

“A JOURNEY TO THE CENTER OF THE WORLD”

# ISTANBUL

## VISITOR'S GUIDE



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150 years

# TIME TO MEET IN ISTANBUL

**ESTABLISHED IN 1997 THE ISTANBUL CONVENTION & VISITORS BUREAU – ICVB IS A NON-PROFIT DESTINATION MARKETING ORGANIZATION.**

Dear Guest,

ICVB's main goal is to represent Istanbul around the world and to seek international associations and corporations planning to hold high-profile international congresses and events. ICVB has played a key role in Istanbul's rapid rise of popularity as a congress destination according to the ICCA statistics. Thus reassuring the significance of Istanbul's 8,500 year of history as well as professional services offered by the city's tourism industry and professional solutions offered by ICVB's strategies.

ICVB members include the leading corporations and associations involved in the conference and incentive tourism such as hotels, conference and exhibition centers, DMC & PCOs, airlines and other companies. The ICVB, working in close collaboration with the Turkish Ministry of Culture & Tourism, the Istanbul Chamber of Commerce and the Istanbul Metropolitan Municipality; designs and implements special events and other marketing strategies to raise Istanbul as a congress and event center.

**Bahadır Yaşık**  
Executive Vice President of ICVB

## ICVB SERVICES

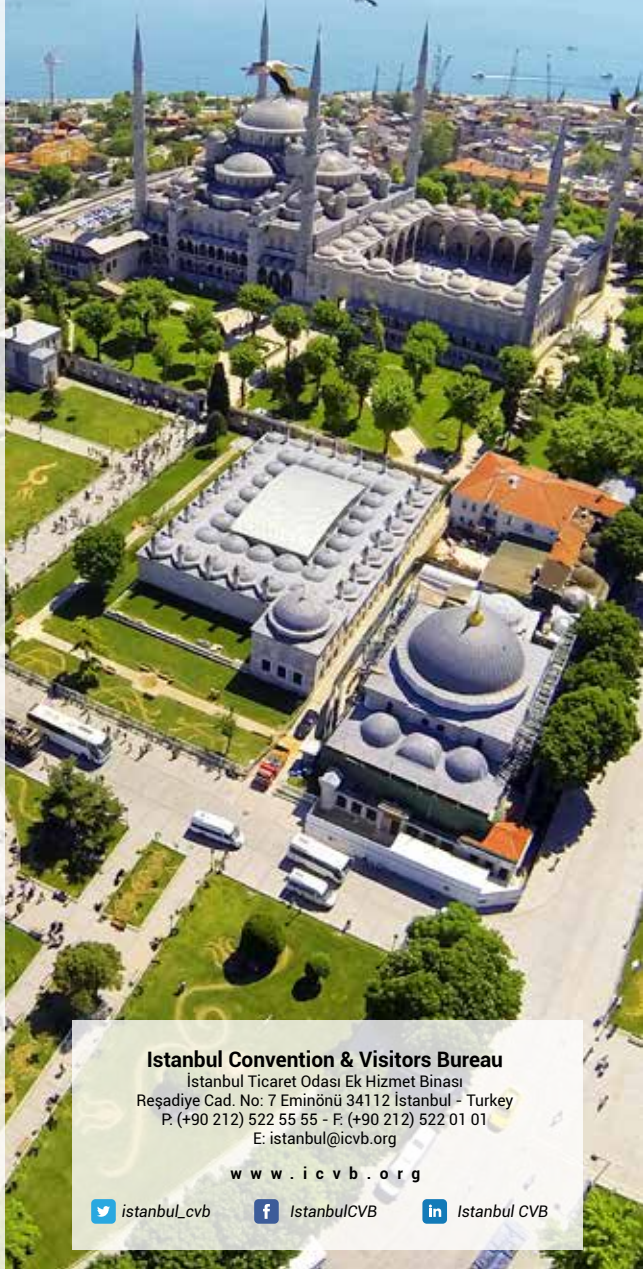
BID SUPPORT  
VENUE FINDING  
CONSULTING & ADVICE  
SITE INSPECTIONS  
PROMOTIONAL MATERIALS  
DESTINATION MARKETING

*If you have any questions or need any help, feel free to get in touch with us.*



# İSTANBUL

— Convention & Visitors Bureau —



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*Did you know?*

ICOC is the third largest chamber in the world with 425 thousand members.



## ISTANBUL CHAMBER OF COMMERCE

— 1882 —

The Istanbul Chamber of Commerce was founded and held its first meeting in 1882 which proved a milestone for both Turkey and the private industry. The chamber has almost half a million members and it is the 2nd biggest Chamber of Commerce of Europe. The ICOC has 81 Professional Committees and 603 Committee Members / 261 Assembly Members. Aware of its social responsibility and as a broad-based NGO, the ICOC is a strong advocate of trade and the free market, the uncompromising principles of economic and political stability. In line with these principles, its pioneering and model activities are essential to its mission. The ICOC has always guided the Turkish private industry and society with its projects and initiatives.

The ICOC operates with the vision of increasing the share of its members in international trade and encourages rapid development and expansion of trade, small-scale industry, and service sectors, strives to develop new overseas markets, and organizes trade shows. It informs the public and helps maintain professional ethics and solidarity and cooperates with all kinds of public and private, professional, scientific, social, and cultural entities. The ICOC contributes to the formulation of legislation via mediation of the members' opinion to the authorities in concern, issues more than half of the foreign trade documents of the whole country and organizes the national participation of roughly 30 international fairs.

Members of various occupational committees meet at ICOC and review current issues confronting their respective sectors. ICOC helps foreign investors get acquainted with company establishment procedures in Turkey. Assisting foreign direct investors, center provides access to information and services and carries out the company establishment and registration procedures quickly. It also provides investors information about the investment subsidies offered by the government. ICOC organizes "Study Visits" and "Regional Trade Delegations" for target markets, Turkish Product Fairs, and trade shows subject to national participation, to increase export figures, find out new markets, and lay down the foundations of future partnerships abroad. In order to attract new foreign investors, ICOC provides a meeting ground for leading firms of Turkey and global investors. It arranges Round Tables and B2B Meetings which provide a venue to facilitate bilateral business meetings, cooperation, and investments. Within the framework of its lobbying efforts, ICOC represents the Chamber in international activities including seminars, conferences and forums.

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ICVB IS AN AFFILIATE OF THE ISTANBUL CHAMBER OF COMMERCE.

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# Contents

- 06** *Travel Safely*
- 14** *Historical Places of Istanbul*
- 30** *All Roads Lead to Bosphorus*
- 40** *The World-Famous Turkish Hospitality*
- 48** *Cuisine & Restaurants*



- 56** *What Ever You Need, You Will Find It Here*
- 66** *Must-Buy Souvenirs from Istanbul*
- 68** *Istanbulites at Heart*
- 80** *The Artistic & Artful City*
- 88** *Vibrant Event Venues*
- 96** *Travel Agencies*



**98 Business Hub  
of Europe and Asia**

**104 Hidden Gems  
of Istanbul**

**110 Where Green  
Meets Blue**

**114 Royalty  
of Istanbul: Cats**

**116 Capital of Sports**

**122 A Global  
Destination in  
Health Tourism**

**126 Entertaining Kids  
in Istanbul**

**134 The Heart of Tech  
and Digital World**

**142 The City of Icons**

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## President's Message

Istanbul... The city of majestic civilizations, outstanding cultures and empires... An 8500 year old ancient city which transforms its unique beauty into a magnificence with Bosphorus and instantly dazzles everyone at first sight... A city which gathers diverse beliefs, nations and cultures... A city which unites people just as it unites Europe and Asia, Mediterranean and the Black Sea...

Thousands of years old stories are hidden in every corner and every building of Istanbul. Every year, millions of people from all around the world visit this city. Some of them arrive to discover a secret from the Neolithic period, some arrive to visit a memory remaining from Rome and some come to explore the hidden patterns in ancient buildings.

Some of them arrive to witness the natural glory of the Bosphorus and Istanbul while enjoying unique dishes from the city's diverse cuisine. Some visit this city because Istanbul is the capital of trade and finance. Thus, a harmonious sound of various languages and cultures rises from every corner of the city while the past blends with the future.

No matter why you are here, Istanbul embraces its guests with the city's centuries-old experience and wisdom and hosts them with a world-renowned hospitality.

Living, experiencing or discovering Istanbul... Listening to the seagulls with your eyes closed in Bosphorus... Each and every one of these experiences create everlasting memories for anyone who arrives to this city.

As French writer Lamartine said:

"This city is a place which seems like it changes with each gaze. As it changes, we encounter with a new and a more tender beauty."

**Şekib AVDAĞIÇ**  
President

**The Istanbul Chamber of Commerce &  
Istanbul Convention and Visitors Bureau**





# A HEALTHY & SAFE DESTINATION

*Turkey is one of the most disciplined and prominent countries fighting against the pandemic. As Turkey's tourism and cultural capital, Istanbul has taken efficient preventive measures for its guests since the first day of the pandemic.*

“

*Did you know?*

Istanbul has a world-class and world-renowned healthcare system and infrastructure.

Istanbul's number one priority is to help keep its citizens and guests healthy and safe under any circumstances. Turkey and Istanbul has taken strong preventive measures for its citizens and guests since the first day of the pandemic. We worked to create short and long term safety standards and protocols for our guests. The city has extensive requirements on cleaning protocols and hygiene practices for its facilities.

Turkey has established an "Emergency Operation Center" and "Coronavirus Scientific Board" shortly after the beginning of the pandemic. Turkey's national pandemic plan and Istanbul's pandemic plan is being updated weekly through Ministry of Health and Istanbul's own Pandemic Council. Istanbul has always been a dependable destination for tourists. Our vibrant city is ready to welcome and offer you the best examples of the world-famous Turkish hospitality & kindness.

## TURKEY'S HEALTHCARE INFRASTRUCTURE

- 166.517 doctors in 1.528 world class hospitals operating in the country
- 645 dedicated pandemic hospitals
- 250.654 registered beds, 203.795 registered beds in the pandemic hospitals
- 31.733 ventilators in the hospitals
- The average number of tests performed daily is over 90.000
- Daily PCR test capacity of Turkey is 150.000
- Thanks to early treatment protocols, we reduced pneumonia development in inpatients from 60% to 3%.
- The rate of death also decreased progressively from 58% to 7% in patients in intensive care units.






## PREVENTIVE MEASURES FOR THE GUESTS

- Passengers and other people arriving at airports will be rendered services under the rules and guidelines set out for prevention and containment of COVID-19.
- In the airports, before passport control, each arriving passenger will go through thermal screening for temperature checks.
- In the case where a passenger is suspected to have COVID-19, the passenger will be put under quarantine in an isolated area inside the airport to be tested.
- If there are no negative symptoms detected with regards to COVID-19, the passenger will leave the airport following specified rules.
- If the passenger whose sample is taken for

PCR test displays serious symptoms, he/she will be taken into an isolation room for 2 hours to wait for the PCR test results. If the result is positive, the passenger will be sent to a hospital to be treated.

- After passenger getting transferred to the hospital, they decide whether to be treated in the hospital or the hotel.
- If the isolation period lasts longer than the planned holiday, the extra accommodation costs will be covered by the hotel.
- If the passenger does not wish to spend the isolation period in Turkey and wishes to return to his/her country, it is at airline's or captain's discretion to allow that passenger on board.



Wonder freely in Istanbul, travel wherever your heart desires and enjoy your safe holiday.

## PREVENTIVE MEASURES FOR THE GUESTS

- Passengers may buy health insurance packages before arriving at Turkey, online.
- If the passenger becomes symptomatic after arriving at the hotel, he/she will be taken PCR test at contracted health care facilities.
- If the passenger who had been taken to the hospital tests positive, the same procedures implemented at the airport will be followed.
- If the passenger's country requires a certain quarantine period for its citizens upon their return, the passenger may get tested at 135 testing areas across the country for 250 Turkish Liras, hotels or designated testing areas located inside the airport before passport control for 250 Turkish Liras and fly back to his/her country with the test result.
- In order for the guest to be treated in our country, he/she has to accept the treatment methodology and drug protocol applied in our country.
- In the case where a passenger displays any symptoms, healthcare personnel with required medical equipment will be available on site and the passenger will be tested for COVID-19. Quarantine rooms complying with all international standards and fully equipped transfer vehicles for dispatch to nearest healthcare facility will be ready.
- In facilities with over 50 rooms, isolation rooms are mandatory and COVID-19 test can be done by trained health personnel or facility must be in agreement with a competent health institution to take samples, depending on the request of guests whose residence address is abroad.



## SAFE TOURISM CERTIFICATION PROGRAM

Turkey's "Safe Tourism Certification Program" defines and advises an extensive series of measures to be taken with regards to transportation and accommodation of all Turkish citizens and international visitors who will spend their holidays in Turkey as well as the well-being and health conditions of passengers/guests and of employees working at touristic facilities. One of the first of its kind, Safe Tourism Certification Program led by Culture and Tourism Ministry has been developed with the contributions of Ministry of Health, Ministry of Internal Affairs, and Ministry of Foreign Affairs and in cooperation with all the stakeholders in

the industry.

This verification program is compulsory for the facilities with 30 and more rooms and non-compulsory for facilities with less than 30 rooms and for other defined areas able to do so by applying to authorized international accreditation institutions. Accreditation institutions that have been authorized to inspect accommodation facilities, food&beverage facilities, tour and transfer vehicles, culture, art and congress facilities, theme parks, ski lift and sea tourism facilities based on various international standards and criteria to issue Safe Tourism Certification Program verification

conduct hygiene and health inspections and do compliance assessments. Following those inspections and assessments, the institutions put their findings in reports and then periodically send inspectors to facilities which have applied to the program to check whether the services are provided according to the criteria. The Safe Tourism Certification logo is placed on visible areas inside the verified facility. There are QR codes on all logos and through these QR codes, all guests and customers have access to facility's inspection data. This way, the whole process have gained transparency.

### VERIFICATION PROCESS

- Periodic inspections of the facilities are conducted monthly. In addition to monthly periodic inspections, there are monthly secret customer inspections/inspections without notice.
- There is a QR code on the verification document which is provided after the inspection. The QR code is accessible for everyone and when scanned, details include date of inspection, name of inspector, deficiencies and inadequacies that have been eliminated after the inspection and other details regarding inspection.





## INSURANCE PACKAGES FOR TOURISTS

Hosting millions of tourists every year, Turkey launched pioneering practices from transport to accommodation to ensure that tourists have a safe visit in the course of the pandemic. In this respect, Turkey offers the "Tourist Protection Support Insurance" and "Extra Accommodation Cost Guarantee" in a single package for a more enjoyable and safe vacation. This insurance package lets tourists have a safe vacation in Turkey, one

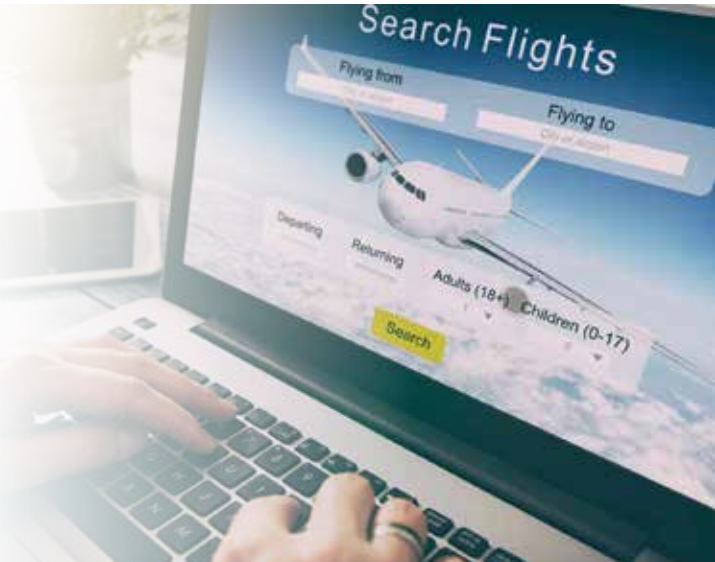
of the world's key tourist destinations with unique history, nature and culture.

Your health is under our assurance with 2 different product options to make your holiday more peaceful. You can relieve the tiredness and stress of the months without worrying about Covid-19 while visiting the Turkey's corners of paradise with mind at peace thanks to Covid-19 covered Tourist Protection and Support Insurance.



## TOURIST PROTECTION AND SUPPORT INSURANCE

This is an insurance policy which pays for the treatment expenses of the people, who are hospitalized after a definitive diagnosis of Covid-19, throughout the duration of hospitalization. Policy Period is valid up to maximum 30 days, depending on the travel time of the insured. Everyone between the ages of 0-65 can benefit from Covid-19 Tourist Protection and Support Insurance. There is no waiting period in Covid-19 Tourist Protection and Support Insurance.



## COVID-19 ACCOMMODATION SUPPORT INSURANCE

This policy is valid on the condition of accommodating at the Safe Tourism certified hotels since the beginning of the accommodation of the Foreign Tourist. If surveillance decision is taken by public pandemic hospitals because of Covid-19 within the scope and duration of the policy, and if the insuree has to prolong their accommodation duration at the hotel, daily compensation amount within the coverage scope of the package chosen will be paid to the insuree. Maximum compensation duration to be paid during the policy period is 15 days. Tourists between the ages of 0-65 who visit our country can benefit from this product. There is not any waiting period.

Please visit <https://www.covidinsurance4turkey.com/> to learn more about the insurance packages.



## HES CODE

The HES code is a mandatory application by the Ministry of Health under coronavirus measures for you to travel safely domestically. Even if you travel by train, bus, plane or private vehicle, you need to get a HES code. HES code is mandatory for citizens of the Republic of Turkey and people whose Foreigner's ID No issued by the Turkish Republic start with 97, 98, and 99. The HES code is not mandatory for tourists but there are exceptions. If you would like to travel to another city in Turkey, it is mandatory for foreign tourists to receive a HES code.



*Bringing Europe and Asia together, Istanbul is the historical and cultural capital of Turkey.*

# HISTORICAL PLACES OF ISTANBUL

## A HEALTHY & SAFE DESTINATION

With safety measures in place, all museums and historical attractions in Istanbul are open with limited number of visitors allowed inside the museums. Measuring of body temperatures at the entrance, maintaining safe social distances, disinfecting hands and wearing masks are among the main compulsory rules at all museums and historical attractions. All museums are being cleaned and thoroughly disinfected on a daily and weekly routine. All employees' health status are closely monitored and a valid HES code (for residents of Turkey) is necessary for admission to all museums and attractions. Two of Istanbul's most visited museums offer virtual museum tours through their own websites.

*To take a virtual tour in the Museum of Turkish and Islamic Arts please visit [https://sanalmuze.gov.tr/muzeler/ISTANBUL\\_TURK\\_VE\\_ISLAM\\_ESERLERI\\_MUZESI/](https://sanalmuze.gov.tr/muzeler/ISTANBUL_TURK_VE_ISLAM_ESERLERI_MUZESI/)*

*To take a virtual tour in the Istanbul Archaeology Museums please visit [https://sanalmuze.gov.tr/muzeler/ISTANBUL\\_ARKEOLOJI\\_MUZELERI/](https://sanalmuze.gov.tr/muzeler/ISTANBUL_ARKEOLOJI_MUZELERI/)*



Did you know?

“

Constructed for Justinianus I, the Byzantium Emperor (527-565), this big underground water reservoir is called as “Yerebatan Cistern” among the public because of the underground marble columns.

For ages, the city of Istanbul hosted countless cultures and civilizations and acted as the capital of various ruling empires. Istanbul has a lot unique qualities with its history, economic value, geographical location and culture. It is definitely a “must-see destination” for all kinds of travelers and a financial center for global brands. Once-proud Constantinople’s history is marvelous and memorable.

Rumor has it, that even the establishment of Istanbul began with a myth. Byzas, son of King Nisos of Megara, wants to build a new city. He consults an oracle about the location. The oracle says “You will build your city right across the city of the blind.” Byzas gets confused but thinks about this prophecy. He arrives to Sarayburnu and sees Chalcedon, the district which is known as Kadıköy now. He can’t help but say “How did they not see the obvious value of this place? People of Chalcedon must have been blind...” After that, he remembers what the oracle said and becomes the eponymous founder of Byzantium.

*Considered as a global city, Istanbul was the European Capital of Culture in 2010.*

“

*Did you know?*

Istanbul is known as the City on the Seven Hills. The city has inherited this denomination from Byzantine Constantinople which – consciously following the model of Rome – was built on seven hills too.





“

*Did you know?*

Sultan Mehmet was 21 years old when he conquered this city and was a genius statesman and a military leader who was also interested in literature, fine arts and monumental architecture.

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THE CITY'S BIGGEST ATTRACTION IS ITS HISTORIC CENTER, THE HISTORICAL PENINSULA, AND IT IS PARTIALLY LISTED AS A UNESCO WORLD HERITAGE SITE.

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Istanbul's history dates back to 6th millennium BCE. It is thought that people used to live around the Küçükçekmece Lake during the Neolithic and Chalcolithic eras. Tools dating back to the Lower Palaeolithic Era were excavated in Dudullu, while some dating back to the Middle Palaeolithic Era and the Upper Palaeolithic Era were discovered around Ağaçlı. Ruins dating back to the Neolithic Period (6500 BC) were discovered during the excavations of the Marmaray immersed tube tunnel, some dating back to the Bronze Age (5500-3500 BC) were discovered in Fikirtepe while some ruins were discovered in Kadıköy dating back to the Phoenicians.

Istanbul's history can be divided into 3 parts: the Byzantine period, the Ottoman period and the current Republic period. The Byzantine period started in 324 and continued until 1453. In 330, Constantinople was proclaimed the capital of the Roman Empire. During most of the Middle Ages, the latter part of the Byzantine era, Constantinople was the largest and wealthiest city on the European continent and at times the largest in the world. In 1453, after an eight-week siege Sultan Mehmed II "the Conquer-

or" captured Constantinople and declared it the new capital of the Ottoman Empire. The conquest of Constantinople became a legend and an inspiration to countless books and movies. Istanbul acted as the capital of Ottoman Empire until October 29th, 1923. On that day, the Grand National Assembly of Turkey declared the establishment of the Turkish Republic, with Ankara as its capital.

Even now, every single street of Istanbul has some pieces of Ottoman and Byzantine Empires. The city is living and breathing with its thousands-of-years-long history. It is the capital of history and culture and the heart of civilizations.

During the conquest of Constantinople, it is rumored that the Ottomans and Sultan Mehmet moved the ships over land. Sultan Mehmet was 21 years old when he conquered this city and was a genius statesman and a military leader who was also interested in literature, fine arts and monumental architecture. He was educated by famous scholar Aksemseddin and according to Ottoman historians he was speaking 7 languages fluently.



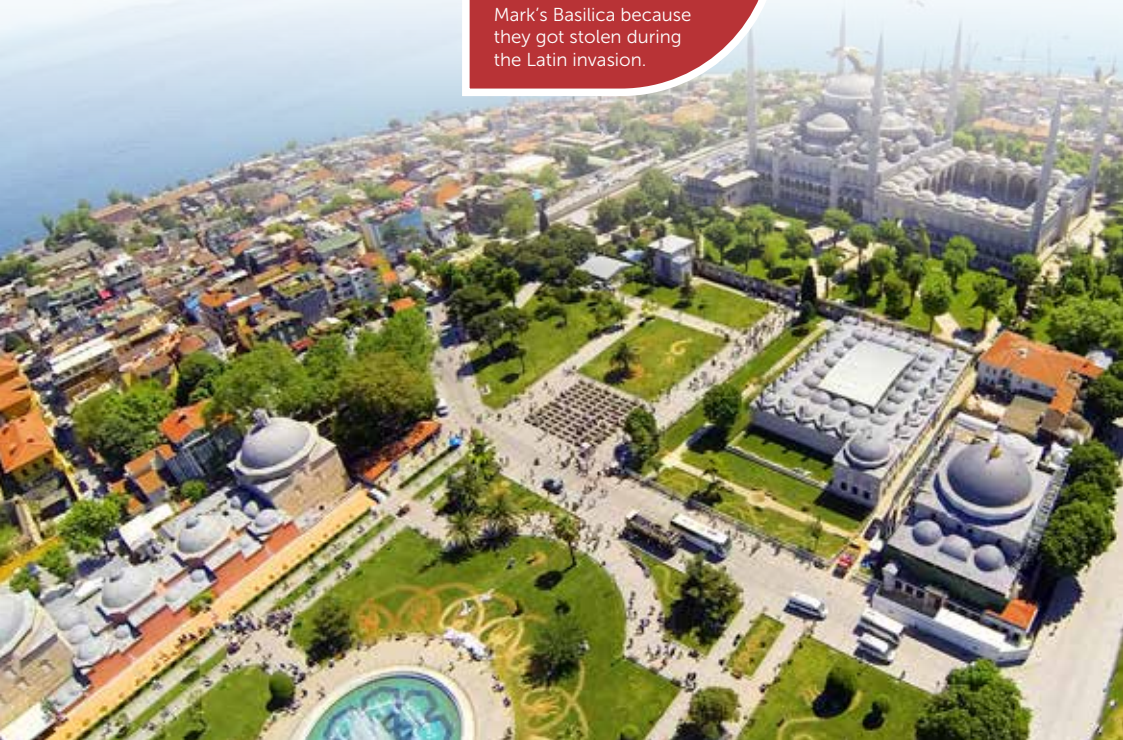
## HIPPODROME OF ANCIENT CONSTANTINOPLE SULTANAHMET SQUARE

If you are getting ready to visit Istanbul, no doubt your first address should be Sultanahmet Square. The square is also known as the "Hippodrome" and "Horse Square". Sultan Ahmed Mosque, Hagia Sophia, Topkapı Palace and Basilica Cistern, some of the most known touristic spots of Istanbul, are all within the borders of Hippodrome. The region has many touristic hotels, cafes, restaurants and shops and provides an entertaining and dynamic energy to tourists. The square was called "Horse Square" during the Ottoman period because the word hippodrome comes from the word hippos (horse) and dromos (path or way). Throughout the Byzantine period and even be-

fore those times, the square was the light of social life and used for horse racing and chariot racing. Although the structures do not exist anymore, if you look carefully, you can still see the remnants of the giant hippodrome. It is possible that much more of the Hippodrome's remains still lie beneath the parkland of Sultanahmet Square.

