip on the Bosphorus and the raptor passage.



***Macuncu*** • *Ottoman Candy Seller*

As the 10th Ottoman sultan Kanuni Sultan Süleyman's mother Hafize Sultan got sick in Manisa, Kanuni Sultan Süleyman asked physician Merkez Efendi for a medication. Merkez Efendi made a candy with 41 different herbs as ingredients. When this candy helped his mother to recover really fast Kanuni Sultan Süleyman decided to share this healing candy with others. The traditional Ottoman candy sellers are still part of the Turkish culture.

## Keywords

Extensions



### **Manzara** • Scenery

Istanbul is one of the rare cities that have unique spots for panoramic view. As for its location it combines two continents, Europe and Asia. A bird's-eye view of Istanbul reveals its historic architectural structures of different cultures.



### **Meze** • Side Dish

Meze are side dishes that are served with rakı. Most common meze platters include white cheese, melon, cold salads, and other servings. Meze are usually vegetable based, though seafood dishes pop up regularly on meze trays and trolleys in meyhanes. Most are cold, though occasional hot dishes are served such as Ançüz – Pickled Anchovy, Barbunya Pilaki – Red Bean Salad, and Beyaz Peynir – White Goat's Cheese.



### **Meyhane** • Tavern

The word mey means alcoholic beverage. Meyhane, which has its origin in *mey* signifies restaurants where people drink alcohol. While in the Ottoman Empire meyhanes were places for drinking wine, they turned after 1850 into places where mainly rakı is served.



***Nostalji*** • *Nostalgia*

According to the Oxford Dictionary, nostalgia is a sentimental longing or wistful affection for a period in the past. Our senses take us to such journeys sometimes with a smell, sometimes with food. A place we visit may take us to another place we may have visited in another country. Istanbul offers much if you are in the mood for nostalgie!



***Pazar*** • *Bazaar*

Bazaars in Istanbul are places for buying food and clothes. They open weekly on specific streets. Sellers usually shout and praise their products to pull the customers in.



***Peştemal*** • *Peshtemal*

Piece of cloth that is used to cover the body below the waist. It is made out of linen or cotton and has colored stripes. Peştemal is also used on top of the clothing as an apron. In the Ottoman Empire when apprentices became masters, a ceremony of wearing a peştemal was held. Only after this ceremony, one could open one's own shop.

## Keywords

Extensions



### **Raki** • *Turkish Raki*

Traditional Turkish anise flavored alcoholic drink. Raki is made by fermenting fruits such as grapes, figs and plum with alcohol and distilling them afterwards. The color of raki changes from clear to white when it is mixed with water.



### **Reyhan** • *Basil*

Reyhan, a fragrant spice that grows in Mediterranean countries has slight bitter leaves. Reyhan goes well with roasted vegetable, meat dishes, pizza, and various sauces. Reyhan is a savory and digestive spice.



### **Sipsi** • *Mouthpiece*

Sipsi is a plastic mouthpiece for *hookah* that comes in a wrap. A sipsi is given to the customers so everyone can enjoy hookah hygienically. Sipsis come in different colors and designs, they can even be custom made.



**Sokak** • Street

Istanbul is a photographer's dream – a city of the world with the most exciting visual landscape. It is a culturally and architecturally diverse city where the history of the Orient and the Middle East connects directly with the modern, western culture of Europe.



**Sakatat** • Offal

Sakatat refers to the internal organs and entrails of a butchered animal; it includes most internal organs other than muscle and bone. Heads, brains, trotters, tripe and *kokoreç* can be given as examples of offal. There is a famous meat bazaar in *Eminönü* where one can find *Sakatat*.



**Su** • Water

Water plays a significant role in Istanbul since it is surrounded by sea. In Ottoman Empire water was carried into the city by many water ways. Some of these water ways survive till today and can be seen around *Kemberburgaz* and *Kağıthane*. The *Basilica Cistern*, built between the 3rd and 4th century in Sultanahmet, has been used to provide water for the city.

## Keywords

Extensions



### **Şerbetçi** • Sherbet Seller

*Give me a sun, I care not how hot, and sherbet, I care not how cool, and my Heaven is as easily made as your Persian's.* So wrote Lord Byron longingly in 1813, after he had tasted the drink during visits to Istanbul.

In *The Thousand and One Nights*, sherbet features as a refreshing and medicinal drink. Sherbet is syrup, made from any of a wide variety of ingredients, especially fruits, flowers, or herbs. Sherbet is drunk diluted with cold water.



### **Takunya** • Wooden Clog

Since it is more durable, takunya was usually used in the areas, where one has to be in contact with water for a long time, such as mosques and Turkish baths.



### **Temizlik** • Cleaning

Cleaning is important particularly in the culture of Anatolia. Mostly, women spend more time in the bathroom compared to men. Cleaning has a tradition in religion. There is a saying that *temizlik imandan gelir – cleanliness is next to godliness*. If you are not clean then you can't do the ritual of worship centered in prayer properly. For complete cleaning, one has to sweat. You can't sweat in a regular shower.



**Tren yolu ritmi • The Beat of Train Tracks**

Sirkeci Train Station. Train tracks create nice rhythmic sounds as the train moves.



**Uzaklık • Distance**

Time vs distance – As Istanbul spreads over two continents, the size of the city has a big impact on the time we need to cover a distance. Public transportation services are: Taxi, Dolmuş, minibus, buses, metrobus, railway system, and sea transportation. The longest bus route is *500T Cevizlibağ - Tuzla*, Europe - Asia, the distance is 98km and it takes 150 minutes. The shortest distance by a public transportation vehicle is *Tünel* the Taksim - Karaköy metro, the second oldest in the world after London. it is 573m long and takes only 90 seconds.



**Vitray • Stained Glass**

Stained glass, which is a glass decorating technique, consists of combining colored glasses together in a specific composition. First works of stained glass can be traced back to the 9th and 10th centuries. They improved with the improvement of architectural techniques. Stain glass works is mainly used in cathedrals and churches in the Christian world whereas in Turkey it has also been used in palaces, mansions, libraries, pavilions, and houses. Stained glasses have been used since the Seljuk era with a technique called *revzen-i menkuş* which is different from the western one. During the Seljuk and the Ottoman eras embroidered windows were installed on both sides of thick walls.

## Keywords

Extensions



### ***Yabancı olmak*** • Uprooted

Migrants and Emigrants in Istanbul – relocation of people. People who were uprooted from their hometowns and started living in Istanbul, such as the Greek, Kurdish, Jewish, and Armenian communities found in various parts of Istanbul.



### ***Yaşayanlar*** • Inhabitants

Istanbul with its over 13 million inhabitants is the 17th largest city in the world. The diversity of people's origins.



### ***Yolculuk*** • Journey

Travelling uncharted can be an experience, not knowing the next stop, where and when. It opens up senses and takes away prejudices one may have on planned journeys.



PUBLISHER

PAN

PUBLISHHOUSE

Print

Digital

Kindle for Apple  
(iPad, iPhone)

Nook by Barnes & Noble

Promotion

Magazines  
(Travel Mag)

Articles  
(THY, Pegasus, Atlas)

Hotels (Boutique)  
(Pera Palace, Nispetiye Istanbul, Grand Hotel de Londres, Four Seasons, House Hotel)

Sale

Bookstores  
Online



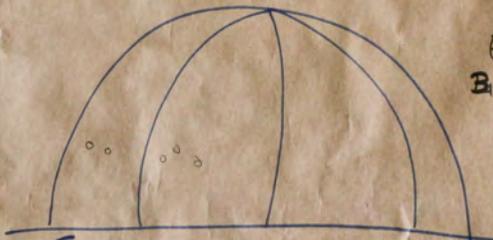
TV PRODUCER

(Documentary) → iz TV → National Geography

- 5 min each show
- Each day 3-5 shows



EXHIBITION



GLOBEST

Experience Istanbul through

- Experiences:
- Visually
  - Smell
  - Sand

# Pre-Publication

## Use-Cases

### Identifying Driving Factors

To publish a book we decided to get in contact with a publishing house, asking for the details of the printing and publishing process.

Also Iz TV producers could use the content of the book to create a series of mini documentaries.

*Globist* is a project of Emre Coşkun, a member of the Istanbul A-Z team. It aims to show features, peculiarities, and the contrast of Istanbul in a specifically designed Kiosk that would offer an immersive 360degree experience.

### Sketching Micro-Stories

As members of the Istanbul A-Z workshop team we got an appointment with Ferruh Gencer who is owner of *Pan Publishing*. They are known to be the first publisher of music books with 25 years of experience. They surely have a very rich knowledge about the publishing industry.

Iz TV is the first documentary and travel TV channel in Turkey. It has been on air under the Digiturk platform since 2006. Including Çoşkun Aral, who is the director of the channel, Nasuh Mahruki, Savaş Karakaş, Serkan Ercan, and Nazım Alpman are some of the other names of the team.

The *Globist* is designed for foreigners, tourists and Turkish people. The *Istanbul Globe* simulates the city and gives opportunity of exploring and seeking for its spirit. The *Globist* focuses on the sensory perceptions of seeing, hearing, and smelling.

### Conceiving Hypotheses and Tasks

Ferruh Gencer focused on print and digital media.

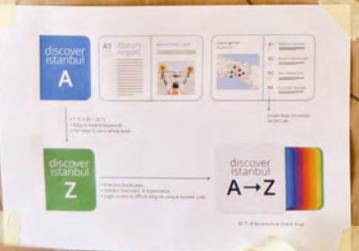
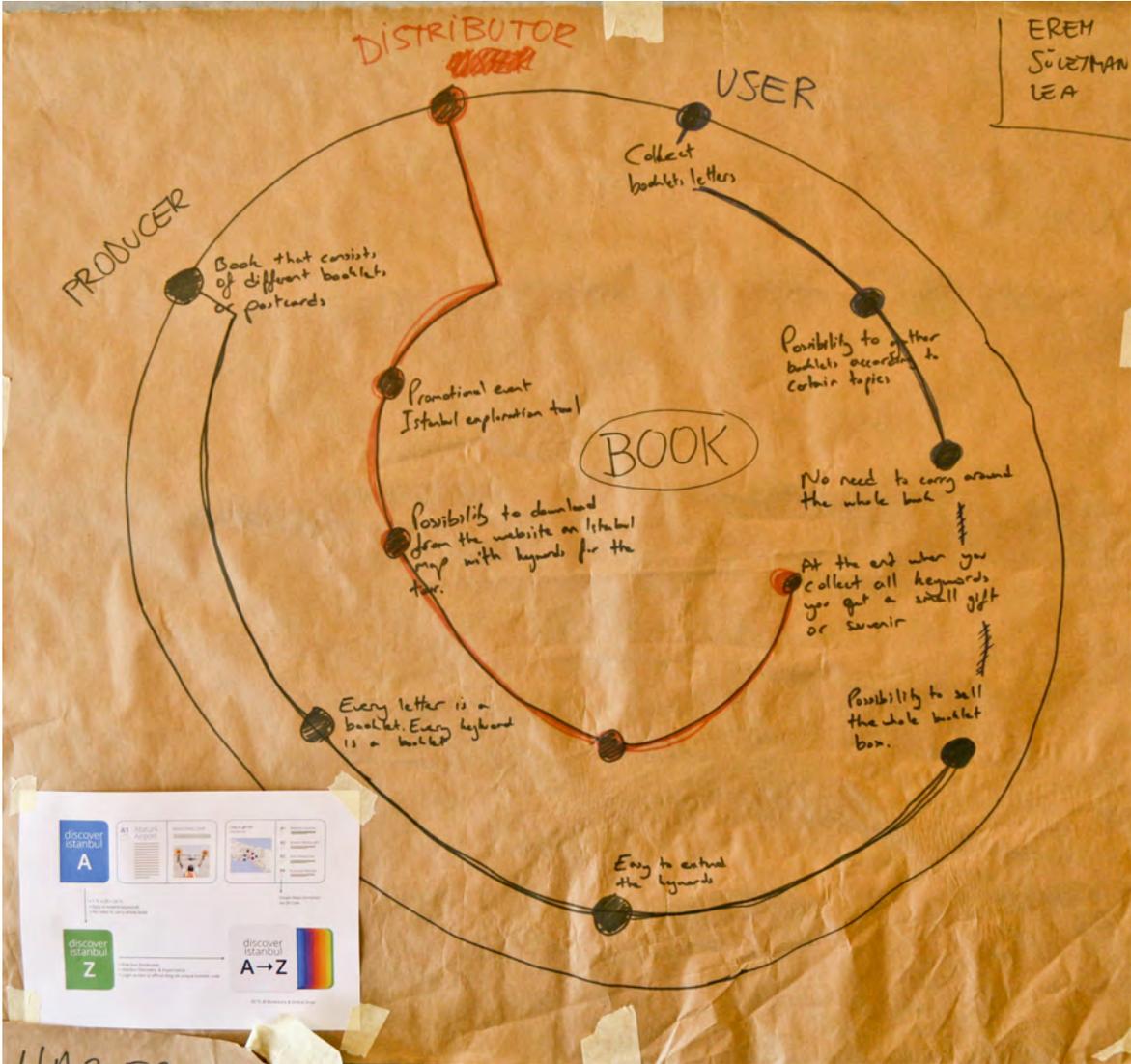
While the printed book can be prepared to be sold in bookstores, in addition they can search for contributors to use the book as a promotion. Our book should be on bookstore shelves, in airplane seat pockets, on cafe and restaurant tables, and near the bed in boutique hotels such as House Hotel, Manzara Istanbul, or the Pera Palace.

We need a team to produce the documentary, based on the content of our collection. Each documentary will be designed around 5min interviews with our actors.

Cost and budget of the *Globist* project needs to be detailed by experts.

0981099

EREM  
SULETMAN  
LEA



# Pre-Publication

## Use-Cases

### Identifying Driving Factors

*Istanbul A-Z* is about a journey, about moving and exploring the city. We wanted to consider these aspects for the book and implement them.

To present Istanbul in a different way, the aim is, not just to present the reader a new book with new content about the city but also to differentiate this Istanbul guide from all others. It should be something new, innovative, and interesting. We tried to develop a concept which also takes account of the reader and requires his participation to explore the city in different and more exciting ways. We wanted to make it playful and active. To get people engaged and to produce a different kind of travel guide, we developed a book, that is not just one simple or common book, but one that consists of small booklets or postcards.

*Istanbul A-Z* is a guide presenting the city with keywords from A to Z. Every letter in the alphabet or every keyword could be one separate booklet/postcard. On one hand it could be an easy way to extend the guide with new keywords and cards in the future, on the other hand the cards could be an interesting way to get people involved by using them, collecting or exchanging them, like in a game.

### Sketching Micro-Stories

*Producer* – The complete guide with all booklets/postcards could be sold in a box, allowing to sell the book sold in different compilations of topics or areas of Istanbul. On the box you could also get a log-in access to an official blog, a website or special information via a unique code.

*User* – The user or the person who wants to explore the city can buy the whole Istanbul-guide-box or collect some booklets/postcards. She/he doesn't need to carry around a whole book. After some time people may start to gather, collect or exchange the cards.

*Distributor* – One possible scenario for distributing and promoting the guide with all cards could be an Istanbul-exploration-tour, to get people involved and make them curious about *Istanbul A-Z* and its actors. The reader of the guide should be able to experience Istanbul in a new way, something different from other guidebooks. Such an exploration-tour would also provide a downloadable map of Istanbul – showing the places and spots of the route, and a postcard to start the tour. The users would have the possibility to collect new postcards at every station of the tour. At the end of the tour, everyone could get a small gift or souvenir – like the box for A-Z cards.

### Conceiving Hypotheses and Tasks

1001101

To get fast recognition and to spread the guide with its cards the *Istanbul A-Z* exhibition or the A-Z exploration tour could be involved in existing project like *Tophane Art Walk*.

### References

Tophane Art Walk

[url.istanbul-a-z.info/facebook\\_QPKA](http://url.istanbul-a-z.info/facebook_QPKA)

DISTRIBUTOR ① BOOK  
"TAKSI DRIVER"

He is a taxi driver who wants to publish a book about funny short stories that happens in taxis.

DISTRIBUTION

EDITOR → PRESS PERMISSION

→ PRESS → 100 TAXI STATION

→ 1000 TAXI CABS

ADVANTAGES

↳ MOBIL (around the city)

• Wide Audience

CONSTRAINTS

• HARD CONTROL OF THE CONDITION (books)



DISTRIBUTOR ② WEB SITE  
"TAKSI DRIVER"

He is a taxi driver who wants to build a web site about funny short stories that happens in taxis.

PRODUCTION/DISTRIBUTION

GRAPHIC DESIGN (NIECE) → CODING (NIECE'S FRIEND)

- WEBSITE INFO GIVEN ON THE BOOK COVER
- ↳ AND MOUTH TO MOUTH BY THE DRIVER.
- ↳ POSTERS ON TAXI STATIONS.

WWW.taksidyken.com

ADVANTAGES

- PEOPLE COMMENTING (SHARING)
- WIDE AUDIENCE
- ATTAINABILITY
- DATA COLLECTING

CONSTRAINTS

• DATA PROCESSING TAKES TOO MUCH WORK.



