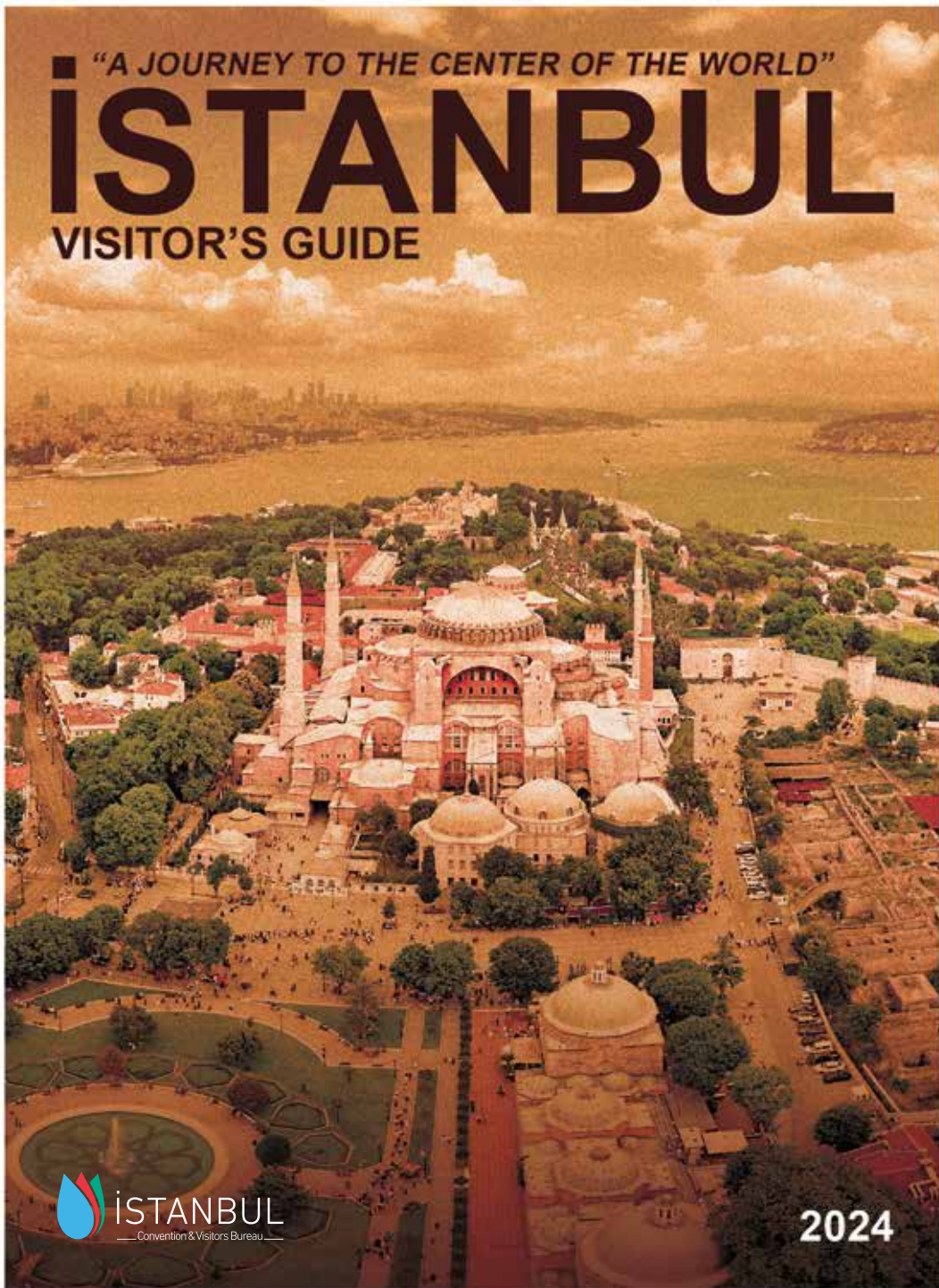


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— 1882 —

Did you know?

ICOC is the third largest chamber in the world with more than 700 thousand members.

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 627 Committee Members / 273 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 40 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.

ICVB IS AN AFFILIATE OF THE ISTANBUL CHAMBER OF COMMERCE.

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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 magnificence with the Bosphorus which 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, the Mediterranean and the Black Sea...

Thousands of ancient stories are hidden in every corner and every building in Istanbul. Every year, millions of people from all over 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.

In 2022, the number of international visitors increased 77.4% in Istanbul, 16,018,726 foreign people visited our beloved city. After the unfortunate pandemic period, Istanbul gained back its strength rapidly. When it comes to our marvelous and ancient city, one thing is certain. Istanbul is always able to manage all aspects of a crisis and come out thriving beautifully.

For a brighter future for all, building a "Sustainable Istanbul" has become our priority. The main shareholders of our city have been embracing sustainability to reinvent their long-term business plans. We are focusing on preserving Istanbul's social and cultural structure while carrying out Turkey's national sustainable tourism standards.

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



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

HISTORICAL PLACES OF ISTANBUL

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.

”

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

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 Ağacli. 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 Kadiköy 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.

During the conquest of Constantinople, the Ottomans and Sultan Mehmet moved the ships over land. 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.

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“THE ANCIENT HIPPODROME” 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 before those

“ 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.

”

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.



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 ceramic 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.

“ 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



The 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 highest points close to the sea.