*Did you know?*

In the entrance of the glorious hippodrome, there used to be 4 horse statues. Today, you can see them in front of St Mark's Basilica because they got stolen during the Latin invasion.





## ISTANBUL'S PEACEFUL AND HARMONIOUS BEAUTY: SULTAN AHMED MOSQUE

When one tries to describe the allure and beauty of the Sultan Ahmed Mosque “the Blue Mosque”, it feels like there are no words good enough... The mosque and its atmosphere trigger so many emotions and change the nature of every single person who sets his or her foot inside.

The mosque was constructed between 1609 and 1616 during the rule of Sultan Ahmed I and it is one of the most precious pieces of Turkish – Islamic architecture.

The mosque was the primary imperial mosque of The Ottoman Empire and has five main domes, six minarets and eight secondary domes. The hand-painted blue tiles of the mosque’s interior walls are well-known internationally and that’s why the mosque is also called as the Blue Mosque. At its lower levels and at every pier, the interior of the mosque is lined with more than 20,000 handmade İznik style ceramiric tiles which have more than 60 different tulip designs. The tiles symbolize peace and happiness. In the lower area the mosque has 200 stained glass windows. The dome and ceiling decorations of the mosque are also very remarkable. In 1985, the mosque was added into Historic Areas of Istanbul - UNESCO World Heritage Centre list.

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*Did you know?*

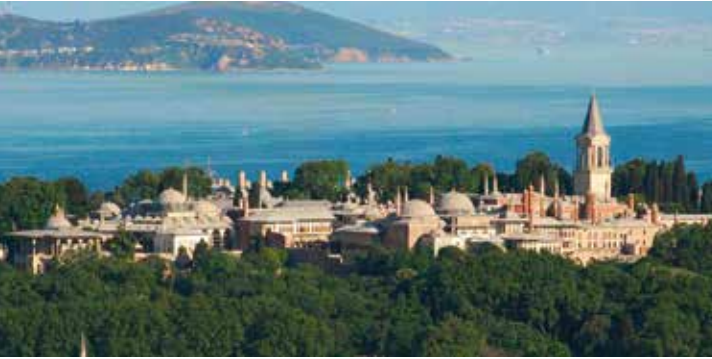
The architect of the Sultan Ahmed Mosque is Sedefkâr Mehmed Ağa, who was a student of the Ottoman architect Mimar Sinan.

Besides being one of the most popular tourist attractions of Istanbul, it is also a working mosque and is therefore closed to tourists during prayer time. Don’t forget to see this breath-taking historical building which is one of the most majestic mosques in the world!





## HEART AND SOUL OF OTTOMAN EMPIRE: TOPKAPI PALACE



Topkapi Palace was the main residence and administrative & educational headquarters of the Ottoman Empire for 400 years and had the honor of witnessing many intriguing and authentic moments of the emperorship. The palace complex is located on the Seraglio Point (Sarayburnu) and overlooks the Golden Horn, where the Bosphorus meets the Marmara Sea. The terrain is hilly and the palace itself is located at one of the high-est points close to the sea.

The construction was ordered by Sultan Mehmed the Con-queror and continued between

the years of 1460 and 1478. The palace complex consists of four main courtyards and many smaller buildings. Female members of the Sultan's family lived in the "harem", and leading state officials, including the Grand vizier, held meetings in the Imperial Council building. In the early 1850s, the palace be-came inadequate based on the requirements of state ceremonies and protocol, and so the sultans moved to Dolmabahçe Palace, lo-cated on the Bosphorus. Following the end of the Ottoman Empire in 1923, Topkapi was transformed into a museum by the government in 1924.

The Topkapi Palace complex has hundreds of rooms and chambers, including the Ottoman Imperi-al Harem and the treasury, called "hazine" where the Spoonmaker's Diamond and Topkapi Dagger are on display. The museum collection includes many precious pieces of Ottoman architecture and art, and also Ottoman clothing, weapons, armor, miniatures, religious re-lics, and illuminated manuscripts like the Topkapi manuscript. It is one of world's most extensive palace-museum complexes with its archive which has more than 300,000 documents.

The palace covers an area of ap-proximately 700,000 square me-ters, a major part of which is set aside for the Royal Gardens (Has-bahçe). The court of Topkapi Pal-ace is divided into two sections: the Outer Palace (Birün) and the Inner Palace (Enderün); the Harem is a part of the latter. In 2018, the palace received 2,980,450 visitors from all around the world and be-came the most visited museum of Turkey.

Did you know?

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Contrary to common belief, Topkapi Palace is not the first palace built during the Ottoman period. The first one was the "Old Palace" (Saray-ı Atik). Unfortunately, there are no remnants of that palace today.

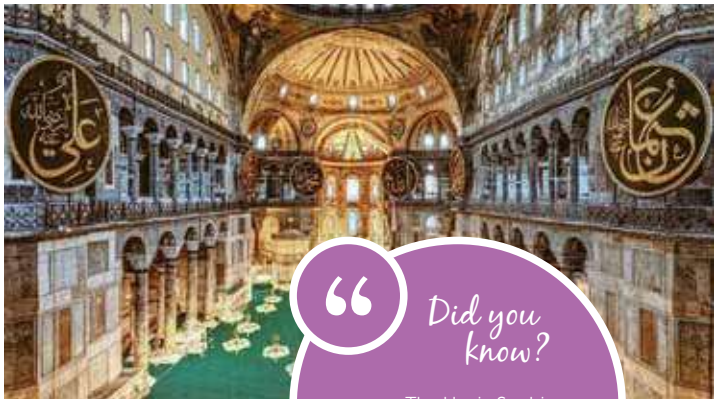




## THE ONE AND ONLY HAGIA SOPHIA MOSQUE

The Hagia Sophia, one of the historical architectural wonders of the world, has a very important place in the art world with its architecture, grandness, size and functionality. The Hagia Sophia, the biggest church constructed by the East Roman Empire in Istanbul, has been constructed three times in the same location. The church was the place in which rulers were crowned, and it was also the biggest operational cathedral in the city throughout the Byzantine period.

The first church was constructed by Emperor Konstantios (337-361) in 360. No remains have been recovered from the first church; however, the bricks found in the museum storage branded 'Megale Ekklesia' are predicted to belong to the first construction. The second church was reconstructed by Emperor Theodosios II (408-450) in 415. Some of the remains were found during excavations and architectural pieces that belong to the monumental entrance can be seen in the west garden. The current structure was constructed by Isidoros (Milet) and Anthemios (Tralles) by Emperor Justinianos's (527-565) orders between the dates 532 and 537. Resources show that on the opening day of the Hagia Sophia, Emperor Justinianos entered the temple and said, "My Lord, thank you for giving me chance to create such a worshipping place," and followed with the words "Süleyman, I beat you," referring to Süleyman's temple in



“

*Did you know?*

The Hagia Sophia was completed in a short period of five years and remained as the world's largest cathedral for nearly a thousand years.

Jerusalem. Following conquest of Istanbul in 1453, Hagia Sophia was renovated into a mosque. The structure was fortified and was well protected after this period, and remained as a mosque. Additional supporting pillars were in-



stalled during the East Roman and Ottoman periods. The minarets designed and implemented by Mimar Sinan have also served to this purpose.

The Hagia Sophia was converted into a museum on 1935 by Mustafa Kemal Atatürk's orders. In 2020, the Hagia Sophia was converted into a mosque and reopened to worship. The Hagia Sophia Mosque welcomes visitors from all around the world and is one of the most magnificent tourist attractions of Istanbul. The design and architecture of the mosque is unbelievably gorgeous.



## A ROMAN LANDMARK... LITTLE HAGIA SOPHIA MOSQUE



**L**ittle Hagia Sophia Mosque, formerly the Church of the Saints Sergius and Bacchus, was converted into a mosque during the Ottoman Empire. This Byzantine building was built in 536 and likely was a model for Hagia Sophia. It is one of the most important early Byzantine buildings in Istanbul. It was recognized at the time as an adornment to the entire city, and a modern historian of the East Roman Empire has written that the church, "by the originality of its architecture and the sumptuousness of its carved decoration, ranks in Constantinople second only to St. Sophia itself."

The building stands in Istanbul, in the district of Fatih, and gave its name to the neighborhood. Don't forget to visit and enjoy the peace of Istanbul in the garden of this wonderful mosque...



*Did you know?*

“

The Greek Orthodox Patriarchate Istanbul has been the spiritual center of the Greek Orthodox world since around 1600. Officially the seat of the Ecumenical Patriarchate of Constantinople, it is known locally as the Fener Rum Patrikhanesi (Fener Greek Patriarch), it could be considered the Vatican of Eastern Orthodox church.



## “AN OUTSTANDING ARTISTIC SIGNIFICANCE”: CHORA MOSQUE



Did you know?

“

The museum has a Golden award-winning book called *The Church of Chora* book. It is an interactive museum guide describing some of the oldest and finest surviving Byzantine mosaics and frescoes in the church.

A simple building from the outside but a spectacular mosque from inside... Welcome to the Chora Mosque which is located at the Edirnekapi neighborhood of Istanbul. The original church was built in the early 4th century but the majority of the fabric of the current building dates from 1077–1081. In the 16th century, during the Ottoman period, the church was converted into a mosque and it became a museum in 1948. In

2020, the museum was converted into a mosque and was reopened to worship. Even though it is one of the most interesting places in Istanbul, this incomparable building was left out in the cold for years.

It is the only place in Istanbul where you can find the most beautiful samples of mosaic and fresco arts. The mosaics of the former Chora Church tell biblical stories, which can be fol-

lowed like a graphic novel. One of the most important works of art within the mosque is the Christ Pantocrator mosaic. It is located in the outer narthex, above the entrance door to the inner narthex. No matter from which direction you look at this mosaic, you feel like Christ is watching you. Don't forget to check out the frescoes of Parekklesion and mosaics which depict the life of Virgin Mary and the journey of Jesus Christ.





## AN ENCHANTING BEAUTY: BASILICA CISTERN

The producers of Dan Brown's *Inferno* book's movie were looking for a magical and charming historical venue. The place had to be one of a kind and marvelous and they chose Istanbul and Istanbul's legendary Basilica Cistern... The movie did not harm the cistern at all and made it more famous globally. The cistern deserves all of the attention and the compliments it receive because of its enchanting beauty.

The Basilica Cistern located in the southwest of Hagia Sophia. Constructed for Justinianus I, the Byz-

antium Emperor (527-565), this big underground water reservoir is called as "Yerebatan Cistern" among the public because of the underground marble columns. As there used to be a basilica in the place of the cistern, it is also called Basilica Cistern. The cistern is 140 m long, and 70 m wide, and covers a rectangular area as a giant structure. Accessible with 52-step staircase, the Cistern shelters 336 columns, each of which is 9 m high. Two Medusa heads, which are used as supports under the two columns at the northwest edge of the cistern,

are the great work of art from the Roman period. The enlarged cistern provided a water filtration system for the Great Palace of Constantinople and other buildings, and continued to provide water to the Topkapı Palace during the Ottoman era and into modern times.

The Basilica Cistern is currently operated by Kültür A.Ş. (Culture Co.), one of the affiliates of Istanbul Metropolitan Municipality, and functions as a museum and is a venue for many national and international events.

Did you know?

“

Historical texts claim that 7,000 slaves were involved in the construction of the cistern.

## ISTANBUL'S GORGEOUS PROTECTOR: RUMELI FORTRESS

Young Ottoman Sultan Mehmed the Conqueror had to come up with the right strategy when he decided to conquer Istanbul. Anadoluhisari, which is on the Asian side of the city, wasn't able to control the ships coming from the Black Sea. So, the construction of Rumelihisari (Rumeli Fortress) "Rumelian Castle" began in 1452 right across Anadoluhisari and lasted 4 months. According to the famous architect and art historian Ekrem Hakki Ayverdi, almost 300 foremen, 700-800 workers, 200 drivers, boatmen, movers and countless volunteers worked on it's construction. The castle gave its name to the region which is within the Saryyer district of Istanbul. It is the cornerstone of Constantinople becoming Istanbul.

Rumelihisari got damaged from an earthquake in 1509 and the big fire of 1746, but it is determined to continue to protect Istanbul. This time, the castle does the protection with art and music. This priceless structure is being used as a museum and an open-air theatre. It hosts many national and international music events in summer. Also, some of the historical pieces from early centuries like canonballs are exhibited in the yard of Rumelihisari.

“

Did you know?

Rumor has it that Sultan Mehmed the Conqueror personally worked on the construction of Rumelihisari and outlined its plan.



## ROSE FROM THE ASHES, A ONE-OF-A-KIND CHURCH: BULGARIAN ST. STEPHEN “IRON” CHURCH

**B**ulgarian St. Stephen Church, aka Iron Church, is located in a traditional and historical district of Istanbul, Balat. The story of the church is very intriguing and well-known internationally. Last year, the church building opened after a seven-year long restoration. The church's original structure was wooden but it

suffered from a fire and burned down completely. After that, the larger current building was constructed at its place. An iron frame was preferred to concrete reinforcement because of the weak ground conditions and financial issues of Bulgarians living in Istanbul. Each and every single part of the church is made of cast

iron and during the first week of the grand reopening, 2000 people from all around the world visited. There are only two other iron churches in the world and they keep vanishing day by day. Today, Istanbul's Iron Church is being visited by thousands of national and international tourists.



*Did you know?*

“

Bulgarian St. Stephen Church is very important to Bulgarians culturally and religiously. Almost 500 tons of iron was used during the construction of the Iron Church.

## A HEALING CHURCH ON THE STREETS OF BALAT: SURP HIRESDAGABED ARMENIAN CHURCH

**B**alat is a colorful district of Istanbul with its narrow and hilly streets, churches and old traditional houses. When you walk through the streets of Balat, you almost feel like you are in an old Istanbul movie. The district has hosted many different civilizations for many years and there are still many historical structures and building within the region. One of these structures is Surp Hiresdagabed Armenian Church.

After the conquest of Istanbul, some of the Greek churches were transformed into mosques and some are transferred to Armenians. Surp Hiresdagabed Church was transferred to Armenians in 1628 and renovated. The church was renovated once again in 1835 and has been operating in its current state since then.



*Did you know?*

“

It is rumored that, the church hosts a special healing ceremony on September 12th every year and many people from all over the city come over to heal and find peace.



## GAZING ON ISTANBUL FROM PIERRE LOTI...

1800s... Famous French writer Pierre Loti is gazing on Istanbul's Golden Horn view while smoking his hookah. He thinks of his dearest darling and words are flowing in his mind. He has no idea that years later, this hill will be named after him. He continues to admire the scenery.

Yes, it is time to talk about one of Istanbul's most delightful places, a legendary and famous beauty, Pierre Loti hill. The name Pierre

Loti comes from the French writer Pierre Loti who loved Istanbul during his time here (1850-1923). Loti spent a lot of time on the hill, drinking coffee and watching the scenery. The coffeehouse on the hill is so famous that, when people came to Istanbul, it is often the first place they visit. Most of the books mentioning the hill calls it "the Lover's Hill".

Pierre Loti hill was reorganized in 1997 with a tourism project of

Istanbul Metropolitan Municipality. Deserted buildings around the area got demolished and wooden mansions matching the Ottoman – Turkish architecture were built. In 2010, the Municipality of Eyup organized an event for Turkish and French painters. They gathered on Pierre Loti hill and painted the view of the Golden Horn for a week. We can easily say that Pierre Loti hill is more than a beautiful touristic spot for Turkey. It also symbolizes the friendship between two countries.

*Did you know?*

“

Loti wrote his first novel for his Turkish lover Hatice, on Pierre Loti hill. The heroine of this sad love story, Hatice, is buried at Old Topkapı Cemetery.





## UNDER THE WINGS OF GALATA TOWER...

Maiden's Tower might have felt a bit lonely in Üsküdar. We don't know what the architects of the era thought exactly, but they built Galata Tower right across from it. Some believe that two towers have been in love with each other for centuries but they cannot get together because of the intervening Bosphorus. Both of these towers have countless legends and stories dedicated to them. They are the precious and beloved symbols of Istanbul.

Uniting these two towers was a mission for Hezârîfen Ahmed Çelebi, a legendary Ottoman aviator. Allegedly, this adventurous scientist flew from the very top of the Galata Tower and landed in Üsküdar (Asian Side of the city). Even though some of leading and respectable Ottoman historians state that this story wasn't verified by any sources, Istanbul's

residents prefer to believe this legend. In fact, the movie "Istanbul Beneath My Wings" (Istanbul Kanatlarımlın Altında – 1996) which tells the life story of Hezârîfen Ahmed Çelebi became a cult movie in Turkey.

Well, what is the mystery of Galata Tower? In 528, during the reign of Byzantine Emperor Anastasius I, the tower was built as a light house but got destroyed at the Fourth Crusade. In 1349, Galata Tower was rebuilt by Genovese and named it Christea Turre (Tower "of Christ) because they believed that Christ will come there.

In 2013, this rare statue became a part of UNESCO World Heritage Center's Tentative List. The nine-story tower is 66.90 meters long and weighs 10,000 tons. During the Ottoman period, Gala-

ta Tower functioned as a jail, observatory house, and watch tower. There were some bones and skulls in the canals of the tower and this arose many rumors at the time. Most known rumor was that, there was a cult living around the tower and they ripped the hearts of women.

The tower was once more restored during the reign of Sultan Mahmud II and shaped into its current appearance. In 1960s, Galata Tower was commercialized and opened to the public. Today, the tower functions as 360-degree viewing platform of Istanbul. In time, Galata Tower became a national and international touristic place and now there are many cafes, restaurants and souvenir shops around the tower. From the top of the tower, you can see Golden Horn and Bosphorus with a panoramic view.

“

*Did you know?*

Galata Tower is one of the oldest towers of the world and it is believed that, with whomever you climb up to the tower first, you will be marrying that person.



## LOOKING OVER ISTANBUL FROM DOLMABAĞÇE AND BEYLERBEYİ PALACES...

One of them is located in one of the most crowded neighborhoods of Istanbul, Beşiktaş, and the other watches over the city from the hills of Üsküdar. Istanbul has many magnificent palaces all over the city, but these two act like the mind and soul of the city as they look at each other from two different sides of Bosphorus.

Dolmabahçe Palace was built between the years 1843 and 1856 with the order of Sultan Abdulmecid who was the 31st Ottoman Sultan. The palace mainly consists of three parts; Imperial Mabeyn (State Apartments), Muayede Hall (Ceremonial Hall) and the Imperial Harem. Topkapı was lacking in contemporary style, luxury, and comfort, as compared to the palaces of the European monarchs, so Abdulmecid decided to build a new modern palace. The project was designed by Armenian-Ottoman architects Garabet Balyan, his son Nigoğayos Balyan and Eванis Kalfa. He received some criticism but silenced everyone by saying: "Ugliness and wickedness are banned here, there is only beauty." Dolmabahçe Palace witnessed the last era of Ottoman Empire and first era of the Republic. Great Leader Mustafa Kemal Atatürk used the palace for his studies and as a Presidential House between the years 1927 and 1938.



Beylerbeyi Palace

Beylerbeyi Palace was built between the years 1863 and 1865 with the order of Sultan Abdulaziz. The palace was constructed to serve as a summer residence of Ottoman sultans and a state guest house to entertain the foreign heads of state and sovereigns.

The architect of the palace is Sarkiz Bey, who is also a member of the Balyan family. The crystal chandeliers of the palace are mostly French Baccarat and the carpets are from Hereke. This delicately designed palace is also a must-see tourist attraction.

Did you know?

“

Mustafa Kemal Atatürk spent the last days of his life in the palace as his health deteriorated. He died at 9:05 A.M. on November 10, 1938. That day, all the clocks in the palace were stopped and set to 9:05 after his death. Today, the clock in the room in which he died still points to 9:05.



Dolmabahçe Palace

## THE MYSTICAL STORY OF ISTANBUL'S WITNESS: MAIDEN'S TOWER

Once upon a time, there was a very powerful and magnificent king living in Istanbul. The king only had one weakness: his beloved daughter... One day, he went to an oracle to learn about his future and the oracle said: "A snake will bite your daughter and she will die." The king was ready to lose everything but not his daughter. He immediately gave an order to his people and a construction of a tower on a small island around Üsküdar region began. He sent his daughter to the tower for her to live there. The tower received food and beverage from time to time. One day, a snake sneaks into a fruit basket and his sweetheart daughter dies from its bite. No matter what you do, you can't escape fate...

We call it "Maiden's Tower". It is the first scene that comes to mind when someone says Istanbul... Once it was very popular on

postcards, now it is very popular on social media... Maiden's Tower is the apple of Istanbul's eye with its architectural structure and many legends.

This exceptional structure's history dates back 2500 years and it witnessed everything that the city has encountered throughout its history. It was used as a watchtower, defense tower, lighthouse, quarantine station and much more. Today, it only speaks the language of love.

Maiden's Tower is the symbol of marriage proposals and declarations of love. It has a charming atmosphere with the magical view of the Bosphorus. The facility within the tower serves as a café – restaurant during the day and becomes a special restaurant and a unique venue in the evening. There are several shuttle boats going to the tower at certain times from Kabatas (European Side) and Üsküdar (Asian Side) all week. Don't forget to make reservations!

Did you know?

“

Famous poet Bedri Rahmi Eyüboğlu's "The Saga of Istanbul" poem goes like this: "Say Istanbul and towers come to mind... If I paint one, the others are jealous. Maiden's Tower ought to know better - she should marry Galata Tower and breed little towerlets."





Did you know?

“

“Istanbul offers 24-hour services on eight bus routes and six metro lines on Fridays, Saturdays and religious and public holidays.”

# ALL ROADS LEAD TO BOSPHORUS

## A HEALTHY & SAFE DESTINATION

Taking preventive measures for a safe transportation within the city, all public transport vehicles in Istanbul are allowed to carry only half their capacity. The number of passengers admitted to public transport vehicles must maintain social distancing. It is mandatory to wear masks in Turkey including public transport vehicles. According to the measures, taxis will take no more than three people, and all payments are recommended to be delivered via contactless payment or credit cards. Both the driver and the passenger should wear masks and should not be taken off for the entire journey. All of the public transport vehicles in Istanbul are being cleaned and thoroughly disinfected on a daily and weekly routine. It is mandatory for the taxis to be disinfected once every two days. Food and beverage consumption on public transport also is banned in response to the outbreak, while passengers are asked to keep open windows as much as possible and not use air conditioning in their vehicles.

*Geographically and historically, Istanbul is a meeting and a crossing point for all nations. The city has always been an essential passageway and a global trade road. At some point in your life, your path will definitely cross with Istanbul.*

Well, the actual phrase is “all roads lead to Rome” but the “Rome” in the saying is actually East-Rome. Do you know which city was the capital of East-Rome? You guessed it right, Istanbul. Today, the famous Milion monument is still standing in Istanbul, in the district of Eminönü, at the northern corner of the square of Hagia Sophia, and close to the Basilica Cistern. The Milion was a monument erected in the early 4th century AD in Constantinople. It was the Byzantine zero-mile marker, the starting-place for the measurement of distances for all the roads leading to the cities of the Byzantine Empire.

Modern-day Istanbul offers a huge network of public transportation to its citizens that include; buses and railways such as metro, tram systems and Marmaray. Travelers can find variety of great options to get around the city. Traffic is still an issue, so tax-

is aren't always the best solution to get around. To travel from the European side to the Asian side, the best and the most gorgeous way of transportation is the ferries. The whole public transportation system of the city can easily be accessed with a single card, which is Istanbulkart. It is easy to access other cities of the country from Istanbul. The city has 2 international airports: Sabiha Gokcen International Airport and the brand new Istanbul Airport. By using the new Istanbul – Izmir Highway, the distance between two cities reduces to 3.5 hours. The High Speed Train service of Turkey allows the passengers to travel to Ankara, the capital of the city, in 4 hours.

Remember, no matter which road you chose to use on your way to Istanbul, that road either belonged to Alexander the Great, Napoleon or Sultan Mehmet the Conqueror.

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NOSTALGIC TRAM OF TUNNEL-TAKSIM CARRIES MORE THAN 2500 PASSENGERS EVERY DAY ON A LINE OF 1870 METERS.

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## THE APPLE OF ISTANBUL'S EYE: BOSPHORUS

The Bosphorus is what makes this city alive. When looked at geographically, it is a narrow, natural strait and an internationally significant waterway and is a continental boundary between Europe and Asia. It is also the world's narrowest strait used for international navigation, the

Bosphorus connects the Black Sea with the Sea of Marmara, and, by extension via the Dardanelles, the Aegean and Mediterranean seas. The one-of-a-kind and dazzling views of Bosphorus cannot be found anywhere else in the world. So much so that, countless number of poets, writers, painters and artists

took inspiration from it and created a library full of pieces dedicated to it. Today, there are 3 grand bridges which connect the continents of Europe and Asia: 15 July Martyrs Bridge (The Bosphorus Bridge), Sultan Mehmed the Conqueror Bridge (Fatih Sultan Mehmet Bridge) and Yavuz Sultan Selim Bridge.



## FOUR SEASONS OF A SPLENDID EXPERIENCE: FERRIES OF ISTANBUL



Ferries of Istanbul (Şehir Hatları Administration) have a history of 165 years. The foundations of the Marmara Sea line were laid in 1844 and started to operate ferries between Sirkeci (historical peninsula district) and the Prince Islands, and between Sirkeci and Pendik (Asian side of the city). In time, ferries became a symbol of Istanbul and the Bosphorus. The main network of the ferries include 6 "Bosphorus" lines to and from main districts of Istanbul: Eminönü, Üsküdar,

Kadıköy and Beşiktaş, Karaköy and Kabataş. Ferries also operate in many lines (Inner Istanbul Ferry Lines) between other districts of the city. There are also the Princes' Islands lines and the "famous" Bosphorus Tours. All-day long Bosphorus Tours are available for those who wish to experience the history and enjoy the amazing views of Istanbul on board, and non-stop short Bosphorus Tours are offered for those with limited time.