NIZLI EMEK DILEK

DISTRIBUTOR ③ EXHIBITION  
"TAKSI DRIVER"

He is a taxi driver who want to exhibition funny short stories that happens in taxis

PRODUCTION/DISTRIBUTION

JUNK DEALER → HIS PREVIOUS CONNECTIONS WITH VEHICLE WRAPPER

→ MECIDIVEKÖY SQUARE SPACE

ADVANTAGES

- ATTENTION GRABBER
- WIDE AUDIENCE
- ALL INFO DISPLAY AT ONCE

CONSTRAINTS

- MUNICIPALITY (RENT?, PERMISSION)
- VANDALISM
- ATTANABILITY



## Pre-Publication

### Use-Cases

#### Identifying Driving Factors

In our daily lives, we have lots of contacts with taxi drivers. They drive all over the city for work and they invite all kinds of people in their car. Thus, we realized that taxi cabs can play an effective role in distribution. Throughout the scenarios, we concentrated on the taxi driver as *distributor*.

#### Sketching Micro-Stories

The first medium is a book which will be put in the pocket of at the back of driver's seat. It will be available to many people and it will be mobile all around the city.

The other medium is a website whose address is displayed on the cover of the book, on the posters in taxi stations and word of mouth by taxi driver. This website will have commenting options to create a shared pool of opinions and accounts. It will also have an input area for data collecting where people can share their own experiences.

Finally we consider an exhibition in a common public space. In this exhibition, the collected data will be displayed to the public at large. It will also grab attention with its *out of the ordinary* physical appearance.

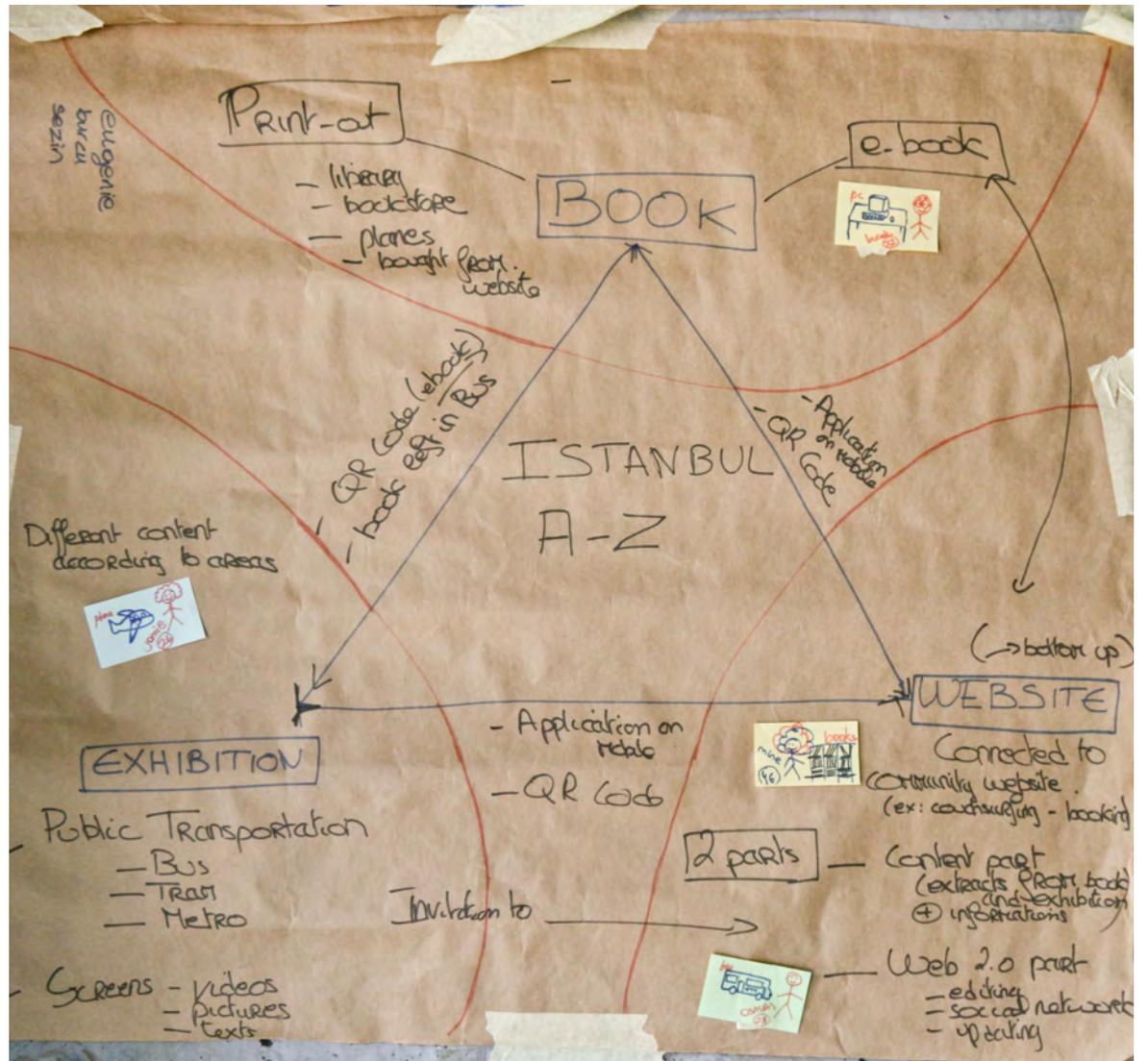
#### Conceiving Hypotheses and Tasks

102|103

We will need to talk to taxi drivers to see if it is possible to carry the book in their cabs.

We can also research if there is an easier way to communicate with all the taxi stations through one person or association.

For the exhibition idea, we need to investigate a possible venue. We do need to find an abandoned taxi car which should feature as the core attraction.



### Identifying Driving Factors

Osman, 18 is a student and uses the bus N99 every morning to go to Bilgi University Santral campus from Eminönü. Jamie, 26 is a tourist from England. Burak, 32 is a computer geek and doesn't leave his house.

### Sketching Micro-Stories

Osman would watch the exhibition on the screen in the bus and reply to the invitation to participate on the website. As he lives in Istanbul, he knows quite a few interesting spots. The exhibition and the website are connected. He can even participate from the bus using mobile application.

Jamie prepares her trip to Istanbul; while booking her hotel room, she discovers the Istanbul A-Z website. In the airplane, she has the opportunity to read the book which is available there. She also has been connected to Osman through the website and he advised to take N99 bus to reach Pierre Loti Café.

Burak is so sad he doesn't have friends but discovered one day the website; using his competencies in editing and updating, he met people from all over the world. He started being interested about his own city and bought the book.

Mine, 46, is working in a library. She read the book after work. She logged in to the website to get information. By talking to her son, Osman, she realized that he was also using the website. It gave them a topic to talk about.

### Conceiving Hypotheses and Tasks

104|105

It is going to be a traveling exhibition. We can install screens and iPads which show videos, pictures and text in public transportation. Using GPS technology, the content will change according to areas and stops. There will be a print out and an eBook version. People can find the printed version in libraries, bookstores and planes. Both versions, can be bought from the website.

There will be two parts in the website. A content part with original text and extracts from the book and the exhibition and other information. And also a web 2.0 part where visitors can edit, socialize, and update. The website is connected to community websites such as *couchSurfing.org* and *hospitality.org*.

## TAKSİ ŞOFÖRÜ

Yenikey Taksi Duragi  
ACTOR: TAXI DRIVER



13600 TAXI CARS  
CHANNEL: **BOOK**

- YOU CAN PLACE THE BOOK IN ANYWHERE INSIDE THE CAR.
- YOU CAN LEAVE IT THERE AS LONG AS YOU WANT.

### VIDEO / SCREEN

- IPAD or a screen to show videos about the book.
- GPS system could be connected to show what is close by.
- It can be on iPad where you can navigate through the digitized version of the book with an interface.

In order to spread the project to a large amount of cars, the easiest way would be communicating through THE TAXI DRIVERS ASSOCIATION.



- ! NEVER DONE BEFORE
- IT COULD BE EXCITING & INTERESTING

## SİPSİ

TOPHANE NARGİLE PLACES  
ACTOR: OWNER



CHANNEL: **EXHIBITION**

**BILL PAPER (BACKSIDE)**

- ITS ON EVERY TABLE
- HAS TO STAY ON EVERY TABLE.



INFORMATION: IT COULD BE A MAP  
A STORY  
A QUESTION

### WEBSITE



- SİPSİ PACKAGING
- A CODE ON THE PACKAGING
  - INFORMATION ABOUT WEBSITE
  - LOTTERY SYSTEM FOR DISCOUNTS OR OTHER GIFTS



POSSIBILITY TO PRINT ON THE PUFFY CHAIRS OUTSIDE.  
EX. BONUS, ADVANTAGE CARD

## HAZERFAN

SABİHA GÖKÇEN H.A.  
(FIRST WOMAN PILOT OF TURKEY)  
ACTOR: MANAGER OF ARKASAIR



CHANNEL: **BOOK**

- PLACE THE BOOK INSIDE THE CABIN
- NO TIME LIMIT, IT CAN STAY IN THE CABIN AS LONG AS WE WANT.
- PRIVATE JETS DON'T REQUIRE TOO MANY COPIES. (6-8 people)
- **BUSINESS AUDIENCE**
- OPEN TO INTERNATIONAL SOILS.



INTERACTIVE SCREEN ON THE SIDE OF THE TABLE



DIGITAL VERSION OF THE BOOK WITH AN INTERFACE ON **COMMERCIAL PLANES**



POSSIBILITY TO USE HANDLES OR OTHER SECTIONS OF THE TERMINAL BUS?  
LEA  
BURCU  
NİLAY

## Pre-Publication

### Actors and Channels

#### *Zevk-i sefa* • *Pleasure*

##### **Actors and Channels**

For this specific keyword, we focused on the pleasure of *hookah* smoking. The place we selected is Tophane since it is the first place that comes to mind when hearing the word *hookah*. We spoke to the owner of Erzurum Çay Evi in Tophane and enjoyed a short hookah experience ourselves. The channels we could use are website, event, and book.

##### **People/Places/Issues**

We had a short interview with the owner of one of the hookah places. He would allow to place flyers on tables or posters on walls. When we sat down at a table and ordered our hookahs, we realized that the bill was put upside-down and that there was an advertisement printed on it. These bills could be useful for advertising our book since they are on every table and have to remain there throughout the hookah experience. There could be a map, a story or a question related to the book printed on it. When the hookah arrives, you can see the clear packaged mouthpiece placed at the top side of the hookah. The packaging of the mouthpiece can contain the information of the website and a code which can be used to enter a lottery on the website, offering prizes such as coupons and other gifts.

In order to integrate the experience of hookah into the book, we can announce tobacco tasting events on the website and users can rate their tobacco tasting experiences.

Following the trail of the mouthpiece and the check slip, we found out that these mouthpieces are sold as packs of hundreds at a place called Tokel Nargile in Eminönü. Tokel Nargile told us that it is possible to print on the packaging of the mouthpiece and also on the mouthpiece itself. However these will need to be ordered specifically and might cost more than a regular mouthpiece. We were also told that Mecit Bey in Tokel Nargile can provide us with more details on the factory and the rest of the process. For the check slip we will need to collaborate with the company producing them, hopefully being able to create our own design on the backside. After they are printed, we could distribute them ourselves to the hookah places around Tophane.

##### **Investigating/Collecting/Interacting**

Erzurum Çay Evi in Tophane

Tokel Nargile

Other hookah places around tophane

106|107

## TAKSI SÖFORÜ



- İSTANBUL TAXI DRIVERS ASSOCIATION ⇒ EMAIL NIGAR
- HOW MANY TAXI STATIONS?
- WILL THEY HELP DISTRIBUTE?

## ZEVK-İ SEFA

PLACE: TOPHANE,  
ERZURUM ÇAY EVİ

ACTOR: • OWNER OF NARGİLE FİRE  
• TOKEK NARGİLE REPRESENTATIVE  
(EMİNÖNÜ → SPREAD TO NARGİLE PLACES)



### COMMUNICATION CHANNELS:

- BILL PAPER (BACKSIDE)
- SİPSİ + PACKAGING
- CARD BOX

→ TOURIST DON'T TAKE SİPSİS ⇒ PREFER TO ORDER SPECIAL ONES (SİLOM...)

PRESS PRINTING  
(SELF DISTRIBUTION IN TOPHANE)

SİPSİ CHANGE THEIR FACTORY;  
CONTACT: HECİT BEY

## HAZERFAN

PLACE Sapphire Observation Deck  
236m. 360° view of Istanbul

ACTOR Erkin Bayrı (Group Sales Manager)

Sky Ride Istanbul



22 seats  
10min

Turkey's first 3D footage from a helicopter

Book → Gift shop

Exhibition → Outside area  
Closed space for rent (expensive)

Summer

Stands next to the inf. desk  
FLYERS

Bimberles

## Pre-Publication

### Actors and Channels

#### **Şoför • Driver**

##### **Actors and Channels**

There are around 18,600 taxis in Istanbul. Some of the taxi drivers are members of the Istanbul Taxi Drivers Association. They welcome all kinds of people to their cars throughout the day, driving their customers to destinations all around Istanbul. During the trip the driver might start a conversation with the passenger. The channels that could be used are the book, website and exhibition.

##### **People/Places/Issues**

Transportation in Istanbul has always been an important issue. Nowadays, improvements in public transportation seem to decrease the traffic congestion but rush hour is still an exhausting experience for many. Parking is also an important issue since it is really hard to find space close to your destination. Taxi drivers provide an easy solution for these issues. The passenger gets into the car – and can relax. The first thing she/he sees is the pocket behind the front seat. This pocket could become useful holder for the book and it can also be used for hanging exhibition materials and devices such as a screen.

##### **Investigating/Collecting/Interacting**

Yeniköy Taxi Station

Alkent Taxi Station

Istanbul Taxi Drivers Associati

#### **Hezarfen • Thousand Sciences**

##### **Actors and Channels**

We focused on the idea of visualizing the act of flying, selecting places in Istanbul where one could experience panoramic scenery. We spoke to the Group Sales Manager of the Sapphire Observation Deck and the representative of Sky Ride Istanbul. The channels we could use are book, exhibition, and website.

##### **People/Places/Issues**

The Sapphire Observation Deck has a 4D simulation called *Sky Ride Istanbul*. When we interviewed the representative of Sky Ride Istanbul, he mentioned that they are working with travel agencies and schools. They usually reserve the simulation in the mornings for large groups. 22 people at a time, every 10 minutes. We also had a quick conversation with the observation deck's group sales manager Erkin Bayrı. He told us that if our project book would turn out to have interesting and different content – other than the ones sold in the gift shop, he could let us put it on the shelf. We would need to sign a contract for 6 to 12 months, depending on the shelf life of the books. When we asked if the observation desk would be available for exhibitions, he said that it is possible to have exhibitions in the summer season when the crowds are bigger.

##### **Investigating/Collecting/Interacting**

Sapphire Observation Deck

Sky Ride Istanbul

##### **People/Places/Issues**

The owner of this hamam told us that he's been doing his business for almost 55 years. It's a local hamam and not much known. He mentioned that on some days they do not have one single visitor; basically they are trying to survive. The hamam is in quite some distance from the centre of Balat and it's not easy to find. Because of the high level of humidity in hamams, it is impossible to have any digital or printed material in the bathing room itself; it is better to focus on the waiting room or the lockers. Also we learned that on certain days special events are held for brides and grooms – and also for kids.

##### **Investigating/Collecting/Interacting**

Arabacılar Hamamı in Balat

Yatağan Hamamı Sokak

Hüseyin Yıldırım, owner

1081109

-ut  
-tu

complex  
book store  
fashion  
tea garden  
gift  
accessories  
clothing

HACOPULO PASAJI

HAND-MADE MUSIC INSTRUMENTS

MÜZİKGİLER SOKAĞI

the production place differs - producers

→ we can print some info into the small dishes under glass

selling inst. part in turn helps con

## Pre-Publication

### Actors and Channels

#### **Pasaj** • Passage

##### **Actors and Channels**

We investigated the *Hacopulo Pasaj* in Istiklal, Beyoğlu. As the gates of the pasaj opens to a courtyard and tea garden surrounded by five-floor buildings which connect the two outstretching streets of Istiklal and Meşrutiyet, one can get away from the hectic characterizing the street outside. We spoke to the electrician and book seller Mehmet Karasüleymanoğlu and drank tea while getting information on his business in the pasaj and the pasaj itself. The channels we could use are website, event, poster, and book.

##### **People/Places/Issues**

From the interview with Mehmet Karasüleymanoğlu we learned that everyone working at the shops of the pasaj knows each other. However he told that not everyone would be willing to let us hang posters on the windows of the shops... He also mentioned a special-panel, set up for hanging notices of events. He suggested that we could also make an exhibition in collaboration with the Hacopulo Café, which could be beneficial for the café itself. He promised to help us in distributing brochures.

