

discovering

istanbul

from A to Z

March, 05 - 14
May, 14 - 23
2012

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

Workshop / Project Supervisors

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IIDj, Tokyo, Japan
Cihangir Istek
VCDMFA, Istanbul Bilgi University

Organization Team

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Andreas Schneider
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az.bilgi.edu.tr



Istanbul
Bilgi University
LAUREATE INTERNATIONAL UNIVERSITIES

VCDMFA

IIDj

Institute for Information Design
Japan



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Next Spring, Istanbul Bilgi University's Graduate Program in Visual Communication Design - VCDMFA will organize a two-phase workshop in Istanbul. Collaborating with the Institute for Information Design Japan - IIDj, this will be an opportunity to make you familiar with *DesignFactors* – a structured method for assisting the modeling of design developments and decisions of all kinds– and to improve your design skills and professional experiences through a real-life project.

Keywords

Istanbul, City and Culture, Intercultural Communication, Collaboration and Sustainability, Design and Interface, Mapping, System

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Supported by

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

IIDj - Institute for Information Design Japan

Concept

Istanbul, once known as the capital of capital cities, currently counts as one of the most interesting cultural capitals between the East and the West. Istanbul has in fact many features that are well known as a unique environment for creative discoveries. It is the only city in the world to straddle two continents, and the only one to have been a capital during two consecutive empires - Christian and Islamic. Once capital of the Ottoman Empire, Istanbul still remains the commercial, historical and cultural heart of Turkey, and its beauty lies in its ability to embrace its contrasts. Ancient and modern, religious and secular, Asian and European, mystical and earthly all co-exist in this city. The discovery of its variety is one of Istanbul's greatest attractions.

Content

These two workshops, each going for 10 days, focus on the preparations and processes required for the planning and design of a unique travel-guide project called **Istanbul A-Z**, to be produced with more than 70 contributors offering fresh views on Istanbul. The presentations are planned to be in four extensions -a book, a web/online interface, a documentary video or film, and an interactive exhibition event.

The workshop is designed for improving the participants' skills and experiences in the following areas:

- *Research of urban resources,*
- *Conceptualization of communication strategies,*
- *Integration of cultural/contextual relationships,*
- *Creative development on international and interdisciplinary platforms,*
- *Teamwork in a real-life project.*

During -and even after- the workshop, the participants will have the chance of getting further involved, thus gaining a professional experience with the project team in the following areas:

- *Editorial View*
- *Business View*
- *Design / Interface View*
- *Mapping*
- *System View*

About Us

IIDj - Institute for Information Design Japan
An affiliate of IID, the International Institute for Information Design in Vienna, IIDj is engaged in the consulting, conceptualizing, planning, and execution of local and international non-profit and for-profit projects in the domains of Design Research, Print and On-line Media, Lectures, Workshops, Exhibitions, and System Development. Its publications are respected Information Design resources.

VCD/VCDMFA, Istanbul Bilgi University
Established in 1997, the Visual Communication Design Department and Graduate Program of Istanbul Bilgi University provide students with a professional preparation in their projects and fields of expertise. The main objectives and principles are: Interdisciplinary, International and Sectoral Collaborations, Joint and Individual Projects, Job Generation, Research, Education, and Development in Communication-, Information-, Interaction- and Multimedia-Design.

Andreas Schneider

After teaching several years as an Associate Professor at the Visual Communication Department of Academy of Fine Arts Berlin, Andreas worked as corporate concept designer for Weathernews International in Japan. In 1996, he became one of the founding members of the Department of Information Design at Tama Art University in Tokyo. Since 2001 he has been professor at IAMAS, the Institute for Advanced Sciences Arts and Media and a visiting lecturer at Waseda University and the National Institute for Design in Ahmedabad, India. He is a co-founder of IIDj.

Cihangir Istek

After working as an architect/designer in London, he gained a Ph.D. from University of Tokyo. He has taught and lectured at Tokyo, Tsukuba and Meiji Universities in Japan, the University of California in Berkeley, the Amsterdam Berlage Institute of Architecture, and Bilkent University in Turkey. As an associate, he has been collaborating with Andreas Schneider and IIDj in Tokyo for many years. Currently, he is Faculty member and Graduate Program Director at the Visual Communication Design Department of Istanbul Bilgi University and a visiting faculty at Tama Art University in Tokyo.

Participation

Maximal 20 participants – Graduate level students and professionals in the fields of: Visual Communication, Product Design, Information- and Multimedia Design, Architecture, Computer- and Social Sciences.

Required Items

All accepted participants must bring their own laptop computers and software for text editing, image processing, graphics, documentation, presentation, digital cameras, and other equipment they consider necessary.

Application / Registration Process

1. Prepare a website that includes your CV/resume and samples of your work. Please do not send any other format of documents.
2. For application, send your website link to: info@az.bilgi.edu.tr.
3. After your application is accepted, pay the workshop fee and send proof of bank transfer for final confirmation of registration.
4. We recommend all candidates to make flight and hotel reservations at once, considering the heavy air traffic.

Workshop Fees

For two workshops

1,500 EU for individual and corporate participants
1,500 EU for international students, including hostel accommodation and lunch
1,100 EU for international and local students, excluding accommodation

For a single workshop

1,200 EU for individual and corporate participants
1,200 EU for international students, including hostel accommodation and lunch
1,000 EU for international and local students, excluding accommodation

Discount Rates

25% for graduates, graduate students and personnel from Istanbul Bilgi University and Laureate International Universities Network
10% For corporate participants and members of Reklam Yaratıcılar Derneği

Payment Method

Please transfer the workshop fee to:
GARANTI BANK, Caglayan Branch, Istanbul
Branch Code: 403
Swift Code: TGBATRISXXX
Account Name: Istanbul Bilgi Üniversitesi

EURO Account*
9008314, IBAN: TR94 0006 2000 4030 0009 0083 14

TL Account*
6201302, IBAN: TR96 0006 2000 4030 0006 2956 73

US\$ Account*
9004604, IBAN: TR63 0006 2000 4030 0009 0046 04

*Please do not forget to write *Istanbul A-Z, 959* in the remarks. Otherwise, we can not process your application.

Important Dates

Application deadline: January 31st
Announcement of Acceptance: February 6th

Contact

Istanbul Bilgi University
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