## WORLD'S FASTEST-GROWING METRO LINE: METRO ISTANBUL

Metro Istanbul was established as an affiliate company by Istanbul Metropolitan Municipality in 1988 to operate railway system network in Istanbul. Metro Istanbul continues to operate existing tram, metro, light rail, funicular and aerial cable car lines as an affiliate company of Istanbul Metropolitan Municipality. Metro Istanbul has a vision of becoming

an exemplary brand in the world. Winning UITP's (International Association of Public Transport) best practice award in meeting high passenger demand with T1 Kabataş-Bağcılar Tram Line is a significant indicator of this vision. Length of urban rail system network in Istanbul is 233, 05 km and Metro Istanbul operates 154, 25 km of this network and Metro Istanbul renders services to 2

million people every day with its 12 urban rail system lines within this network. Metro Istanbul continues to work for its aim of carrying Istanbul to the future by rendering fast and effective transportation services at world standards, constantly enhancing its transportation technologies, constantly investing in Research & Development and Human Resources.



## SYMBOL OF PUBLIC TRANSPORTATION OF ISTANBUL: TRAM

The 19th century's popular transportation vehicle tram was first used in United States in 1852 and Paris in 1855. Istanbul met with this modern vehicle in 1871. Horse-drawn trams started working between Azapkapı and Beşiktaş. After the attention they received, the system spread rapidly to the whole city. At the end of the first year, the tram system carried four and a half million passengers in Istanbul with 430 horses. Trams were a very fashionable way of transportation in the Ottoman Empire. Other important cities of the empire like Thessaloniki, Damascus and Baghdad caught up immediately. Unfortunately, after the start of the Balkan War and World War I, all of the horses were summoned into the army and tram services took a sad break.

In 1914, trams came back to the lives of Istanbul residents as electric vehicles. In 1933, Turkey's founder Atatürk directly gave an order to have 320 more trams



within the city. However, around 1960s trams weren't able to keep up with the pace and size of the city and in 1966 trams of the city worked one last time and left their place to Trolleybuses. Though Istanbul residents never forgot trams... So much so that, the question of restoring old wagons at the museum and electric trams once again coming into service

for nostalgia arose in 1989. The most suitable place for this project was İstiklal Street which was getting ready for pedestrianization. Thus today's nostalgic tram line at Taksim started operating. The tram was embraced instantly with its red & white colors and original structure and became the symbol of İstiklal Street, Beyoğlu, Istanbul and Turkey.

## WORLD'S SECOND OLDEST METRO LINE: THE TUNNEL

Istanbul's very own Tunnel allows you to travel from Karaköy to Galata. It is known as the world's second oldest metro line which has been serving the city for the last 146 years. A French architect Eugene-Henri Gavand, visited Istanbul in 1867 and observed that a large number of people walked the steep road between Galata and Karaköy every day. In 1871, he decided to design an underground railway in the form of a lift between these two locations so that the people and goods could be transported. After the approval of Sultan Abdulaziz, Gavand completed the Tunnel in just four years. The line was renewed in 1968 for electricity and has been providing non-stop service since



1971. The 573 meter long Tunnel has a single-wagon metro and travels the distance in 90 seconds. Since the alternative of the Tunnel is the 1000-step stairway, that 90 seconds means a lot to Istanbul residents. Today, the Tunnel is still used actively by Istanbul residents and offers a magical and nostalgic atmosphere to everyone for 90 seconds.

## ISTANBUL'S WHEELED-METRO: METROBUS

Metrobus is one of the most creative solutions produced in order to decrease Istanbul's traffic density. The system was put into service in 2007. Metrobus works on the most important arterial road of the city and crosses between continents. The system allows passengers to transit through specific roads and saves time by shortening the distances. There are now 535 vehicles working within the system and each vehicle arrives 30 seconds apart. Metrobus carries almost one million passengers daily. Even though it gets a little crowded during rush hour, Metrobus has a



very important role within urban transportation. With its environmentally-friendly and comfortable vehicles, Metrobus is almost like a

wheeled-metro. If you are in a rush in Istanbul, keep in mind that you can always choose to travel with Metrobus.



## WORLD'S NEW "SILK ROAD": MARMARAY



Marmaray is the 76.6 km long commuter rail line of Istanbul. It comprises a rail tunnel under the Bosphorus strait, and the modernization of existing suburban railway lines along the Sea of Marmara from Halkali on the European side to Gebze on the Asian side. The procurement of new rolling stock for suburban passenger traffic is also a part of the project. Marmaray is the fourth underground system of the city. The name "Marmaray" comes from combining the name of the Sea of Marmara, which lies just south of the project site, with ray, the Turkish word for rail.

## NEW CRUISE SHIP PORT OF ISTANBUL: GALATAPORT

New cruise ship port of Istanbul, Galataport, is being developed in Karaköy district along 1,200 meters of coastline. A total of \$1.7 billion has been already invested in the project, which is expected to create around 5,000 new jobs. The 1.2 kilometers-long coastline had been closed to the public for over 200 years, Galataport will be opening it. The venue has have a total of 52,000 square meters of leasable area for shops and restaurants and another 43,000 square meters for offices. A 177-room hotel will also be built at the port.



## SHORTEST ROAD BETWEEN TWO CONTINENTS: EURASIA TUNNEL

In Istanbul, there are many different ways to travel from one continent to the other. The brand new Eurasia Tunnel is the most special way to do it because it is world's first and only highway tunnel which connects the Asian and European continents.

Every single story of Istanbul has Asian and European bits in it and it is not possible to isolate Istanbul from the monumental stories of these two continents. For centuries, Istanbul's story has been about the power of uniting these two continents. That's why, Eurasia Tunnel is one of a kind and its place in history very significant.

Eurasia Tunnel is world's first twin-deck highway tunnel crossing beneath the seafloor. The tunnel covers a route of 14.6 kilo-



meters. While the 5.4-kilometer section of the project consists of a twin-deck tunnel under the seafloor built with special technology and connection tunnels, a total of 9.2-kilometer routes on both the Asian and European sides includes road expansion and improvement works. It only

takes 15 minutes to cross between continents. Eurasia Tunnel is an exemplary, world-class project with its sensitive approach to the environment, community and city. The air quality in the region is continuously monitored and it is being ensured that the emission values meet set standards.

## WORLD'S NEW TRANSPORT HUB:

*Istanbul Airport*

Inspired by the ancient history of the city, Istanbul Airport is one of the world's biggest and most impressive airports which is built with cutting-edge technology. As a trade and culture hub, Istanbul is a center of attraction with the scope of opportunities it provides. Located at the intersection of Asia, Europe and Middle East, Istanbul Airport is a strategic connection point for all destinations. Istanbul Airport became operational on the 95th Anniversary of the Foundation of Republic, October 29th, 2018. The first phase of the airport has a passenger capacity of 90 million. Once complete, the airport will host flights to more than 350 destinations with an annual capacity of 200 million passengers.

It really doesn't matter where you come from, Istanbul Airport makes sure that you feel at home and receive the best

service possible at all times. As a "masterpiece" which combines artistic venues with cutting-edge technology, the airport's Air Traffic Control Tower received the 2016 International Architecture Award by the Chicago Athenaeum: Museum of Architecture and Design, and The European Center for Architecture Art Design and Urban Studies. Design of the tower was inspired by the unique beauty of the tulip flower, a key motif in the Turkish-Islamic culture and Istanbul's rich cultural heritage. The award-winning design was created by Pininfarina and it reflects the story of Istanbul which unifies countless cultures. Once again, the flow of trade, politics and culture which crosses their paths in Istanbul is ready to be transported from Istanbul Airport to the whole wide world. Let yourself be a part of this journey!

**Istanbul Airport Factsheet:**

-75.6 million sqm. total airport area

-6 runways, 3 checkpoints

-326 destinations,

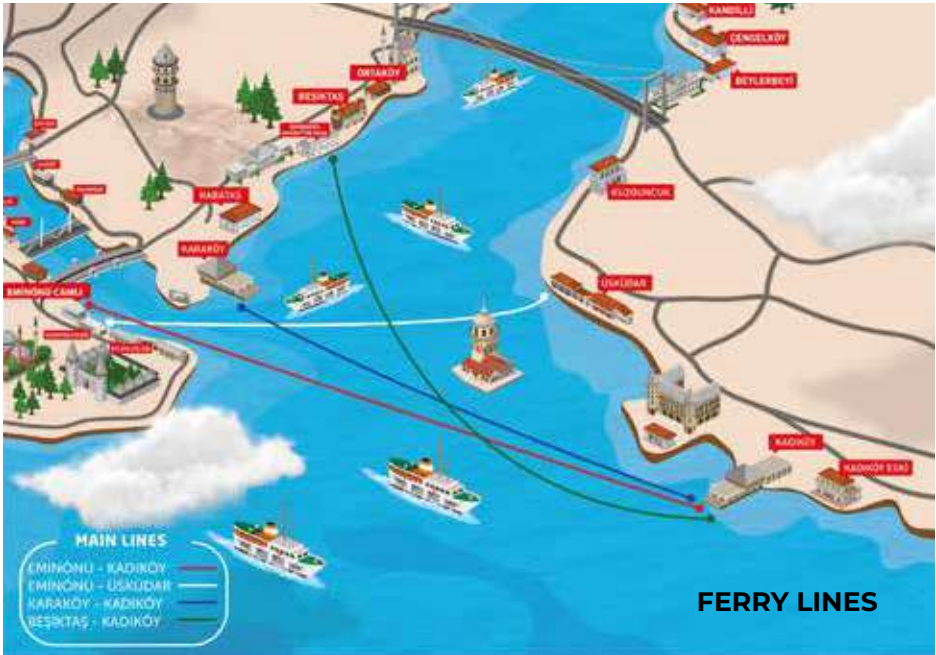
In 3 hours, 133 destinations

-55,000 m<sup>2</sup> Duty Free Area

& 31,694 m<sup>2</sup> Food & Beverage Area

-Passenger capacity of 90 million yearly





Inner Istanbul Ferry Lines	Bosphorus Lines	Princes' Islands Lines	Bosphorus Tours
<ul style="list-style-type: none"> <li>➤ KADIKÖY - EMINONU</li> <li>➤ KARAKÖY - KADIKÖY</li> <li>➤ ÜSKÜDAR - EMINONU</li> <li>➤ KADIKÖY - BEŞİKTAŞ</li> <li>➤ HALIC HATTI</li> <li>➤ BOSTANCI - KARAKÖY - KABATAŞ</li> </ul>	<ul style="list-style-type: none"> <li>➤ SARIYER - ANADOLU KAVAGI - RUMELI KAVAGI</li> <li>➤ KUCUKSU - BEŞİKTAŞ - KABATAŞ</li> <li>➤ CENGELKÖY - İSTİNYE</li> <li>➤ KADIKÖY - SARIYER</li> <li>➤ ANADOLU KAVAĞI - ÜSKÜDAR</li> <li>➤ ÜSKÜDAR - ORTAKÖY</li> <li>➤ RUMELİ KAVAĞI - EMINÖNÜ</li> <li>➤ İSTİNYE - ÇUBUKLU</li> <li>➤ KÜÇÜKSU - İSTİNYE</li> </ul>	<ul style="list-style-type: none"> <li>➤ KABATAŞ - EMINONU - KADIKÖY - ADALAR</li> <li>➤ BOSTANCI - ADALAR</li> <li>➤ BEŞİKTAŞ - KINALIADA - BURGAZADA</li> <li>➤ BEŞİKTAŞ - HEYBELİADA - BÜYÜKADA</li> <li>➤ BOSTANCI - ADALAR</li> <li>➤ EMINÖNÜ - KADIKÖY - ADALAR</li> </ul>	<ul style="list-style-type: none"> <li>➤ FULL BOSPHORUS CRUISE</li> <li>➤ SHORT BOSPHORUS TOUR</li> </ul>





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# THE “WORLD- FAMOUS” TURKISH HOSPITALITY

## A HEALTHY & SAFE DESTINATION

Hotels in Istanbul designed their facilities, including buffets, lobbies and pools, to maintain social distancing and hygiene standards. The safe tourism certification program is mandatory for all for accommodation facilities in Turkey and Istanbul with a capacity of 30 beds or more. The certificate aims to ensure that tourism businesses, with a view to meeting consumers' expectations and achieving a positive perception and competitive advantage, appoint an Executive to manage the entire process, prepare the Protocols for all their functions, provide their employees with Trainings on the issues, engage in effective work on Hygiene, Disinfection and Social Distancing, complete the proper Food Hygiene and Security practices and processes to mitigate the contagion risk for Covid-19, and use effective communication methods to provide information and raise awareness of their efforts both in Turkey, Istanbul and the world. The detailed inspection starts from the entrance of the hotel to the emergency exit, from rooms to the kitchens, and from halls to the pools. The certificates are hung at the reception or in the lobby in order for all customers could see and find out further details through a QR code.

Turkey started full fledge vaccination of the tourism employees in coordination with The Ministry of Culture and Tourism, Ministry of Health and Türkiye Tourism Promotion and Development Agency (TGA). Vaccination program will cover the employees of the airlines, airports, accommodation facilities, travel agencies as well as the professional guides. Vaccination of the entire tourism staff will be completed before the beginning of 2021 summer season. Within the scope of "Safe Tourism Certification Program", vaccination program aims to welcome international travelers for the upcoming summer season and ensure the health and safety of tourism employees and its residents.

*Our ancestors built inns, caravanserais and hostels on the road of travelers in order to carefully host them because they valued guests more than anything. Today, the business and luxury hotels located all across Istanbul and inner-city boutique hotels are the best examples of the world-famous Turkish hospitality.*

“

*Did you know?*

According to Euromonitor International's Top 100 City Destinations Ranking 2020, Istanbul is the 8th most popular city in the world and 3rd most popular city in Europe.

Istanbul has been the home of countless civilizations for thousands of years. The city itself is a historical and cultural heritage and it has one of the most exquisite cuisines of the world. Istanbul can be described as the capital of many things, but one of the most famous and globally well-known quality of Istanbul and Turkey is our hospitality. That's why, accommodation is one of the best and top-notch parts of Istanbul.

Istanbul received 5 million visitors in 2020 and became the most visited city of Turkey. Istanbul is one of the most intriguing destinations of the world and the role of Turkish hospitality is enormous in this. It doesn't matter if you're staying at the most luxurious or historical hotel of the city or even in a boutique hotel, you can find the "well-known" high-quality and credible service in any hotel of Istanbul. Well, this city never disappoints.

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ISTANBUL HAS 127,547 BED CAPACITY AND OVER 232 FIVE-STAR AND FOUR-STAR HOTELS IN THE CITY WHICH INCLUDE BOTH INTERNATIONAL AND TURKISH-BASED HOTEL CHAINS.

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## Historical Hotels of Istanbul

### GRAND HOTEL DE LONDRES

When "Orient Express" reached Istanbul five years after its operation in 1883, the first hotels of Istanbul had already begun to appear, in the very cosmopolitan westernized section of the city called "Pera". One of those hotels was "Hotel Buyuk Londra" or "Grand Hotel De Londres", which soon after its opening took its place among the best hotels of Istanbul. It was built in 1892 as a house, but soon after that the structure was transformed into a hotel. Hotel Buyuk Londra is one of the few establishments managing to survive from that era to our time. Passing through many renovations, the hotel nevertheless still graciously reflects the atmosphere of the 1900's.



### PERA PALACE HOTEL

The Pera Palace Hotel is a historic special category hotel and museum hotel located in Beyoğlu. It was built in 1892 for the purpose of hosting the passengers of the Orient Express and was named after the place where it is located. It holds the title of "the oldest European hotel of Turkey". Famous writer Agatha Christie's 1934 novel *Murder on the Orient Express* was allegedly written in the Pera Palace. The hotel maintains Christie's room as a memorial to the author. In addition, Room 101, the heart of Pera Palace Hotel, was organized as a museum room on the 100th anniversary of the birth of Mustafa Kemal Atatürk and is open to visitors.





## ONLY OTTOMAN IMPERIAL PALACE AND HOTEL ON THE BOSPHORUS: ÇIRAĞAN PALACE KEMPINSKI

Çırağan Palace, a former Ottoman palace, is now a five-star hotel in the Kempinski Hotels chain. It is located on the European shore of the Bosphorus, between Beşiktaş and Ortaköy. The palace, built by Sultan Abdülâziz, was constructed between the years 1863 and 1867. It is the only Ottoman Imperial Palace and Hotel on the Bosphorus. Çırağan Palace Kempinski offers a resort ambience in the city and reflects the ultimate luxury of a genuine Ottoman Palace.

“

*Did you know?*

Famous writer Agatha Christie's 1934 novel "Murder on the Orient Express" was written in the Pera Palace Hotel in Istanbul.





# MEMBER HOTELS OF ICVB

## Avantgarde Collection Levent

Büyükdere Caddesi No: 161  
Zincirlikuyu/Levent 34394 İSTANBUL  
T: +90 212 337 0 444  
W: www.avantgardecollection.com

## Conrad Istanbul

Barbaros Blvd 34353 Beşiktaş  
T: +90 212 310 25 25  
W: www.conradistanbul.com.tr

## Crowne Plaza Istanbul-Asia

Yenişehir Mahallesi Dedepaşa Cad. No: 15  
Viaport Kurtköy - Pendik  
T: + 90 216 585 60 60  
Web: www.cpiistanbulasia.com

## CVK Park Bosphorus

Address: Gümüşsuyu Mah. İnönü Cad. No:8,  
34437 İstanbul/Turkey  
T: +90 212 377 88 88  
W: www.cvkhotelsandresorts.com

## Grand Hyatt Istanbul

Harbiye Mah. Taskisla Caddesi No:1  
34367 Şişli, İstanbul  
T: +90 212 368 12 34  
W: Istanbul.grand.hyatt.com

## Hilton Istanbul Bosphorus

Cumhuriyet Cad. No.50 34367 Harbiye-İstanbul  
T: +90 212 315 60 00  
W: www.istanbul.hilton.com

## Hilton Istanbul Maslak

Buyukdere Caddesi, No:253 Maslak, Sarıyer  
34485 İstanbul  
T: +90 212 305 10 00  
W: www.istanbul.hilton.com

## Hyatt Regency Istanbul Ataköy

Ataköy 2-5-6. Kısım, Rauf Orbay Caddesi  
Sahil Yolu No:2/1,  
Bakırköy, İstanbul, Turkey, 34158  
T: +90 212 463 12 34  
W: istanbulatakoy.regency.hyatt.com



**Istanbul Marriott Hotel Şişli**

Abide-i Hurriyet Caddesi. No.142,Şişli - İstanbul  
 T: +90 212 375 0100  
 W: www.marriottistanbulsisli.com

**Konak Hotel İstanbul**

Cumhuriyet Cad. No: 75  
 Elmadağ, Taksim  
 T: +90 212 225 82 50  
 W: www.hotelkonak.com

**Mercure İstanbul Taksim Hotel**

Ömer Avni Mahallesi İnönü Caddesi No:42  
 Taksim, İstanbul  
 T: +90 212 924 27 27  
 W: www.mercureistanbultaksim.com

**Radisson Blu Hotel, İstanbul Sisli**

19 Mayıs Caddesi No:2 Şişli/İstanbul  
 T: +90 212 375 0000  
 W: www.radissonblu.com

**Shangri-la Bosphorus İstanbul**

Sinanpasa Mah, Hayrettin İskeleyi Sok, No.1,  
 Beşiktaş, İstanbul, 34353, Turkey  
 T: +90 212 275 8888  
 W: www.shangri-la.com/istanbul/shangrila/

**Sheraton İstanbul Ataköy Hotel**

Sahilyolu 34158 Ataköy  
 T: +90 212 413 06 00  
 W: www.sheratonistanbulatakoy.com.tr

**Sürmeli İstanbul Hotel**

Prof. Dr. Bülent Tarcan Sk. No: 3  
 34349 Gayrettepe / İstanbul - Turkey  
 T: +90-212 272- 1160  
 W: www.surmelihotels.com

**Swissotel the Bosphorus İstanbul**

Vişnezade Mah. Acısu Sok. NO. 19  
 Macka Beşiktaş İstanbul  
 T: +90 212 326 11 00  
 W: www.swissotel.com/istanbul

**Titanic Downtown Beyoğlu**

Hacıahmet Mahallesi, Beyoğlu, İstanbul  
 T: +90 212 313 32 32  
 W: http://www.titanic.com.tr/titanicdowntownbeyoglu

**WOW İstanbul Hotels**

Yeşilköy, Atatürk Cd. No:15 - 17 - 19, 34149  
 Bakırköy/İstanbul  
 T: +90 212 468 50 00  
 W: www.wowhotelsistanbul.com



**In the heart of the business world, located in Istanbul city center and has the difference in the sector with the first Grand Cevahir Hotel and Convention Center welcome.**

Grand Cevahir Hotel has since its opening in 2002 brought a breath of fresh air and a different understanding of the hospitality sector to Şişli. With a total of 323 rooms including the suites and 22 separate meeting halls, the hotel offers to its guests more than what is expected from a hotel. The hotel has 22 fully equipped meeting rooms and 8.5 metres ceiling height a 2.500 sq. m. Ball-

room and the Auditorium Hall with 1013 fixed seats for congresses, conferences, symposiums, general assemblies, gala dinner, weddings and corporate organizations. As Grand Cevahir Hotel and Convention Center, we took our place among the Green Star Certified Hotels by Ministry of Culture and Tourism in order to provide better quality service to our valued guests and as for our

responsibility towards nature. Hotel is located: 5 km to Levent and Maslak, 3 km to Taksim and Nişantaşı.

9 km away from the historical peninsula where The Grand Bazaar, Hagia Sophia Museum, Topkapı Palace and Egyptian Bazaar are located. Istanbul Grand Airport is 35 km, Sabiha Gokcen International Airport is 40 km away.





**TURKEY'S FIRST 5-STAR CONVENTION HOTEL  
GRAND CEVAHIR HOTEL & CONVENTION CENTER**

Grand Cevahir Hotel & Convention Center is the first 5-star convention hotel of Turkey and has created a major difference within the industry. Grand Cevahir Hotel & Convention Center has one of the biggest convention halls of Europe. With its 2500 m2 area, it also has one of Europe's biggest ballrooms. The complex has 323 rooms in total including the suites and 22 separate meeting rooms. Grand Cevahir Hotel & Convention Center provides its guests more than they expect.

ROOMS & SUITS



RESTAURANTS & CAFES



MEETINGS & EVENTS



HEALTH CLUB



**GRAND CEVAHIR HOTEL & CONVENTION CENTER**

Halide Edip Adivar Mahallesi Darülaceze Caddesi No: 5 Şişli - İstanbul / Turkey

w w w . g c h . c o m . t r





# CUISINE & RESTAURANTS

## A HEALTHY & SAFE DESTINATION

Taking preventive measures for a safe environment within the city, all restaurants in Istanbul are allowed to provide service with only half their capacity. Restaurants are eligible to receive the safe tourism certification and up to a thousand restaurants and cafes in Istanbul received the certificate. You can find the list of the certified restaurants from <https://tga.gov.tr/search-cafe-category-en/> this website. The certificate undertakes to lay down the principles and procedures concerning the efforts required to allay the concerns of consumers with regard to the Covid-19 contagion, meet high hygiene and security expectations, help plan the employee training programs at workplaces, and prevent the spread of the Covid-19 virus in preparation for the end of the adverse effects of the Covid-19 pandemic while facilities resume their operations.

Did you know?

“

The city offers all kinds of Turkish food and as a global city, it has a lot of restaurants which focus on international cuisines.

*World-famous chefs, gourmets and anyone who visited Turkey at least once, know that Turkish cuisine is very rich in its nature. We listed street food of Istanbul, some of the best restaurants in the city and one-of-a-kind delights of Turkey for you.*

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TURKISH COFFEE IS A PART OF UNESCO'S REPRESENTATIVE LIST OF THE INTANGIBLE CULTURAL HERITAGE OF HUMANITY.

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Turkish cuisine is largely the heritage of Ottoman cuisine and influenced those and other neighboring cuisines, including those of Southeast Europe (Balkans), Central Europe, and Western Europe. Turkish cuisine varies across the country. The cooking of Istanbul, Bursa, Izmir, and rest of the Asia region inherits many elements of Ottoman court cuisine, with a lighter use of spices, a preference for rice over bulgur, koftes and a wider availability of vegetable stews and fish. The cuisine of the Black Sea Region uses fish extensively while the cuisine of the southeast is famous for its variety of kebabs, mezés and dough-based desserts

such as baklava and künefe. The cuisines of the Aegean, Marmara and Mediterranean regions are rich in vegetables, herbs, and fish. Central Anatolia has many famous specialties mostly based on dough such as mantı and gözleme. As the center of the country, Istanbul brings all of these delicious and wonderful dishes together. Istanbul has different kinds of street food, and even its own districts have their "famous" dishes. We underlined Turkish cuisine's "best of the best" for you. Don't leave Istanbul without tasting at least 5 of these favorite foods!



# Street Food Of Istanbul

## Simit

Simit is a ring-shaped bagel-like bread covered with sesame seed. It is by far the most common and popular street food of Istanbul. People here mostly consume with cheese and a cup of Turkish tea. The yummy trio of simit, cheese and tea kind of tastes better if you are on a ferry ride on Bosphorus.



## Kokoreç

Kokoreç is made with either lamb or goat intestines that are wrapped around seasoned offal. It is either served as a sandwich or on a plate with garnishes. It is a bit adventurous and experimental for many people, but after you taste it, you won't regret you tried it.