The construction was ordered by Sultan Mehmed the Conqueror 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 became inadequate based on the requirements of state ceremonies and protocol, and so the sultans moved to Dolmabahçe Palace, located 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 Imperial 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 relics, 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 approximately 700,000 square meters, a major part of which is set aside for the Royal Gardens (Hasbahçe). The court of Topkapi Palace 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 became the most visited museum of Turkey.

Did you know?

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 Justinian's (527-565) orders between the dates 532 and 537. Resources show that on the opening day of the Hagia Sophia, Emperor Justinian 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



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

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.



installed 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.



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 Byzantium 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.

"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.

THE TIMELESS YEDIKULE FORTRESS

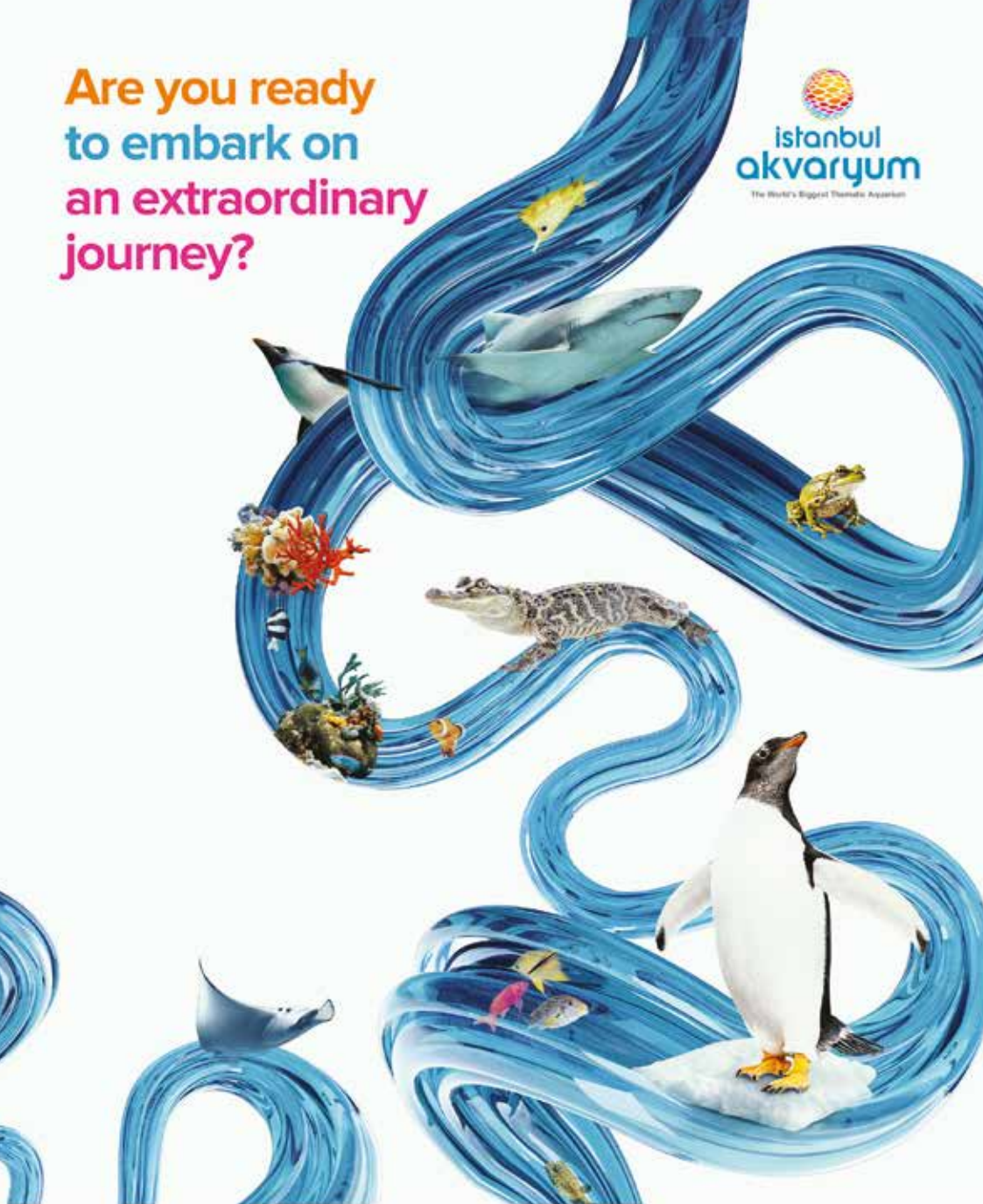


Yedikule Fortress is located right in the middle of Istanbul's land walls as one of the most precious legacies of Fatih Sultan Mehmet Han; the common point of Ottoman and Byzantine history. Yedikule Fortress, which lent its name to the district, has been an important center of city life in Suriçi since the day it was built. It looks like a citadel with its

elegant towers built over time, the Fatih Mosque built right after the conquest, and a neighborhood that was once built in its garden. Although the Fatih Mosque, which forms the neighborhood and the tiny square eventually, don't exist in the present day; Yedikule Fortress is still one of the star venues of Istanbul due to the eye-catching view of the towers and

the legends of Fortress that go beyond borders. After the conquest, Fatih Sultan Mehmed Han had the walls repaired and had three additional towers built here, and the fortress had 7 towers in total. After the construction of the towers was completed in 1457, Yedikule, which gave its name to the district, has become today's inner castle.

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A SPLENDID LANDMARK... LITTLE HAGIA SOPHIA MOSQUE



Did you know?

The Greek Orthodox Patriarchate of 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.

Little 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...

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 its construction. The castle gave its name to the region which is within the Sarıyer 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 cannonballs 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

Bulgarian 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.