##### **Investigating/Collecting/Interacting**

Mehmet Karasüleymanoğlu, Karasüleymanoğlu elektrik & sahaf, Scala Kitabevi – Scala Bookshop, Hacopulo Café, other shops in the pasaj

##### **People/Places/Issues**

The place is quite old and small. A bakery shop is located in the centre and easy to reach. We had a short interview with the baker, telling us that Beşiktaş was changing: most of the local people have left the place while there is an influx of new people, mostly students. One of the drawbacks of the place is the summer season as he told us: *business is slack*.

##### **Investigating/Collecting/Interacting**

Yedi Sekiz Hasanpaşa Fırını / Bakery Shop in Istanbul  
During the research we interviewed Erol Çakar.  
The place is located in Beşiktaş very near to the eagle sculpture.

1101111

## EXHIBITION CHANNEL

Yatağan Hamam street exhibition (open space)

during: Real life (fun) performances for audiences.

## GIFT GIVING

- Soap (traditional white soap)
- information of history about the bath

bride's hem

photography of bride's events & events in bath

## HAMAM (turkish bath)

sponsor: definitely the ministry of culture

## Why TR Bath?

Because our culture have a tradition of cleaning

HÜSEYİN YILDIRIM  
since: 55 years of apprentice to mastery

from: SIVAS

disadvantage: this historical place is a cultural architecture but the ministry of culture and tourism doesn't see that way because they can't draw the outline of the building.

advantage: he loves his work & wants to continue.

## TARİHİ BALAT ARABACILAR HAMAMI

17<sup>th</sup> century. Made by a woman named FATMA OR FATİH SULTAN MEHMET'S CAR DRIVER. It's a local bath.

- GÜL (kese) coming from Sivas
- KÜLHANCI (who is firing up the oven)
- TRADITIONAL FIREPLACE fireplace

↳ which is heating 70-80 tons of water

- GÖBEK TAŞI (made of white marble)
- KURNA (eng. word: marble basin)

TELLAK (mens rubber who massages and bathes the customers of TR bath)



NATIR (womens rubber)  
[women go to the bath more than men]



BOOK CHANNEL: a stand outside of the bath near the entrance contains the minibooks



& history of ortagan special activities in public space

**Hamam** • *Turkish bath*

#### **Actors and Channels**

Hüseyin Yıldırım is the owner of the *Arabacılar Hamamı* which exists since the 17th century. He's been running his business for 55 years, inheriting the place from his father. He came from Sivas and he mentioned that the hamam was built by Fatma or Fatih Sultan Mehmet's car driver.

As a result of exploring the external and internal section of the building, we came up with a story of how to produce more attention to the A-Z project. One of the channels would be the ticket. This ticket consists of two parts, one half which carries the name of the hamam, and the other half which could provide a link to the A-Z project website; this second part will be kept by the customer. Other channels could be a poster of A-Z in the waiting room, an online picture frame, or an exhibiton set up in the waiting room.

**Dokuz Sekizlik** • *Nine-Eight-Rhythm*

#### **Actors And Channels**

What we expect from this shop is to hang posters, play the jingle in the shop and hand out flyers.

#### **People/Places/Issues**

One of the oldest shops on the street is called *Gözde Muzik*. Named after the daughter of the shop owner Ercument, the place sells several kinds of instruments from around the world and Turkish music such as reed, oud, kamancha, violin, guitars, and others. They are specialized in the repair of instruments and have an atelier on the upper floor of the shop. One can enjoy her/his time at the shop with lots of instruments hanging from the walls.

#### **Investigating/Collecting/Interacting**

Interactions with music shoppers, experimenting with instruments

## **Pre-Publication**

### **Actors and Channels**

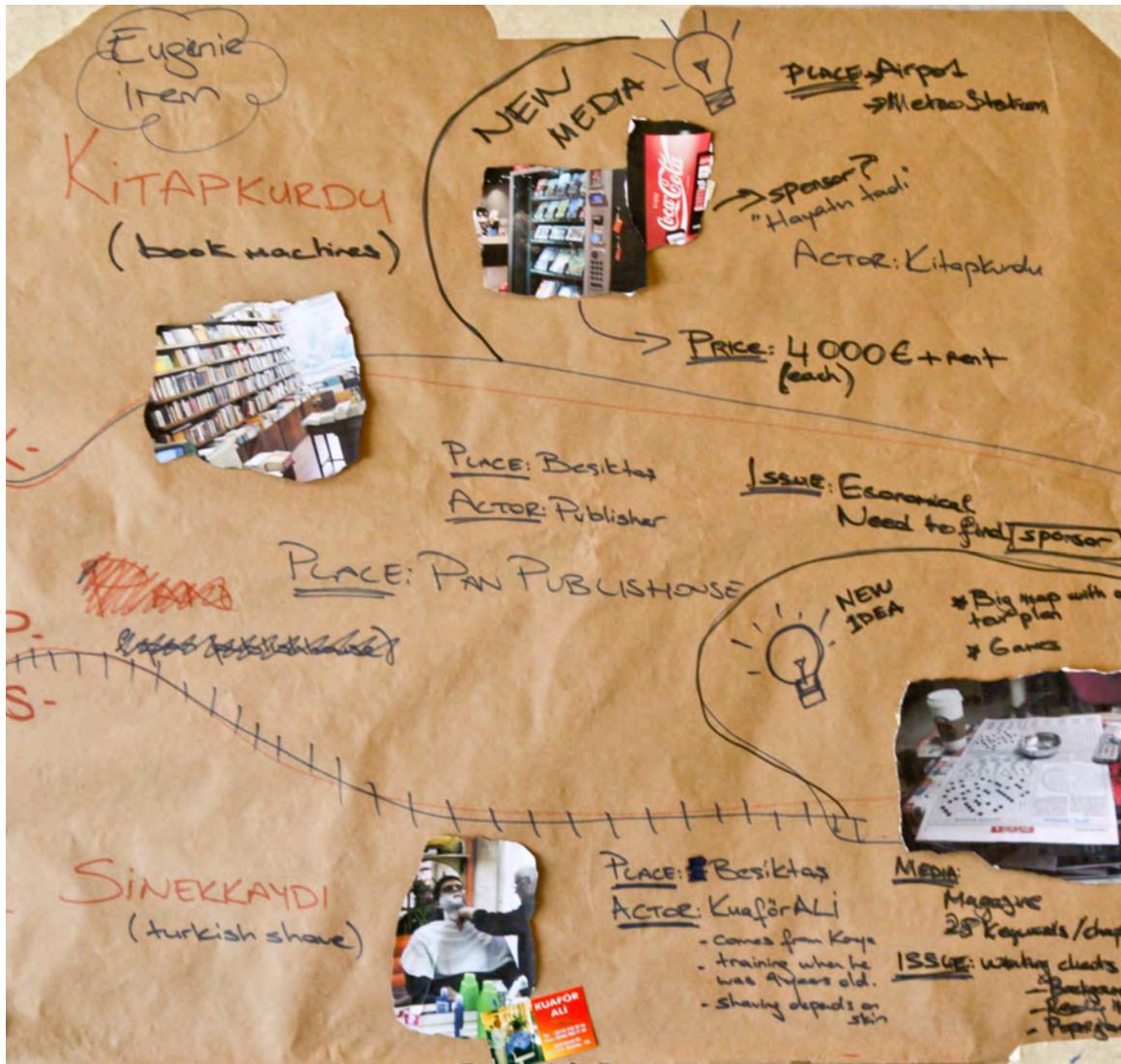
**Kurabiye** • *Cookie*

#### **Actors and Channels**

Candan, 37 is an architect who has 3 kids. She is a regular customer of the bakery shop.

The channels are website, packaging, word of mouth, newspapers.

**1121113**



**Lostra • Shining shoes**

**Actors and Channels**

Zeki Usta, Event

**People/Places/Issues**

The word *Lostra* comes from Spanish *Lustra* which means shine. But the origin of *Mobile Show Polisher* is certainly Turkish. Today, this job is popular among Africans, Portuguese, and Mexicans. European countries use shoe polishing machines.

The most famous shoe polish saloon in the city is Levent Lostra. The first shop was opened in 1974 in Levent. Over the past thirty years they have expanded around the city into nine other areas: Bağdat Street, Atatürk Airport, Astoria and Kanyon Shopping Center, Istinye, Güneşli, Nişantaşı, Kemberburgaz.

Our actor Zeki Usta started working in this shop in the 80's. His first profession was chemistry. Therefore when it comes to fabric he believes he is the best artisan in the city.

**Investigating/Collecting/Interacting**

The shop is located in an area known to be frequented by many celebrities. A documentary could be ideal and can link us to many other actors/characters amongst it's customers.

**Sinekkaydi** • *Flyslider*

#### Actors and Channels

Barber Birdal, words of mouth, point of purchase, events

#### People/Places/Issues

The Barber shop MN is a local neighbourhood saloon and Barber Birdal has been working there for the past two years. He also works on events such as weddings, parties, etc.

He singled out two issues barbers face: fashion and the general economy. Today it is fashionable for men fashion to have a dirty beard. And even if men do prefer to have a clear skin they choose to buy throw-away shavers rather than to go to the barber shop everyday.

*To make it clear, shave from the market cost 10TL for two months. Whereas going to a barber everyday for a shave for two months would cost 600TL says Barber Birdal.*

At a barber there are many things to entertain clients: tea service, backgammon, newspaper etc.

#### Investigating/Collecting/Interacting

We can create a more enjoyable waiting corner. A magazine version of A-Z guide can be created with a big map of places to visit, alternative tour plans, and puzzle games to get to know more about the city. Weddings or similar type of events could be used as channels to share our project. And as for the point of sales we could use stickers on the mirrors and our documentary can be showed on their TV screens.

## Pre-Publication

### Actors and Channels

**Kitapkurdu** • *Bookworm*

#### Actors and Channels

Ferruh Gencer, Publishing

#### People/Places/Issues

Pan Publishing was founded in 1986 by the two music lovers Ferruh and Işık Gencer. Their aim then was to publish only music books, expressing their passion in the company's slogan *You can read music*. Today they extended their umbrella and try to have selective books of any subject including novels, poetry, collectibles etc.

The main issue we would need to face when publishing an Istanbul Guide book would be economical. Giving example of their friends *Meyhane Guide Book* which was sponsored by the Rakı brand MEY, a sponsor or the Ministry of Culture and Tourism collaboration might be needed.

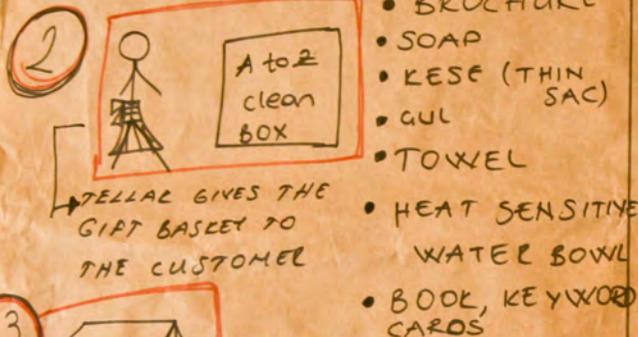
#### Investigating/Collecting/Interacting

For a creative solution, innovative selling points could be created by *Book Vending Machines*. The cost for such machines are around 4,000TL + rent.

Key selling points: Airports, Taksim square, metro stations, shopping centers, historical places etc.

1141115

## TELLAK



KEYWORDS: TERAPI,  
KURNA, GUL (KESE),  
WATER (SU YOLU),  
GEMME BASILLICA CISTERN

## ZEVK-i SEFA YA JET

### 1 TOPHANE (ARTWALK)

- CONNECTION TO THE TOPHANE ARTWALK EXHIBITION → WEBSITE → INCLUDE ISTANBUL A-2 ON THEIR MAP

### 2 NARGILE PLACE (BEANBAGS & PLATEMATS)

- ~~BRAND~~ BRANDING BEANBAGS FOR A-2
- PLACING MATS ON TABLES OF THE NARGILE PLACE.

### 3 NARGILE PLACE

- ORGANIZE PUBLIC READINGS OR TALKS WITH ACTORS OF THE BOOK

### 4 NARGILE PLACE

- DESIGN AND PLACE POSTCARDS WITH SEALS
- ~~POSTCARD~~ WHEN THE CUSTOMER HAS ALL THE SEALS REQUIRED, HE OR SHE SENDS THE POSTCARD TO A-2 FOR GIFT

KEYWORDS: ~~Tat, Duman, Kıpık, tutsü, tükün~~  
Tat, Duman, Kıpık, tutsü, tükün  
Armut, Sipsi, kömür

# Pre-Publication

## Contexts and Channels

**Tellak** • *Turkish bath attendant*

### Contexts and Channels

Balat is a traditional quarter in Fatih district of Istanbul. It is located on the European side of Istanbul, in the old city on the western bank of the Golden Horn. Because of its location, *Arabacılar Turkish Bath* is a convenient place to get tourists' attention. The environment is suitable for channels such as book, events, and exhibitions.

### Information/Interfaces/Interactions

A tourist who stays in a hotel in Balat might want to experience a traditional Turkish bath. At the beginning of a Turkish bath experience, one would first need to pay the entrance fee at the entrance desk. Throughout the stay, an attendant is available to help relax. Our channels could be the hotel reception desks or the entrance desk of the Turkish bath to display the book and the attendant can give out gift baskets to his customers.

### Identifying/Referencing/Projecting

The soap in the basket can dissolve and reveal a little miniature Turkish bath. The gift basket can contain a mini-book that customers can take back to their country to share with friends. The cards available from the hotel reception desk will have information of the Arabacılar Turkish Bath and others around Istanbul. These cards can be distributed amongst hotels.

**Zevk-i sefa** • *Pleasure*

### Contexts and Channels

Tophane is a culturally rich area of Istanbul with numerous galleries, museums and other art related events. Most of the hookah cafes have a seating area outdoors and they use beanbags as chairs. If you order food, a plate mat is placed on your table before your plate arrives. The environment is suitable for channels such as events and exhibitions.

### Information/Interfaces/Interactions

The beanbags and plate mats could be used as exhibition media. It would also be possible to organize talk or readings with some actors of the book in the cosy environment of a hookah place. Postcards of the book with empty seal slots on the backside could be given away. Since these places are located in Tophane, teaming up with the non-profit organization *Tophane Art Walk* would be an option.

### Identifying/Referencing/Projecting

The talks and reading events of the book can be organized in all the places where people go for comfort. The postcard with empty seal slots can turn into a gift coupon after all slots are sealed. Plate mats can be distributed to other restaurants or cafes.

116117

## TAXI SÖFÜRÜ

### 1 THE CAR

- THE BOOK CHAINED BEHIND THE PASSENGER SEAT.
- PASSENGER SITS → SEES THE BOOK → BROWSES IT.

### 2 MOBILE ENVIRONMENT

- A GPS SYSTEM DEVICE WHICH ~~LOCATES~~ <sup>DISPLAYS</sup> RELATED KEYWORDS ACCORDING TO THE LOCATION OF THE VEHICLE.
- SUMMARIZED DESCRIPTION OF THAT KEYWORD
- PLACES IT IS RELATED TO
- NEAREST ISTANBUL A-2 event OR place.

PASSENGER ENTERS VEHICLE → SEES DEVICE → GETS INFORMED

### 3 TAXI STATIONS

- EVERY TAXI STATION IS ASSIGNED A SINGLE Keyword
- LITTLE CARDS OF THE KEYWORD PLACED ON THE SIDE OF THE BOOK THAT IS CHAINED TO THE SEAT.
- PASSENGER GRABS DIFFERENT KEYWORD CARDS FROM DIFFERENT TAXIS OF DIFFERENT STATIONS.

PASSENGER SITS → TAKES A CARD → LEAVES

KEYWORDS: DURAK, ISLIK.

## HAZERFAN

### 1 ENTRANCE

Front face of the building

Projection on the glass walls of the building  
ex: NICA's Aquamation Tank Performance

Animation <sup>Keyword (obstact)</sup>  
↳ animated version of the inf. in the back  
(maps, visuals...)

Possible to find volunteer animators from *Canlandırıcılar Yetenek Kampı* (Animators Talent Camp)  
→ attracts people (cars, people passing by) to go up to the Observation Deck

### 2 OBSERVATION DECK

Interactive Event

by touching the map on the wall or standing on a platform placed on the floor, one can activate the related keywords of the area they interact with.  
ex: Contrex exercise bike

After walking through the exhibition people pass inside

### 3 GIFT SHOP

Stand with a screen.

Keyword animation and documentary will be played on the screen.  
Books placed underneath the screen can be purchased.

Similar stand will be placed across the waiting line of the Sky Ride Istanbul. People can watch while waiting for 10 min.

KEYWORDS: MANZARA, CANLANDIRMA



DILEK BURCU

## Pre-Publication

### Contexts and Channels

#### *Şoför • Driver*

##### **Contexts and Channels**

On the Istanbul Taxi Drivers Association's website there is a map with all the taxi stations marked according to their region. These marks can be read as our possible distribution points around Istanbul. Book and exhibition will travel around the city, browsed by locals and tourists alike.

##### **Information/Interfaces/Interactions**

From a short interview with one of the drivers of the Yeniköy taxi station, we learned that it would be possible to have our book inside a taxi's seat pocket. It would also be possible to have a screen anywhere in the car as long as there is no harm to any surface. We realized that it would be easier and faster to coordinate with the Istanbul Taxi Drivers Association in order to have the book in as much cars as possible, rather than negotiating with all taxi stations one by one.