## Fish & Bread

The fish & bread street dish is mostly found in Eminönü district. It is a freshly grilled fish fillet packed in half a loaf of white bread with plenty of onions, tomatoes, salad, and herbs.





Of Istanbul

### Meatballs in Bread

It is one of the most popular and beloved street foods of Istanbul and Turkey. Along with mixed seasoning, sliced tomatoes, green peppers and onions, this meatball sandwich will blow your mind.



### Stuffed Mussels

Mussels filled with herbed rice, currants, and pine nuts are another popular street food, and the vendor will continue handing you a new one with a spritz of lemon until you say stop.



Wow

### Chicken & Rice

Chicken & Rice duo is sold anywhere and everywhere on the streets of Istanbul. It is simply butter rice with chick-peas topped with chicken breast. A lot of people also like to add ketchup & hot peppers to the dynamic duo.



### Lokma

This is a popular street food existing since the Ottoman era. Lokma, hoop desserts, are pastries made of leavened and deep fried dough, soaked in syrup or honey, sometimes coated with cinnamon or other ingredients.



Yes

### Pickle Juice

A glass of pickle juice, either spicy or not, is famed as a quick, tasty and natural cure for even the fiercest of headaches. It is yummy and full of minerals.



WOW

### Roasted Chestnuts

In the winter, roasted chestnuts are one of the most popular street foods and quite the delicious snack.





## Kumpir

Baked potatoes filled with every single garnish imaginable is a great street food. Usually, people put black-green olives, mushrooms, sausages, pickles, corn, ketchup and some butter within. The most famous Kumpir places are located at Ortaköy neighborhood.



★  
YEAH  
★

## Çiğ Köfte

Çiğ Köfte is a raw meatball dish in Turkish cuisine. It is traditionally made with either beef or lamb, but in Turkish restaurants and on streets only the vegetarian variety made with extra fine bulgur are served. It is sold in a lettuce leaf and it has to be spicy!



OMG

## ASİTANE RESTAURANT

Since 1991 Asitane Restaurant has been bringing the forgotten tastes to the present with its summer and winter menus offered by adding more than 200 historical receipts to its archive and using numerous original sources such as dinner and dessert expenditure records of Topkapı, Dolmabahçe and Edirne Palace; record books of important feasts; books written by foreign government officers and people from various occupational groups; documents from Libraries of

Beyazıt and Millet in Istanbul; a work dated November, 1539 and named "A Feast Book" belonging to the circumcision feast of Suleiman the Magnificent's sons Beyazıt and Cihangir in Palace of Edirne; literary texts of festivals; and old Ottoman dictionaries. In order to keep the forgotten tastes of Ottomans alive, Asitane organizes special periodical dinner weeks such as "Meals from Period of Mehmet the Conqueror", "Aphrodisiac Meals of Ottoman Palaces", "Fish and Sea Food in Ottoman Palaces". Asitane Restaurant located on the garden



floor of a renovated Ottoman Mansion just next to Kariye Museum in Edirnekapi.



## One-Of-A-Kind And Must-Taste Foods Of The City

### TURKISH COFFEE

The well-known taste of Turkey, Turkish coffee, is the favorite drink of Turkish people. Especially in the morning and afternoon, well, any time of the day actually. The best side dish of Turkish coffee is a fine chat with a friend. Turkish coffee first appeared in the Ottoman Empire, after a while the strong coffee was considered a drug and its consumption was forbidden. Due to the immense popularity of the beverage, the sultan eventually lifted this prohibition. Turkish coffee culture had reached Britain and France by the late 17th century. The first coffee house in Britain was opened by a Turkish

Jew in the mid-17th century. The coffee is prepared using very finely ground coffee beans, unfiltered. Turkish coffee refers to a method of brewing very finely ground coffee. Any coffee bean may be used; arabica varieties are considered best, but robusta or a blend is also used. The beans must be ground to a very fine powder, which is left in the coffee when served. Turkish coffee is made by bringing the powdered coffee with water and usually sugar to the boil in a special pot called cezve in Turkey. As soon as the mixture begins to froth, and before it boils over, it is taken off the heat; it may be

briefly reheated twice more to increase the desired froth. The best way to do it is distributing about one-third of the coffee to individual cups; the remaining amount is returned to the fire and distributed to the cups as soon as it comes to the boil. The coffee is traditionally served in a special type of small porcelain cups. Sugar is added to Turkish coffee while brewing, so the amount of sugar must be specified when preparing the coffee. It may be served unsweetened (sade), with little or moderate sugar (orta), or sweet (şekerli). Turkish coffee is more than just a type of coffee for us, it is kind of a lifestyle.



## TURKISH DELIGHT - LOKUM

**T**urkish delight or lokum is one of the most famous and well-known food of Turkey. It tastes like a piece of heaven and is incredibly popular. Turkish delight is a family of confections based on a gel of starch and sugar. Different kinds of the delight consist largely of chopped dates, pistachios, and hazelnuts or walnuts bound by the gel; traditional varieties are often flavored with rosewater, mastic, Bergamot orange, or lemon. The confection is often packaged and eaten in small cubes dusted with icing sugar, copra, or powdered cream of tartar,



to prevent clinging. Other common flavors include cinnamon and mint. The origin of the confection is not well established, but it is known to

have been produced in Turkey as early as the late 1700s. Don't forget to pick up a box of Turkish delight on your way back home!

## BAKLAVA



**B**aklava is one of the well-known desserts of Turkey. It is not actually based on Istanbul, but it is very famous within the city. Chopped

nuts are spread in between the phyllo (yufka) layers, dressed with butter, baked and sweetened with syrup or honey. The best bakla-

va depends on the quality of the flour, the thinness of the dough (phyllo) and the proportion of the syrup. Although the history of baklava is not well documented, its current form was probably developed in the imperial kitchens of the Topkapı Palace in Istanbul. The Sultan presented trays of baklava to the Janissaries every 15th of the month of Ramadan. Don't die before eating this wonderfully tasty dessert!

## TURKISH PIZZA "LAHMACUN"

**O**ften referred to by tourists as "Turkish pizza", lahmacun is a very uncomplicated meal of thin dough topped with a minced meat-onion-red pepper mixture, slid in the oven for a few minutes and served piping hot. It's customary to top it with a handful of parsley and a squirt of lemon juice, then roll it into a wrap and enjoy with a glass of cold ayran (a mixture of yogurt and water).



## KURU FASULYE (WHITE BEANS)

**K**uru fasulye and pilav (rice) is a common dish cooked and loved all around Turkey but cheap and nutritious. The dish comes with a cayenne in the middle and accompanies by rice, salad and pickles. It is meat free so can also be tried by vegetarians. The best kuru fasulye in Istanbul is at Suleymaniyeye, a small and old neighborhood of Old City.



# WHAT EVER YOU NEED, YOU WILL FIND IT HERE

## A HEALTHY & SAFE DESTINATION

Shopping malls, stores and historic bazaars of Istanbul are open but the visiting hours vary for each facility. Most of the shopping facilities in Istanbul placing informative signs in shopping malls about COVID-19 rules. They have hand sanitizers at entrances and common areas, social distancing is a must and the areas are cleaned and disinfected on a regular basis. The elevator capacities are reduced by 1/3 and the stairs, common area door handles, handrails and elevator buttons are being disinfected at least three times a day. Effective ventilation is provided 24/7 within the shopping malls and wearing masks are mandatory in all open and closed spaces.



*The city of two continents, Istanbul, is one of the beloved shopping and fashion destinations of the world.*

Istanbul has always been a global hub of trade and an important stop for international merchants. The story of Istanbul's trade history dates back to thousands of years and to the world-famous Silk Road and Spice Road. Spice Road refers to the trade between historical civilizations in Asia, Northeast Africa and Europe. The Silk Road was a network of trade routes which connected the East and West, and was central to the economic, cultural, political, and religious interactions

between these regions from the 2nd century BCE to the 18th century. Istanbul was one of the economically and geographically important stops for both roads. Today, the city still continues to be one of the most important trade and business hubs of the world. It provides a lot of options for shopping & fashion and easily combines "old and new" while blending traditional and modern concepts.

*Did you know?*

“

Byzantine Greek historian Procopius stated that two Nestorian Christian monks eventually uncovered the way silk was made. From this revelation, monks were sent by the Byzantine Emperor Justinian (ruled 527–565) as spies on the Silk Road from Constantinople to China and back to steal the silkworm eggs, resulting in silk production in the Mediterranean.

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WITH AROUND 120 MALLS AROUND THE CITY, ISTANBUL HAS MORE SHOPPING MALLS THAN MANY EUROPEAN COUNTRIES DOES IN TOTAL.

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# Exclusive Shopping Malls Of The City

## AKASYA

Akasya is located in Acıbadem at the Üsküdar district on the Asian side of the city. Akasya offers visitors a unique architectural design with 30 m high freeform skylights to provide maximum daylight with a ground floor height of 8 m for shop displays to experience street shopping offering visitors close to 257 stores.



## ISTANBUL CEVAHİR



As one of the largest shopping malls in the city center, Istanbul Cevahir offers its visitors world class shopping 365 days of the year. Considered one of Istanbul's symbolic venues, Cevahir is a shopping and leisure destination for tourists as well as locals. Istanbul Cevahir houses over 200 stores spreading across 6 floors, consisting of a diverse range of shopping categories and a full range of brands.

## EMAAR SQUARE MALL

Emaar Square Mall has been designed as a destination for shopping, entertainment and gastronomy, and offers an extraordinary experience to its visitors from Turkey and all around the world. Emaar Square Mall hosts luxury brands and stores which are available for the first time in our country, while presenting an approach that responds to each and every need of the modern urban life; from eating and drinking to entertainment.





## FORUM ISTANBUL

Situated on a total of 495.000 square meters area in Bayrampaşa district, Forum Istanbul is not only the largest shopping center in Turkey but also in Europe, offering a rentable space of 176.245 square meters, and 286 domestic & international brands. Paving the way for a new life in Istanbul with its blend of stores, events, architectural style and works of art, Forum Istanbul Shopping and Residential Center provides easy access to shopping.



## İSTİNYE PARK

İstinye Park is a shopping mall with 291 stores located at the İstinye district. The center features both enclosed and open-air sections. The open-air section has a green central park and offers street-side shopping. The center includes an authentic Turkish food bazaar – a traditional market place, inspired by Turkish architecture and history.

## ZORLU CENTER

Creating an unequalled living space at the heart of Istanbul, Zorlu Center is now the “meeting venue in the city”. Zorlu Shopping Mall is built on a land of totally 105.000 m<sup>2</sup> comprising a main court of 10.000 m<sup>2</sup> and a second court of 12.000 m<sup>2</sup> in addition to a leasable area of 73.000 m<sup>2</sup> which is home to approximately 205 stores.





## Old & New Shopping District Of The City

### THE ICONIC HUB OF FASHION: NİŞANTAŞI

Nişantaşı is a residential and shopping neighborhood located at the Şişli district. When an Istanbulite thinks of Nişantaşı, the first thing that comes to mind is fashion and designer boutiques. It is one of the most unique neighborhoods of Istanbul because it is the only place you can find exquisite pieces of clothing. The area includes fashion shops, department stores, cafés, pubs, restaurants and night clubs. Abdi İpekçi Street, Turkey's most expensive shopping street in terms of lease prices, stretches from the neighborhoods of Maçka and Teşvikiye to the center of Nişantaşı.



### BAĞDAT AVENUE



Bağdat Avenue is a notable high street located on the Anatolian side of Istanbul. The street runs ap-

proximately 14 km (8.7 miles) from east to west in the Maltepe and Kadıköy districts, almost parallel to

the coastline of the Sea of Marmara. It is a main street in an upper-scale residential area. The one-way avenue with old plane trees is flanked with shopping malls, department stores, fashion garment stores, elegant shops offering world famous brands, restaurants of international and local cuisine, pubs and cafes, luxury car dealers and bank agencies. Bağdat Avenue can also be considered as a large open-air shopping mall. Most of the retail stores are open on all days of the week, including Sunday afternoon.

### MAHMUTPAŞA

Mahmutpasha Bazaar is a shopping street in Istanbul. It is located in the area between Grand Bazaar and Eminönü in the Mahmutpaşa neighbourhood of Fatih district. This market area, with copious small shops on both sides of the main street, is a symbol of cheap shopping in Istanbul. The bazaar hosts 256 shops. This is the place where you can find anything and everything.





## TAKE A MYSTICAL TRIP TO SPICE BAZAAR

The Spice Bazaar is one of the largest bazaars in the city. Located in the Eminönü quarter of the Fatih district, it is the most famous covered shopping complex after the Grand Bazaar. Its name is "Egyptian Bazaar" because it was built with the revenues from the Ottoman eyalet of Egypt in 1660. The bazaar is (and still is) the center for spice trade in Istanbul. Spice Bazaar has a total of 85 shops selling spices, Turkish delight and other sweets, jewellery, souvenirs, and dried fruits and nuts.





## Fashion And More

### MERCEDES-BENZ FASHION WEEK ISTANBUL

Mercedes-Benz Fashion Week Istanbul is held two times a year to explore the Spring/Summer and Fall/Winter collections. The platform highlights Turkey's and Istanbul's rich fashion heritage with fresh interpretations of classic designs. Throughout the week, the designers presented collections celebrating self-expression and individuality. With over 30 shows presented at the modernist Zorlu Performance Art Centre Mercedes-Benz Fashion Week Istanbul continued the Mercedes-Benz commitment to championing emerging designers. This year, MBFWI completed its 13th season in Istanbul. During the week, the event gets visited by hundreds of international purchase managers from 23 different countries.



### ISTANBUL MODA AKADEMİ (IMA)

IMA is one of the world-wide acclaimed, most proficient fashion schools in Turkey, offering an innovative and modern education in the field of fashion and all relevant branches. Founded in 2007 with the cooperation of the European Union, the Ministry of Economy and Istanbul Textile and Apparel Exporters' Associations (ITKIB) General Secretariat, IMA pursues the

goal of training fashion professionals of the future, possessing an in-depth insight in fashion, design and arts as well as an awareness of the global markets. The Academy thus aims to introduce a creative, innovative and future-steering workforce in the fields of textiles and apparel, two pivotal industries in Turkey. IMA adopting the systems and structures of internationally

proven success is a member of the International Foundation of Fashion Technology Institutes (IFFTI). Besides the University of Arts London/ London College of Fashion, its strategic partner in academics, IMA collaborates with the world-famous fashion schools such as Polimoda, Institut Français de la Mod and Nottingham Trent University.





## TURKISH TEXTILE INDUSTRY'S DYNAMIC TRIO

Turkey also remains among one of the world's most important textile and apparel manufacturing countries and 6th largest supplier in the world and the 3rd largest supplier to the EU. The hearts and minds of Turkish textile industry, Laleli, Osmanbey and Merter districts of Istanbul are well-known for more than 30 years for their international and local wholesale and ready-to-wear clothing stores. There are more than 10,000 stores which are trading with more than 215 countries at the districts. Today, Turkish textiles and clothing industry is the most outward-oriented industry that can compete with any other countries in the international markets in terms of high quality and a wide range of products.



## GLOBAL TURKISH BRANDS

There are a lot of globally well-known Turkish fashion brands such as Mavi Jeans, Penti, Koton, Awa, Roman, Damat Tween, Kigili and Gizia. Incorporated in Istanbul in 1991, today Mavi is recognized as a highly successful, global lifestyle brand.

The company sold 10M denim items globally in 2018 via its 5,500 POS and 427 mono-brand stores. Another example, Penti, has 106 stores in 29 different countries and have exports to 43 countries. The number of stores is continuously growing

and being complemented by sales offices located in the United Kingdom, Romania, Ukraine and Spain. Turkish brands are growing bigger in the global industry every day. Keep them in mind on your visit to Istanbul!



## New Generation Turkish Designers

Turkish designers and their work is appreciated all around the world. Some of the very successful designers of Turkey are Hakan Akkaya, Hüseyin Çağlayan, Dilara Findikoğlu Raşit Bağzıbağlı and Gülşah Saraçoğlu. Raşit Bağzıbağlı received an award of "best young designer of the year" in Turkey and in the same year he received an award for "best upcoming designer" at the Face of Fashion competition in New York. Dilara Findikoğlu is a London based designer of Turkish origin and she is the designer many world-stars like Rihanna, Madonna and Lady Gaga. Hüseyin Çağlayan, known as "Hussein Chalayan", is the designer of Lady Gaga and Björk.







# MUST-BUY SOUVENIRS FROM ISTANBUL

*Have you ever wondered what to take home as an Istanbul souvenir? Here's a list of souvenirs from Istanbul to bring back home and make everyone jealous of how great your trip was.*

When you get to know Istanbul a little bit, the city definitely feels like a city of wonder. Every single corner of the city is filled with numerous stories and that's why, there are a lot of characteristic souvenirs of Istanbul. We listed some of the must-buy souvenirs from Istanbul for you. Let's begin!

## Handicraft of Anatolia: Turkish Carpets

Your first choice can be a historical Turkish carpet which is filled with traditional Turkish ornaments. Anatolian women knit these carpets very carefully and carry this tradition on to the new generations. You can find the best carpets of Istanbul at the Grand Bazaar which has customers from all around the world. You can have your name written on miniature carpets and take a unique piece home.



## Nazar

A nazar, word deriving from Arabic and meaning sight, surveillance, attention, is an eye-shaped amulet believed to protect against the evil eye. In Turkey, it is known by the name nazar boncuğu (nazar bead) and almost every single house in Turkey has one. Nazar is often hung in homes, offices, cars, children's clothing, or incorporated in jewelry and ornaments. They are a popular choice of souvenir with tourists.

## A Classic: Magnets

Magnets are a very classic souvenir to get from any kind of destination. Istanbul's magnets have a lot of scenery options like the Bosphorus, Golden Horn, the Blue Mosque, Galata Tower and more.



## Turkish Coffee

Turkish coffee refers to a method of brewing very finely ground coffee. Turkish coffee is made by bringing the powdered coffee with water and usually sugar to the boil in a special pot called cezve in Turkey. The coffee is traditionally served in a special type of small porcelain cups. You can find Turkish coffee and its cups in almost any neighborhood of Istanbul.



### Porcelain Kaftan

A kaftan or caftan is a variant of the robe or tunic, and has been worn in a number of cultures around the world for thousands of years. Kaftans were worn by the sultans of the Ottoman Empire. Interestingly cute small porcelain kaftans are sold in gift shops as souvenirs in Istanbul.

### Mother of Pearl Box

Mother of pearl boxes are one of the most unique and ancient souvenirs to get from Istanbul and Turkey. The mother of pearl parts of the box are designed with utmost craftsmanship. The tradition of using mother of pearl for various objects in the Ottoman culture started around 15th century. The other parts of the boxes are mostly made out of walnut trees or hornbeams.



### Lace

Lace is a delicate fabric made of yarn or thread in an open web-like pattern made by hand in Turkish culture. There are various different kinds of original lace designs in traditional shops of Istanbul.


### Wooden & Silver Clogs

Clogs are a type of footwear made in part or completely from wood. There are still traditional clog masters in Turkey, making the footwear by hand. In Turkish culture, it is believed that clogs are healthier for your feet.



### Beads

Beads are mostly used as religious objects or as common accessories of men in Turkey. Beads are made of different kind of stones here but the most popular bead type is the ones which are made with jets. Jet is a type of lignite, a precursor to coal, and is a gemstone. It is mostly found in Erzurum where they produce the beads.



# ISTANBULITES AT HEART



*We spoke with Istanbulites who weren't born and raised in Istanbul, but have been living here for many years and developed a loving relationship with the city.*

Istanbul is one of the most culturally rich and vibrant cities of the world. Many national and global companies' headquarters are located within the city and there are a lot of foreigners living in the city for various purposes. Some moved here for a short-term stay, but some fell in love with the city, decided to stay and became real Istanbulites.



## Johan Larrson

**ORIFLAME COSMETICS -  
VICE PRESIDENT & HEAD OF TURKEY**

***"PEOPLE HERE ARE EXTREMELY  
HELPFUL, GENEROUS AND WARM."***



### **What brought you here?**

I work for Oriflame Turkey and this is actually my 2nd time living and working here. I used to work and live here also in 2008-2010 and I had a fantastic time here during those years with many great memories. Hence, when Oriflame asked me if I wanted to move back and take over Turkey again in Nov 2015, it was an easy choice for me to say yes!

### **What makes Istanbul so special?**

For me there are so many reasons why I love Turkey and Istanbul, but the main reason is the people. People here are extremely helpful, generous and warm. If you get lost, people will more than happily take the time to help you, if you look lonely, people will happily invite you to join them etc. The Turkish hospitality and friendliness is surely one of the major reasons why I love to work and live in Turkey

and Istanbul. On top of this, I also love the mix of new and old and the fact that the city is carrying a great history with many cultural and religious buildings and at the same time being one of the most modern and trendy cities. This mix truly makes Istanbul a unique and special city!

### **Favorite spots in the city...**

Wow, very difficult question since there are so many nice places in Istanbul. However, I love to hang out with my friends in different restaurants next to the Bosphorus in areas such as Bebek, Arnavutköy and Yeniköy but also in more local places in areas such as Şişhane and Beyoğlu. For me, nothing beats sitting with your friends on a summer evening, at some of the great restaurants next to the Bosphorus, overlooking the water and the beautiful city. At those moments, there is no other city in the world I would rather live in than Istanbul.

### **As a global city...**

People are, in general, very positive and full of energy and passion, which I truly like and appreciate. It is also easy to find smart and highly educated people here. Given the geographical position, the high population and the high number of international people in the city, I definitely feel that I am internationally connected to the rest of the world living and working here. Istanbul is a very well-known city for people all around the world and while traveling to other countries, people are always curious when I mention that I live in Istanbul and Turkey.

### **After work and on the weekends...**

I like to spend my time being active with fitness or exploring new areas and places together with my fiancée Izabela. On top of that, I also love to spend time with our friends at some of our favorite restaurants.





## Anastasia Gorlova

UCOM GLOBAL GMBH -  
EDITORIAL MANAGER

*"THE STRAIGHT BETWEEN EUROPE  
AND ASIA IS ONE OF THE MOST  
MESMERIZING PLACES IN THE WORLD"*



### **What brought you here?**

As many Russians I first visited Turkey on a holiday, and later got married in Istanbul.

### **What makes Istanbul so special?**

Bosphorus and the people. The straight between Europe and Asia is one of the most mesmerizing places in the world, day and night, any season its shores are breathtakingly beautiful. And the people here are extremely open-hearted which is rare for a big city.

### **Favorite spots in the city...**

Kadıköy - this is where I lived for many years. Moda with its beautiful shore and Carsi (Beşiktaş) with its lovely market and cozy restaurants are among my favorites.

### **As a global city...**

Istanbul is a cultural and business hub where East and West, different ways and practices merge and melt into each other resulting in a unique working atmosphere. Since I've worked in multinational companies and corporations in Istanbul, I have always felt connected to the world. All the high-level meetings and international events are held in Istanbul as this is where everyone can reach easily.

### **After work and on the weekends...**

I attend a painting course in Kadıköy, go out with friends for traditional "Raki-balik" in Moda or Bostancı, and in summer I always try to visit the Princes' Islands as often as I can.

### **The challenges...**

Its size! When you have a job that requires quite a lot of moving around, doing interviews and organizing events, Istanbul can be a bit of a challenge. Luckily the underground system in the city is excellent, although it does need to cover a larger area.

### **Family & Friends**

They love visiting Istanbul for a holiday or just stay here for a couple of days, as Istanbul has so much to offer, and never stops to surprise you.





## Nicolas Kipper

**FAIRMONT QUASAR ISTANBUL -  
GENERAL MANAGER**

***“UNLIKE A TYPICAL EUROPEAN CITY,  
ISTANBUL IS ALIVE AND ENERGETIC  
24/7 SO THERE’S ALWAYS SOMETHING  
TO DO AND EXPLORE.”***



### **What brought you here?**

My first time in Turkey was actually 20 years ago when I started working for Hyatt Hotels here in Istanbul. The city captivated me in so many ways and has been my favorite since then. So I came back here again in 2017, and started working here at the Ritz-Carlton, Istanbul. I’m extremely happy to be back in this magical and historical city.

### **What makes Istanbul so special?**

There are indeed many reasons why Istanbul is one of Europe’s most influential and dynamic cities. The history and architecture reflecting Turkey’s Roman, Byzantine and Ottoman pasts in combination with its thriving culinary, art, music and nightlife scenes are leading the city’s new-found reputation as the capital of cool and are placing it firmly on the map as a travel go-to destination. Istanbul is the only city in the world existing on two continents, it’s a fasci-

nating melting pot where eastern and western influences come together. There is also so much to do and explore – the city’s new-found bohemia and undiscovered creativity alongside some of the most significant archaeological sites from the oldest of civilizations.

### **Favorite spots in the city...**

I love discovering new restaurants, cafes, hidden spots in the neighborhood, or any secluded areas in the city that I can get away to on the weekends. It’s impossible to pick a specific one since I’m always on the lookout for underrated spots to get more of a local vibe. Unlike a typical European city, Istanbul is alive and energetic 24/7 so there’s always something to do and explore.

### **As a global city...**

In Istanbul, you don’t have much of a diverse workplace where people have to respect and adapt to each other’s cultures and

backgrounds. In that way, I think we’re more on the comfortable side when we do business, which impacts the overall mood in the company. Especially in the hospitality industry, we are all internationally connected to the rest of the world. We also see the great increase in travelers with leisure, culture or health purposes as well as families. Ever since the tourism industry reached its peak this year, Istanbul is back to its deserved status among other European cities.

### **After work and on the weekends...**

I spend a lot of time traveling so whenever I’m in the city, I love to stroll around in my motorcycle and find relaxing activities to do, or explore new places. Turkish cuisine is my number one favorite cuisine in the world, so I tend to be on the lookout for new local restaurant openings.