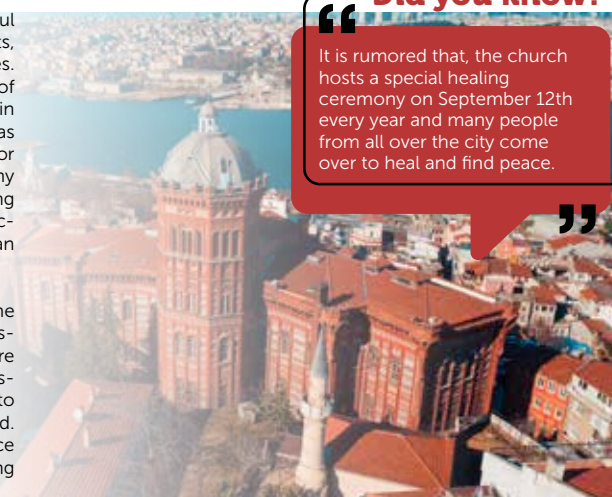
Did you know?

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

Balat 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

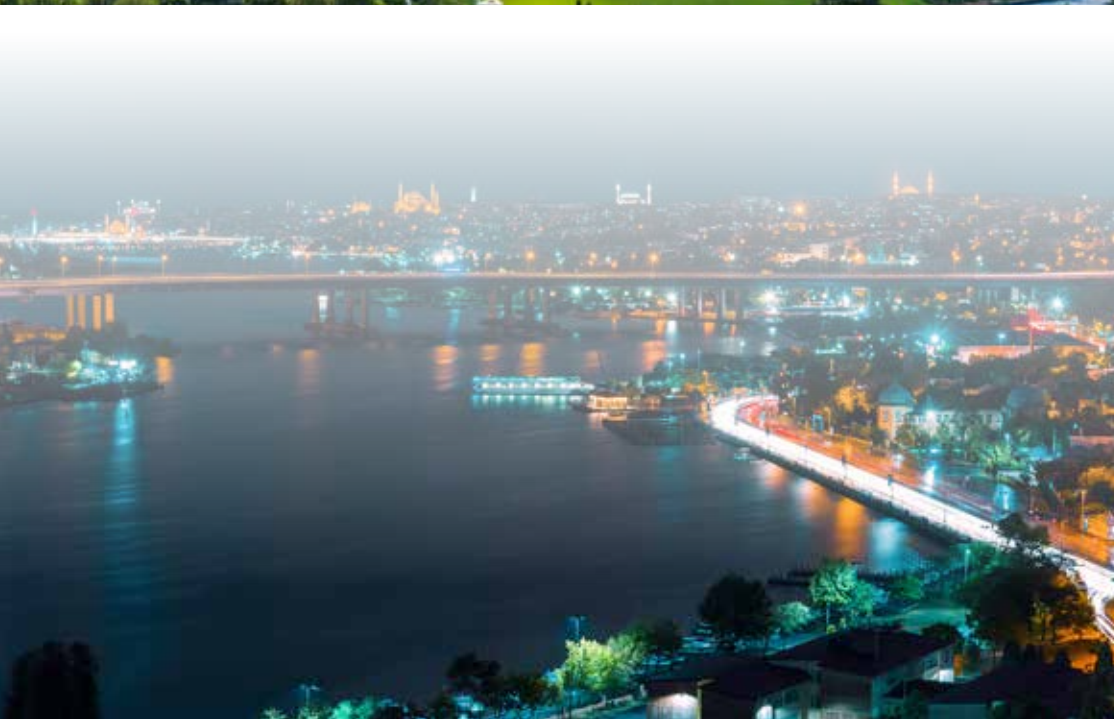
Loti comes from the French writer Pierre Loti who loved Istanbul during his time here (1850-1923). Loti spent a lot of time on the hill, drinking coffee and watching the scenery. The coffeehouse on the hill is so famous that, when people came to Istanbul, it is often the first place they visit. Most 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 Hezârfen 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 Kanatlarımin Altında – 1996) which tells the life story of Hezârfen 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 DOLMABAHÇE 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 Evanis 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.