##### **Identifying/Referencing/Projecting**

A single keyword is assigned to every taxi station. Business cards with a compact summary and the project's web-address should be available. The screen's content may be synchronized with a in-built GPS system.

#### *Hezarfen • Thousand Sciences*

##### **Contexts and Channels**

Istanbul Sapphire is the tallest skyscraper in Turkey with its 236 meters height. There is an Observation Deck on the top floor of the building where both Asian and European sides of the Istanbul can be seen. Sky Ride Istanbul on the other hand is Turkey's first 3D footage shot from a helicopter that gives you the opportunity to experience flying over Istanbul. When guests wait in the line for Sky Ride Istanbul, they can see the gift shop too. The outside walls of the Istanbul Sapphire building could be used as an exhibition surface.

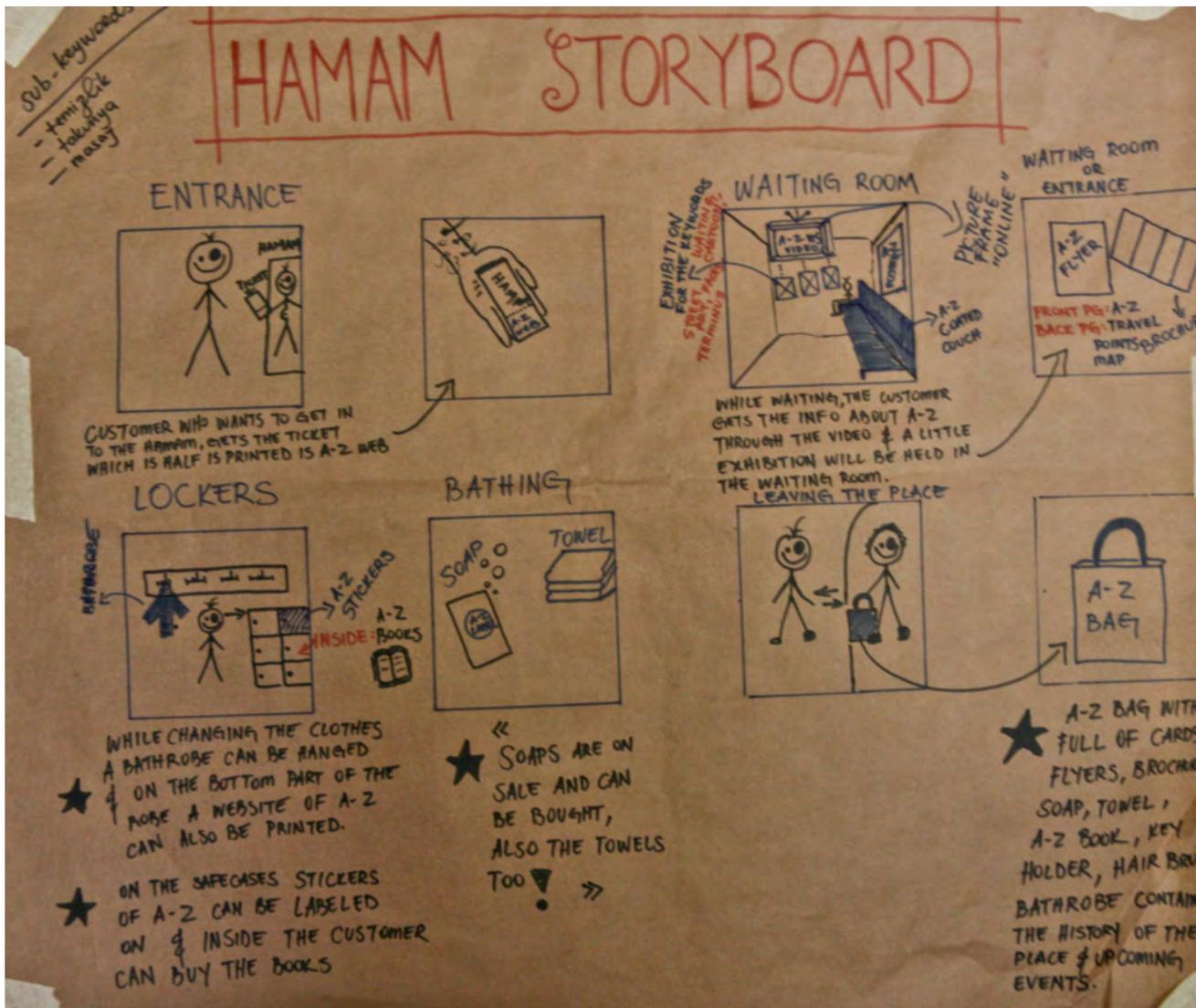
##### **Information/Interfaces/Interactions**

Istanbul Sapphire is a glass building, that could display animation and/or information about Istanbul A-Z in order to invite people to the exhibition on the Observation Deck. A touch sensitive map could be placed on the Observation Deck. Holding one's hand over a specific area, it would activate the projector on top of the map. The video about the keyword, which is related to that area, will be projected to the glass windows of the deck. For people waiting in line for Sky Ride Istanbul, a bookstand with a monitor on top can be placed next to the gift shop. Guests can watch the documentary of Istanbul A-Z and get information about the website while waiting and can purchase the book too.

##### **Identifying/Referencing/Projecting**

A video can be projected to Sapphire Istanbul's glass walls at the entrance. A touch sensitive map can be placed on the Observation Deck. A bookstand with a monitor can be positioned next to the gift shop, facing the Sky Ride Istanbul waiting line.

118|119



**Hamam • Turkish bath**

**Context and Channels**

Arabacılar Hamamı is situated on the Yatağan Hamam sokak and quite removed from the city centre – it’s not an easy destination to find. On our search we mostly encountered local people who were very helpful in giving us directions where to find this hamam. During our investigating the area we found small shops like cafes, pharmacies, and tailors.

**Information/Interfaces/Interactions**

Hamam have typically two sections, one for women and one for men. We had a chance to see both of them. We were surprised how narrow these places are – they are connected by narrow corridors. The waiting room and lockers would allow us enough space to use channels but it’s rather challenging because of the heat and high level of humidity. The bathing room has a very special acoustic quality, making it very attractive for sound related projects. The waiting room provides lots of wall space and could be used for an exhibition.

### Identify/Referencing/Projecting

A hamam offers different places and spaces. Because of that it differs from the other locations. This hamam reflected very much our interest to discover hidden and forgotten places, locals who pursue very particular activities. The TV suspended from the ceiling of the waiting room can be used as an online picture frame, which will be updated and uploaded regularly from the main server. The Bathing Room can be used as an acoustic theatre to experience different sounds from the city and different music genres. In the waiting room a book shelf could have A-Z Books on display.

### *Pasaj • Passage*

#### Contexts and Channels

Istiklal Street of Beyoğlu is one of the most dynamic districts of Istanbul in terms of tourism and cultural activities. There are numerous arts and cultural activities carried out in the area. Galata is also an important destination for locals and tourists likewise. Many passages in this neighborhood provide relatively quite atmosphere to the visitors. Brochures and postcards to be distributed and books to be sold by book shops, the café for an exhibition, and walls for posters seem to be good channels for the initiative.

#### Information/Interfaces/Interactions

Brochures and postcards to be distributed and books to be sold by book shops, the café for an exhibition, and walls for posters.

#### Identifying/Referencing/Projecting

Distribution of brochures, postcards and books to relevant shops. Custom designed exhibitions in some of the cafés.

## Pre-Publication

### Contexts and Channels

### *Kurabiye • Cookie*

#### Contexts and Channels

There are cafes, pharmacies, perfumery shops around the bakery shop. The cobbled streets add to the quality of this old neighborhood, but the environment around is changing rapidly with many ongoing renovations. People are always using the road, so there is continuous circulation.

#### Information/Interfaces/Interactions

Paper bag and tissue-papers could be used for showing the logo and information of the project. The walls of the bakery shop can be used for exhibition space.

#### Identify/Referencing/Projecting

The bakery's neighborhood offers a very convenient setting for our project in terms of reaching many people.

120|121



**Lostra** • *Shining shoes*

### Contexts and Channels

Levent Lostra, POP

### Information/Interfaces/Interactions

Leaflet in the metro, exhibition in subway tunnels, books in shops. In addition, Levent Lostra could also be using our book as a promotional gift for 50TL above cost home services.

### Identifying/Referencing/Projecting

Abdullah is a 37 years old businessman who works in Gayrettepe. Today he has a meeting at the shopping center Kanyon. He decides to take the metro to avoid the city traffic. While he goes underground and gets his ticket from the counter, he sees some leaflets showing the A-Z Istanbul map.

This map features some special locations – which even as a local Istanbulian he hasn't been aware of. Meanwhile on the train he experiences an interactive tunnel exhibition of the A-Z Istanbul project.

After getting into the shopping center he decides to have his shoe polished at Levent Lostra which he had discovered on the map earlier. While getting his shoes worked he sees our book and has a chance to go through all the other places and actors.

**Plak** • *Record*

### Contexts and Channels

Irem, 33, a member of the A-Z project, investigates the *Hakan Plak*, a central shop of records in Istanbul. After having her daily protein breakfast in Bilgi University at 9:30 in the morning, she would leave the university to reach her planned meeting in Hakan Plak at 11:30. She would use her investigations to make a documentary as a sourcing channel for others media such as book, website, and exhibition.

### Information/Interfaces/Interactions

Meeting the shop owner, she would discuss with him possible participation in the project and how to perform as one of the distribution nodes.

### Identifying/Referencing/Projecting

She would get information from the people in the shop and see how different channels for advertising and distribution could be integrated as interfaces in the shop itself. She would also explore possibilities of the music market at large through interactions with people -locals, street musicians, and foreigners. Information about events, concerts, festivals, street performance could be attached to some of the places and actors featured in Istanbul A-Z.

## Pre-Publication

### Contexts and Channels

**Simit** • *Turkish bagel*

### Contexts and Channels

Jean, 54 is a french tourist in Istanbul, visiting for 5 days. He stays in a hotel of the Sultanahmet area. From a French guide he learned that he could find a ferryboat in Eminönü to cross the Bosphorus. At 10:30, he would leave his hotel, take the tramway, and reach Eminönü at 10:40.

### Information/Interfaces/Interactions

At 10:45, he would meet a simit seller in Eminönü who would tell him about the Simit tour and the A-Z Istanbul project. Given a map by the simit seller, Jean would decide to do the tour which starts at 12:00.

### Identifying/Referencing/Projecting

During the tour, Jean enjoys the Bosphorus while watching the A-Z exhibition, reading extracts from the book, and even get the opportunity to buy it.

122|123

## TELLAK

### PROCESS/CHANNEL

HOTEL RECEPTION



GIFT BASKET



### PRE-RELEASE/PUBLICATION/EXTENSION

- HOTEL RECEPTION HAMAM CARDS → CARDS ABOUT SEVERAL NOT SO POPULAR TRADITIONAL HAMAMS.
- SOAP IN THE BASKET CAN DISSOLVE AND ~~APPEAR~~ MINUTURE HAMAM APPEARS
- MINI BOOK CAN BE TORN INTO PAGES AND DISTRIBUTED TO PEOPLE • SOUNDS OF TURKISH BATH

### SOURCING/PROOFING/SHARING

- BALAT ARABACILAR HAMAMI HÜSEYİN YILDIRIM
- CAĞALOĞLU HAMAMI TELLAK NECATİ BEY, YILMAZ ERKOYUNCU MEHMET YILMAZ, KADIN KİŞİ: ÖZLEM HANCI

## ZEUK-i SEFA

### PROCESS/CHANNEL



### PRE-RELEASE/PUBLICATION/EXTENSION

- BEAN BAGS / PLATE MAT → WHAT IS YOUR MOST PLEASURED PLACE? SHARE ON WEB
- TALKS & LECTURES → RECORDED & SHARED ON WEB
- VIDEOS & PICTURES RELATED TO THE KEYWORD ZEUK-i SEFA COLLECTED AND STICHED TOGETHER

### SOURCING/PROOFING/SHARING

- ERZURUM ÇAY EVI in TOPHANE
- TOKEL NARGİLE in Eminönü - Sipsi manufacturing & Mecit Bey check slips

NAZLI LEA

**Zevk-i Sefa** • *Pleasure*

### Processes and Channels

Tophane is a really hot spot for tourists and local teenagers. It attracts many people, locals as well as tourists, throughout the day. Its historic architecture, cultural events, and hookah cafes are the main attractions. A usual hookah experience would mean sitting at a hookah cafe, smoking the hookah, and eating or drinking something on the side, and finally paying the bill after a pleasurable conversation with friends.

In order to grab the attention of customers and to share our message, it would be possible to use events and exhibitions around the hookah place. The question *Which place in the city you enjoy the most?* could be printed on the beanbags and plate mats. The talks and readings of the book can be recorded and posted on the website. People can take pictures or videos related to the keyword *zevk i sefa* and post them on the website. Also we can ask *Tophane Art Walk* to display our talks and reading events on their site.

### Pre-Release/Publications/Extensions

*Which place in the city you enjoy the most?* This question could become a trigger for people to post their ideas on the web, adding hopefully yet unknown places to the A-Z content.

The talks and readings of the book can be recorded and posted on the website. People can share their experiences and opinions in regards to specific places or actors on Twitter or Facebook.

Pictures or videos related to *zevk i sefa* can be gathered to create one long movie about Istanbul and its un-discovered places for best experiences.

### Sourcing/Proofing/Sharing

Erzurum Çay Evi in Tophane  
Tokel Nargile Eminönü  
Tophane Art Walk

## Pre-Publication

### Processes and Channels

**Tellak** • *Turkish bath attendant*

### Processes and Channels

124|125

The A-Z book can be displayed on hotel reception desks, cafes, grocery store checkout counters, and Turkish baths in Balat. A gift basket can be given to the customer by the attendant after his session. In this gift basket there can be a bath glove, soap, towel, a small water bowl, and a mini-book with tearable pages. Each page would have information about specific keywords and the website address of the *Istanbul A-Z* project ready to be given to friends.

### Pre-Release/Publications/Extensions

The soap in the basket can have a miniature model of a Turkish bath inside which appears as the soap dissolves. It would have the website address on it. This attractive object can stay as a souvenir with the customer forever.

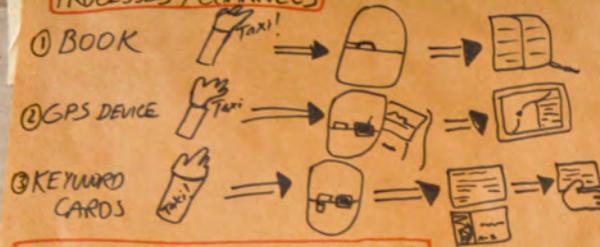
The mini-book can be taken back home, where he would share the tear-off pages with friends, expanding our exposure to a larger group.

### Sourcing/Proofing/Sharing

Arabacılar Turkish Bath in Balat, bath attendant Hüseyin Yıldırım  
Cağaloğlu Turkish Bath, Mehmet Yılmaz, Yılmaz Erkuymcu  
Vezneciler Turkish Bath

## TAKSI ŞOFÖRÜ

### PROCESSES / CHANNELS



### PRE-RELEASE / PUBLICATION / EXTENSION



### SOURCING / PROOFING / SHARING

YENİKÖY TAXI STATION - ALI ZEKKA OSMANOĞLU  
TAXI DRIVER

ALKENT TAXI STATION

ISTANBUL TAXI DRIVERS ASSOCIATION  
NIGAR HNM - PR REPRESENTATIVE

### OTHER PLACES OF INTEREST

GPS DEVICE → BUSES, TRAINS, TRAMS  
OTHER MOBILE ENVIRONMENTS  
SEA TAXI

## HAZERFAN

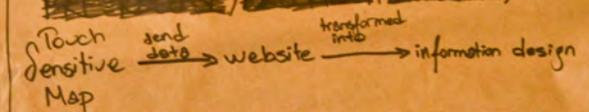
DILEK  
BURCU

### PROCESS / CHANNEL

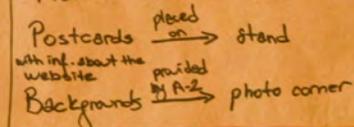
Entrance - Glass window animation  
Observation Deck - Touch sensitive map  
Gift Shop - Stand with screen and shelves for the A-Z book



### PRE-RELEASE / PUBLICATION / EXTENSION



Window used for keyword from A-Z  
Frame



### SOURCING / PROOFING / SHARING

Sapphire Tower  
Sky Ride Istanbul representative Emre Özyemen  
→ inf about 4D simulation

Sapphire Observation Deck Group Sales Manager Erkin Bayrı  
→ inf about exhibition and gift shop regulations

touch sensitive map project → Midpoint, Taksim  
glass window animation → Kanyon and ITU Molecular Biology Genetics Research Center, Maslak

**Şoför • Driver**

### Processes and Channels

Placing our book inside a taxi allows passengers to browse through the book's contents during their trip. A screen, mounted at a convenient place in the car, can show an interactive version of the book that people can navigate. Connected to a GPS system this screen would popup interesting point of experience when coming close, informing passengers about the nearest keyword locations and other related places. A specific keyword can be assigned to each taxi station. It will be featured on business card size leaflets free to grab. Uses taxis from different stations, passengers will be able to collect different cards – making the completion of A-Z a gameful experience!