## Samantha Johnson

**TRT WORLD - SPORTS ANCHOR AND JOURNALIST**

***"ISTANBUL HAS A BEAUTIFUL SOUL. THE BOSPHORUS IS SO THERAPEUTIC AND SO ICONIC."***



### **What brought you here?**

Quite simply, the opportunity to work here. The funny thing is, I had never been to Istanbul or Turkey in my life. The only thing I knew about Istanbul was that Liverpool won the Champions League at the Ataturk Stadium. But I did more research about the city, and there was something about Istanbul I couldn't put my finger on, but I knew this was the right thing to do. I needed a new challenge in my life, and my instinct was to just go for it. And it's been the best decision of my life.

### **What makes Istanbul so special?**

Istanbul has a beautiful soul. It's so rich in history. I am extremely lucky that I've been introduced to a life that's normally not exposed to foreigners and expats, and in some way it's made me feel more at home in the city. The more Turkish people I meet, the more I understand the different and intricate facets of Turkish society.

### **Favorite spots in the city...**

Anywhere along the Bosphorus, and the further up I go towards the Black Sea, the calmer it gets. I have quite an intense schedule, so I find that I can switch off when I'm drinking or dining by the Bosphorus. It's so therapeutic and so iconic. If I ever leave the city, that's probably the thing I'd miss the most. Another favourite spot - has to be any of the football stadiums in the city. Again, I've been very privileged to be introduced to Turkish football from all levels of the game and I'd say hands down, I've had some of the best nights watching football whether it's been at Besiktas, Fenerbahce or Galatasaray. The atmosphere is second to none, and the chants are almost quite poetic. It's the fans and the atmosphere that makes the Turkish Super Lig famous.

### **As a global city...**

It provides a beautiful balance between business and pleasure. The

working, ambitious side, and then you have the "pleasure", where you can enjoy the history and the social life the city has to offer. And what's even better, is that I can go anywhere in Turkey in about an hour and enjoy what the country has to offer. I didn't realize how much of a hub Istanbul was until I moved here. The fact that it takes you only a few hours to fly to another country is an attractive feature. Everyone passes through the city, wherever they have to go in the world. The amount of people I've been connected to - especially in football - has been immense.

### **After work and on the weekends...**

After four years living in Istanbul I've become quite comfortable and developed a healthy routine into my life. So I spend most of my time at the gym, chilling at coffee shops, or simply socializing. I also like to hit the coast from time to time. Bodrum, Kaş and Göcek are my favorite places to go too.





## Antony Doucet

**THE HOUSE HOTEL ISTANBUL -  
DIRECTOR OF SALES, MARKETING &  
COMMUNICATION**

*“TAKE CAIRO AND NEW YORK, PUT THEM TOGETHER AND YOU WILL BE ABLE TO PAINT THE PICTURE OF ISTANBUL. IT’S A GREAT COMBINATION OF THE ORIENT AND THE OCCIDENT.”*



### **What brought you here?**

In my previous role with Park Hyatt Paris Vendôme, as VIPs & Celebrities Guest Relations Manager, I was given the opportunity to be part of the opening of Park Hyatt Istanbul in 2008. My role then was to stay for a period of 2 years before returning to Paris in 2010. My affair with Istanbul was more of a love of first sight. I was not ready to leave after commuting to work on a boat, walking the streets in the Old City or sipping tea by the Bosphorus. So after 2 years I wanted to explore more and more. This is when Kerten Hospitality opened its first hotel and I was hired as the Hotel Manager. Today I am the Brand & Marketing Director for all entities of Kerten Hospitality.

### **What makes Istanbul so special?**

Istanbul has so multiple layers, colors, flavors and sights. This city has gone through 3 different empires and you can feel the rich history in everyday life. I like the diversity of the city. I like its energy. When people ask me to describe Istanbul in a couple of words I always say: “take Cairo and New York, put them to-

gether and you will be able to paint the picture of Istanbul. It’s a great combination of the Orient and the Occident. I also like Istanbul for its “mahalle” (neighborhood) aspect – a city feature which is obsolete nowadays in megapolis and modern capitals. There is no more “mahalle” feeling.

### **Favorite spots in the city...**

I love Karaköy area, Bebek, Kadıköy, Moda.  
Favourite “old school” restaurants: Asmalı Cavit, Zubeyir  
Favourite modern meyhane: Karakoy Lokantasi, Duple Meze  
Favourite modern Turkish cuisine: Yeni Lokanta and Neolokal  
Favourite rooftop: Kasa Lokanta& Bar

**Favourite breakfast place:** Kuravasan Nisantasi & Assk Khave Kuruc-esme

Favourite bar: Soho House  
Favourite hamam: Kilic Ali Pasa Hamam  
Favourite shopping brands: Beymen Club, Bey Karakoy  
Favourite market: Bomonti organic market

### **As a global city...**

With Turkish Airlines flying to 240 destinations in the world and with the new airport we are definitely connected to the world. The evolution has turned Istanbul into the center of the world. It’s not a cliché to say that Istanbul is at the crossroads of the East & the West. It’s a fact.

### **After work and on the weekends...**

I live in Tophane and have the most amazing view. So, being at home on my balcony overlooking the old city, the Marmara Sea and the Bosphorus is already a treat. On Saturday morning, I like to go to Ferikoy Pazari to buy all my fruits and vegetables for the whole week. My afternoon is spent cooking and hosting friends for dinner. On a Sunday I usually have early breakfast (before all places get too crowded) and if I’m in the mood, my Sunday evening is with Rakı Balik at Asmalı Cavit. In the summer time I love renting a boat with friends and we go swimming in Beykoz or around Buyukada Island.





## Reto K. Klauser

SHANGRI-LA BOSPHORUS -  
GENERAL MANAGER (FORMER)

*"THERE IS A VIBRANCY IN THE DAY  
TO DAY LIFE OF ISTANBUL THAT IS  
ENERGIZING WITHOUT THE STRESS."*



### **What brought you here?**

I was with Shangri-La in Singapore for four years when the opportunity in move to Istanbul came up. It was not a difficult decision to make and has proven to be an ideal progression for us.

### **What makes Istanbul so special?**

Istanbul is indeed very special. More than just being a place to tick off on a bucket list, our guests are drawn into the spirit of the city... It isn't just a destination with attractions and interesting places to visit. There is a vibrancy in the day to day life that is energizing without the stress.

### **Favorite spots in the city...**

Easily, being with friends on a nice boat with friends on the Bosphorus is on top of the list.

The second would be having a Turkish breakfast along the Bosphorus.

### **As a global city...**

My wife and I feel very much part of the world here in Istanbul. We settled in much easier here than in other places where we previously lived. People have been amazingly helpful and welcoming. Being comfortable and integrated into Istanbul life does not separate us from the international community or the rest of the world. Rather, it has expanded our world to include the rich culture and experiences we have in this city

### **After work and on the weekends...**

When I can, I enjoy going out for dinner and trying new restaurants. My wife and I like driving out

to Kemer Country for a game of golf with friends a couple of times a month. But spending an afternoon or evening cruising on the Bosphorus or just having tea by the Bosphorus is magical and rejuvenating.

### **The challenges...**

Heavy traffic can be an issue as it is the enemy of tight schedules. Also, the fact that my Turkish is not good enough creates some challenges.

### **Family & Friends**

My family, who lives in Switzerland are all very happy that we are here in Istanbul and so are we. It's close enough to home. Our guests are looking forward to seeing us, of course, but I suspect they are equally if not more excited to experience this great city.



## Prof. Philip Kotler

**AUTHOR, MARKETING PROFESSOR,  
ECONOMIST AND CONSULTANT**

*“ISTANBUL IS A BEAUTIFUL AND  
FASCINATING CITY.”*



**What was your impression of Istanbul? What was the most memorable thing you remember about this city?**

Istanbul is a beautiful and fascinating city. Its watery setting between Europe and the Middle East is endlessly attractive for boating and sightseeing. In addition, its museums and mosques are definitely worth endless revisits.

**What are your thoughts on Istanbul as a “meeting destination”?**

As a destination, Istanbul is a perfect place for meetings between Americans, Europeans, Middle Easterners, and Asians. Istanbul features hotels and restaurants of first class quality.







## Patrick Henry Hays

**CITY OF NORTH LITTLE ROCK ARKANSAS  
FORMER MAYOR**

***“THE CITY THAT IS ALWAYS ‘ALIVE  
AND AWAKE’ LOOKING FOR THE NEXT  
OPPORTUNITY TO ADD TO IT’S ILLUSTRIOUS,  
EXCITING, AND NEVER ENDING HISTORY...”***



My first trip to Istanbul during the Spring of 2004 found me at 1:30 in the morning on the balcony of my room with a final glass of raki; after having spent an evening with friends planning how our group would convince the Turkish Government to give my City, North Little Rock, Arkansas, a World War II submarine that had served in the United States Navy from 1943 to 1970, and the Turkish Navy from 1970 until it being decommissioned in 2002.

While sipping my raki and watching the heavy traffic at that late hour traveling over one of the two bridges that cross the Bosphorus; it began to sink in that I was seeing the place that for centuries had been where West met East. Where a city of over 15 million people in a nation of 83 million lived, worked, played,

learned and created stories that needed to be told and shared with our world, and that I would now be a part of that history with my own story that would only grow with the many times that I would return to Istanbul and Turkey in the days and years that would follow that first night.

Having just read a biography on Ataturk shortly before leaving the US for Turkey, my mind drifted to that night on May 16, 1919 when Mustafa Kemal, boarded the small cargo freighter “Bandirma”, and departed Istanbul on his way to Samsun to begin on May 19, 1919, the Turkish War of Independence.

New York is known as the “City that Never Sleeps”, but pales a bit in comparison with Istanbul; which could certainly claim title as the “City that Is Always Alive

and Awake” looking for the next opportunity to add to it’s illustrious, exciting, and never ending history.

Ankara, Izmir, Bodrum, Trabzon, Mardin, Midyat, Tuzla, Golcuk, and now North Little Rock’s “Sister City”, Samsun, join Istanbul as having given me special memories of my time in Turkey. Oh, the Turkish Government did give me the submarine, which now occupies a special place on the banks of the Arkansas River over which the flags of Turkey and the United States now proudly fly--- Side by Side.







# CONRAD

ISTANBUL  
BOSPHORUS

NEVER JUST STAY. STAY INSPIRED.

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## The address of unforgettable experiences in Istanbul

Located at the very heart of Istanbul and hosting unforgettable moments with its view overlooking the Bosphorus, Conrad Istanbul Bosphorus continues to host its guests with the CleanStay assurance that it has put into practice since June. You may relax in totally renewed rooms and suites that combine contemporary design with enhanced services. Our 553 rooms including 76 suites boast supreme comfort, the latest technology and breathtaking views of the Bosphorus or the magical city of Istanbul.

The Conrad Ballroom is one of the largest ballrooms in Istanbul and can accommodate 300 to 1100 guests. You can choose contemporary Junior Ballroom for 200 to 350 guest. For a truly spectacular event, we offer the Panoramic Terrace, where up to 240 guests can dine outdoors and marvel the amazing views of the Bosphorus waterway and the Old City. Host your events with an amazing Bosphorus view at the Bosphorus Lounge, as well. Located on the roof top of the hotel, it makes an ideal venue for private meetings.

Recently awarded the title of "Turkey's Leading Hotel" and "Turkey's Leading Conference Hotel" by the World Travel Awards consecutive times, Conrad Istanbul Bosphorus is the ideal venue for business meeting & conferences.

Hotel is centrally located in the vibrant Beşiktaş area, steps from the city's ferry ports, a home to designer malls, beautiful mosques, historic palaces and world-class dining, Istanbul offers the perfect blend of the old and the new. It is only 4.5 km away from the historical peninsula where The Grand Bazaar, Hagia Sophia Museum, Topkapı Palace and Egyptian Bazaar are located. Istanbul Grand Airport 49 km, Sabiha Gökçen International Airport is 45 km away.

Adres: Cihannüma, Saray Cd No:5,  
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# THE ARTISTIC & ARTFUL CITY

## A HEALTHY & SAFE DESTINATION

With safety measures in place, all museums and art galleries in Istanbul are open with limited number of visitors allowed inside. Measuring of body temperatures at the entrance, maintaining safe social distances, disinfecting hands and wearing masks are among the main compulsory rules at all museums and galleries. All museums and galleries are being cleaned and thoroughly disinfected on a daily and weekly routine. All employees' health status are closely monitored and a valid HES code (for residents of Turkey) is necessary for admission to all museums and galleries. Most of the private museums and art galleries offer virtual museum tours through their own websites.



Did you know?

“

Turkish film director, photographer, screenwriter and actor Nuri Bilge Ceylan won the Palme d'Or, the highest prize at the Cannes Film Festival, for his movie *Winter Sleep* in 2014.

*A city this historic and old has no other chance than being a city of arts also. Istanbul has its own culture but the city is filled with different kinds of art forms and events. Get ready to be lost in Istanbul's art world's charm.*

Culture and arts are the foundations of a modern city. Istanbul has a thousand yearlong history, and the city is filled with traditional art pieces. However, Istanbul is also the center of modern arts. Like many cities of the world, Istanbul also transformed into becoming an artsy city in the 90s. The city has

different kinds of art-focused events all year long. There is always another exhibition at another cultural center in Istanbul. The city aims to become a global culture and art destination. We listed the museums, galleries and the best art events of the city for you. Voilà!

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ISTANBUL BOASTS A TOTAL OF 91 MUSEUMS, INCLUDING 35 PRIVATE MUSEUMS, 19 MUSEUMS OPERATING UNDER THE CULTURE AND TOURISM MINISTRY AND 3 BELONGING TO THE TURKISH MILITARY.

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# What's Happening In The City?

## THE ISTANBUL BIENNIAL

The Istanbul Foundation for Culture and Arts (IKSV) has been organizing the Istanbul Biennial since 1987. The biennial aims to create a meeting point in Istanbul, in the field of visual arts between artists from diverse cultures and the audience. The fifteen biennials IKSV has organized up to now have enabled the formation of an international cultural network between local and international art circles, artists, curators and art critics by bringing together new trends in contemporary art every two years. Considered as one of the most prestigious biennials alongside Venice, São Paulo and Sydney, the Istanbul Biennial prefers an exhibition model which enables a dialogue between artists and the audience



through the work of the artists instead of a national representation model. The curator, appointed by an international advisory board,

develops a conceptual framework according to which a variety of artists and projects are invited to the exhibition.

## CONTEMPORARY ISTANBUL



Contemporary Istanbul is the leading annual art fair in Turkey, situated at the meeting point of Europe and Asia in one of the great cities of the world. Contemporary Istanbul takes place each September and offers a platform

for the city's thriving art scene, growing art market and collector base, as well as an access point to the best contemporary art from the wider region. CI is also conducting activities throughout the year to develop contempo-

rary art and culture and to increase awareness in the field and to promote them both inside and outside Turkey as well as to strengthen relations in the region by organizing international events and programs.



## THE ISTANBUL FILM FESTIVAL

The Istanbul Film Festival was first presented as a film week in the summer of 1982, within the framework of the International Istanbul Festival. The grand prize of the festival, the first ever Golden Tulip, was given this year to Michael Radford for his film 1984. Accredited by FIAPF (International Federation of Film Producers Associations) in 1989 as a "specialized competitive festival", the "film week" thus was renamed the Istanbul Film Festival. The festival awards the Golden Tulip to a film that reflects "new perspectives in cinema." The Festival features an international competition, provides a broad showcase for recent Turkish film productions, and thus represents a rewarding medium where Turkish and foreign filmmakers get together. The Festival draws a special interest to world classics, pre-



senting retrospectives, and curated sections included in its program which comprises close to 200 titles, making it the most comprehensive

film festival in Turkey. With an admission number of 110,000 in 2019, it is also considered the biggest film festival.

## THE ISTANBUL MUSIC FESTIVAL



The Istanbul Music Festival is considered as the most prestigious and established classical music event in Turkey. Throughout its history of more than 40 years, it has played a major role in building up an appreciation for classical music in Istanbul and Turkey. In its 43 years the Istanbul Music Festival hosted the most prestigious orchestras and ensembles such as Symphonieorchester des Bayerischen Rundfunks, New York Philharmonic, Berlin Philharmonic,

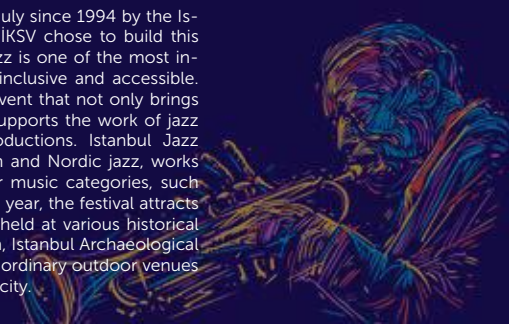


Vienna Philharmonic, Royal Concertgebouw Orchestra, Simon Bolivar Symphony Orchestra, Orchestre de Paris and more. A distinguished line-up of international soloists such as Elizabeth Swarczkopf, Kiri Te Kanawa, Kathleen Battle, Cecilia Bartoli, Montserrat Caballé, Renée Fleming, Itzhak Perlman and Anne Sophie Mutter. Being the oldest of the Istanbul Festivals, which became landmarks of cultural life in Turkey, the Istanbul Music Festival has also earned a reputation for its major role in encouraging research in musicology and in launching special projects on shared cultural values through its productions.



## ISTANBUL JAZZ FESTIVAL

Istanbul Jazz Festival is organised every year in July since 1994 by the Istanbul Foundation for Culture and Arts (İKSVA). İKSVA chose to build this festival around jazz music because it believes jazz is one of the most innovative musical genres – open to new ideas, inclusive and accessible. Accordingly, İKSVA organizes a broad-spectrum event that not only brings together music lovers and musicians, but also supports the work of jazz musicians in Turkey and encourages new productions. Istanbul Jazz Festival features classical and modern jazz, Latin and Nordic jazz, works combining electronic music and jazz, and other music categories, such as rock, pop, reggae, funk and world music. Each year, the festival attracts thousands of people to more than 30 concerts held at various historical venues of Istanbul, such as Hagia Eirene Museum, Istanbul Archaeological Museums, Esma Sultan Mansion, as well as extra-ordinary outdoor venues and courtyards of landmark buildings around the city.



## THE ISTANBUL THEATRE FESTIVAL

An international event bringing together theatre companies and dance groups from Turkey and abroad with the audience, The Istanbul Theatre Festival was first held in 1989. Organised biennially since 2002, Istanbul Theatre Festival returned to an annual cycle in 2017 after 15 years. Once every year, the festival hosts carefully selected companies and artists that open up new horizons for both the audience and the art world by bringing nation-



al and international, classical and contemporary renditions to the stage through its unique lens. The Istanbul Theatre Festival, together with the Avignon

Festival, the Athens & Epidaurus Festival, the Grec Festival, has formed the European Network of Mediterranean Festivals entitled Kadmos.

## ISTANBUL FOUNDATION FOR CULTURE AND ARTS (İKSVA)

Istanbul Foundation for Culture and Arts (İKSVA) is a non-profit cultural institution. Since 1973, the Foundation continues its efforts to enrich Istanbul's cultural and artistic life. İKSVA regularly organizes the Istanbul Festivals of Music, Film, Theatre and Jazz, the Istanbul Biennial, the Istanbul Design Biennial, Leyla Gencer Voice Competition, autumn film week Filmekimi and realizes one-off events throughout the year. The Foundation hosts cultural and artistic events from various disciplines at its performance venue Salon İKSVA, located at the Nejat Eczacıbaşı Building, and offers creative events program for chil-

dren and youngsters at İKSVA Alt Kat. İKSVA organizes the Pavilion of Turkey at the International Art and Architecture Exhibitions of la Biennale di Venezia, conducts studies and drafts reports with the aim of contributing to cultural policy development, and supports artistic and cultural production through presenting awards at its festivals, commissioning works, taking part in international and local co-productions and coordinating an artist residency program at Cité Internationale des Arts in France, as well as the annual Aydın Gün Encouragement, Talât Sait Halman Translation, and Gülriz Sururi-Engin



Cezzar Theatre Encouragement Awards. İKSVA is a member of the General Assembly of the Turkish National Commission for UNESCO, since 2018.

# Museums

## Istanbul Archaeology Museums

The Istanbul Archaeology Museums are a group of three archaeological museums located in the Eminönü district. The Istanbul Archaeology Museums consists of three museums: Archaeological Museum (in the main building), Museum of the Ancient Orient and Museum of Islamic Art (in the Tiled Kiosk). It houses over one million objects that represent almost all of the eras and civilizations in world.

Cankurtaran, 34122 Fatih/Istanbul  
www.istanbularkeoloji.gov.tr

## Rahmi M. Koç Museum

The Rahmi M. Koç Müzesi, part of the Rahmi M. Koç Museology and Culture Foundation, is a private non-profit institution dedicated to the collecting, housing, researching, preserving and exhibiting of industrial and engineering objects and their documentation from all countries and periods up to the present day. The Museum uses its collections and resources to inform, inspire and delight the general public, to attract more visitors to museums as well as cultural activities in Turkey, and to support research into industrial history.

Piri Paşa, Hasköy Cd. No:5 D:No:5, 34445 Beyoğlu/Istanbul  
www.rmk-museum.org.tr

## Sakıp Sabancı Museum

Sabancı University's Sakıp Sabancı Museum is located in Emirgan. In 1925, Prince Mehmed Ali Hasan of the Hidiv family of Egypt commissioned the Italian architect Edoardo De Nari to build the villa, now the museum's main building, and it was used as a summer house for many years by various members of the Hidiv family. Sakıp Sabancı Museum presents a versatile museological environment with its rich permanent collection, the comprehensive temporary exhibitions that it hosts, its conservation units, model educational programs and the various concerts, conferences and seminars held there.

Emirgan, Sakıp Sabancı Cd. No:42, 34467 Sarıyer/Istanbul  
sakipsabancimuzesi.org/tr

## Istanbul Modern

Istanbul Modern was founded in 2004 as Turkey's first museum of modern and contemporary art. Committed to sharing Turkey's artistic creativity and cultural identity with the local and international art worlds, the museum hosts a broad array of interdisciplinary activities. Istanbul Modern embraces a global vision to collect, preserve, document and exhibit works of modern and contemporary art and make them accessible to the public at large. The museum offers a variety of cultural activities in its permanent and temporary exhibition halls, photography gallery, spaces for educational and social programs, library, cinema, café, and store.

Asmalı Mescit, Meşrutiyet Cd. No:99, 34430 Beyoğlu/Istanbul  
www.istanbulmodern.org

## Naval Museum

In 1897, Naval Museum was established under the name of "The Museum and Library Administration Office" in a small building in the Imperial Dockyard. The museum consists the annex exhibition building, the gallery of historical caiques, the cultural center and the open exhibition area.

Sinanpaşa, Beşiktaş Cd. 6/1, 34353 Beşiktaş/Istanbul  
www.denizmuzesi.dzkk.tsk.tr

# Art Galleries

## Pilevneli Gallery

Pilevneli's recent renovation, now purposed entirely to show contemporary art. The gallery admits everyone freely, at no cost to the public, so that all might join in fishing out the obscurities of the collective imagination from every nook and cranny of the post-modern building. What was once a Factory, has turned into a kind of tool shed of visual ideas capable of revising human purpose.

Yenişehir Mah. İrmak Cad. No:25 Dolapdere, Beyoğlu / İstanbul  
 Mecidiyeköy: Fulya Mah. Büyükdere Cad. No:76 Şişli / İstanbul  
[www.pilevneli.com](http://www.pilevneli.com)

## Galeri Nev

Established in 1987, Galeri Nev İstanbul is one of the longest-running galleries in Turkey. Throughout the 90s the Gallery was known for representing significant 20th century modernist artists and hence recognized as a leading institution at the forefront of shaping the country's contemporary art history. While Galeri Nev İstanbul is now focused on contemporary artistic practices, the gallery has also staged historically significant retrospective exhibitions at landmark locations around İstanbul.

İstiklal Cad. Mısır Apt. No:163/23 Beyoğlu / İstanbul  
[www.galerinevistanbul.com](http://www.galerinevistanbul.com)

## X-ist

X-ist is one of Turkey's leading art galleries, founded 14 years ago with the aim of supporting young contemporary artists who produce with universal ideas and mentoring them throughout their careers.

Kemankeş Karamustafa Paşa Mah. Mumhane Cad. No:50 Karaköy, Beyoğlu / İstanbul  
[www.artxist.com](http://www.artxist.com)

## Pilot Galeri

Located on Siraselviler Street, PİLOT aims at being an inter-disciplinary space that supports creative projects and aspires to introduce historic works that marked the history of contemporary art as well as the ones beyond their time.

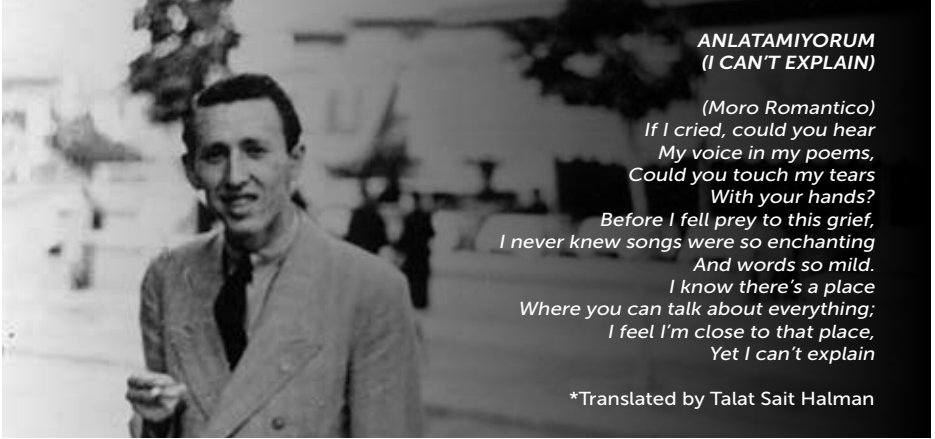
Siraselviler Cad. No:83/2 Beyoğlu / İstanbul  
[www.pilotgaleri.com](http://www.pilotgaleri.com)

## The Poet of İstanbul: Orhan Veli

Orhan Veli (1914 –1950) was a famous and innovative Turkish poet. He is one of the founders of the Garip Movement in Turkish poetry together with Oktay Rifat and Melih Cevdet. Aiming to fundamentally transform traditional form in Turkish poetry, he introduced colloquialisms into the poetic language. His first poems were published in journals when he was a high school student. In 1941, he published a poem book entitled *Garip/The Stranger* with his high school friends, the poets Oktay Rifat and Melih Cevdet Anday. Besides his poetry Orhan Veli crammed an impressive volume of works including essays, articles and translations into 36 short years. He wrote one of the best İstanbul poems of all time which is called "I am listening to İstanbul".