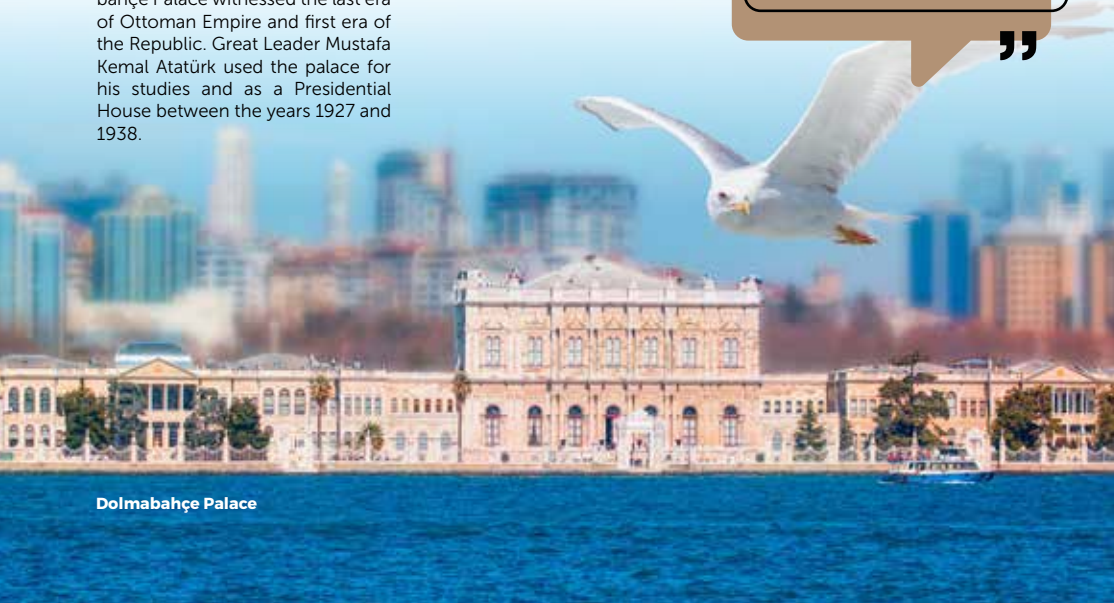
Beylerbeyi Palace

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 Serkiz 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

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.

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



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 297,22 km and Metro Istanbul operates 207,72 km of this network and Metro Istanbul renders services to

2 million people every day with its 18 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 150 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 Halkalı 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.

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 kilometers. 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:

iGA Istanbul Airport

iGA Istanbul Airport, with its unique design and cutting-edge technology, is one of the largest and most impressive airports in the world, drawing inspiration from the historical core of Istanbul. Istanbul is a focus of appeal due to the variety of options it offers as a worldwide hub. iGA Istanbul Airport, which serves as a geopolitically critical connecting point for all destinations, is situated at the intersection of Asia, Europe, and the Middle East. On October 29, 2018, the airport opened for business on the 95th anniversary of the Republic. With a top-notch customer care and a wide variety of premium services, no matter where you’re coming from, iGA Istanbul Airport always strives to make you feel welcome and provide the best possible experience. The Chicago Athenaeum:

Museum of Architecture and Design and The European Center for Architecture Art Design and Urban Studies presented the 2016 International Architecture Award to the airport’s Air Traffic Control Tower, dubbed a “masterpiece” for its magnificent blend of art and technology. The distinctive beauty of the tulip flower, a significant element in Turkish-Islamic culture and Istanbul’s rich cultural legacy, served as an inspiration for the tower’s design. Pininfarina’s award-winning design tells the tale of Istanbul, a city that bridges many cultural divides. The commerce, politics, and cultural currents that cross paths in Istanbul are once more prepared to be conveyed from iGA Istanbul Airport to the entire globe. Let yourself be a part of this journey!

Istanbul Airport Factsheet:

- 75.6 million sqm. total airport area
- 5 runways,
- 315 destinations, 133 of which are only 3 hours away
- 55,000 m² Duty Free Area
- & 31,694 m² Food & Beverage Area
- Annual passenger capacity of 90 million





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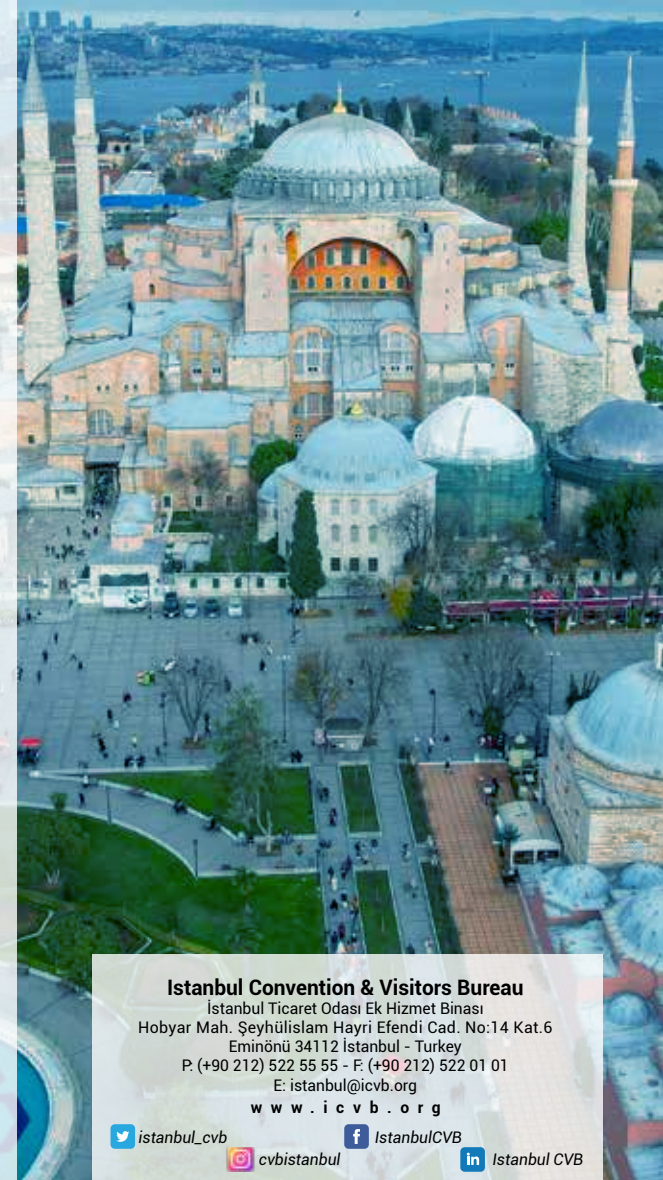
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Bahadır Yaşık
Executive Vice President of ICVB

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THE “WORLD- FAMOUS” TURKISH HOSPITALITY

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? ”

Istanbul ranked #3 in the “Top 5 Cities - European Bednights in 2022 Rankings” list according to the 19. City Travel Report 2022-2023 report.