### Pre-Release/Publications/Extensions

The GPS screen can be turned into an application for smartphones allowing the book content to be shared globally. The GPS screen can also be placed in sea taxis, buses, trains, trams, ferries and other mobile environments.

Informational advertisement of the book can be posted on Istanbul Taxi Drivers Association's website which will expand our exposure.

Sourcing/Proofing/Sharing; Yeniköy Taxi Station ; Istanbul Taxi Drivers Association; Alkent Taxi Station

**Hezarfen • Thousand Sciences**

### Processes and Channels

Istanbul Sapphire is on a busy avenue in Levent. Since it is a glass-covered skyscraper, this feature can be taken advantage of. An animation projected on the building's walls at the entrance level will be eye catching. People passing by can be informed about the Istanbul A-Z website and exhibition. When the guests go up to the Observation Deck, they will walk right through the exhibition. The touch sensitive map in the exhibition area can project keywords on the windows of the Observation Deck when activated. A bookstand with a monitor can be placed in the gift shop, where it will be seen by the people waiting in line to visit Sky Ride Istanbul.

### Pre-Release/Publications/Extensions

The touch sensitive map can send records of people's choices and interactions to the Istanbul A-Z website where they can be visualized for analysis – or further exploration of content.

A-Z postcards can be placed on the bookstand. Backgrounds for the photo corner can be provided by Istanbul A-Z.

## Pre-Publication

### Processes and Channels

#### Sourcing/Proofing/Sharing

126|127

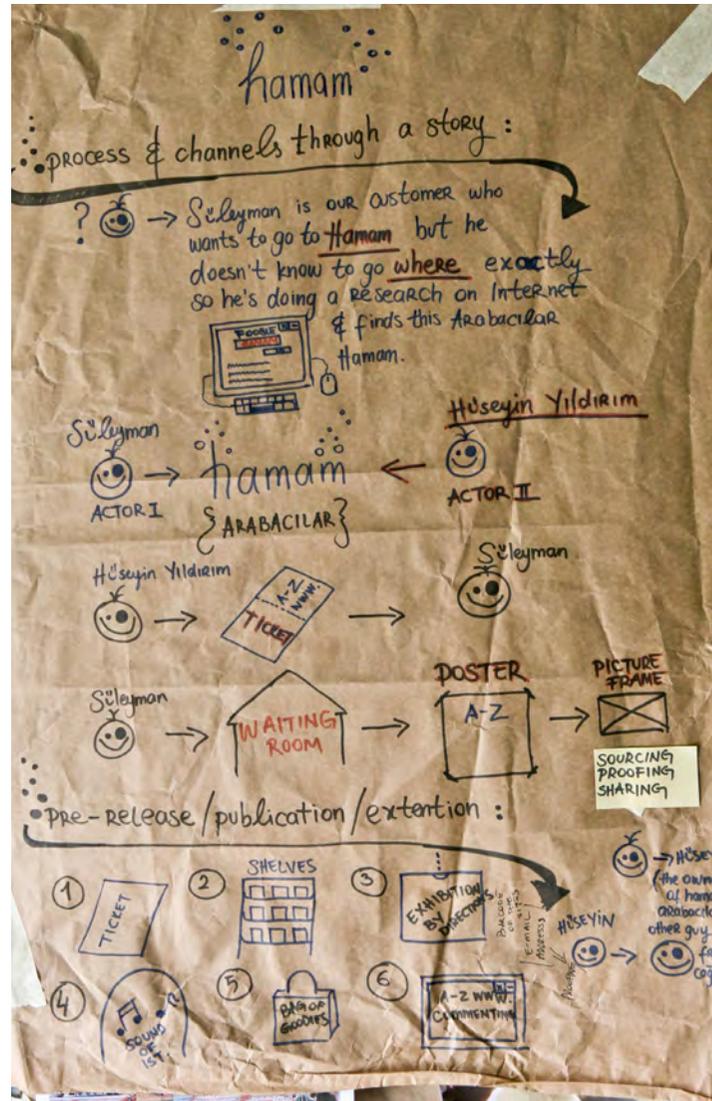
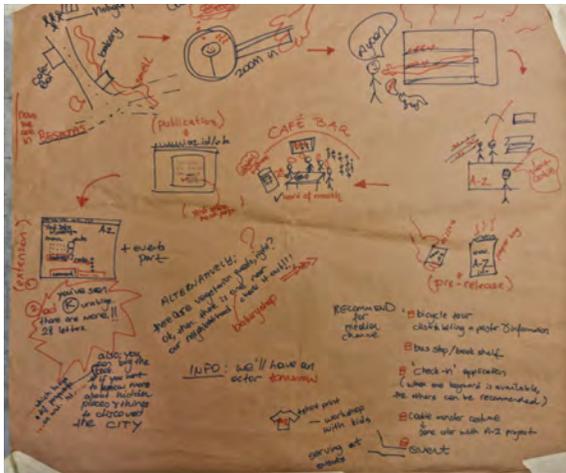
Istanbul Sapphire

Sky Ride Istanbul representative Emre Özyaman for information on 4D simulation

Sapphire Observation Deck Group Sales Manager Erkin Bayrı for details on the exhibition and the gift shop regulations

#### Other Places

The touch sensitive map project can be moved to other places, such as the Midpoint Restaurant in Taksim. The glass window projection can be installed in the Kanyon Shopping Mall and/or the Istanbul Technical University Molecular Biology Genetics Research Center in Maslak.



## Hamam • Turkish bath

### Processes and Channels

The owner of the Arabacilar Hamamı, Hüseyin Yılmaz, wants to reach more people as he is in need of customers. Tourists always come to hamams one way or another and hamams on the other hand are social and cultural places of interaction. Hüseyin Yılmaz is having an issue with the Ministry of Culture and Tourism that in despite of this building is still surviving from the 17th century as a historical place, the ministry would not accept his request to designate this building as a cultural asset.

As an alternative channel we can consider the Ministry of Culture and Tourism. Since it is difficult to find the proper material for steamy rooms it would be better to consider the waiting room. People who arrive at the hamam or who want to take a break from bathing head to the waiting room to have a drink or watch TV. The waiting room is a common place to leisurely relax. It could be nice to install a bookshelf filled with A-Z books and also to have an online picture slideshow on the TV screen to draw further attention.

### **Pre-Release/Publications/Extensions**

Installing the bookshelf in the waiting room could create amongst the clients to know more about the A-Z project – and also to buy the book. The online picture slideshow will certainly engage patrons and the hamam owners themselves to post feedback on our website. Hüseyin Yılmaz can get advertising space on our site in return for introducing the A-Z books to his customers. He may also entice his customers to contribute more keywords.

### **Sourcing/Proofing/Sharing**

Arabacılar Hamamı  
Hüseyin Yıldırım plays an important role because he uses the word of mouth as a distribution tool. We are sure Hüseyin and his customers will benefit from our project!

### **Pasaj • Passage**

#### **Processes and Channels**

Since the Pasaj is located in a very crowded and dynamic street of İstiklal in Beyoğlu, similar crowds occupy the Pasaj. Brochures and postcards could be distributed and books sold in the various book shops. Cafés can become places for an exhibition. The pasaj's walls can have posters.

#### **Pre-Release/Publications/Extensions**

People will be notified of events through brochures, posters, and exhibitions. Books will be sold at the bookshop. All publications will lead visitors to the website where they can post new keywords and share the experiences they had when following the lead of keywords.

#### **Sourcing/Proofing/Sharing**

Karasüleymanoğlu Elektrik & Sahaf  
Hacopulo Pasajı

## **Pre-Publication**

### **Processes and Channels**

### **Kurabiye • Cookie**

#### **Processes and Channels**

128|129

Beşiktaş is a very central district which is very much frequented by both locals and tourists.

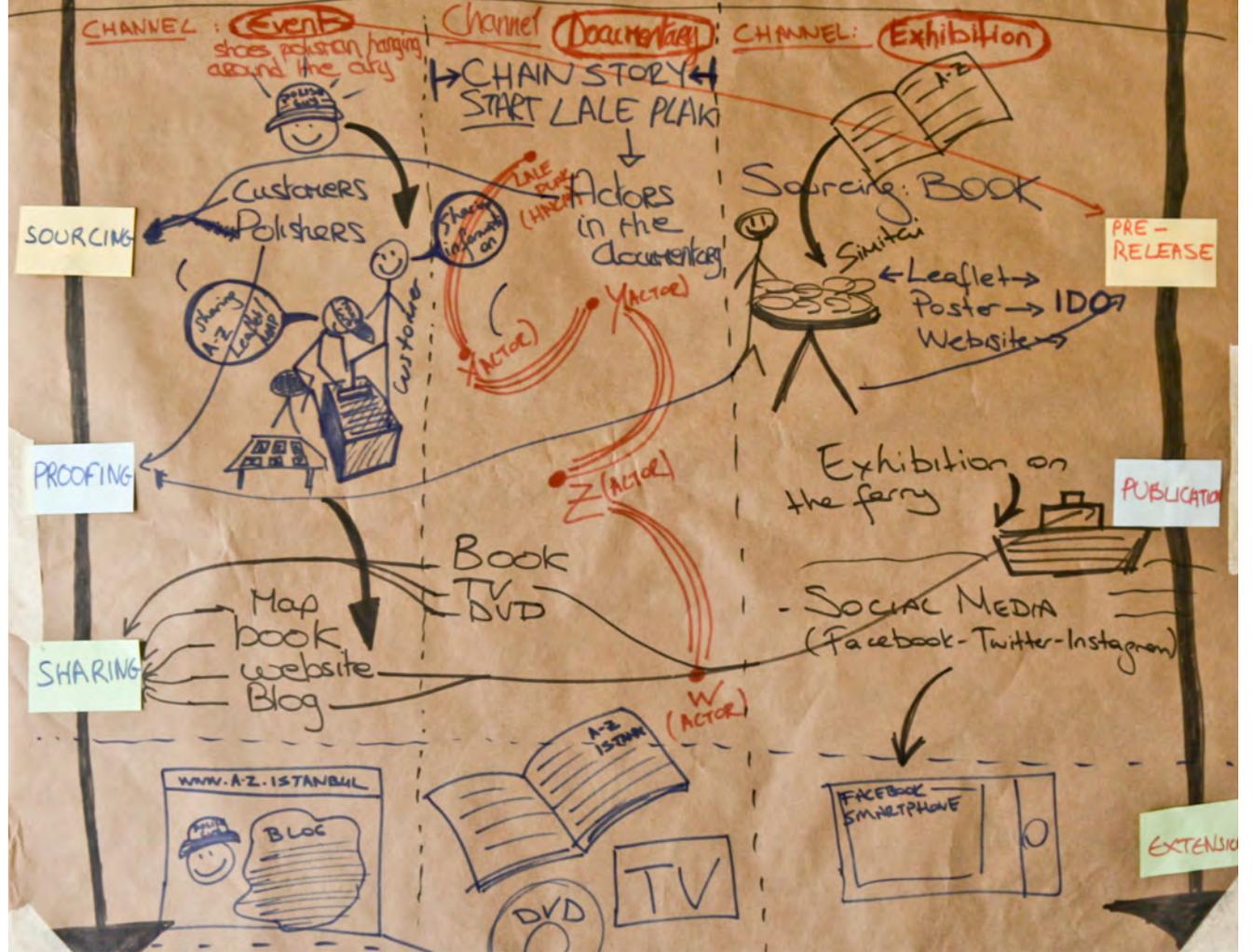
#### **Pre-Release/Publications/Extensions**

The A-Z mini logo on the shop's packaging and tissue can reach a lot of people. Following the website link, people can interact with each other.

#### **Sourcing/Proofing/Sharing**

Yedi Sekiz Hasanağa Fırını / Bakery Shop in Istanbul  
Şehit Asım Cad. No 12 Beşiktaş  
T: 0212 261 9766  
Baker Erol Çakar

# L O S T R A      P L A K      S I M I T



**Lostra** • *Shining shoes*

#### Processes and Channels

We propose Levent Lostra to have a two days event which will take place on the streets of Istanbul. Two polishers will represent Levent Lostra and the A-Z project. Offering to polish shoes for free, they will be able to interact with many different patrons and collect stories/places/actors.

The A-Z website will have a feature to facilitate sharing of these inputs even when being busy on the road

#### Pre-Release/Publications/Extensions

Online blog

#### Sourcing/Proofing/Sharing

The source will be the customer themselves and our polish guy will be sharing on the website online.

**Plak** • *Record*

#### Processes and Channels

*Lale Plak* is known to be the best music shop in Istanbul. It has been running for more than 50 years. The business has been passed from father to son and today Hakan – the son, has made it a meeting point for all real worldwide musicians and music lovers. We propose to generate a *chain story* for our documentary where *Lale Plak* would be the starting point. The chain will be filled with real actors recommendations and its evolution can be followed live online.

#### Pre-Release/Publications/Extensions

Book and DVD

#### Sourcing/Proofing/Sharing

Our actors.

## Pre-Publication

### Processes and Channels

**Simit** • *Turkish bagel*

#### Processes and Channels

Teaming up with the Bosphorus Round Tours we can have our own event – the Simit Tour. A *simit* is a donuts shaped pastry which is commonly eaten during ferry passages together with a glass of Turkish tea. For pre-release a *simitçi* – the person selling simit and tea, will be charged to also carry our leaflet. Posters will be put up in the boarding stations. Using social media we can create WOM – word of mouth chains for spreading A-Z information to a larger audience.

Wireframe in general:

Simitçi > Leaflet + Posters + Banners + WOM > Exhibition on Ferry > Social Media

#### Pre-Release/Publications/Extensions

The *simitçi* will be distributing out leaflets. We will have to negotiate with the administration of the boarding stations to have our posters on display at their facilities and banners on their websites. In return we could advertise their business on our site. Extensions can be developed for SNS sites such as Facebook, Twitter, or Instagram.

#### Sourcing/Proofing/Sharing

Our book.

130|131

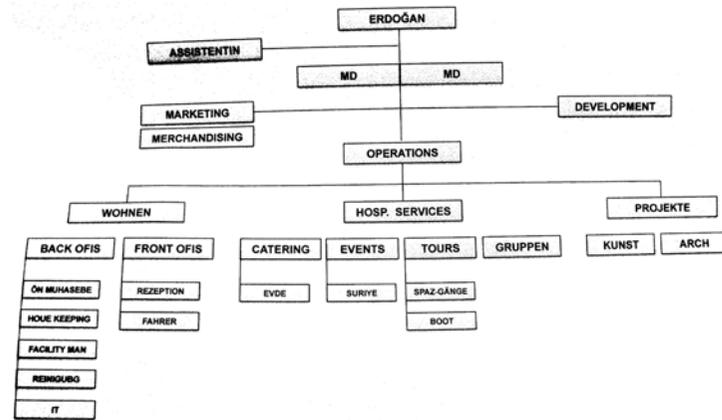


*View from the very first apartment of  
Manzara Istanbul*

## Lectures

### Coming from Galata, Reaching the Sea: Living as Istanbulian

132|133



The beginnings of Manzara where a handful of homes, personally guided tours through the city, and long talks in the Meyhanes around the corner.

Creating intercultural networks between East and West – orient and occident became the aim of the Manzara Istanbul Project, bringing interesting people from the arts together.

Currently the number of staff members adds up to about 30 people; everyone working on the realization of this vision.