**ANLATAMIYORUM  
(I CAN'T EXPLAIN)**

*(Moro Romantico)*  
 If I cried, could you hear  
 My voice in my poems,  
 Could you touch my tears  
 With your hands?  
 Before I fell prey to this grief,  
 I never knew songs were so enchanting  
 And words so mild.  
 I know there's a place  
 Where you can talk about everything;  
 I feel I'm close to that place,  
 Yet I can't explain

\*Translated by Talat Sait Halman

## Street Musicians Of Istanbul

Istanbul's streets, subways, ferries and most crowded avenues are always filled with vibrant and talented musicians. The most popular spot of street musicians is Taksim's Istiklal Street and the second best spot is Kadıköy. The musicians play all kinds music from traditional to classic. They are free souls and they are a part of this city's culture. It would be impossible to imagine Istanbul without its street musicians.

***Feel free to dance with them, tip them or just relax and get lost in the music with them!***



# VIBRANT EVENT VENUES

## A HEALTHY & SAFE DESTINATION

Taking preventive measures for a safe environment during all kinds of events, all facilities in Istanbul are allowed to provide service with only 1/3rd of their capacity. Measuring of body temperatures at the entrance, maintaining safe social distances, disinfecting hands and wearing masks are among the main compulsory rules. All facilities are being cleaned and thoroughly disinfected on a daily and weekly routine. All employees' health status are closely monitored and a valid HES code (for residents of Turkey) is necessary for admission. Congress, performance, exhibition, theater and cinema facilities are eligible to receive the safe tourism certification. The purpose of this certificate is to define the actions to be taken by congress, culture, performance, art, exhibition, museum, theater and cinema facilities that independently operated to meet the high expectations of visitors with regard to hygiene and safety including the concerns of a COVID-19 infection, and to plan training programs for employees in workplaces in order to eliminate the negative effects of the COVID-19 pandemic, and to define the procedures and principles for prevention of the infection of coronavirus.

Did you know?

“

First colored photo of Istanbul was taken in 1895. The photo was found from the archive of an US-based postcard company.

*Istanbul's event schedule and event venues are always alive and kicking. The city hosts countless number of concerts, festivals, panels, seminars, summits, art exhibitions, conferences, workshops, shows, receptions and more all year-long...*

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MOST OF THE EVENT AND CONCERT VENUES OF ISTANBUL ARE LOCATED ON THE EUROPEAN SIDE OF THE CITY, ESPECIALLY AROUND ŞİŞLİ DISTRICT.

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Istanbul is a lot of things, but more than anything, this city is an event destination. Cultural and social setting of the city is remarkable. Immeasurable number of diverse events are being organized within the city 24/7 and it is definitely not easy to keep up with them. Turkish event industry provides world-class event services and continues to grow

bigger each and every year. When it comes to event venues of the city, the gorgeous views of Istanbul, particularly the Bosphorus, steps in and dazzles everyone. The city is also filled with historic and socially-adored event venues. Here, we listed on some of the most outstanding venues of Istanbul. Enjoy!



## Concert Venues

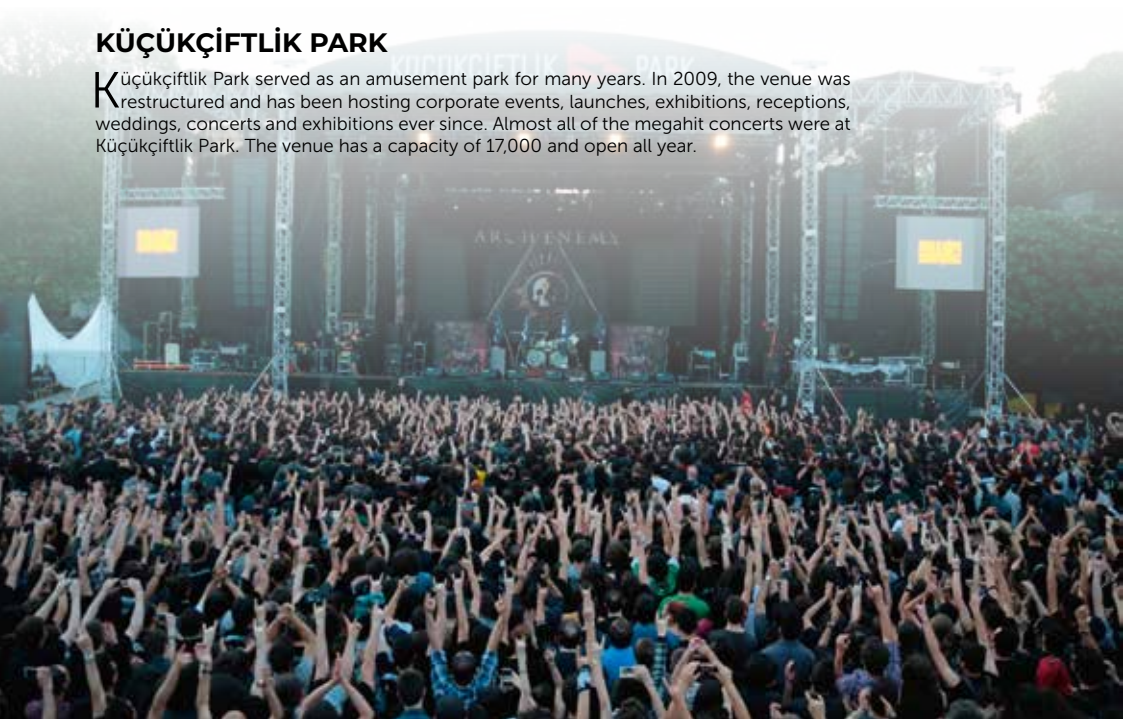
### CEMİL TOPUZLU OPEN-AIR THEATRE

The Cemil Topuzlu Open-Air Theatre is a contemporary amphitheater located at Harbiye neighborhood of Şişli district. It is by far the first venue which comes to mind when the city has a concert. As the city's most popular summertime outdoor venue, the theatre primarily hosts music concerts in various genres of local and international performers. It also hosts cultural activities for several festivals held in Istanbul in the summer. The theatre's seating capacity is 3,972 and the stage is large enough to enable 200-300 background actors to freely move.



### KÜÇÜKÇİFTLİK PARK

Küçükçiftlik Park served as an amusement park for many years. In 2009, the venue was restructured and has been hosting corporate events, launches, exhibitions, receptions, weddings, concerts and exhibitions ever since. Almost all of the megahit concerts were at Küçükçiftlik Park. The venue has a capacity of 17,000 and open all year.



## CEMAL REŞİT REY CONCERT HALL

The Cemal Reşit Rey Concert Hall is a concert hall located in the Harbiye neighborhood of Şişli district. It is one of the country's major concert halls, being the first one designed for classical music. Named after the Turkish composer Cemal Reşit Rey, the hall is owned by the Metropolitan Municipality of İstanbul and operated by its subsidiary, the Kültür company.



## Cultural Centers

### AKBANK SANAT

Akbank Sanat is located on Istiklal Street, Beyoğlu and the center celebrated its 26th year in 2019. The Center is supporting the development of contemporary arts in Turkey and hosting many international projects in different artistic fields, giving special attention to empowering young artists by creating opportunities for their artistic development. Akbank Sanat is organizing more than 700 events throughout the year and hosts a wide range of events such as exhibitions, modern dance performances, classical music recitals, jazz concerts, panel discussions, children's workshops, film screenings and theatrical performances.



### İŞBANK MUSEUM



The museum is located in Eminönü and was opened in 2007. The building of the museum was the "Grand Post Office" of İstanbul from 1840 until 1917. In 1927 the building was transferred to İşbank and was used as a bank branch until 2004. The ground floor of the building has been designed as an exhibition hall, with all the counters and cashier's desks preserved in their original form as they were used in the bank branch. This floor also hosts the bookstore of İşbank Culture Publications. The visitors can also visit a special hall designed for Mustafa Kemal Atatürk, founder of the Republic of Turkey and İşbank. With its collections exhibited in two floors of the building, İşbank Museum welcomes the public all year long.

## CADDEBOSTAN CULTURAL CENTER – CKM



Caddebostan Cultural Center (CKM) is one of the most important cultural venues of the Asian Side of Istanbul. The center was built by Municipality of Kadıköy in 2003 and opened its doors with a Fazıl Say concert in 2005. Throughout the year, CKM hosts plays, jazz and classical music concerts, movie screenings, art exhibitions and panels of national and international artists and more. The cultural center has 8 movie halls, a book house, a restaurant, a gym, a boutique art library, an art gallery, 2 foyer exhibition areas and 2 multi-purpose halls.



## Movie Theaters

### ATLAS CINEMA AND THE ISTANBUL CINEMA MUSEUM

The historic Atlas Cinema and the Istanbul Cinema Museum in Istanbul's Beyoğlu district are parts of Turkey's Beyoğlu Culture Road project, which covers an area from Galataport to Taksim Square linking cultural venues in the district, including Atatürk Cultural Center and the Galata Tower. The building, opening after a two-year restoration project, is Turkey's first cinema museum and aims to shed light on the history of the country's silver screen industry. The museum includes special collections, information, and documents on world cinema, as well as masterpieces from Turkish cinema for the viewing of movie lovers.



### EMEK MOVIE THEATER

Emek Movie Theater was a historical movie hall located on İstiklal Street, Beyoğlu. The movie theater began construction in 1884 under the name of "Club des Chasseurs de Constantinople" (Hunters Club of Constantinople), and first opened its doors in 1924 under the name of Melek Sineması (Angel Cinema) be-



cause of the Art Nouveau style angel figures on the screen. In 2016, after the reconstruction

of Cercle d'Orient building, the movie theater was moved within the Grand Pera complex.



# Theater Stages

## HARBİYE MUHSİN ERTUĞRUL STAGE

**H**arbiye Muhsin Ertuğrul Stage has been the most valuable theater stages of Istanbul since 1964. It is owned by Istanbul Metropolitan Municipality and operated by its City Theatres (Şehir Tiyatroları) division. The theatre is named in honor of the Turkish actor, producer and director Muhsin Ertuğrul.



## HALDUN TANER STAGE

**H**aldun Taner Stage is a theatre venue located in Kadıköy district (Asian Side) and the building was transformed into a theatre venue in 1989. It is owned by Istanbul Metropolitan Municipality and operated by its City Theatres (Şehir Tiyatroları) division. The theatre is named in honor of the Turkish playwright Haldun Taner.

# Event Venues

## BOMONTIADA

**B**omontiada is located at Bomonti, Şişli district of Istanbul. The venue hosts a colorful program of cultural activities, co-generating screenings, concerts, visual art performances, food festivals, creative business conventions and more. Bomontiada is a complex which has an open space and it aims to structure an understanding of culture provided by the pluralities of the urban environment. bomontiada commission and host workshops, live performances, screenings and markets, cultivating the open spaces of bomontiada with free programs for the public.



## CEMİLE SULTAN KORUSU

Cemile Sultan Korusu is a historical (Ottoman era) plantation and an event venue/restaurant located in Kandilli district of Asian Side of Istanbul. The venue has a shockingly beautiful view of the Bosphorus and was restored by Istanbul Chamber of Commerce Education and Social Services Foundation. Cemile Sultan Korusu hosts weddings, corporate meetings and graduations that can be held in lush gardens and in open spaces as well as open and closed restaurants serving Turkish and international cuisines. The venue also has social facilities where you can play various sports like swimming, basketball, volleyball and tennis.



PORTAXE



## PORTAXE

Managed by LS Banquet, PORTAXE was founded in 2006 and embraced the Shine hall in a move of expansion in 2007, which made the place an ideal venue for all types of organizations with its closed and open areas. Offering its services for all types of special invitations such as wedding ceremonies, corporate gatherings, launches, graduation balls, cocktails, parties, henna night organizations, trainings, and bachelor party all throughout the year; PORTAXE gives its guests memorable moments of joy thanks to a unique and mesmerizing view of the Bosphorus. PORTAXE can host diverse organizations at its waterfront terrace during the summer

months and its closed hall during the winter months, both with a splendid view of the Bosphorus. Since all types of vehicles can be taken inside the closed hall of PORTAXE, the place provides a wide range of inspiring ideas for memorable launching events. PORTAXE can host 2500 people in open-air cocktail organizations and 1100 people in seated organizations.



PORTAXE



PORTAXE

Cemile Sultan Korusu



Cemile Sultan Korusu



Cemile Sultan Korusu

## SALON IKSV

Located at the entrance and first floors of Istanbul Foundation for Culture and Arts – IKSV building, Salon has become a new stop of the city's hub of culture and arts. Salon hosts classical, jazz, rock, alternative and world music con-

certs, theatre and dance performances along with panels and conferences. Presenting a large variety of events, Salon is open from debut October to the end of May; hosting about 20 different events each month.

Salon IKSV



## SANTRALISTANBUL

The SantralIstanbul was opened in 2007 and is an arts and cultural complex located at the upper end of Golden Horn in the Eyüp district. The center, consisting of an energy museum, an amphitheater, concert halls and a public library, is situated within the Silahtarağa campus of Istanbul Bilgi University that was formerly the first power station of the Ottoman Empire.



SantralIstanbul



## For your Istanbul trip & events

### D EVENT

Küçükbakkalköy Mh.  
Albay Sok  
No:24 34750  
Ataşehir/İstanbul  
+90 216 573 18 36  
[www.devent.com.tr](http://www.devent.com.tr)

### DORAK MICE

Bâb-ı Âli Cad. No: 3  
Kat:4 Çağaloğlu Fatih  
Nişantaşı/İstanbul  
+90 212 219 19 37  
[www.dorakmice.com](http://www.dorakmice.com)

### DEKON GROUP

Sultan Selim Mah. Eski  
Büyükdere Cad. Hümevra  
Sok. No.12 34415  
Şirintepe/Kağıthane  
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[www.dekongroup.com](http://www.dekongroup.com)

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Kadıköy/İstanbul  
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[www.etsmice.com.tr](http://www.etsmice.com.tr)

### FIGUR

19 Mayıs Cad. No.4  
Nova Baran Plaza  
Kat.6 34360  
Şişli/İstanbul  
+90 212 381 46 00  
[www.figur.net](http://www.figur.net)

### K2 CONFERENCE AND EVENT MANAGEMENT

Koşuyolu Mah.  
Ali Nazime Sok. No.45  
34718 Koşuyolu  
Kadıköy/İstanbul  
+90 216 428 95 51  
[www.k2-events.com](http://www.k2-events.com)

**KARAVAN TURKEY**

Halaskargazi Cad.  
No.112/7 34371 Şişli  
İstanbul/Türkey  
+90 212 247 50 44  
[www.kmice.com](http://www.kmice.com)

**MCI TURKEY**

Ebulula Mardin Cad. Ülgen Sok.  
4.Gazeteciler Sitesi A2 Villa No:12  
1.Levent Beşiktaş/İstanbul  
+90 212 270 06 24  
[www.mci-group.com](http://www.mci-group.com)

**SCALA MICE**

Krizantem Sok. No.30  
34330 Levent  
İstanbul/Türkey  
+90 212 283 13 13  
[www.scalamice.com](http://www.scalamice.com)

**SERENAS GROUP**

Basogretmen Cad.  
Mor Orkide Sk. No:3  
Kucukbakkalkoy,  
Atasehir/İstanbul  
+90 216 594 58 26  
[www.serenas.com.tr](http://www.serenas.com.tr)

**SETUR TRAVEL  
AGENCY**

Saray Mahallesi Site Yolu  
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Ümraniye/İstanbul  
+90 216 554 37 00  
[www.seturmice.com](http://www.seturmice.com)

**TOPKON**

Zühtüpaşa Mah.  
Rifat Bey Sok. No.24  
Kalamış/Kadıköy/İstanbul  
+90 216 330 90 20  
[www.topkon.com](http://www.topkon.com)



# BUSINESS HUB OF EUROPE AND ASIA

*New York, London, Hong Kong, Singapore and Shanghai. These cities are the leading global business hubs of the world. Istanbul comes right after them and continues to raise the standards.*



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THE GLOBAL FINANCIAL CENTERS INDEX RANKS THE WORLD'S TOP FINANCIAL CENTERS. ISTANBUL'S RANK JUMPED 9 SPOTS IN THE REPORT, TO 59TH PLACE, ACCORDING TO GFCI'S LATEST RANKING.

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*Did you know?*

“

Famous writers like Paul Theroux and Ernest Hemingway all said that they gained their inspiration from Istanbul.

**A**ccording to the history of humanity, international trade was created in Mediterranean. People traded olive oil, fruits, textile products and many others by maritime. As the end point of Eastern Mediterranean, throughout history, Istanbul has always been an important industrial port. Today, Turkey is a member of G20 countries. Istanbul is the

most critical business hub of Turkey. Turkey's international trade brings 400 billion dollars every year, and three out of four businesses go through Istanbul. This megacity, with a population of almost 20 million, does business with 200 different countries of the world. Istanbul aims to bring 1 trillion dollars from international trade in the upcoming 10 years.

## A DYNAMIC SOUL: LEVENT



Istanbul transformed majorly in the 20th century. The city's limits expanded over the historical peninsula and Istanbul spread through Bosphorus. Levent, one of the main business districts of the city, is considered as the face of this transformation. The name Levent, a type of soldier (naval infantry) of the Ottoman Navy,

was given to the neighborhood in the 18th century. In the early 19th century, a military compound was built on the region. The modern neighbourhood of Levent was formed in 1947, when a company chose the Levent area for constructing a residential compound. Starting from the late 1980s and early 1990s, with many

initial projects, Levent became a popular location for constructing new skyscrapers, mostly owned by Turkish banks and conglomerates. Today, Levent is the heart of Turkish economy. The region hosts some of the tallest buildings of the city and has evolved into a central business district.

### SKYSCRAPERS OF THE CITY

Skyland Istanbul-1 and Skyland Istanbul-2 are mixed-use skyscrapers at the Seyrantepe neighborhood of Şişli district in Istanbul. They are the tallest buildings in Istanbul and Turkey and 9th tallest buildings of Europe at 284 m tall. The 65-story buildings feature 830 residences, 504 office spaces, and a five-star international hotel with 300 rooms and a 550-seat capacity conference hall. The construction of numerous new mixed-use skyscraper projects are ongoing in the Levent, Şişli and Maslak neighborhoods.





## HEAD-OFFICE OF THE BUSINESS WORLD: MASLAK



Maslak is one of the main business districts and the new generation financial hub of Istanbul. Maslak is in direct

competition with the nearby Levent business district for new skyscraper projects. The region used to be a village until 1903s

but now it is one of the most modern districts of Istanbul and hosts headquarters of various global companies.

## NEW GLOBAL FINANCIAL CENTER OF THE ASIAN SIDE: ATAŞEHİR

In the past few years, Turkey has moved some of its public banks and corporations to the Asian Side of the city, Ataşehir, which hosts the new Istanbul International Financial Center. The project's total budget is 5 billion dollars and aims to add Istanbul within the top 10 financial centers list. Also, headquarters of state and private banks and insurance companies are clustered in Ataşehir.



## CO-WORKING SPACES

Recently, start-ups in Istanbul are mostly preferring to manage their operations from the co-working spaces within the city. The most popular co-working offices in Istanbul are Workinton, Kolektif House and Urban Station. The spaces can be used as much as you need from 1 hour to a full day.





# Leading Congress Destination

## Halic Congress Center



The Halic Congress Center is a massive complex which hosted the 5th World Water Forum. The 102,000-square meter center boasts 16,000 square meters of outdoor area, a seating capacity ranging from 219 to 3,004 people, five state-of-the-art auditoriums, connecting foyer and gallery areas totaling 9,172 square meters, and 23 multi-purpose halls with seating capacities ranging from 50 to 850.

Sütlüce Mah. Karaağaç Cad No:19  
34445 Beyoğlu / Istanbul  
**P:** +90 212 311 11 11  
**@:** info@halic.com,  
**W:** www.halic.com

A city with a global outlook, Istanbul is a meeting point between East and West as well as being a leading MICE destination offering unique and exciting venues.

With its 7 purpose-built convention centers & 3 exhibition centers, the city has the capacity to host every type of event, from bespoke incentives to meetings for up to 30,000 pax. Combined with Istanbul's historic venues, palaces, cisterns, high tech modern venues and more, it offers meeting planners lots of options to create truly unique events.

## Istanbul Congress Center – ICC



Opened during the World Bank – IMF Summit in 2009, the Istanbul Congress Center covers more than 15,000 square meters (120,000 sq. ft.) of exhibition space, which includes a 3555-pax auditorium and 80 meeting rooms. Istanbul Congress Center is an international congress and event destination, boasting world-class technological infrastructure, experienced staff, and a high-quality service it offers to visitors.

Darübedai Cad. No:3  
34367 Harbiye – Istanbul  
**P:** +90 212 373 99 00  
**F:** +90 212 373 99 43  
**@:** sales@iccistanbul.com  
**W:** www.iccistanbul.com

### Istanbul Expo Center – IFM



Istanbul Expo Center (IFM), owned by World Trade Center Istanbul, is the biggest exhibition ground in Turkey. The center stretches over 162,000 m<sup>2</sup> and the overall rentable area is 98,000 m<sup>2</sup> consisting of 11 exhibition halls.

Yeşilköy, Atatürk Cad. No:5/5,  
34149 Bakırköy/Istanbul  
P: +90 212 468 52 00  
@: info@idtm.com.tr  
W: www.idtm.com.tr

With almost 127,547 bed capacity and 232 five and four star hotels, Istanbul offers a variety of options, including top international and domestic hotel brands, at a variety of price points. Istanbul offers four separate but integratable meeting and exhibition clusters in the Airport District, the Congress Valley, the Golden Horn and Asian side.

The Congress Valley, only at a walking distance from a wide range of hotels, restaurants and attractions, is located in the city center (Şişli) and features two main complexes.

### Istanbul Lutfi Kırdar International Convention and Exhibition Centre – ICEC



Istanbul Lutfi Kırdar – ICEC, features a 1900-pax auditorium, many meeting rooms, over 7000 square meters (75,347 sq. ft.) of exhibition space, and 27 multi-functional rooms.

Gümüş Cad. No:4  
34367 Harbiye / Istanbul  
P: +90 212 373 11 00  
@: sales@icec.org  
W: www.icec.org



# HIDDEN GEMS OF ISTANBUL

*How long does it take to explore a city? If that city is Istanbul, finding a right answer is not that easy. Istanbul's famous attractions are well-known by everyone, here, we wanted to let you discover some of the hidden gems of the city.*



Did you  
know?

“

It is rumored that a Japanese company offered to clean up the Golden Horn in return for the lost treasure hidden underneath water in 1980s.

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**THE NAME BALAT IS PROBABLY DERIVED FROM GREEK PALATION (PALACE), FROM LATIN PALATIUM, AFTER THE NEARBY PALACE OF BLACHERNAE.**

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**R**eal travelers always visit the popular tourist attractions of a city at least once, but they are more curious about the hidden gems and unknown historical spots of a destination. It is always a pleasure to discover locally popular markets and streets of a city or to explore a forgotten historical area. You will get a lot of answers from many blogs and websites on attractions and must-see

spots of Istanbul, but you will probably won't find the hidden beauties of the city on that list. Since Istanbul is an extensive city filled with many interesting neighborhoods and areas, it is hard to explore the city in a short period of time. Let's take a look at some of the hidden but magnificent gems of Istanbul...



## A CUTE LITTLE SEASIDE TOWN OF ISTANBUL: ŞİLE

Şile is located on the Asian side of the city by the shores of the Black Sea. It is a laid back seaside town of Istanbul. There has been a fishing village here since 700 BC and a lighthouse since the Ottoman period. Today, Şile is a beach resort, popular with people who want a resort atmosphere without the expense of travelling to the Mediterranean Sea. Şile is about an hour's drive from the city and was always a retreat from the city. During Turkey's economic boom of the 1990s, a great many summer homes and holiday villages were built for the city's middle class. There is a small but sandy beach, a little harbour of fishing boats, dense forest behind and a quiet pleasant atmosphere during the week. There are a number of bars and restaurants with sea views,



especially in the little park around the lighthouse. Şile is also known for Şile cloth, a crimped-looking, light, see-through cotton fabric, made on the Şile coast, sold in

many shops in the town and sent to the bazaars of Istanbul. There is a fair to promote Şile cloth in the town held every summer.

## A HISTORIC AND COLORFUL NEIGHBORHOOD: BALAT

Balat is one of the oldest and most spectacular districts of Istanbul. When you step foot along its narrow cobbled streets and historic buildings, you feel an atmosphere unlike anywhere else in Istanbul, and the world. The district is hidden away from the city a little bit, set past the Eminönü along the Golden Horn. It's quite close to the metro stop along the Golden Horn, a comfortable walking distance. Once you step inside Balat, it feels like as you've stepped into an Istanbul of yester year. Perhaps the most iconic part of Balat is the district's colorful houses along sloping cobbled streets. These homes are mostly over 50-years-old, and in some cases are up to 200-years-old. These historic wooden homes are amongst the most photographed buildings in the city, and because of its popularity many of these streets now feature cafés and restaurants for you to stop off at and admire the setting. The neighborhood itself is very welcoming. Balat is a district that has traditionally been

home to minorities in the city, with many Jewish families and Greek Orthodox families making it their homes. The stunning massive Fener Greek High School is still in operation here and you can see it from many different angles all over the neighborhood. Along the coast is a Bulgarian church, with iron castings manufactured in Vienna and a belfry tower that was a gift from Russia. In short, this district is one of the city's most diverse and its historic buildings and residents give you this sense the second you walk through it.