ISTANBUL HAS 141,049 BED CAPACITY AND 303 FIVE-STAR AND FOUR-STAR HOTELS IN THE CITY WHICH INCLUDE BOTH INTERNATIONAL AND TURKISH-BASED HOTEL CHAINS.

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 16,018,726 international visitors in 2022 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.



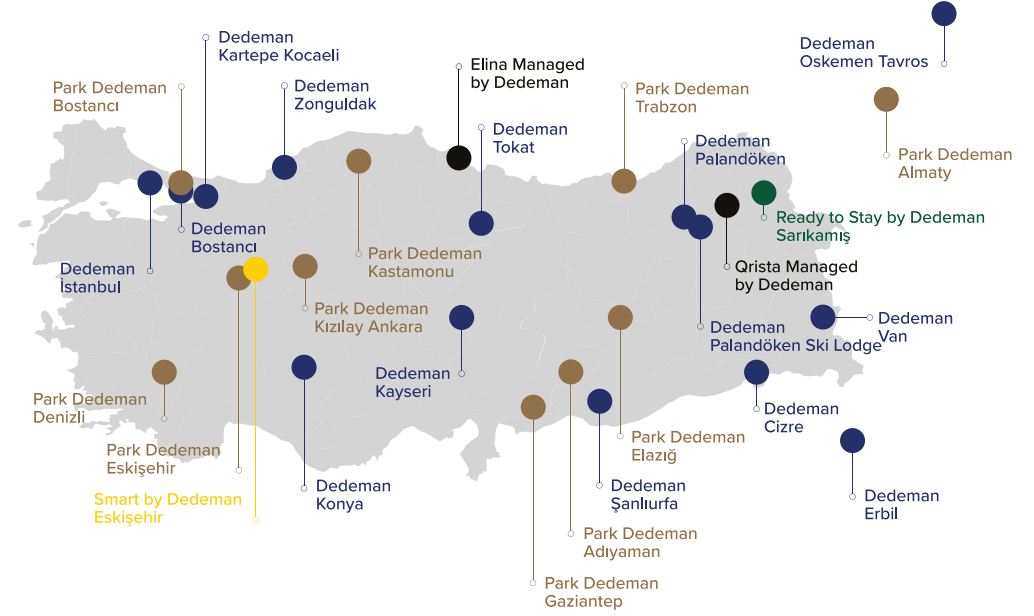
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Historical Hotels of Istanbul

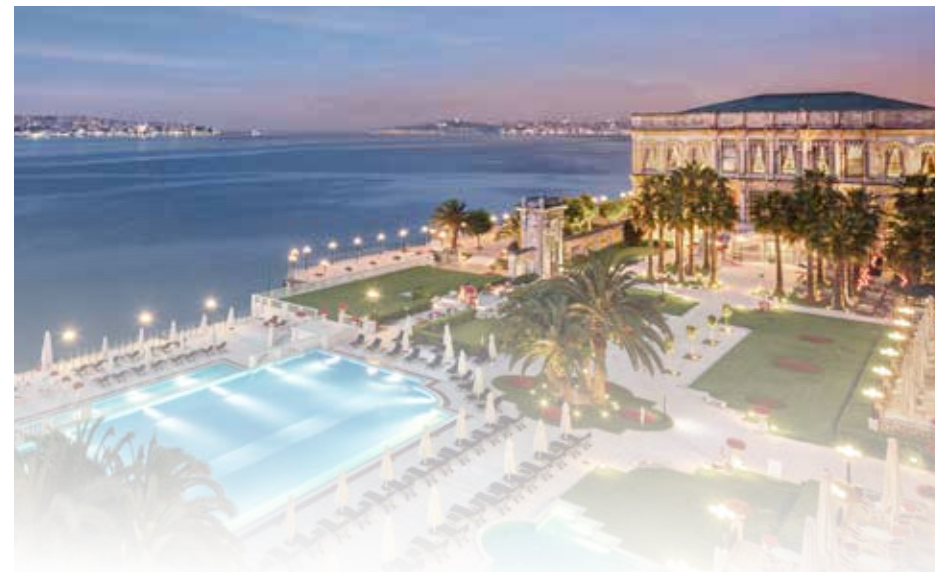
GRAND HOTEL DE LONDRES

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 Büyük 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 Büyük 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.