Erdoğan Altındış says: *We have grown: more than 50 apartments, an art and residency house with changing exhibitions, an extensive range of individual city tours, many facilities and events have been added. By talking to our guests, we went to break new ground and have implemented unconventional ideas into action.*

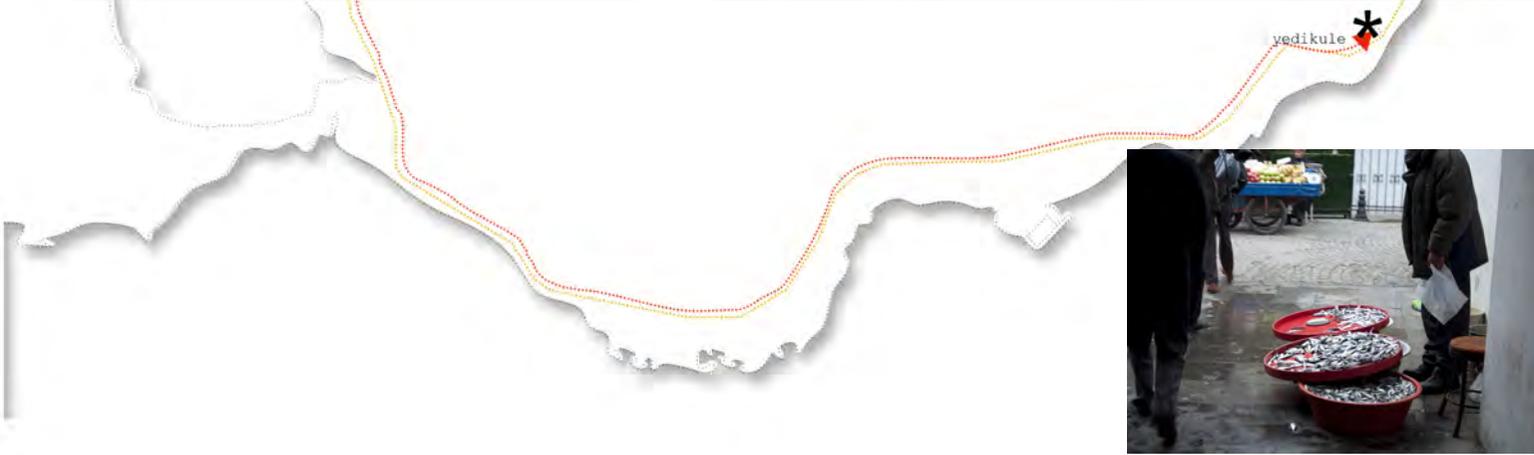
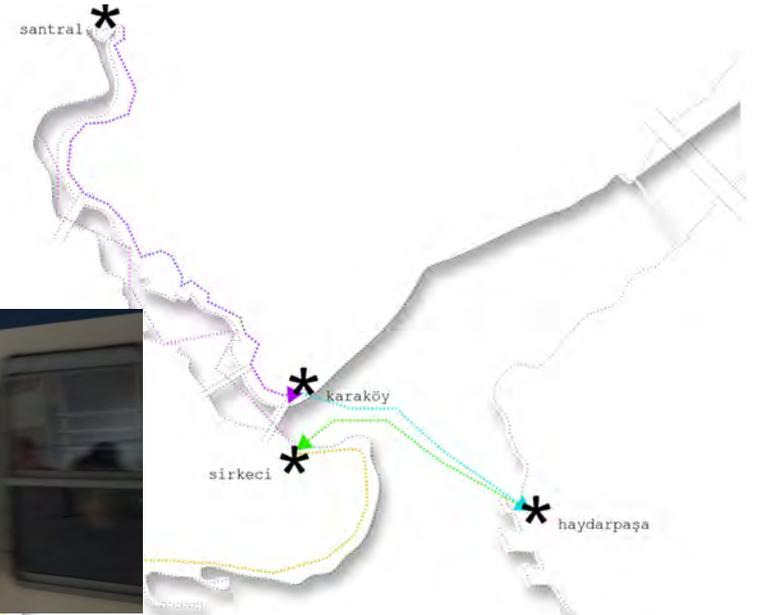
*Change is good and important, but our basic principle will not change: we care about our guests and maintain the special Manzara atmosphere.*

As an architect Erdoğan Altındış's connection with Munich and being having experience with German people became an opportunity when starting the *Manzara Project*. Having an art gallery allied with his business is an opportunity to meet interesting people and to work on new projects.

Manzara Istanbul is the realization of an old wish. With joy and enthusiasm he puts his countless ideas into action every day.

#### References

[www.manzara-istanbul.com](http://www.manzara-istanbul.com)



James Halliday, Hub Istanbul



*James Halliday, Co-Founder of Hub Istanbul, is developing the concept of Han38.com, the space the founders currently occupy in Karaköy, Istanbul; Hub Istanbul's little cousin, you could say. James is hoping that the concept of Han38 will spread, pull you into action, and welcome you into a selective design, entrepreneur, and freelancer community in Istanbul. The Hub network is not distinct to Istanbul. In fact, there are currently 31 Hubs around the world. Over 4,000 members on 5 continents, come to the Hub to take collaborative action for a better world. Currently, Hub Istanbul is a candidate to join the international Hub network, of which their sister-city, Vienna, is already a member.*

## Lectures

### Uncharted Exploration of Istanbul from Sirkeci to Halkalı

The Sirkeci - Halkalı line opened in 1955. The line was originally built in 1872 as part of the Vienna - Istanbul main line. The commuter train is the oldest in the city and serves more than 22,000 passengers daily.

#### What have we done?

Combine the best parts of a detective and a naturalist. We have investigated, as a group and individually, usable threads of the urban experience, with the intention of observing, characterizing, and interpreting their relevance to life from the present to the past. There are no clear answers, which is why the savvy, instincts, and techniques of the detective are useful. There is also an incredible range of biodiversity in the human / urban ecosystems, so we will need the patience, senses, and attentiveness of the naturalist to observe and understand our the surroundings. The goal for each participant is to log notes, thoughts, and insights in an observation report.

134|135



*Bilgi University, March 9th*

The Audi Urban Future Award is an international architecture competition and one of the four components of the Audi Urban Future Initiative, which is concerned with concepts of urban mobility. The progress and results of the competition will be documented and reflected online and in printed publications. One important part of the Audi Urban Future Awards 2012 is an internal workshop on this subject followed by a public conference. Within this framework an international jury will choose the prize-winner of the architectural competition.

Selva Gürdoğan and Gregers Tang Thomsen, Superpool Istanbul

## Lectures

### Visualizing Istanbul

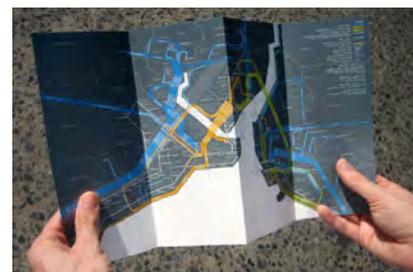


Selva Gürdoğan and Gregers Tang Thomsen, both architects, founded Superpool in Istanbul in 2006. They first met at Rem Koolhaas' studio Office for Metropolitan Architecture – OMA, in 2003, where they worked until establishing Superpool.

Currently Superpool is engaged in TailorCrete, a European Commission funded research for incorporating robotics into concrete construction technology, along with the design of single-family houses in Zekeriyaköy, Istanbul. Superpool also recently completed *Mapping Istanbul*, a book commissioned by Garanti Gallery with nearly a hundred maps and information graphics creating a valuable resource for architects, planners, and policy-makers invested in the city's future.

136|137

Most recently Superpool has received the *Audi Urban Future Award 2012* to research mobility concepts for the Istanbul of 2030.





This logotype was chosen for becoming the 2014 *WorldDesignCapitalCity*.

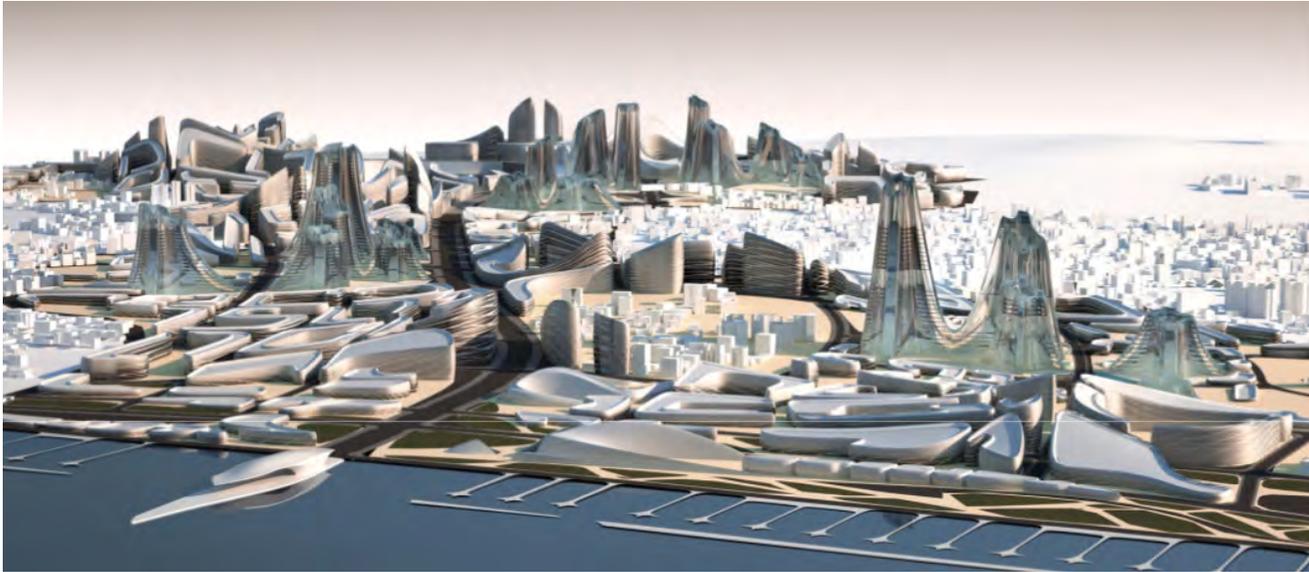


Istanbul is a very unique city in the very heart of where Europe and Asia continents meet. This city, at the meeting point of Europe and Asia, located on both sides of the Bosphorus, is described as a jewel by the famous French author Lamartine. Istanbul is a city of synthesis which realizes an atmosphere of tolerance, bringing together culture, art and religion, at the borders of two separate continents.

Harun Ekinoğlu, Istanbul Metropolitan Municipality

## Lectures

### Visions, Projects, and Competitions – Design for Istanbul



Born in 1981, Harun Ekinoğlu studied at Bilkent University Department of Urban Design and Landscape Architecture, where he graduated in 2006. He was awarded the 5th prize among 126 projects in a UNESCO and World Architect Association contest with a Historical Urban Transformation Project. Currently he is employed by the Istanbul Municipality working on urban transformation.

138|139

The Kartal-Pendik masterplan is a winning competition proposal for a new city centre on the east bank of Istanbul.

It is the redevelopment of an abandoned industrial site into a new sub-centre of Istanbul, complete with a central business district, high-end residential development, cultural facilities such as concert halls, museums, and theatres, and leisure programs including a marina and tourist hotels.

Korhan Gümüş has graduated from the Mimar Sinan Fine Art Academy and completed his PhD at Istanbul University in 1985. He is Founding Director of the Human Settlements Association and in 2005 became Director of the Istanbul Bilgi University Local Governments Research Centre. He worked on partnership projects of civil initiatives, independent organizations, and the public. He took part in the *Civil Constitution Initiative*. *Conference on Human Settlements – Habitat II*, NGO Forum after the earthquake in 1999 as founder of the Civil Coordination Centre. He published articles in various newspaper and magazines and is also producer on the radio show *Metropolitika* on Açık Radio.

*I was asked to talk about Istanbul European Capital of Culture but first of all I would like to explain the position of people who are involved in the production of these kind of events.*

Giving the example of *One minute of darkness for a constant light* act, he underlines the power of the civilians over politics. This particular act was done in 1997, after a car accident took place that killed three out of the car's four passengers on November 3, 1996, near the town of Susurluk in Western Turkey. Evidence from the Susurluk crash linked the Turkish Government to Mr. Çatlı's activities and more broadly to the drug and weaponry smuggling industry in general. Civilians began to protest, for the first time having been made glaringly aware of their government's previously covert ties with organized crime. The protests which started by the Human Settlements Association, forced the government to hold judicial investigations into the Susurluk car crash. Although the group did not succeed in achieving all of the *Citizens' Initiative for Constant Light's* stated aims, the large-scale public protests began a national conversation about political corruption and proceeded to bring the issue into the public sphere, where it has remained central for a number of years.

*These cases can be viewed as civic experiences which especially started after the September 12 Coup when the Turkish Armed Forces ruled the country through the National Security Council.*

In 2010 he worked for the urban department of the European Capital of Culture agency. According to him, the activities took place in very concentrated areas such as art galleries of Tophane and Beyoğlu, where middle-class and poor citizens don't live. As a result, he considers Istanbul 2010 as an *elitist* event, from which only a small part of the city took advantage. He says the organization for Istanbul 2010 should have focused on the *Marmaray Project*, the railway tunnel under the Istanbul Strait. This project today is handled as a *transport project* whereas in terms of urban planning and design he believes it could have been a very successful project.

*You may see historical places in the city whereas they are empty spaces waiting to be erupted.*

Korhan Gümüş, Architect, Director of Human Settlements Association

## Lectures

City Branding – Bottom > Up

1401141



*Bilgi University, May 15th*

Istanbul as being the most problematic city of the world – and in contrast the world's center of art and culture – when we asked Korhan Gümüş of a project that can be given as an example of a success, he paused:

Having an architectural background Korhan Gümüş doesn't like being called an activist. Instead he calls himself an *Urban Artist*.

*The only name that comes to my mind is the Galata Greek High School in Karaköy.*

Murat Belge is an academic, translator, literary critic, columnist, civil rights activist and occasional tour guide. He has founded *İletişim Press* and has been working as their executive editor since. He has been known for his critics and comments published in magazines such as *Yeni Dergi*, *Papirus*, and *Halkın Dostları*. There are well known translations by Murat Belge of authors like James Joyce, Patrick White, and Dickens. He has been the international president of the *Helsinki Citizens Foundation* for a period of time. He directed programs on *Açık Radyo*. In the early 80's Murat Belge started to organize cultural trips called *Istanbul ile Tanışın – Meet with Istanbul*. In 1993 he published *Gezi Rehberi*, a travel guide book which covers the *Haliç*, *Boğaziçi* and other regions of Istanbul. He has been columnist of the *Cumhuriyet*, *Milliyet*, and *Radikal* newspapers. In 1997 he published *Boğaziçi'nde Yalılar ve İnsanlar*. Murat Belge is currently the president of the department of Comparative Literature in the Faculty of Arts and Sciences in Istanbul Bilgi University.

Murat Belge's lecture was very personal and we were keen to listen to his many accounts. His spiritual behavior left a deep impression and led us on a journey of discovering Istanbul's nature step by step along his stories. His method is simple: walking and discovering the city sensually.

#### **Guiding Golden Horn**

He lived in Istanbul by spending time going to places, sitting and feeling the spaces.

One day, one of his friends suggested him to guide tours around the Golden Horn. He accepted the offer and started to read and research more about what he has seen or not yet seen before, because he knew only little about the Golden Horn. He had to learn everything in order to become a tour guide. While he was assistant in the university, he worked also as a tourist guide for many times. He had been thinking and asking to himself how could he work like this, always guiding the same tours and repeating the same information over and over again. Years passed, and he told us he didn't live the pessimistic side, and worked as a tourist guide for around 40 years. He had an health issue with his vocal cords so he wanted to quit the tour guide job, but there was a solution for it too, using a microphone, so he continued doing tours on Bosphorus.

#### **Waterfront Mansions and People on the Bosphorus**

He shared his experiences and stories behind his books. For instance, when people first discovered the summer vacation spots like Marmaris and Bodrum, the city would be abandoned for couple of months. Especially the waterfront mansions on the Bosphorus would be available for rent during the summer. One year Murat Belge decided to rent a waterfront mansion from June to October. This is how he began to write the book *Boğaziçi'nde Yalılar ve İnsanlar*.

#### **Places to Visit**

As we asked if there are places he can recommend us, he told us undoubtedly, Çengelköy and Salacak which are both by the water. He mentioned taverns are not as many as they used to be. Nowadays, fish restaurants took the place of taverns around the city.

Murat Belge, Professor at Istanbul Bilgi University, Writer



*Bilgi University, May 17th*

### **New York vs. Istanbul**

When asked to see Istanbul through his eyes, he explained that he finds similarities between New York and Istanbul. According to him, when people hear about USA, New York is the first city that comes to their mind. Just like how when people think about Turkey, Istanbul is the first city that comes to their mind. He describes Istanbul as an international hub. New York is the only city of USA that no Americans live in just like there are no Istanbulians living in Istanbul. Murat Belge also finds Istanbul different than Prag since he thinks Prag is a groovy city.

### **Immigration**

He told an old incident of immigration where there had been immigrants who wanted to go to Istanbul from Sri Lanka, and they had been forced to leave the boat in Marmaris. However, they were told that it was Istanbul. He also mentioned the numbers of immigrant populations before and after. According to him, There were 1,000,000 Jewish people and now there are only 20,000, there were 100,000 Armenians and now there are only 8,000, Greeks' population was 120,000 and now they are only 2,000.

## **Lectures**

### **A Pinch of THIS – Engaging in Conversations**

### **Water, Fire, Land, Air**

Murat Belge mentioned Istanbul under four elements; water, fire, land, air. He pointed out that these elements are what gives Istanbul its beauty. Especially in the spring and winter, the city is in its at most beauty. Murat Belge talked about seasonal trees and different colors of the city sky in different seasons and times. Useful keywords we extracted from him were fish, judas tree, colors, mehtabiye which is a place for watching the moonlight and kameriye is an outdoor structure which blocks the extra sunlight and helps you enjoy your moments with friends. Murat Belge also suggested Kanlıca on the Asian side for the best sunset view.

142|143



*Bilgi University, May 18th*

Deniz Ünsal Bal studied Political Science in Middle East Technical University, but she wanted to study Archeology so between the years of 1995 and 1996 she completed her Masters Degree in Catholic University of Leuven. In time she found her way into the relations and people and she preferred to study Anthropology, got her doctorate from Colombia University in 2004. Deniz Ünsal Bal travelled to Netherlands, analyzed migration and women. Since 2005, she is giving lectures at Bilgi University.