## A NATURAL ENVIRONMENT WITHIN THE CITY: KILYOS

Kilyos is a popular seaside resort located in the northern coast of the city, in the Sariyer district. Kilyos is also named as Kumköy, meaning “sandy village” in Turkish. Kilyos is best-known for its beautiful sandy beaches, restaurants, summer time entertainment and water sports activities. There is a 14th-century Genoese castle in the village, which was restored during the era of the Ottoman sultan Mahmud II, but it is not publicly accessible since it is located in the military zone. At Kilyos, you can swim, enjoy the water sports, walk inside the forest and eat some seafood. There are public and private beaches around Kilyos and some of the private beaches are popular with their parties, festivals and concerts.



## LAST REMAINS OF ROMANS: THE VALENS AQUEDUCT

The Valens Aqueduct is a Roman aqueduct which was the major water-providing system of the Eastern Roman capital of Constantinople. Completed by Roman Emperor Valens in the late 4th century AD, it was maintained and used by the Byzantines and later the Ottomans, and remains as one of the most important landmarks of the city. The most visible bridge section of the aqueduct stands in the quarter of Fatih, and spans the valley between the hills occupied today by the Istanbul University and the Fatih Mosque. The surviving section is 921 metres long, about 50 metres less than the original length. The Atatürk Bulvarı boulevard passes under its arches.



## A GENUINE TURKISH BAZAAR EXPERIENCE: WOMEN'S BAZAAR

Siirt Bazaar, also known as Women's Bazaar, is located across Istanbul Manifaturacılar (Textile Merchant's) Bazaar. For those who don't know this bazaar, this special place located in the heart of the city may surprise visitors. Local foods from Siirt, Adıyaman, Mardin, Diyarbakır, Bitlis and Muş are laid out all around like an exhibition. You can see herbs you've never heard of before and try wonderful pastries made with these herbs. If you head toward the honey stands, you can take your pick from among the wide variety of tasty sweetness. Though it's a wonderful spot to observe local life, the vibrant Women's Bazaar isn't for the faint-hearted. Freshly slaughtered sheep carcasses swing in the wind and shops sell dried



sheep heads, pungent tulum cheese and other unusual produce. Most shopkeepers are from the southeastern corner of Turkey – specifically Siirt – and the tasty food served at the bazaar's eateries reflects this. The bazaar made it into the “Favorite Streets in 12 European Cities” list of New York Times in 2015.



## A SENSE OF WILDERNESS IN THE MIDST OF ISTANBUL: BELGRAD FOREST

Belgrad Forest is located in the northwest of the city, this 55,000 hectare proliferation of protected woodland provides plenty of hiking, mountain biking, and summer shade for when the days are hot and the thought of a crowded beach makes you squirm. A very popular area for barbecues, with numerous picnic spots and even an on-site cafe, you'll find Belgrad to be a place of both leisure and activity. There is a 6 km footpath that surrounds a central lake that is a favorite for runners, while there are also a number of unmarked trails. If you're up for little exploring, there's a massive aqueduct near the road what used to be an Ottoman water supply system that led all the way to Taksim Square, while you'll also encounter the scattered remains of a community formed hundreds of years ago by displaced Serbians from the city of Belgrade. Getting to and from the forest may be a little tough if you don't have a rental car; a cab ride is decently cheap from Haciosman, while buses depart from various points in Istanbul to Bahce koy, which is a moderate walk from the park entrance.



*Did you know?*

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Belgrad Forest is named after the thousands of Serbs that Suleiman the Magnificent transferred to Istanbul after the 1521 Siege of Belgrade.





# Hilton

ISTANBUL BOSPHORUS



Nestled in the heart of Istanbul, amidst picturesque gardens, you'll find Hilton Istanbul Bosphorus, an iconic hotel with a storied past spanning 6 decades. Guest rooms and suites offer modern conveniences and private balconies overlooking the Bosphorus and the Old Town. While you're here, make use of our full list of resort-style amenities – including indoor/outdoor pools, fabulous dining venues, Turkish baths and spa, and dedicated children's facilities. Situated in the European side of the city, central location with its shops, restaurants, night spots, and cafes. Provides 10 min walk to Taksim and easy access to the Old Town.

Hilton Istanbul Bosphorus has various restaurants which offer different sceneries and exclusive dining opportunities. Enjoy award-winning dining with delicacies and personalized service experience overlooking fresh and airy atmosphere, accompanied by a striking Bosphorus view.

Outstanding modern facilities will help you make the most of your stay at Hilton Istanbul Bosphorus. Rooms are designed with comfort and convenience in mind, providing a place to unwind overlooking Bosphorus or garden view. There are 500 rooms including various amenities, historical touches and breathtaking view. Rooms are furnished with beautiful, classic interiors, are full of natural light, and other impeccable attention to detail; providing everything the modern traveler could need.

Hilton Istanbul Bosphorus offers ideal venue options including our on-site Convention and Exhibition Center for up to 3,000 guests, and open-air venues. You may experience Hilton quality with 27 purpose-based meeting rooms, most of them bathed in natural light, and a fully-equipped Business Center.

Hilton Istanbul Bosphorus offers exclusive services exceeding all expectations with outdoor and indoor pools; a fully equipped 24-hour fitness center; three tennis courts; two squash courts; a Turkish bath, steam room, and sauna; a jogging track; and newly renovated massage rooms featuring unique treatments from all over the world by expert therapists.



# WHERE GREEN MEETS BLUE

*According to the warning of United Nations (UN), we have 11 years left to prevent irreversible damage from climate change. Istanbul, as a city where green meets with blue, is trying to take preventive precautions on this issue with its eco-friendly technologies, zero waste projects and green buildings.*



Did you know?

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As a result of its location, Istanbul has a complex climate that both carries the properties of Mediterranean climate and interacts with the surrounding climate zones.

**A**s a metropole with a population of 15 million, Istanbul has 25 natural parks in total on 50 million m<sup>2</sup> area. These parks have bicycle roads, picnic areas, trekking areas, hand-line fishing areas and wildlife scenery areas. 9 of them are on the Asian side and 16 of them are located on the European side of the city. The city is trying to develop eco-friendly technologies, create a natural environment, reduce energy usage and use minimal

non-renewable resources. Istanbul is focusing on the protection of the global climate for present and future generations.

Culturally, Turks have a saying that goes like this: "Even on Judgement day, if you have a plant in your hand, you should plant it to the ground before you die." In Turkey, respecting the nature and saving it is a part of the culture.

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ACCORDING TO THE "TOP 10 COUNTRIES AND REGIONS FOR LEED GREEN BUILDING" LIST OF U.S. GREEN BUILDING COUNCIL (USGBC), TURKEY IS IN THE 6TH PLACE.

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## CLEAN ENVIRONMENT AND WATER

Istanbul built drinking water network lines, purification plants and barrages for the city in order to remove the water problem of the city. Melen Barrage, which is still being constructed, will be completed in a few years and the city will not have any problems with water for a very long time. 99 percent of the waste water in Istanbul are purified in 81 different biological purification facilities.

## ZERO WASTE

Istanbul is the largest city in Turkey and its population continues to grow constantly. Waste management is one of the most important issues in Istanbul and the city is actively working to keep it clean. The zero waste project of Turkey, which emerged as a waste management philosophy, envisages the most efficient use of resources by preventing waste or minimizing the amount of waste when it is generated. The project aims to reduce the volume of non-recyclable waste. The project is also listed in the Environmental Performance Review of the Organization for Economic Co-operation and Development. The recycling rate is 46% in the European Union countries compared with 13% in Turkey. The project aims to increase that ratio to 35% in Turkey by 2023.





## GREEN BUILDINGS

U.S. Green Building Council (USGBC) created the LEED green building rating system in 1998 and the certificates have been provided to buildings ever since. LEED, or Leadership in Energy and Environmental Design, is the most widely used green building rating system in the world. Available for virtually all building, community and home project types, LEED provides a framework to create healthy, highly efficient and cost-saving green buildings. LEED certification is a globally recognized symbol of sustainability achievement. Every year, USGBC shares the "Top 10 Countries and Regions for LEED Green Building" list and last year, Turkey was in the 6th place. There's a LEED for every type of building project and Istanbul's buildings are getting greener each and every day.



## ECO-FRIENDLY TECHNOLOGIES

Istanbul Metropolitan Municipality hosts World Cities Congress event in Istanbul every year. The event focuses on smart city technologies of the future and sustainability. On last year's event, The Istanbul Electric Tram and Tunnel Company (IETT) introduced its innovative shuttle, city's first self-driving eco-friendly electric vehicle. This year, the municipality announced a new recycling project. Residents of Istanbul are receiving free credit on their passenger cards in exchange of bottles and cans. The municipality's automated "smart containers" are able to collect 0.33-, 0.50-, 1- and 1.5-liter beverage cans and bottles.





# ROYALTY OF ISTANBUL: CATS

*“In this city, the ordinary cat lives an extraordinary life. In Istanbul, the cat is more than just a cat. The cat embodies the indescribable chaos, the culture, and the uniqueness that is Istanbul.” Cat Documentary, Ceyda Torun*



Istanbul's royalty feels free to roam the streets of the city as they like. They live in the city with us. You can find them relaxing on the chair of a bohemian café in Cihangir, wandering in the courtyard of the Blue Mosque, sleeping on the doorstep of an apartment in Moda or playing with each other wherever they like. They are in every corner and people of Istanbul take care of

them by putting out water and food. Almost everyone in the city is used to living with the sound of their purring and meowing. There isn't a single Istanbul scene without them in it. Cats are a part of Istanbul's culture and they symbolize the hospitality of this city. When you're here, feel free to feed and pet them as much as you like...

*Istanbul is always known for its outstanding history; the city has also been the capital of various sports events. From soccer to swimming, cycling to basketball. Let's explore...*



# CAPITAL OF SPORTS

Since Constantine's gladiators, Istanbul has always been a city of sports and fandom. Without a doubt, most attracted branch of sport in Istanbul is soccer. The city has major big soccer clubs, all are older than a century, and they have very spectacular fans. Beşiktaş, Fenerbahçe and Galatasaray all have impressive stadiums. They have millions of fans from all around Turkey and derbies between these teams are very important culturally. The city also hosted the most unforgettable games

of Champions League and Super Cup finals. In addition, every year, Istanbul hosts one or more European or global sports organization such as Final Four, World Cup or Formula 1 Championship. In addition, two very special sports events are held in Istanbul every year: Cross-Continental Swimming Race and the Istanbul (Eurasia) Marathon. This city lives and breathes with different types of sports and every single Istanbulite is passionate about at least one of them.

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CHAMPIONS LEAGUE FINAL WILL BE HELD IN ISTANBUL ON MAY 29TH, 2021 IN THE ATATÜRK OLYMPIC STADIUM.

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*Did you know?*

There is an eternal friendship and rivalry between Istanbul's three biggest soccer teams: Beşiktaş, Fenerbahçe and Galatasaray. Galatasaray won the UEFA Super Cup in 2000, becoming the first and only Turkish team to win a major UEFA competition. Also, Turkish National team ranked 3<sup>rd</sup> in 2002 world cup.



## FORMULA 1 DHL TURKISH GRAND PRIX 2020

**2020** Turkish Grand Prix, took place over 58 laps of the 5.338-kilometre Intercity Istanbul Park circuit on November 15. A stunning drive from Mercedes' Lewis Hamilton in the Turkish Grand Prix gave him his 10th victory of the season – and, more crucially, saw him claim the seventh drivers' title of his career, to equal the record of Michael Schumacher, as Racing Point's Sergio Perez and Ferrari's Sebastian Vettel completed the podium after a thrilling race in Istanbul. Intercity Istanbul Park, also known as the Istanbul Racing Circuit is a motor sports racetrack in Tuzla district of Istanbul. The racetrack was inaugurated on 2005 by hosting the first Grand Prix of Turkey. It has been called "the best race track in the world" by Formula One Chief Executive Bernie Ecclestone. Felipe Massa has an affinity with this circuit, with the Brazilian winning three of the seven Grands Prix held at Istanbul Park. The racetrack hosted many international events like MotoGP World Championship Grand Prix, FIA World Touring Car Championship, Deutsche Tourenwagen Masters, Le Mans Series, the International GT Open, Formula-G, the World Series by Renault and the Superbike World Championship. 2021 Turkish Grand Prix will take place on the weekend of June 11 to 13.



## FIRST EUROLEAGUE CHAMPION OF TURKEY!



**T**urkish Airlines EuroLeague is managed and organized as the continent's premier men's basketball competition by Euroleague Basketball (EB). Every year, the EuroLeague Final Four is hosted in a different city. In 2017, Istanbul hosted the final four and surprisingly an Istanbul team, Fenerbahçe, became the first Turkish team to win the EuroLeague title. The Turkish Airlines EuroLeague Final Four 2017 attracted hundreds of journalists from all around the world to chronicle the dramatic games and the great atmosphere of Istanbul.



## A THRILLING COMPETITION: SAMSUNG BOSPHORUS CROSS-CONTINENTAL SWIMMING RACE

The Bosphorus Cross-Continental Race is an environmentally respectful "matchless experience" which allows thousands of swimmers from all around the world to meet in Istanbul every year. The race starts in Kanlıca neighborhood on the Asian side of Istanbul and ends at Kuruçeşme on the

European side, covering a distance of 6.5 kilometers (4 miles). The popularity of the race can be understood from the fact that the quota for 1,200 foreign swimmers gets filled in 28 minutes. The race has a noteworthy presence in the world calendar of sports events.



## YOU'LL NEVER WALK ALONE IN ISTANBUL!

Istanbul hosted one of the most extraordinary finals of the Champions League on May 25th, 2005. Milan went ahead with 3 goals as the first half of the game ended. During the second half, Liverpool also scored 3 goals and shocked all the ground. 30 minutes of extra time didn't change the score and during the penalty shoot-outs Jerzy Dudek

pulled off one of the greatest double-saves the world has ever seen and the cup went to the home of Beatles. After the game, most touristic spots of Istanbul, Sultanahmet and Beyoğlu were filled with the song "We Are The Champions" until the next day... Now, Istanbul was not only an authentic city for the English, it was also magical...



*Did you know?*

“

Istanbul is a lucky and memorable destination for Liverpool fans because the team won two championships in Istanbul on 2005 and 2019.



## THE MAGIC CONTINUES...

This time, the date is August 14th, 2019. Liverpool and Chelsea are competing for UEFA Super Cup. Liverpool was ahead by 1-0 in the first half but Chelsea caught up in the second. Once again, it's time for the penalties, history repeats itself and the cup goes to Liverpool. Istanbul became a lucky charm and a memorable destination for Liverpool fans and it seems like it will be for many more years...



## WORLD'S ONE AND ONLY INTERCONTINENTAL RACE: ISTANBUL MARATHON

The Istanbul Marathon (formerly Eurasia Marathon) is an international athletics event organized in Istanbul every year since 1979. It is the only course in the world where the marathon includes two continents, Asia and Europe, in one race. The marathon starts on the Asian side of the city, shortly before the first Bosphorus Bridge, crosses the bridge giving an outstanding view of the Bosphorus and Istanbul, passes many amazing views of historic sites including the Blue Mosque and Hagia Sophia, and ends in Beşiktaş district in the European part. Every year, more than 100,000 Istanbul residents and tourists attend the race and it is listed as Europe's 17th best marathon.

## ROWING IN GOLDEN HORN...

Golden Horn is not only a historical tourist attraction of Istanbul, the district also hosts many national and international rowing competitions. Rowing is one of the oldest sports in the world and it has been a part of Istanbul's culture since the Ottoman era. In order for this sports branch to be known-better, Municipality of Eyüp is providing rowing, dragon boat racing and sailing classes for Istanbul residents.

Did you know?

Golden Horn is the only open water in the world that can row all year round.

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## A LEGENDARY RACE AROUND MARMARA SEA: PRESIDENTIAL CYCLING TOUR OF TURKEY

Organized traditionally by Turkish Cycling Federation, Presidential Cycling Tour of Turkey started in 1963 as "Marmara Tour," it gained an international status for the first time in 1965 and was taken under the auspices of Presidential authority in 1966. The tour was promoted to World Tour category in 2017 as a unique intercontinental cycling tour of the world. Every year, the tour witnesses high-level competition of world-renowned athletes and teams. Presidential Cycling Tour of Turkey reaches a wide access network throughout the world by means of live and recorded broadcasts through national and international prestigious channels, mainly Eurosport, in more than 120 countries.



## 2021 UEFA CHAMPIONS LEAGUE FINAL IN ISTANBUL



The 2021 Champions League final will be played at the Atatürk Olympic Stadium on May 29, 2021. It will be the second time Istanbul hosts the European club football's most important game. In 2005, the Turkish metropolis hosted one of the most iconic and epic finals in history between Milan and Liverpool. The "final identity," as the UEFA called it, features famous Istanbul landmarks, including the July 15 Martyrs' Bridge, previously the Bosphorus Bridge, the Galata Tower and the Valens Aqueduct. The 2021 identity is based on an abstract depiction of the city at sunset and is inspired "by the rich colors of the Istanbul sky and the vivid lights of this bustling city."



A photograph of four hands, two from the top and two from the bottom, holding a bright red heart. The hands are positioned in a way that they appear to be supporting the heart from all sides. The background is a light, textured surface, possibly a wall or a piece of fabric. The overall tone of the image is soft and caring.

# A GLOBAL DESTINATION IN HEALTH TOURISM

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THERE ARE 83 PUBLIC HEALTH CORPORATIONS, 466 PRIVATE HEALTH CENTERS,  
19 PUBLIC UNIVERSITY HOSPITALS, 20 PRIVATE UNIVERSITY HOSPITALS IN TURKEY.

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*Did you know?*

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Istanbul is one of the most popular medical destinations because when compared to others, it allows the patients to save up to %50-60.

*Istanbul provides various quality options & a cutting-edge technology for medical tourism and in the past few years, the city became a center of medical tourism.*

Medical or health tourism is one of the ancient tourism types. Since Ancient Greece, patients have always looked far away for their cures. In the past few years, Turkey in general became a center of medical tourism with its cutting-edge technological medical equipment, world-class doctors and hospitals and world renowned hospitality. Turkey is also one of the world's top seven countries for thermal springs, with about 1,500 natural hot spring water resources. According to the Thermal Health and Tourism Association (TESTUD), Turkey attracted nearly 1 million people for health tourism in 2018. Besides being an indispensable holiday destination for tourists, especially those from Asia, Europe and the Middle East, Turkey has also seen consider-

able growth in health care tourism in recent years. The number of health tourists has increased tenfold in the past decade, with 75,000 visitors coming for health reasons in 2008. In 2017, that number rose to 700,000 medical tourists, according to the Istanbul International Health Tourism Association (ISTUSAD). Health Minister Fahrettin Koca recently said that Turkey's revenue in health tourism has reached \$1.5 billion, and that they aim to increase this revenue five times by 2030. Receiving qualified service with low prices caused many patients from the world to flock to Turkey, he said. Health tourism encompasses a wide range of treatments, from medical tourism (such as treatment and surgery in hospitals), thermal tourism (services such as

rehabilitation and rest in thermal facilities), elderly and disabled tourism (long-term stays with social activities in geriatric treatment centers).

World countries now recognize Istanbul as a rising medical tourism center. Turkey has become first choice of tourists because of its good doctors, easy transportation, high health technology and location. Istanbul has become head health center of Turkey because of its location between Europe and Asia. Istanbul, combines its medical resources as like Wellness, Spa with five star hotels and gives qualified and advantage tourism packages to health tourists. Tourists' needs who come to Turkey for health are met by specialist health personnel and agency authorities.

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THE QUALITY OF SERVICE OF TURKEY'S HEALTH INSTITUTIONS ARE APPROVED BY INTERNATIONAL ORGANIZATIONS SUCH AS JCI (JOINT COMMISSIONS INTERNATIONAL), JCAOH (JOINT COMMISSION ON ACCREDITATION OF HEALTHCARE ORGANIZATIONS) AND ISO (INTERNATIONAL ORGANIZATION FOR STANDARDIZATION).

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## Hair Transplant

World-class treatment at affordable prices make Istanbul a top destination for people from European and Middle Eastern countries looking to get hair transplants, an important component of the country's health tourism sector. The top choice for hair transplants in Europe, Turkey welcomes people from Middle East, Gulf countries and European countries for hair transplant operations. The quality of services and affordable prices has enabled Turkey to be ranked third in hair transplant procedures worldwide. Turkey offers world class medical facilities at affordable prices for a hair transplant procedures which cost around \$15,000 in the U.S. and most European countries, and \$2,000 to \$4,000 in Turkey. In hair transplantation surgery, two surgical techniques — Follicular Unit Transplantation (FUT) and Follicular Unit Extraction (FUE) are widely used to remove hair from a patient's scalp. In the FUE technique, widely implemented in Turkey, each hair graft is removed from the donor site one by one using a punch tool. The advantage of the technique is that scarring is avoided, while the FUT technique leaves a permanent scar on the donor and recipient sites. Located in the middle of Europe, Asia, Middle East and Africa, Turkey, she said, reserves a huge potential to boost the market with its geographically significant location. The references of patients bring most of the others for hair transplants in Turkey.

## Aesthetic Operations

When it comes to health tourism, most of the tourists are coming to Istanbul for aesthetic surgery, such as nose surgery, eyelid, face and abdominal lifting and liposuction. Approximate prices in Istanbul are below most of the European countries. Plastic surgery is one of the top forms of medical tourism worldwide, and Istanbul has made major strides in developing its medical tourism sector by implementing policies that effectively facilitate the process for tourists. Hundreds of thousands of medical tourists, particularly from the Middle East, visit Turkey for plastic surgeries.

## Bariatric Surgery

If you cannot lose weight through weight loss methods such as diet, sports etc. surgical operations that provide permanent weight loss are called bariatric surgery. With the progress of technology and the development of new methods, the success rate of today's obesity surgeries is very high. Compared to the old obesity surgeries, the complications after a surgery have decreased in great extent and the healing period has shortened. Obesity and its comorbidities are among the primary challenges faced by health systems globally. Obesity is rapidly becoming a problem in Turkey, as well. Istanbul has experienced hospitals and health centers, offering bariatric surgery for all ages.

## Laser Eye Surgery

Laser, which is the most commonly used method around the world for refractive surgeries, is also used for the treatment of myopia, hyperopia and astigmatism. Customized intraocular lens replacement surgeries are performed for people who are not suitable for laser surgery. Many patients choose to have their laser eye surgery in Istanbul due to the level of experience and quality of service. The prices are much better compared to other countries. Most of the medical care packages provided for foreigners usually cover accommodation and vacation costs.





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*Did you know?*

Psychologically speaking, it is very important for children's emotional, physical, mental and social development to spend quality time with their families. They should see, hear, feel, touch and taste anything and everything until they become adults.




# ENTERTAINING KIDS IN ISTANBUL

## A HEALTHY & SAFE DESTINATION

With safety measures in place, all entertainment facilities in Istanbul are open with limited number of visitors allowed inside. Measuring of body temperatures at the entrance, maintaining safe social distances, disinfecting hands and wearing masks are among the main compulsory rules at all entertainment facilities. All of the facilities are being cleaned and thoroughly disinfected on a daily and weekly routine. All employees' health status are closely monitored and a valid HES code (for residents of Turkey) is necessary for admission.

*When it comes to children, Istanbul can become a playground easily. The city provides a lot of fun and joyful entertainment options for families and children...*

A photograph of three young girls running happily in a park. They are holding hands and smiling. The girl on the left is wearing a pink lace top and denim shorts. The girl in the middle is wearing a blue off-the-shoulder top and denim shorts. The girl on the right is wearing a white top and denim overalls. The background is a lush green forest with sunlight filtering through the trees.