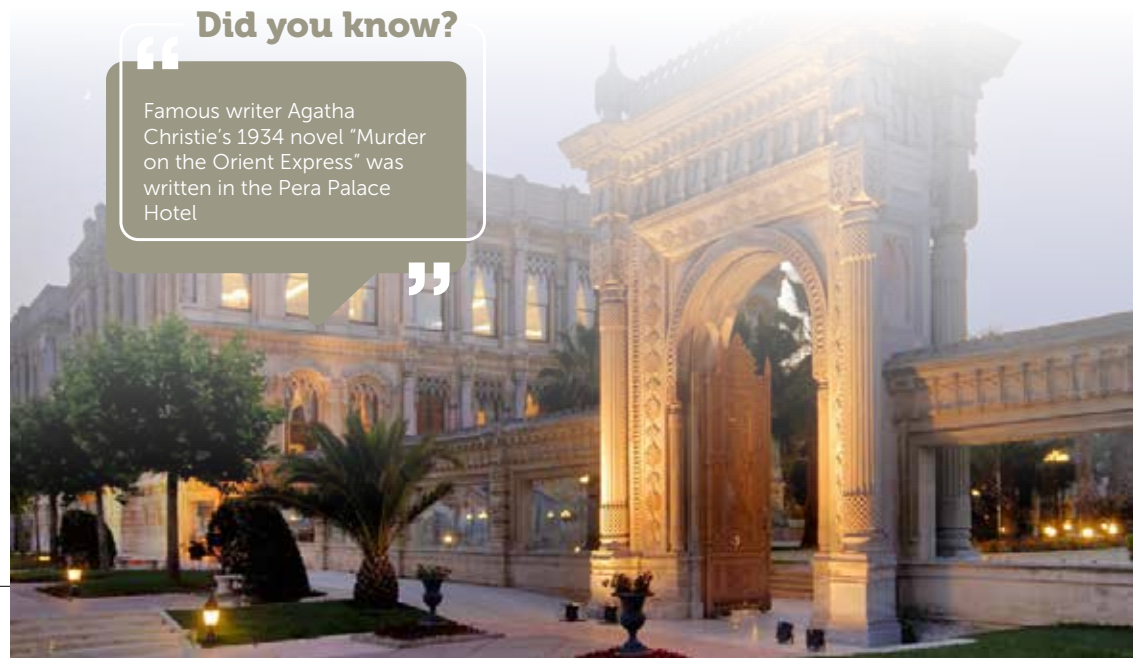


THE ONLY OTTOMAN IMPERIAL PALACE AND HOTEL ON THE BOSPHORUS: ÇIRAĞAN PALACE KEMPINSKI

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



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CUISINE & RESTAURANTS

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.

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

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, köftes 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, mezes 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!

“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.

”

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.

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.



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.



Chicken & Rice

Chicken & Rice duo is sold anywhere and everywhere on the streets of Istanbul. It is simply butter rice with chickpeas 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



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

Turkish 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



Baklava 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 LAHMACUN

Often 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)

Kuru 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 Süleymaniye, a small and old neighborhood of Old City.



The Phenomenal Imperial Cuisine of Istanbul

Ottoman kitchen and cuisine had an enormous effect on Istanbul's current cuisine culture. It is world-famous for its rich recipes and definitely a combination of the cuisines of Turkey, Greece, the Balkans, and parts of the Caucasus and the Middle East. Ottoman cuisine has an important role in culinary history since it also influenced Europe's recipes and cuisine starting from the early 16th-century. Ottoman palace cuisine was amalgamated and honed in the Imperial Palace's kitchens by chefs brought from certain parts of the empire to create and experiment with different ingredients. Topkapı Palace could host up to 4000 people at once and according to historical documents dated 18th century, at least 1000 chefs were required to prepare a meal of pilaf, soup and zerde for almost 10,000 attendants. Here are some of the most famous and popular imperial dishes which you can try in traditional Ottoman cuisine focused restaurants in Istanbul.

HÜNKAR BEĞENDİ (THE SULTAN'S DELIGHT)

Hünkâr Beğendi is a beef stew dish with pureed eggplant and it is one of the most known and popular Ottoman cuisine dishes. The dish is also cooked in homes of Istanbul residents and definitely one of the favorites of Istanbulites. It is made from smoked and spiced eggplant, which is grilled, then pureed, and stirred with milk, melted butter and roasted flour. Finally, the mixture is topped with cubes of sautéed lamb.



AN ABSOLUTE MUST "TURKISH PILAV"



Pilaf, or pilav in Turkish, is one of those foods in Turkish cuisine possessed of a ritual quality. It had an important place in Ottoman ceremonial meals and it is still very essential everyday cooking of Istanbulites. In the Ottoman culinary culture pilaf, with its many different varieties, had a ceremonial quality. A meal consisting of

soups, meat and vegetable dishes, dolma, fruit and sweets was finished off with pilaf. The same tradition is to be encountered in some regions of modern Turkey. The large platter full of pilaf brought to the table at the end of the meal is called "sözkesen" (interruption) and indicates that meal has finished.

SARMA

Sarma is a Turkish word meaning "wrapped". A Grapevine leaf roll is a dish consisting of cooked grape-vine leaves wrapped around a variety of fillings. Commonly marketed as stuffed grape leaves, sarma is a type of dolma, a stuffed dish of the cuisines of the Ottoman Empire from the Middle East to Southeastern Europe, comprising grapevine, cabbage, monk's rhubarb, kale or chard leaves rolled around a filling of grains (like bulgur or rice), minced meat, or both.



THE MOST TRADITIONAL: HALVA

The basic ingredients of halvass are flour or semolina, fat, sugar, milk and cream. The Ottoman house used to prepare one of the halva varieties and distribute it to relatives, acquaintances and neighbors when a birth or death occurred in the house, a male went off for military duty, someone returned from pilgrimage, a child began to go to school, upon graduation, during the udolithanies, in the yoghurt festivities (when lambs are weaned) and during saffron celebrations (when the first saffron appears in springtime.) Halva is still one of the most traditional desserts in Turkish cuisine and prepared for traditional events in daily lives of Istanbulites.



Culinary Excellence of the City

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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.

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.

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

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.

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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 İstanbul, Zorlu Center is now the “meeting venue in the city”. Zorlu Shopping Mall is built on a land of totally 105.000 m² comprising a main court of 10.000 m² and a second court of 12.000 m² in addition to a leasable area of 73.000 m² 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 İstanbulite thinks of Nişantaşı, the first thing that comes to mind is fashion and designer boutiques. It is one of the most unique neighborhoods of İstanbul 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



Bagdat Avenue is a notable high street located on the Anatolian side of İstanbul. 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 İstanbul. It is located in the area between Grand Bazaar and Eminönü in the Mahmutpasha 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 İstanbul. 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.