While in Istanbul, she wanted to bring her students closer to the city and analyze the city from a different point of view by asking them the question, *What kind of a city is Istanbul?* She picked Eyüp, Pendik, Gaziosmanpaşa, Sultanbeyli and Ümraniye as places to observe and find different sources which are related to arts and culture.

Deniz Ünsal Bal, Professor Istanbul Bilgi University

## Lectures

### Here and There, Opportunities of Context driven Publishing



Deniz Ünsal and her students worked on a city project which was including the process of research in Unkapanı and they came up with the question of *Why arts and culture are two different things? Can't we join them?* The main task was discovering forgotten or unknown places. For example, she mentioned finding the first rock café in Eyüp district which is a quiet odd place to find in that area. Deniz Ünsal is interested in collecting and archiving data which then they combined to relate to arts and culture. In the end, they organized an exhibition in Unkapanı and published its book.

In 2008, Deniz Ünsal led a series of projects drawing the attention of Istanbul as a capital city with its culture, how to live in the city, how to observe its texture, how to analyze the problems of the city and the people who lives in it that nobody really knows or paid attention to before. The aim was to document around Golden Horn, asking questions about the one and only places such as who cooks the best uykuluk, what are the oldest trees of that area and so on. For doing that, one group was selected to walk around Golden Horn and document everything. It took one year to complete these series of documentations; later similar projects were applied for the cities of Ankara, Izmir and Bursa.

Deniz Ünsal also involved with the Association Mavi Kalem which aims research and apply projects with kids, youth and women related to education, personal development, health, willingness and activism to open their minds to diversities and new opportunities. Deniz Ünsal's relationship to Discovering Istanbul from A-Z project is crucial because of having parallel approaches, having the same issues about the problems that we are dealing with during our project, aims and what we are trying to achieve at the end. For that, definitely a must contact person who can join and assist us during the project and further.

144|145



Bilgi University, May 18th



Pelin Derviş is an architect who practiced architecture for fourteen years. Between the years of 2005 and 2010, she worked as the director of Garanti Gallery on Istiklal Street. In Garanti Gallery, she organized around thirty exhibitions with parallel events and took care of the editorship of some of the gallery's publications. Since 2010, Pelin Derviş works independently. Currently she is coordinating a project called Vitra Contemporary Architecture Series. Parallel to this, she is providing consultancy for SALT and currently working as the co-curator of an archive of exhibition which is planned to be open by the end of 2012 in Atatürk Cultural Center. Besides exhibitions and publications, Pelin Derviş took her time to translate two books; *Function of Form* and *How to Read Buildings*.

As our last guest, we invited Pelin Derviş to learn about her finished and ongoing projects in detail and also discuss mutual questions and ideas. At the beginning of her lecture, Pelin Derviş stated two clusters she enjoys working around. One of them is looking at the contemporary city, ask questions and document. The other one is archiving because she is aware that people can't write history to document the proper documentation, therefore she wants to take a part in building up archives.

Before going into detail of her projects, Pelin Derviş shared the heart of the film scene of the movie *Smoke*, 1995, where Paul flips through Auggie's photo album: thousands of pictures of the same street corner, one taken each morning at 8 am. Paul says *I don't get it* while he is quickly flipping the pages. Auggie replies, *You'll never get it if you don't slow down*.

### **Becoming Istanbul**

*Becoming Istanbul* is an interactive exhibition database featuring the works of artists, illustrators, and architects with the collection of artists' videos, photography series, documentaries, news reports, cartoons and architectural projects. The database exhibits typical debates relating to the city and suggests different perspective. The exhibition traveled around the world since 2008 including cities like Frankfurt, Lille, Al Manama, Berlin and finally Istanbul at SALT Gallery. The project database can be viewed online at [becomingistanbul.org](http://becomingistanbul.org).

Along with the database and exhibitions, the book *Becoming Istanbul* was published not as a catalog of the exhibition but, as Pelin Derviş states, a typical dictionary or an encyclopedic book exploring the problematics on transformations of Istanbul.

#### Tracing Istanbul

After the Becoming Istanbul exhibition Pelin Derviş kept working around the subject of Istanbul and published *Tracing Istanbul* with Murat Güvenç and Deniz Aslan. The book displays a selection of photographs by Oğuz Meriç representing a collection of landscapes and states within the space of the city.

#### Mapping Istanbul

As the third book, Mapping Istanbul came to life with collaboration of Garanti Gallery, Superpool and Project Projects. The book's aim was to map out the complex city of Istanbul by using hundreds of maps and info graphics with one distinct visual style.

#### Made in Şişhane

Pelin Derviş explained another project called Made in Şişhane which is an activist project initiated by Aslı Kiyak in 2006. Şişhane is famous with its small scale lighting manufacturing studios. Made in Şişhane project's aim was to draw attention to the district of Şişhane and how these studios are working. Pelin Derviş points out that it is important to know as a designer that if you have a project to be prototyped, Şişhane is the only place you need for all your materials. Unfortunately, due to the transformation project of the city, the studios in Şişhane are forced to move out. Therefore, this activist project aimed to point out the importance of the district to maintain its presence.

During her lecture, Pelin Derviş shared her ongoing projects with us. She is currently working on a monograph of a landscape architect and while working on it she realized that people don't know much about contemporary landscape architecture in Turkey. She informed us about Günel Akdoğan who was the first landscape architecture of Turkey. As the last project, Pelin Derviş talked about ADAT – Architecture and Design Archive Turkey, which started out by Garanti Gallery and Platform Gallery on 2008 and now carried out by SALT.

At the end of the lecture, Pelin Derviş showed us pictures of the architect and comics artist Orhan Tolon's studio. She was asked by his family of what to do with his belongings since he passed away last year. She wanted to have our opinion on the subject and we had a brief discussion.

As the audience we were strongly influenced by her lecture. Firstly, the scene from the movie *Smoke* relates to *Istanbul A-Z* project in a way. Istanbul is a complex fast moving city and we are looking at it with intimacy by focusing on one specific place and person in detail which helps us discover interesting things. Also Becoming Istanbul database can be related to *Istanbul A-Z* project since they both work with keywords. However, the purpose and the content of both projects are different, they tend to connect with the concept of using keywords for navigation. Before ending her lecture, Pelin Derviş indicated that we are welcome to involve in Becoming Istanbul project by sending our presentations to SALT.

- A **Abide** • Memorial  
**Ahşap Ev** • Wooden House  
**Aktar** • Herbalist  
**Aktivite** • Activities  
**Altgeçit** • Underpass  
**Anı** • Memory  
**Anıt** • Monument  
**Anne Eli** • Mother's Touch  
**Antika** • Antique  
**Araf** • Purgatory  
**Aşure** • Ashurah  
**Atölye** • Studio
- B **Bahçe** • Garden  
**Balık** • Fish  
**Bar** • Bar  
**Bekleyiş** • Waiting  
**Bisiklet** • Bicycle  
**Büfe** • Buffet
- C **Cadde** • Main Street
- Ç **Çarşı** • Market  
**Çatal** • Bifurcation  
**Çeşme** • Fountain  
**Çınaraltı** • Under the Mapple Tree  
**Çorba** • Soup
- D **Damacana** • Water Gallons  
**Dinleti** • Concert  
**Din** • Religion  
**Din Çeşitliliği** • Diversity of Religion  
**Dolma** • Stuffed  
**Dokuz Sekizlik** • Nine-Eight-Rhythm  
**Dolmuş** • Shared Taxi  
**Durak** • Stop
- E **Ebru** • Marbling  
**Ekoloji** • Ecology  
**Enstrüman** • Instrument  
**Erotizm** • Erotism  
**Eskici** • Old Clothesman
- F **Fal** • Fortune Telling  
**Falcı** • Fortuneteller  
**Fasıl** • Fasıl  
**Futbol** • Football
- G **Galeri** • Gallery  
**Gar** • Terminus  
**Gecekondü** • Slum  
**Geçit** • Gateway  
**Giyim** • Clothing  
**Geri Dönüşüm** • Recycling
- H **Hamam** • Turkish Bath  
**Hareket** • Movement
- Hayvanlar** • Animals  
**Hezarfen** • Thousand Sciences  
**Hediye** • Gift  
**Hırdavat** • Ironmongery  
**Hostel** • Hostel
- I **İsmarlama** • Tailor-made  
**Işık** • Light
- İ **İşporta** • Pushcart  
**İstanbul Mogadishu** • African District in Istanbul
- J **Jön Türkler** • Young Turks
- K **Kaçamak** • Getaway  
**Kahvaltı** • Breakfast  
**Kahve** • Coffee  
**Kalabalık** • Crowd  
**Kameriye** • Arbour  
**Kapı** • Gate  
**Karikatür** • Cartoon  
**Kitap** • Book  
**Kitapkurdu** • Bookworm  
**Köprü** • Bridge  
**Köşk** • Mansion  
**Kulüp** • Club  
**Kurabiye** • Cookies  
**Kurna** • Marble Basin  
**Kuşlar** • Birds

# Index

## Keywords

L **Lokal** • Clubhouse  
**Lokanta** • Eating house  
**Lostra** • Shoe Shining  
**Lüfer** • Blue Fish

M **Macuncu** • Ottoman Candy Seller  
**Mahalle** • Neighbourhood  
**Magazin** • Magazine  
**Manifatura** • Drygoods  
**Manti** • Turkish Ravioli  
**Manzara** • Scenery  
**Meşrubat** • Beverage  
**Meyhane** • Tavern  
**Mezarlık** • Cemetery  
**Meze** • Side Dish  
**Minibüs** • Minibus  
**Moda** • Fashion  
**Müze** • Museum  
**Müzik** • Music

N **Nostalji** • Nostalgia

O **Oda** • Room  
**Organik** • Organic  
**Okka** • Oka – Ottoman Measure of Mass

Ö **Ölçü** • Size

P **Patlıcan** • Eggplant  
**Pasaj** • Passage  
**Pazar** • Bazaar  
**Pazaryeri** • Marketplace  
**Peştemal** • Peshtemal  
**Peyzaj** • Landscaping  
**Piyasa** • Market  
**Plak** • Record

R **Rahat** • Easygoing  
**Rakı** • Turkish Rakı  
**Reyhan** • Basil  
**Rezidans** • Residence

S **Sahaf** • Antiquarian Bookseller  
**Sakatat** • Offal  
**Simit** • Turkish Bagel  
**Sinan** • Sinan  
**Sinekkaydı** • Flyslider  
**Sinema** • Cinema  
**Sipsi** • Mouthpiece  
**Sokak** • Street  
**Sokak Sanatı** • Street Art  
**Su** • Water

Ş **Şarküteri** • Delicatessen  
**Şekerleme** • Confectionery  
**Şerbetçi** • Sherbetseller  
**Şifa** • Healing

**Şoför** • Chauffeur

T **Takı** • Accessories  
**Takunya** • Wooden Clog  
**Tasarım** • Design  
**Tellak** • Bath Attendant  
**Temizlik** • Cleaning  
**Tren Yolu Ritmi** • The Beat of Train Tracks  
**Tuhafiye** • Hosiery

U **Umumi** • Public  
**Uzaklık** • Distance  
**Uzman** • Specialist

Ü **Üstbaş** • Clothes

V **Vapur** • Ferry  
**Vitray** • Stained Glass

Y **Yabancı Olmak** • Uprooted  
**Yalı** • Shore Mansion  
**Yaşayanlar** • Inhabitants  
**Yeraltı** • Underground  
**Yoğurt** • Yogurt  
**Yolculuk** • Journey  
**Yüzler** • Faces

Z **Zevk-i Sefa** • Pleasure  
**Züccaciye** • Glassware

## Actors

**Ari Alpert, 37**  
Art director in Osman Productions  
[www.arialpert.com](http://www.arialpert.com)

**Ali, 24, Cem, 21**  
Waiter at Cafe De Marmara  
Çamlıca Cad. İskele Sok. No:2 Beylerbeyi Üsküdar  
T: 0216-318 8909

**Anonymous, 48**  
Water gallon delivery man in Yüksek Kaldırım, between Tünel and Karaköy

**Adem, 21**  
Paper collector in Tarlabası

**Atilla Durak, 45**  
Photographer  
[www.attiladurak.com](http://www.attiladurak.com)

**Berber Birdal, 32**  
Barber at MN Beauty Saloon  
T: 0212-276 6821

**Birgöl Ağgez, 43**  
Owner of Nar Mutfak, vegetarian restaurant  
T: 0212-245 1800

**Ebubekir Bekir, 18**  
Chestnut seller from Siirt, works in Taksim Square.

**Emre Özyaman, 35**  
Sky Ride Istanbul Representative  
T: 0542-556 0910

**Ercüment Sezer**  
Owner of Gözde Müzik  
T: 0212-251 4364

**Erhan Lembends, 70**  
Taksim - Kadıköy Dolmuş driver

**Erkin Bayrı, 36**  
Group Sales Manager of Istanbul Sapphire  
T: 0212-268 8383

**Erol Çakar, 64**  
Baker at Yedi Sekiz Hasanpaşa Fırını  
T: 0212-261 9766

**Ferruh Gencer, 50**  
Owner of Pan Publish House  
T: 0212-261 8072

**Hakan Atala, 51**  
Owner of the music shop Lale Plak  
T: 0212-293 7739

## Resources

### **Hakan Vardar, 45**

Owner of By Retro  
T: 0212-245 6420

### **Halil Bingöl, 70**

Owner of Barış Kitabevi  
T: 0212-243 0846

### **Hüseyin Yıldırım, 65**

Manager of Arabacılar Turkish Bath  
T: 0212-492 0065

### **İbrahim Tapa, 60**

Cartoonist  
*istanbulkarikaturleri.blogspot.com*

### **Mehmet Karasüleymanoğlu, 62**

Electrician, book-seller

### **Meltem Açikel, 45**

owner of the Cafe Vodina  
T: 0212-531 0067

### **Mr. Sakarya, 47**

taxi driver at Aynalıkavak taxi stop, Beyoğlu

### **Necati Soylu, 51**

Turkish Bath Assistant at the Arabacılar Turkish Bath  
T: 0212-492 0065

### **Servet, 28**

Partner of Araf Bar  
T: 0212-244 8301

### **Yılmaz Ülker, 80**

Bicycle master  
T: 0534-590 1266

### **Zeki Çakmak, 49**

Shoe Master at Levent Lostra Saloon  
T: 0212-278 9511

### **Global Site Plans**

Hub Istanbul: Social Innovation through Placemaking,  
Coworking  
*www.globalsiteplans.com*

### **Istanbul Intelligence**

Istanbul as a metaphor to understand the world.  
*istanbulintelligence.wordpress.com*

### **Istanbul Street Style – ISS**

A collection of symbols, characters and images that  
celebrate the avant-garde style and individualism that  
flourish on the streets of modern Istanbul.  
*istanbulstreetstyle.blogspot.com*

1501151

## **Blogs**

### **Istanbul's Stories**

Documentary & non-fiction blog

[przyczajonyrowerukrytyteatr.wordpress.com](http://przyczajonyrowerukrytyteatr.wordpress.com)

### **Istanbul Urban Movements**

The Stage is Yours Istanbul

[istanbulurbanmovements.wordpress.com](http://istanbulurbanmovements.wordpress.com)

### **Mediamatic Travel**

Stimulate international collaboration amongst cultural professionals and enhance the visibility of underground culture in cities online and offline

[travel.mediamatic.net](http://travel.mediamatic.net)

### **Mutlu Kent**

A blog by a social development specialist based in Istanbul

[mutlukent.wordpress.com](http://mutlukent.wordpress.com)

### **Not Only Istanbul**

Video guide for urban living

[www.notonlyistanbul.com](http://www.notonlyistanbul.com)

### **polis**

A collaborative blog about cities across the globe

[www.thepolisblog.org](http://www.thepolisblog.org)

### **Tarlabaşı Istanbul**

A blog about the central Istanbul quarter of Tarlabaşı with stories of Tarlabaşı's inhabitants, its streets and buildings. It discusses the impact on the community of the renewal project Tarlabaşı Yenileniyor – Tarlabaşı is Renewed, that foresees the demolition of many buildings and the eviction of a large part of the present populace.

[www.tarlabasiistanbul.com](http://www.tarlabasiistanbul.com)

### **What to do in Istanbul**

Hundreds of recommendations by local Istanbulers

[www.whattodoinistanbul.net](http://www.whattodoinistanbul.net)

### **URBZ – user generated cities**

URBZ facilitates the production and exchange of information, knowledge, ideas and practices towards better cities for all

[urbz.net](http://urbz.net)

### **urbanology**

The Urbanology office brings to knowledge practices the experience and theory of the most unique and significant neighbourhoods of the urban world

[www.urbanology.org](http://www.urbanology.org)

---

## Resources

### City of Signs

The site reveals discrete readings of Istanbul through a critical use of photography, sound, text, and typography, testing some propositions formulated by the Italian writer Italo Calvino in his book *Invisible Cities*, 1972

[www.arts.ac.uk](http://www.arts.ac.uk)

### Istanbul Soundscapes

The site shares thoughts and notes on the soundscapes of Istanbul.

[istanbulsoundscapes.weebly.com](http://istanbulsoundscapes.weebly.com)

### Maps, Visualizations, Scouting

#### Citysense

A downloadable application for the iPhone and BlackBerry. It provides a heat map of GPS activity in a major city.