Istanbul is a kid and family friendly destination which has various suitable venue and museum options for you and your children. The history and story of Istanbul will enrich their imagination and fulfill their expectations. Turkey is one of the few countries in the world which has an official "Children's Day". This national day, April 23 Children's Day, in Turkey is a unique event and it is one of the public holidays. The founder of the Turkish Republic, Mustafa Kemal Atatürk, presented April 23 to all the world's children to emphasize that they are successor of the future. During the War of Independence, Grand National Assembly met in Ankara and laid down the foundations of a new, independent, secular and modern republic. Atatürk started his task of establishing the institutions of the new state. Over the next eight years,

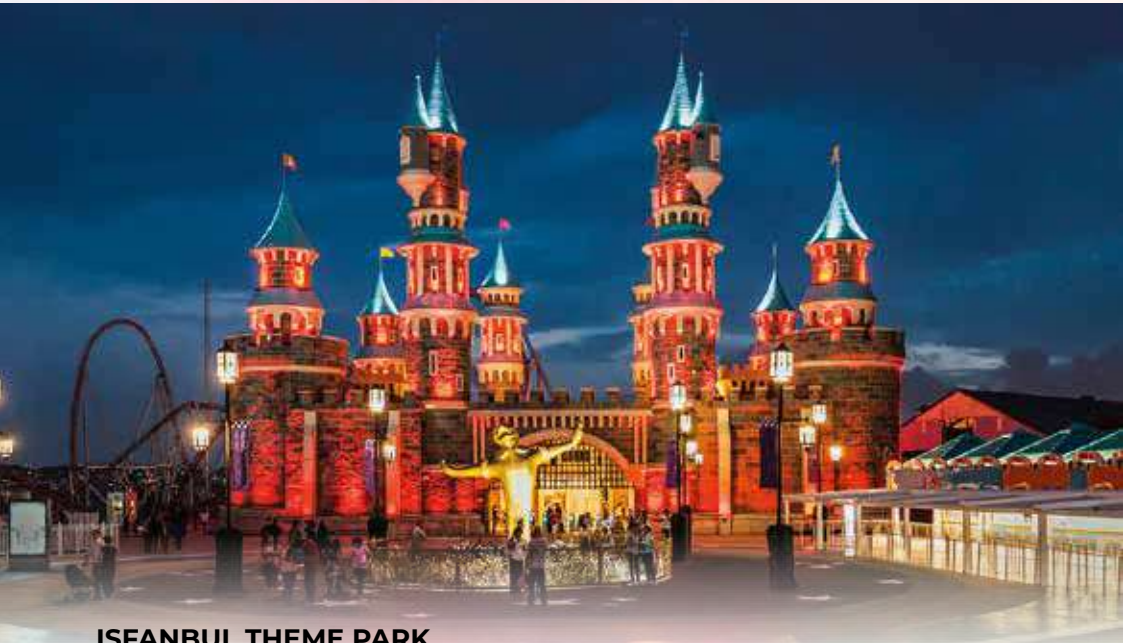
Atatürk and his followers adopted sweeping reforms to create a modern Turkey. In unprecedented moves, he dedicated the sovereignty day to the children and entrusted in the hands of the youth the protection of this sovereignty and independence. Every year, the children in Turkey celebrate this "Sovereignty and Children's Day" as a national holiday. Schools participate in week-long ceremonies marked by performances in all fields in large stadiums watched by the entire nation. Among the activities on this day, the children send their representatives to replace state officials and high ranking civil servants in their offices. The importance of April 23 as a special day of children has been recognized by the international community. UNICEF decided to recognize this important day as the International Children's Day.

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ISTANBUL PROVIDES KIDS A LOT OF ENTERTAINING OPTIONS LIKE A THEME PARK, AN AQUARIUM, ENTERTAINMENT FACILITIES, AMUSEMENT PARKS AND LOTS OF MUSEUMS.

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## ISFANBUL THEME PARK

Istanbul is one of the best theme parks in Istanbul as well as in Europe and offers great attractions for both kids and adults. It has been operating since 2013, it is Turkey's first theme park and located at the Eyup district. Isfanbul is a huge complex that combines theme park, shopping, entertainment and exhibition centers in one place. The complex covers an area of

600.000 m2 and the shopping center of Isfanbul houses more than 200 stores. The facility was listed within the "World's Top 10 Theme Parks" list and gained European Star Award 2016 amongst the 800 theme parks in the world. You can discover the wild and mysterious world of Jungle Istanbul and see hundreds of exotic animals inhabit together

within a space of 2500 m2. The Dungeon allows you to experience the Tunnel of Horror (Dark Ride). Be sure that you would like to see what's waiting for you around the corner and in the depths of the tunnel. Safari allows you to be a hero, not just a spectator. This is an adventure in the dark. Prepare yourself for the surprises along the way!





## ISTANBUL TOY MUSEUM

**T**urkish poet and author Mr. Sunay Akin has opened the first and the only private toy museum of Turkey on April 23rd, 2005. This opening date was chosen in order to celebrate the National Sovereignty and Children's Day. Sunay Akin had noticed a toy museum in Nürnberg-Germany in 1990 and laid the foundations of the Istanbul Toy Museum with a toy horse he purchased from an antique shop in Germany. He expanded his collection for over 15 years and has collected 7000 antique toys. Meanwhile he has made serious efforts to convert the historical villa, belonging to his family, into a cozy museum. 4000 toys are on display in this four-floor museum located in Göztepe, Istanbul. The



miniature train sets are exhibited in a genuine train compartment. Istanbul Toy Museum tells the history of dreams and science with the

language of toys. While the stories of toys present visitors a history of the world, it opens the doors leading back to their past.



oldest is a miniature violin manufactured in France in the year 1817. A doll made in the United States in the 1820's, a set of marbles also from United States dating back to the 1860's, tin toys from Germany, plus porcelain dolls are amongst other items of the extensive collection. The interior décor and displays were arranged by a professional stage designer. Each room resembles a different theater stage. For instance, when you enter the gallery of space toys, you encounter hining stars overhead, whereas



## ISTANBUL AQUARIUM

In comparison to other aquariums of its class containing fish species living in the world's seas, Istanbul Akvaryum is the newest with its travel route, schematization, interactivity, rainforest and cutting-edge technology. The venue is located in Florya district and holds a leading position among worldwide aquariums thanks to its volume, variety of fish species, and the activities on travel routes. Istanbul Akvaryum has approximately 1,500 species, 17,000 land and sea creatures in total. The visitors, by following a geographical route, travel on a route that hosts 17 themes



and 1 rainforest going from the Black Sea towards the Pacific.

In theming of the spaces, there appear cultural, geographical, historical and architectural properties of each space with suitable decorative elements, interactive games, movies, and visual graphics by which details about the region are provided. Sound and lighting systems of each space have been arranged in conformity with this theming. All living creatures in Istanbul Akvaryum continue to live in the conditions as nearest as possible to those of their habitat.





## MINIATURK

Miniaturk is a showcase of Turkey with the slogan of "A Small Model of a Big Country". Miniaturk, bringing together the rich architectural heritage of the civilizations that had ruled and left their marks on this ancient land from ancient ages to Rome, Byzantine, Seljuk Empire and Ottoman Empire, was opened on May 2nd, 2003. 135 models in total, 62 from Istanbul, 60 from Anatolia and 13 from Ottoman territory outside of Turkey, that were selected among thousands of architectural works based on their reputations. All models are 1/25 of their real size. Miniaturk is not limited to Turkey and Turkish culture. It carries the life experiences of the nearby geography, including the values that give Anatolia its character.

On one side, you can see the caravanserais, social complexes, madrasas, bridges, stations, piers, castles, city walls, tombs, mosques, churches, synagogues, palaces, mansions, obelisks, monuments and sculptures; on the other side, you can see unique natural formations from fairy chimneys to Pamukkale. Also, 2 of the 7 wonders of the ancient ages, Artemis Temple and Halicarnassus Mausoleum, which were built in Anatolia and do not exist now, are displayed at the venue. The total area of Miniaturk is 60.000 square meters. Every detail has been carefully designed to ensure that visitors have a quality experience while having fun in Miniaturk including the 15.000 square meters area where the models



are located as well as Panoramic Victory Museum and Istanbul Crystal Museum, parking area for 300 cars, restaurant, cafeteria, gift shop, exhibition hall, outdoor show area, children's playground, ferryboat, remote controlled boat, train, tale tree, mini stadium with 4 biggest teams, chess hall and labyrinth area, Turkey-Istanbul simulation helicopter tour.



Miniaturk is a great tourist attraction for adults and children and an ideal place for those who want to experience a fabulous and quick tour of Turkey.





“

*Did you know?*

Throughout most of its history, Istanbul has ranked among the largest cities in the world. By 500 CE, Constantinople had somewhere between 400,000 and 500,000 people and the city became world's largest.

# THE HEART OF TECH AND DIGITAL WORLD

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ISTANBUL IS AMONG THE TOP 10 CITIES WHEN LOOKING AT THE TOP 500 STARTUPS, SELECTED AMONG 4,500 APPLICANTS, AT THE HELLO TOMORROW GLOBAL CHALLENGE, A WORLD-RENOWNED SCIENCE AND TECH STARTUP COMPETITION.

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*Istanbul is a modern city which uses forward-thinking and innovative efforts in technology, architecture and city planning to become one of the most high-tech cities of the world. The city hosts many tech events every year and is the home of countless digital start-ups.*

Istanbul is the most crowded city and economic, cultural and historic center of Turkey. The city is also the home of many mega projects like the new Bosphorus Bridge and Istanbul Airport. These investments help the development of Istanbul, but they also increase its population. Istanbul has started to apply some smart city initiatives using big data to ensure sustainable development and increase quality of life for its citizens. It is true that,

as a smart city, Istanbul needs more initiatives. The city is trying to build a high-tech infrastructure and adapt a digital understanding. It is already impossible to stay away from technology in Istanbul. These technologies ensure that the needs of both citizens and managers are met more efficiently in areas that involve urban life, such as transportation, administration and environment.

# Tech Events of Istanbul

## TEKNOFEST ISTANBUL:

Teknofest Istanbul Aerospace and Technology Festival is organized by the Turkish Technology Team Foundation (T3) to showcase Turkey's rapid advance in technology and to promote technology advances as a national cause. The festival is supported by organizations that play a critical role in national technology development in aviation, space and technology. As a part of the festival, many competitions on various subjects are held. The teams participating in the competition are expected to design and produce their own technology projects. Unbelievable future technologies are being showcased at Teknofest Istanbul every year.

## ISTANBUL INFORMATICS SUMMIT:

Istanbul Informatics Summit has been setting the technology and informatics agenda of Turkey since 2000. The summit also holds meetings all around Turkey throughout the year in order to keep up with the professionals.

## ISTANBUL INFORMATICS CONGRESS:

The first scientific meeting on informatics was held in 1976 under the title of Informatics Association of Turkey (TBD) 1st National Informatics Congress and in 1995 it convened nationally for the 12th time. The congress is being organized for the last 45 years and focuses on Industry 4.0.







## HUB OF ECOMMERCE

Informatics Industry Association (TÜBİSAD) announces the "eCommerce in Turkey Market Definition and Sizing Report" every year. According to the reports, the size of the eCommerce market in Turkey was \$12.5 billion in 2018, a near 8% increase from the year

prior and an over 20% increase since 2016. The largest sub-sector contributing to this growth is travel & vacations, up from \$4.1 in 2017 to \$4.8 billion last year. The average growth rate over the last 5 years has been 12%. eCommerce makes up 4.1% of total retail, below the

average for developing countries but a marked improvement since 2013, when it was only 1.9%. The market size for goods that can be purchased online only is larger than that for goods with multi-channel sales.

## MICROSOFT TECHNOLOGY CENTER



The first new generation Microsoft technology center of Middle East and Africa region was launched in Istanbul on June 2019. The new center will meet the needs of domestic and international markets through new generation technologies to be produced in various fields, like agriculture, production, health, energy, automotive, finance and retail. The goal is to make Turkey to become one of the main countries of new technologies such as digital transformation and artificial intelligence. Microsoft also aims to make Turkey an attraction center for technology and to strengthen the country in technology tourism.

## WEBRAZZI SUMMIT

Turkey's most influential internet conference Webrazzi Summit hosts the biggest brands of the tech world, start-up companies and leading names of the industry every year.



## APPS OF THE CITY

If you're living or visiting a metropolitan city like Istanbul, transportation is mostly a big problem for you. Let us suggest you some of the local apps we use to make our lives easier. Istanbul Metropolitan Municipality's mobile traffic app "IBB Cep Trafik" allows you to follow the roads live to check the situation of traffic and Google Maps and Yandex Maps are easy to use for drivers of the city. If you decide to use public transportation, subway app of the city "Metro Istanbul" allows you to check the schedule. If you're going to take the bus, "MobiETT" app lets you see the closest bus stops and follow all buses. "Ispark" app is also a life-saver for drivers because it allows you to see the parking areas all around the city.



## FREE WI-FI TO ALL!

If you are a traveler, it is vital for you to have Wi-Fi on your phone. When you come to Istanbul, you don't have to worry about a thing. You can find free Wi-Fi in most of the tourist attractions like Taksim Square, Istiklal Street, Sultanahmet Square, Beşiktaş Square, Kadıköy neighborhood and more. You just have to log in with your mobile phone number and voila!



## THE NEW GENERATION IDEA HUB: TEKNOPARK İSTANBUL

Teknopark Istanbul is a science and technology park which is being developed by the Under Secretariat for Defense Industries and the Istanbul Chamber of Commerce to contribute to Turkey's technology development capacity for local and international

entrepreneurs. Teknopark Istanbul hosts 1,350 national projects which are developed by 280 companies. The goal is to have 1000 companies under a million m2 area and to provide 10 billion dollars of added value until the year 2023.







# ISTANBUL

**3**

bridges  
between  
2 continents



**8th** most visited city in the world



**2**

airports



capital of

**3**

empires



**4**

historical bazaars



**5**

imperial palaces

dozens of summer palaces and mansions

# IN NUMBERS

**15,462,452**  
people



**58**  
universities

**91**  
museums



**8500**  
years of history

**121**  
modern shopping  
malls



**11**  
technoparks

**5,001,981**  
international visitors in 2020

**127,547**  
bed capacity



*Istanbul, the magnificent city of marvels, is filled with historical, religious, cultural, political and social iconic structures and venues.*

# THE CITY OF ICONS

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THE PANORAMA 1453 MUSEUM OF HISTORY IS THE WORLD'S FIRST  
FULL-PANORAMIC MUSEUM.

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Did you know?

“

“Pera (from the Greek word for “across”) was used to describe the area between the Golden Horn and the Bosphorus, but now the official name of the area is Beyoğlu.”

As one of the most charismatic sea roads of the world, the Bosphorus itself is an icon of Istanbul, Europe and Asia. The structures like the ancient walls of the city, Golden Horn and Hagia Sophia are enough to be symbols

on their own. However, the city also has some cultural and social iconic venues which are as effective to Istanbul's being as their older brothers and sisters. Now, we invite you to their dreamy world...



# THE AYASOFYA HÜRREM SULTAN HAMAM



The Ayasofya Hürrem Sultan Hamam is located in the treasured historical peninsula, between the Blue Mosque and the Hagia Sophia. The facility has three different sections; Turkish bath, Mihri Restaurant and café.

The Ayasofya Hürrem Sultan Hamam is the biggest historical hamam in Turkey and was designed and built by Mimar Sinan, the chief Ottoman architect. It was built at the request of Hürrem Sultan (Roxelana), the wife of Sultan Suleiman the Magnificent in the 16th century (1556-1557 AD). It was built where the ancient public baths of Zeuxippus (100-200 AD) used to stand. The hamam was restored according to its original features with a huge investment. The facility reopened

in 2011 with the brand name of "Ayasofya Hürrem Sultan Hamam". The hamam which is located in the middle of Sultanahmet Square is a holy shrine just like its neighbors. It is a shrine of healing and purification with water which is a part of an extensive culture... This spiritual and physical purification shrine where Ottoman soul is presented with modern needs has been receiving a lot attention since the day it is restored.

The Ayasofya Hürrem Sultan Hamam is a pioneer within the other Turkish baths with its luxurious and glorious service understanding. The hamam allows its guests from all around the world to experience a Sultan-like day.

## AN ENCHANTING ARCHITECTURE!

The structure belongs to the classical period Ottoman bath architecture with its double bath shape and 75 meters length. It opened a new era in Turkish Bath architecture and has the title of being the first structure where women and men sections are on the same axis. At the Ayasofya Hürrem Sultan Hamam, trained expert bath attendants, rubbers, masseurs and masseuses provide their exclusive services. Prepare to be born again and stay healthy on the marble bath basins while enjoying the historic domes of the hamam.

## KEYF-I HAMAM WITH JUDAS TREE SCENT

According to the Ottoman Archives, Judas tree flower was Hürrem Sultan's favorite and after her Turkish baths, she received Judas tree scent oil massages. This tradition continues at the Ayasofya Hürrem Sultan Hamam. All the packages at the hamam start with a personal care kit consisting of a specially designed Ottoman-style gold-plated basin, bath-gloves (kese), natural olive oil soap and other Sultan-worthy accessories. In these elite packages, depending on the package you chose, you will enjoy the traditional body scrubbing and relaxing bubble wash ritual, Judas tree scent oil aromatherapy massage, body care rituals, clay and peeling applications. Feel free to choose any of the 4 different rituals and 4 different massage services.

Hamam culture is an important representative of cleanliness, healing, purification, entertainment and social sharing. Hamam tradition has been reinterpreted for the modern culture in the Ayasofya Hürrem Sultan Hamam. This historical "spiritual and



physical shrine" which served to Sultans, carries on the Ottoman soul harmonized with the modern needs. The hamam presents a Sultan-worthy day in this enchanting atmosphere to its guests by using the purifying power of the culture.

HSH





**THE PANORAMA 1453 MUSEUM OF HISTORY**

The Panorama 1453 Museum of History is a marvelous venue which portrays the historical process of the conquest of Istanbul and allows its visitors to relive that day. The museum was established by Istanbul Metropolitan Municipality in 2009 and holds the title of 'the world's first full-panoramic museum'. The Panorama 1453 Museum of History has two main sections. The first section starts with the entrance and goes through the panoramic picture. What differs the museum from other panoramic museums is this picture which was applied onto a hemisphere of



38 m diameter. The interior of the hemisphere is covered by the picture. It is 2350 cubic meters and allows visitors to observe it from all aspects and directions. The picture creates a depth perception and as soon as the visitors see it, they are not able to perceive the real dimension with their eyes. This is an unforgettable museum which creates a unique experience for everyone. Don't forget to add The Panorama 1453 Museum of History on your list!

**FLOWER PASSAGE “ÇİÇEK PASAJI” WITH NO FLORISTS**

Çiçek Pasajı “Flower Passage” is one of the most famous and popular food & beverage venues of Istanbul which hosts many seafood restaurants. The history of the passage is another story. An Ottoman-Greek banker, Christakis Zografos, built a new type of building called “Cité de Pera” in 1876. The building/bazaar had 24 shops designed in Parisian style, which was trendy at those times, and 18 luxurious apartments over the shops. In 1908, the ownership of the building was transferred to the Grand Vizier Mehmed Said Pasha, after a while florists began to settle within the passage and its name was turned into the “Flower Passage”. After 1940, restaurants took place in the passage; and this gradually moved apartment owners and florists to other places but the name “flower” (çiçek) remained. The restaurants within Çiçek Pasajı reflects the traditional Turkish cuisine & seafood cuisine and the passage is definitely one of the must-visit places in Istanbul.



## ESMA SULTAN MANSION



The mansion took its name after Esma Sultan, the daughter of the 32nd Ottoman ruler, Sultan Abdülaziz. The fabulous and historical mansion witnessed many events and figures over time.

When Esma Sultan died in 1899, Abdul Hamid II gave the mansion to his daughter Cemile Sultan. In 1915, the mansion was claimed from the Ottoman Empire, and in succession, was used as a Greek

school in 1918 and it became a tobacco depot in 1922. In 1975, the mansion suffered a very big fire and the only thing remained was its exterior walls. In the early 90s, a hotel group purchased Esma Sultan Mansion and rebuilt the building. Its original character and floor plan was preserved, as it adopted a new cultural identity. In 2001, in line with Philip Robert's project, the building underwent renovations from within, gaining a sturdy, yet classy iron and glass interior. This renovation allowed the mansion to remain open all year-round.



## A FAIRYTALE LAND: THE ÇEMBERLİTAŞ HAMAM



Çemberlitaş Hamam is a historical Turkish bath which was constructed by Sinan the Architect (Mimar Sinan). The hamam has been working since 1584, the day it was opened. It is



located on Çemberlitaş Square on Divanyolu Street. The Çemberlitaş Hamam was planned as a double bath consisting of two identical, side-by-side facilities. The bath has 38 washing stalls. The plan of the hot area is unique, as it does not entirely conform to traditional layouts. This space is shaped like a square on the outside, but the inner dimensions are in the shape of a circle formed of twelve columns, becoming a twelve-cor-

nered polygon. The hamam is one of Sinan's latest works and his long experience and great skill allowed him to combine functionality, elegance and tranquility without abandoning his basic style that is devoid of overly decorated elements. The architecture of Çemberlitaş Hamam remains a focal point for Turkish and foreign researchers, photographers, filmmakers, media professionals and students.

**HACOPULO PASSAGE**

This little passage is one of the hidden gems of Beyoğlu, İstiklal Street, with little cafés and shops selling souvenirs, it's maybe the cutest place to sip a cup of Turkish tea anywhere in the city. In 1871, merchant Hacopulo's passage-way had houses on the upper floors and shops on the lower floor, and this original design remains intact up to the present day. The narrow façade of the arcade on the İstiklal side displays neo-classical features, while the structures facing the inner courtyard are more neo-Renaissance in style.

**BEYKOZ KUNDURA FACTORY**

As an industrial cultural heritage, Beykoz Kundura is serving the creative industry as an event venue and a set for filming. The building was founded as a tanning yard.



It participated in the International Paris Fair, which was difficult to enter at the time, and Expo Universelle. After that, it won a medal for its manufacturing plant in the International Vienna Fair. In the 90s, the building was operating as Sümerbank Leather Shoe Factory. Since 2010, Beykoz Kundura is being used as a natural stage for filming with its unusual architecture and themed-areas.







# PRACTICAL INFO



## EMERGENCY NUMBERS

Medical emergency /

Ambulance: **112**

Fire: **110**

Police: **155**

Forest fires: **177**

Missing child /

Women's helpline: **183**



## PHARMACIES

Pharmacies are open Monday to Saturday from 09:00 to 19:30.

Most are closed on Sundays, but there is always one pharmacy in an area open 24 hours.



## LANGUAGE

Turkish



## CURRENCY

The Turkish lira is the official currency of Turkey. Bank notes come in denominations of 5, 10, 20, 50, 100 and 200 TL. Coins come in the amounts of 1, 5, 10 and 25 Kuruş and 1 lira.



## ATMS

ATMs can be found all around the country. All of them offer foreign language options and pay out Turkish liras. Cash withdrawal limits vary from bank to bank and are around 500\$/€ to 1.000\$/€ TL.



## CHANGING MONEY

Foreign Exchange offices, which are known as "döviz bürosu" can be found throughout the country. Operating hours are mostly Monday to Friday, from 09:00 to 17:00. In the arrivals section of Istanbul Airport and Sabiha Gökçen Airport, there are 24 hour Exchange offices. Also the Exchange offices located in shopping malls and touristic areas are open later and on Saturdays. US Dollars and Euros are accepted in highly touristic districts like Sultanahmet and Taksim but rates are often better.



## CREDIT CARDS

Credit cards are widely used and accepted. Visitors can use their Visa, Mastercards, Amex and Diner's.



## WEIGHT AND MEASURES:

Metric System



## ELECTRICITY:

220 volt, 50 cycle. Most hotels have a receptacle with 110 volts. Socket type is standart European two-pin.



## BUSINESS AND BANKING HOURS:

Offices and banks are generally open 09.00 to 17.00 Mondays to Fridays, and close for lunch 12.00 to 13.30.



## DEMORGRAPHICS:

Istanbul is the largest populated city of Turkey with a population of 14.7 million.



## LOCAL TIME

UTC / GMT + 2 hours



## OFFICIAL HOLIDAYS:

April 23rd: National

Sovereignty and Children's Day.

May 19th: The

Commemoration of Atatürk Youth and Sports Day.

August 30th: Victory Day.

October 29th: Republic Day.

1st of May: Worker's Day.

Ramadan:

13-15 May (only for 2021)

Eid Al-Adha:

20 - 23 July (only for 2021)



## NATURE & CLIMATE:

Istanbul is a city where four seasons can be experienced.

Spring and autumn are two unpredictable seasons with a range from chilly to warm.

The average winter weather is between 5 C and 9 C.

During the summers average temperature is between 18 C and 28 C. The hottest months are July and August while the coldest months are January and February.



## POST OFFICE

Post Offices and the Postal Service in Turkey are generally abbreviated to PTT.

([www.ptt.gov.tr](http://www.ptt.gov.tr))



## VISAS:

To enter into Turkey visas are required but most of the visas can be purchased for 10 Euro or 20 dollar at Turkey's airports or border gates. Since the information of visas is changeable, please contact the visa information for foreigners on Turkey Foreign Ministry website. [www.mfa.gov.tr](http://www.mfa.gov.tr)

Turkey's electronic online visa application system offers to its applicants a comfortable and practical way to obtain visa. [www.evisa.gov.tr](http://www.evisa.gov.tr)



## TELEPHONE

Istanbul's telephone service has two area codes, one for the Anatolian side and one for the European. If the land line you need to call is on the other side you must also include its area code (0216 for the Anatolian side and 0212 for the European side). Turkey's country code is 90.



## HOSPITALS

In Istanbul, you can find world-class hospitals and medical facilities. Many doctors in Turkey speak English. In an emergency, foreigners who do not have social security insurance can go to any hospital, where they will not be charged.



## PRACTICAL TURKISH

### Hello

Merhaba (mehr hah bah)

### How are you?

Nasılsın? (na suhl suhn)

### Fine, thank you

İyiyim, teşekkürler (ee yee yeem teh shek ür lerr)

### What is your name?

Adın ne? ( ad uhn ne)

### My name is \_\_\_\_

Adım \_\_\_\_ (Ad uhm \_\_\_\_)

### Nice to meet you

Memnun oldum (mem noon oll doom)

### Please

Lütfen (Luet fen)

### Thank you

Teşekkür ederim (teh shek uer eh der emm)

### You're welcome

Bir şey değil ( bir shey de yeel)

### Yes

Evet (eh vet)

### No

Hayır (hah yuhr)

### Excuse me?

Bakar mısınız?

(bah kar muh suh nuhz)

### Excuse me? (begging pardon)

Afedersiniz (af air dair sin nız)

### I'm sorry

Özür dilerim (ö zuer dil air rim)

### Goodbye

Hoşçakalın (hsh cha kaluhn)

### Goodbye

Güle güle (guele guele)

### Good morning

Günaydın (guen eye duhn)

### Good afternoon

Tünaydın (tuen eye duhn)

### Good day

İyi günler (e yee guen ler)

### Good evening

İyi akşamlar (e yee ak aham lar)

### Good night

İyi geceler (e yee ge jay ler)

### Good night (to sleep)

İyi uykular (e yee yoo ku lar)

### Welcome

Hoşgeldin (hosh gel din)

### I don't understand

Anlamıyorum (an la muh yor uhm)

### Where is the toilet?

Tuvalet nerede? (too va let ner eh de?)

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