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.



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ISTANBULITES AT HEART

We spoke with Istanbulites at heart who weren't born and raised in Istanbul, but either have been living here for many years or visited Istanbul 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. Some only visited and fell in love with the magic and became Istanbulites at heart.



Luca Cicalese

**UNIVERSITY OF TEXAS, USA
ABDOMINAL TRANSPLANT AND
HEPATOBIILIARY SURGEON & PROFESSOR
OF SURGERY**

*"ISTANBUL IS AN IMPORTANT HUB
CONNECTING MANY DESTINATIONS
WITH ITS MODERN INTERNATIONAL
AIRPORT."*



First impression of Istanbul...

I have been to Istanbul several times, first as a kid with my parents and later for scientific meetings or tourism. Every time I feel like I fall in love again with this wonderful city and every time for different and new reasons. When I was a child, it was for the feeling of novelty and adventure given by the strong oriental charm pervading the city with its unique architecture and with the many minarets of the mosques disseminated everywhere that was reminiscent of the adventure books and stories that I used to read. Later in life, for the rich culture and for the incredible history that this city has, having been the capital of several empires for centuries. There is a unique feeling that overpowers a visitor when walking in the historical sites of the city near building and palaces that were once the hearth of incredibly wealthy and powerful kingdoms.

What makes Istanbul so special?

There is no city like this in the world, joining the European and Asian

continents physically with bridges and culturally as well; this city offers a unique experience to the visitor. When I visited Istanbul with my family, everyone had the same enriching experience. I particularly love to hear during the day the timed prayers from the thousands of minarets that fill the entire city. You do not have to be Muslim or understand the language to perceive a sense of peace and mysticism from these chanted prayers and this enriches the pleasure of the sights. Once visited Istanbul, you feel compelled to return to see more and continue an experience that one trip only it is not sufficient to satisfy.

Favorite spots in the city...

Hagia Sophia from the ancient Constantinople and Byzantium is fantastic inside and out. At night, there are cafes nearby where in the summer you can sit outside and observe the imposing beautifully lighted building and the flocks of white seagulls contrasting the dark blue starry night. The spectacle is

fantastic and enriched even more by tasting Turkish delight, sipping tea and being hypnotized by the music and circular moves of the whirling Dervishes dancers. The many antique Bazaars where one can buy almost everything from incredibly aromatic spices to all types of artifacts. The eye becomes overwhelmed by the palette of colors and the experience deepened by the ritualistic and timeless negotiation of prices with charismatic and welcoming sellers over a cup of tea. So many more spots come to mind that is impossible to list all because they are so many.

As a global city...

Istanbul is an important hub connecting many destinations with its modern international airport. When possible, even if I travel from the US to another European destination, I like to fly Turkish Airlines and include a stop to Istanbul in the way. The city is culturally rich and diverse making it a vibrant nodal point for commerce and business activities.



Aaron Tham

**UNIVERSITY OF THE SUNSHINE COAST, AUSTRALIA
LECTURER IN TOURISM, LEISURE AND EVENTS
(SFHEA)
SCHOOL OF BUSINESS AND CREATIVE INDUSTRIES**

*"I FEEL AN INTERNATIONAL CONNECTION VERY
MUCH."*



First impression of Istanbul...

I like the busy and strong heritage of the city, alongside the urban developments. Having an affordable, reliable and connected public transport system was also great and helps move people around easily.

What makes Istanbul so special?

The combination of East and West, Asia and Europe, creates a cosmopolitan and eclectic mix of cultures and helps showcase the unique aspects of the city - food, music, culture all generating valuable angles to understand the history of the city.

Favorite parts in the city...

My favorite spot in the city is Beyazit Square, walking people come and go, and the busy Grand and Spice Bazaars - fascinating to see the shops and the aromas

around too surrounded by the colors of textiles, food and other items for sale. Visits to the different palaces are also great and a good way to engage with the past empires as well.

As a global city...

I feel an international connection very much. Cuisines are very diverse and located almost on every street, as well as retail and convention spaces that feature international brands like the Hilton or Marriott for instance.



Olivier Gauvin

FRANCE CONSUL GENERAL, ISTANBUL

"ISTANBUL IS THE MOST INTERNATIONAL AND COSMOPOLITAN CITY I EVER LIVED IN."



First impression of Istanbul...

Istanbul is like an open history book. That was my really first impression and indeed, the city's ancient history is clearly visible but I discovered how Istanbul is also surprisingly lively and modern. Both sides exist simultaneously in every corner of every neighborhood. This unique combination is fascinating even if it naturally brings a lot of contrasts as well. Istanbul is also very intense in all fields: cultural, intellectual, economical... I remember the first time I visited Istanbul, I was sitting under the Galata bridge playing backgammon. It was magical because I was sitting there as a foreigner however I felt fully belonging to the city. A spontaneous and intense moment, just as Istanbul! I was also really impressed by my first visit to the French Palace (Fransız Sarayı) in Beyoğlu: it used to be the French Embassy until the 1920's and the place embodies the 500 years old relationship between our two

countries, our two peoples and our two cultures.

What makes Istanbul so special?

First, the innumerable number of cats that makes Istanbul the city of cats! Secondly, the prominent place of music in the city, in every streets, in all the ferries... As a piano player and music lover, it's such a delight! I'm also a big fan of Turkish food, so various and tasty, from street food to more sophisticated dishes.