[www.technologyreview.com](http://www.technologyreview.com)

#### WikiCity: Mapping of City Dynamics

An instrument for city inhabitants to base their actions and decisions upon in a better-informed manner of the activities in space and time.

[www.girardin.org](http://www.girardin.org)

#### The Exposed City

An ambitious study of the invisible elements of the city, from demographics to traffic patterns to crime rate to environment, through map-landscapes.

[www.brainpickings.org](http://www.brainpickings.org)

#### Becoming Istanbul

This interactive database designed as part of an exhibition is a pool formed by the contributions of numerous photographers, artists, architects, writers, illustrators and academicians who have developed thoughts on Istanbul, worked in Istanbul, produced works related to Istanbul and have captured different perspectives of Istanbul.

[database.becomingistanbul.org](http://database.becomingistanbul.org)

152|153

## Projects

### Apartment Project Residency

This non-profit artist initiative provides artists with spaces to work in Istanbul, opportunities for interdisciplinary collaborations, and hosting their own exhibitions.

[www.apartmentproject.com](http://www.apartmentproject.com)

### Manzara

An intercultural bridge between Istanbul and Europe, Manzara wants to bring culture interested people together in one of the most exciting metropolis the world has to offer.

[www.manzara-istanbul.com](http://www.manzara-istanbul.com)

### Kop-Art

An anarchist art collective and an independent street-couture brand, this rebel group gives its energy to party performances, installations, and graphic/visual art. When you happen to come to Taksim, take a look at their boutique just to light up your day or maybe to end up with your favorite custom made cloth.

[www.kop-art.com](http://www.kop-art.com)

## Public Transport

### Metrobus

Metrobus is one of those sly-as-a-fox Turkish maneuvers. Do not get confused by its strange name combining metro and bus. They are just normal buses using private routes separated from highways. This system has nothing to do with rails.

[harita.iETT.gov.tr](http://harita.iETT.gov.tr)

### Minibus

Fatih Pınar presents a photo-interview about Minibus, a popular public transport in Istanbul.

[www.fatihpinar.com](http://www.fatihpinar.com)

### Dolmuş

A way of public transport unique to Istanbul. *Dolmuş* meaning filled-up, these shared cabs leave as soon as they are occupied to capacity. It only takes 7 people and no one can stand.

### Istanbul Rail Network Map

[www.istanbul-ulasim.com.tr](http://www.istanbul-ulasim.com.tr)

### Fundamental Problems of Istanbul Transportation: Administration and Its Ramifications

by GÜNGÖR Evren, [gevren@ins.itu.edu.tr](mailto:gevren@ins.itu.edu.tr), and NURBANU ÇALIŞKAN, [ncaliskan@ins.itu.edu.tr](mailto:ncaliskan@ins.itu.edu.tr)

Faculty of Civil Eng. Dept. of Transportation  
Istanbul Technical University

## Publications

### **Ara Güler's Istanbul**

A unique record of daily life in the cultural capital of Turkey from the 1940's to the 1980's  
[www.araguler.com.tr](http://www.araguler.com.tr)

### **Istanbul Gezi Rehberi, 1993, Murat Belge**

İletişim Yayınları  
A guide to Istanbul from the author Murat Belge

### **Learning from Istanbul**

The city of Istanbul: Material production and production of the discourse, an essay on the radical changes in Istanbul's cityscape by Orhan Esen  
[metrozones.info](http://metrozones.info)

### **If you make it in Istanbul you can make it anywhere**

On urbanites and anti-urbanites, village and metropolis by Stephan Lanz  
[metrozones.info](http://metrozones.info)

### **Sokak Kitabı – Liselilerin Istanbul Sokakları, 2010**

Bilgi Üniversitesi Yayınları

### **URGE – Urban Green Environment**

The URGE project considers urban green spaces as an important contribution to the sustainable development of cities. Istanbul is one of the reference cities.  
[www.urge-project.ufz.de](http://www.urge-project.ufz.de)

## Resources

### **Tracing Istanbul**

A selection of aerial photographs by Oğuz Meriç depicting a surprising array of landscapes and conditions within the space of the city. The book situates these photographs within a running dialogue between three urban theorists which visually suggests the complex and interwoven quality of the urban fabric.  
[projectprojects.com](http://projectprojects.com)

154|155

### **reclaiming spaces: urban transformations**

social movements facing neo-liberal urban transformations  
[www.reclaiming-spaces.org](http://www.reclaiming-spaces.org)

### **Urban Age**

A worldwide investigation into the future of cities. This site has a compelling collection of essays on present Istanbul.  
[urban-age.net](http://urban-age.net)

### **Berlin A-Z**

60 Berlin spots introduced by 60 different authors – artists, designers, writers, musicians, students and people of many other professions present their place of choice. The featured locations convinced by their very personal character and the enthusiasm attached.  
[berlin-a-z.info](http://berlin-a-z.info), *Japanese version*

## Publications

### Sokak sanatı street art

eBenzin defines itself as an alternative media platform to speak out the unspeakable.

Switching the places for street art performance. Moving from Sirkeci, Halkalı, Haydarpaşa Train stations to Beyoğlu area, where street shows a strong presence.

[www.ebenzin.com/sayi1/2.asp](http://www.ebenzin.com/sayi1/2.asp)

### Spread of Stencil technic as a street art on the walls of Çukurcuma

Particularly to express political ideas

[url.istanbul-a-z.info/cukurcumatimes\\_ZV51](http://url.istanbul-a-z.info/cukurcumatimes_ZV51)

### Photos and videos of street arts in Istanbul

[tuncdindas.tumblr.com](http://tuncdindas.tumblr.com)

### Turkish Graffiti

[url.istanbul-a-z.info/tersninja\\_9637](http://url.istanbul-a-z.info/tersninja_9637)

### Turkish Stencil Art

[url.istanbul-a-z.info/evimistanbul\\_ntIW](http://url.istanbul-a-z.info/evimistanbul_ntIW)

### Wall Writing: City memory

by Elif Türkölmez in Radikal

[url.istanbul-a-z.info/radikal\\_uduv](http://url.istanbul-a-z.info/radikal_uduv)

### Yes Exhibition with graffiti

by Uğur Can and Uğurcan Alattinoglu in Radikal

[url.istanbul-a-z.info/radikal\\_0959](http://url.istanbul-a-z.info/radikal_0959)

### Travel within the representational city in mind

chapter 2 by Pelin Çetken

[url.istanbul-a-z.info/mekantar\\_RKTW](http://url.istanbul-a-z.info/mekantar_RKTW)

### News about Graffiti on Culture&Arts

in Yenişafak

[yenisafak.com.tr/KulturSanat/?i=330981](http://yenisafak.com.tr/KulturSanat/?i=330981)

### Silence Walls in Istanbul

by Gündüz Vassaf

[url.istanbul-a-z.info/radikal\\_jbQE](http://url.istanbul-a-z.info/radikal_jbQE)

### Bicycle

Interview with bicycle master by Mine Eroğlu, Yeşiliz Magazine, issue:8 March – April 2008

### Coffee shop, Coffee house

Written by Nazan Sara Satana on blog page in Milliyet

[url.istanbul-a-z.info/milliyet\\_saoz](http://url.istanbul-a-z.info/milliyet_saoz)

### Istanbul coffee houses

Written by Dr. Abdulkadir Emeksiz

[url.istanbul-a-z.info/istanbulkulturenvanteri\\_74sz](http://url.istanbul-a-z.info/istanbulkulturenvanteri_74sz)

## Shops and Places to Meet

### Coffee shops in Istanbul

Article from Sehr-i Istanbul Magazine  
[harika.istanbul.gov.tr](http://harika.istanbul.gov.tr)

### Retro fashion

Ümit Bektaş's interview with By Retro's owner on Tak-sim Face Magazine, issue:7, May, 2010

### Celebrities' Old clothesman, Custom Providers to the TV Series

by Tuluhan Tekelioğlu in Sabah  
[url.istanbul-a-z.info/sabah\\_JXLL](http://url.istanbul-a-z.info/sabah_JXLL)

### Simit – Turkish Bagels

As old as the history of the Ottoman empire this Turkish fast food is now an essential ingredient of everyday life.

[www.simitsarayi.com](http://www.simitsarayi.com)

### Otto Restaurant

Located in Santral Istanbul, a remarkable setting transformed into a culture and education center as Contemporary Museum of Art's by Bilgi University, offers an international menu in its indoor location for up to 150 guests at a time.

[www.ottoistanbul.com](http://www.ottoistanbul.com)

---

## Resources

### Eating Asia

[eatingasia.typepad.com](http://eatingasia.typepad.com)

156|157

### Sabah Ruzgari, Morning Breeze VIP Motoryacht

Cruises offered all workshop participants an exploration tour across the Bosphorus

[www.sabahruzgari.com](http://www.sabahruzgari.com)

### Sirkeci Railway Station

[url.istanbul-a-z.info/mydestination\\_YZqi](http://url.istanbul-a-z.info/mydestination_YZqi)

## Tools

### **The Audi Urban Future Initiative**

[www.audi-urban-future-initiative.com/en.html](http://www.audi-urban-future-initiative.com/en.html)

### **BMW Guggenheim Lab, a mobile laboratory**

[www.bmwguggenheimlab.org/home-b](http://www.bmwguggenheimlab.org/home-b)

### **Future Cities Laboratory**

[www.futurecities.ethz.ch](http://www.futurecities.ethz.ch)

### **Legible London**

London walking guide

[www.tfl.gov.uk/microsites/legible-london](http://www.tfl.gov.uk/microsites/legible-london)

### **MYTO, MY Tokyo**

A Literary-Photographic Portrait of Tokyo

[url.istanbul-a-z.info/google\\_brLH](http://url.istanbul-a-z.info/google_brLH)

### **Design Factors**

[www.designfactors.com](http://www.designfactors.com)

### **Japan Radiation Map**

[jciv.iidj.net/map](http://jciv.iidj.net/map)

### **Simon Anhalt**

Independent policy advisor

[www.simonanholt.com](http://www.simonanholt.com)

## Videos

### **Survey Monkey**

Free online survey software & questionnaire tool

[www.surveymonkey.com](http://www.surveymonkey.com)

### **Tokyo POP Map**

Interactive map of privately owned public spaces in the Tokyo area

[janlindenberg.net/tokyo-pops-map](http://janlindenberg.net/tokyo-pops-map)

### **Between Two Home Towns**

This short film, made by Olivia Güthling, deals with Erdoğan Altındış's childhood memories and his life between Istanbul and Munich. Recently he organized a big event for the 50th anniversary of migration from Turkey to Germany, which took place in Suriye Passage which once was home to Turkey's first movie theatre.

[url.istanbul-a-z.info/vimeo\\_450B](http://url.istanbul-a-z.info/vimeo_450B)

### **Ekümenopolis – City Without Limits**

A journey, from demolished slums to the tops of skyscrapers, from the depths of the Marmara Sea to the route of the third bridge crossing the Bosphorus, from real estate investors to urban opposition.

[url.istanbul-a-z.info/youtube\\_JK90](http://url.istanbul-a-z.info/youtube_JK90)

## Resources

### **The Sound of Istanbul**

This film/documentary directed by Fatih Akin is a journey through the music scene in modern Istanbul as well as portraying its cultural life.

*url.istanbul-a-z.info/youtube\_FC59*

### **Urbanized**

Urbanized is a feature-length documentary about the design of cities, which looks at the issues and strategies behind urban design and features some of the world's foremost architects, planners, policymakers, builders, and thinkers.

*url.istanbul-a-z.info/urbanizedfilm\_LV15*

## Places

### **Araf**

Istiklal Cad. Balo Sok.

No:32 Kat 5 Beyoğlu

T: 0212-244 8301

### **Arabacılar Hamamı**

Fatih, Yatağan Hamam Sok. No:78

Istanbul 34087, Fatih

T: 0212-492 0065

### **Barış Kitapevi**

**Meşrutiyet Caddesi Aslıhan Pasajı**

No:18/31 Galatasaray

T: 0212-243 0846

### **Bisikletçi Yılmaz Usta**

1581159

Akmerkez Ulus Kapı Karşısı

Belediye Sitesi Cami yanı, Etiler

T: 0534-590 1266

### **Cafe de Marmara**

Çamlıca Cad. İskele Sok. No:2

Beylerbeyi-Üsküdar

T: 0216-318 8909

### **Cağaloğlu Hamamı**

Alemdar Mah.

Cağaloğlu Hamamı Sok. No:34, Fatih

T: 0212-522 2424

### **Levent Lostra**

Nispetiye Aytar Cad. No:24/59

1. Levent, İstanbul

T: 0212-278 9511

### **Gözde Müzik**

Galipdede Cad. No:6/B

Tünel Beyoğlu

T: 0212-251 4364

### **Hakan Vardar, By Retro**

Istiklal Cad. Suriye Pasajı No:166/c

T: 0212-245 6420



## Resources

### **Istanbul Taksiciler Esnaf Odası**

Ibrahim Karaođlanođlu Cad.

No:3 Kat 4 Seyrantepe

T: 0212-325 1515

### **Manzara Istanbul**

Serdar-ı Ekrem Sokak No:14

Galata, Beyođlu

T: 0212-252 4660

### **MN Erkek Kuaförü**

Gazeteciler Sitesi B2 Blok No:3/4

Sarıyer, Maslak

T: 0212-276 6821

### **Pan Publishing**

Barbaros Bulvarı, 18/4

Beşiktaş 34353

T: 0212-261 8072

### **Sapphire**

Büyükdere Cad.

34330, 4. Levent, Istanbul

T: 0212-268 8383

### **Sky Ride**

Büyükdere Cad.

34330, 4. Levent, Istanbul

T: 0542-556 0910

### **Tophane Erzurum Çay Evi**

Salı Pazarı Sıra Mağazaları

Nusretiye Camii Arkası No:75

Tophane, Karaköy, Istanbul

T: 0212-252 2469

### **Toptancı Tokel Nargile**

Tophane, Karaköy, Istanbul

T: 0212-520 8701

### **Vodina Café**

Vodina Cad. No:39-41, Balat

T: 0212-531 0057-67

### **Yeniköy Taksi Durađı**

Simitçi Salih Sok. No:1

Yeniköy, Sarıyer

T: 0212-262 2658

### **Zencefil**

Kurabiye Sok. No:8

Beyođlu, Taksim

T: 0212-243 8234

1601161



**Aktaş Elif**

Architectural Design Computing

*Receiving diverse point of views in an interdisciplinary-international collaboration*



**Baş Lale Aleksandra**

Designer

*Getting to know different people & places*



**Charnet Chantal**

Professor of Linguistics

*Learning new proposals to describe digitally a town and its citizens*



**Coşkun Emre Can**

Istanbul Bilgi University VCDMFA

*Meeting with the Information Design and the strategies in it*



**Duthoit Eugenie**

PhD student in Linguistics

*Discovering Istanbul by articulating theory and practise in Visual Communication*



**Ersan Sezin**

Illustration, Infographic Design, Writing Stories

*The more I experience the more I understand*



**Erçetin Nazlı**

Graphic Designer, Student

*New methods for designing process*



**Gürsoy Dilek**

Organization of data, Information Graphics

*Seeing Istanbul through ... FACES OF A GEM*



**İstek Cihangir**

Architect, Designer

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



**Kartal Burcu**

Animator, Stop-Motion Animation, Illustration

*Working with people from different culture and backgrounds*

## Takım • The Team



### Lugarič Lea

Graphic Design, Student

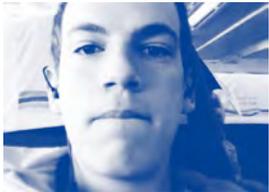
*Learning from different approaches , discovering the city in new ways*



### Malinowski Szymon

Documentary, Film-Making

*Deepen my understanding of social reality of Istanbul.*



### Parkan Ulaş

Print-Making, Student

*Anything comes in addition will make me happy*



### Pars Baha Cahit

Photographer

*Create new perspectives*



### Schneider Andreas

IIDj, Institute for Information Design Japan

*Seeding relations for more long-term activities and collaborations*



### Sevimlikurt Fatih

Designer

*New kind of approach*



### Şahin Ayşe

Architect, Designer

*Istanbul in all its architectures*



### Tapa Erem Dinç

Concept Director, Game Designer

*Experience Istanbul from another point of view*



### Yıldızeli Irem Ela

Art Director

*Connect with Design & Culture*



### Yılmaz Emek

Ph.D. student in Sociology

*Gain new perspectives on City and Culture*

1621163



---

**March 5 – 14, 2012**

**May 14 – 23, 2012**

**Project Supervisors**

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

**1641165**

**Supported by**

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

**IIDj, Institute for Information Design Japan**

**Contact**

**Istanbul Bilgi University**  
VCDMFA Graduate Program

Santral Campus E1-221  
Eski Silahtarađa Elektrik Santrali  
Kazım Karabekir Cad. No: 2/13  
34060 Eyüp  
Istanbul

T: 090-212-311 7714  
*info@az.bilgi.edu.tr*

*az.bilgi.edu.tr*