Favorite parts in the city...

It's hard to choose as each neighborhood has its own atmosphere. When I have a day off, there is nothing lovelier than to run along the Golden Horn. Moreover, I love the charming small alleys of the historic districts of Istanbul where I have the chance to both work and live. I enjoy to stroll in the city full of narrow, crooked alleys with colorful shops and multiple surprises. I do not get tired

either of discovering the countless bookstores or antique shops, art galleries and museums. As a French man, I am sensitive to the French footprint in Istanbul: the Pierre Loti Cafe, overlooking the Golden Horn; the Third Bosphorus Bridge designed by French architect Michel Virlogeux; the famous Beyoğlu « Tünel » ; Alexandre Vallaury's buildings ; most of the lighthouses...

As a global city...

Istanbul is the most international and cosmopolitan city I ever lived in. Probably like New York, but even more intense because Istanbul is so deeply rooted in history. Taking a look to the architectures or urban structures is enough to realize that nearly every of them has a story to tell. The international dimension has been existing for a very long period of time. I also find this international features in the many meetings I do in Istanbul, with people from all over the world.



Gary Grimmer

GAINING EDGE
CICE EXECUTIVE CHAIRMAN

"ISTANBUL IS DEFINITELY A WORLD CITY, AND SPECIAL AS THE PLACE THAT CONNECTS EUROPE TO ASIA."



First impression of Istanbul...

Istanbul is a big city with a small-town feel. It's a city of precincts, all of them are interesting and different and all very walkable. So, it's a great city in which to roam. Like most people, my first impression was in the Sultanahmet area. The blend of Roman and Ottoman history there is very special - in one small area the Hagia Sophia, the ancient Basilica cistern and the Blue Mosque with the Hippodrome of Constantinople connecting them all. It's a place where you can spend a long time exploring and relaxing and just feeling enriched and contented.

What makes Istanbul so special?

Heritage, architecture, culture,

food, people, the Golden Horn, the Sea of Marmara and the ferry ride between Eminonu and Kadikoy. Istanbul is one of the most visually stunning cities in the world.

Favorite spots in the city...

Of course, loving history and architecture, Sultanahmet is one of the most amazing places in the world. That whole area is also full of interesting shops and great restaurants. I'm particularly fond of roaming around Kadikoy, especially the fish market street, where you pass by the rows of stalls selling the freshest seafood you've ever seen as you make your way into one of the great seafood restaurants. The labyrinthine Spice Market (Spice Bazaar) in Eminonu is fantastic and

colorful with surprises around every bend. A walk from the Golden Horn to Taksim Square is rewarding in many ways, not the least being a stop for coffee and baklava.

As a global city...

Istanbul is definitely a world city, and special as the place that connects Europe to Asia. Istanbul is all about a blending of cultures, foods, heritage and traditions. When I'm there I feel connected to the ancient world but also in a place that is also thoroughly modern and creative. You feel like the whole world doesn't just pass-through Istanbul, the whole world came and decided to stay in Istanbul.





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.



Şekib AVDAGIÇ



Abrar Sheriff

**TURNER INTERNATIONAL
CEO**

*"ISTANBUL'S DIVERSE ARCHITECTURE, RICH
HISTORY, AND BUSTLING METROPOLIS MAKES
IT ONE OF THE MOST BEAUTIFUL CITIES IN THE
WORLD."*



First impression of Istanbul...

Istanbul's diverse architecture, rich history, and bustling metropolis makes it one of the most beautiful cities in the world. The juxtaposition of modern glass skyscrapers, next to Byzantine-era churches, and crowded bazaars makes the city feel it is a window into both history and the future at the same time.

What makes Istanbul so special?

Given its strategic location between Europe and Asia as well as its access to both the Black and Mediterranean Seas, the city is like a crossroads of cultures for me. The Turkish people, the cuisine, quality of service in the hotels, and rich cultural attractions such as museums, art galleries and mosques make visiting this a wonderful option.

Favorite parts in the city...

My favorite spot in Istanbul is the Eyüp Sultan Mosque with its unique architecture and mystical atmosphere. Other places that I enjoy are the Blue Mosque, Hagia Sophia, the Topkapı Palace, and the Grand Market (Grand Bazaar).

As a global city...

Turkey, through its geographic location, is an economic center with many thousands of international companies operating within Istanbul. It's impossible to not to be connected with the rest of the world while working or staying here.



Sabina Klimek

**CONSUL IN THE CONSULATE GENERAL OF THE
REPUBLIC OF POLAND, ISTANBUL**

**ASSISTANT PROFESSOR AT WARSAW SCHOOL OF
ECONOMICS**

**CO-FOUNDER AND VICE PRESIDENT OF POLISH-
AMERICAN CHAMBER OF COMMERCE NORTH-EAST**

*"ISTANBUL A CITY THAT ENCAPSULATES THE
ESSENCE OF BRIDGING CONTINENTS, BOTH
GEOGRAPHICALLY AND CULTURALLY, MAKING
IT A TRULY UNFORGETTABLE DESTINATION."*



First impression of Istanbul...

Istanbul is one of the most beautiful cities I have ever seen in my life. It's an incredible fusion of Eastern and Western culture, the Orient, and modernity. A melting pot of cultures, languages, and nationalities. It's a place that never sleeps, constantly pulsating with life, commerce, and events. The history of this city is fascinating, and its numerous monuments commemorate the tumultuous past that attracts people from all over the world. The city's rich tapestry of history, culture, and vibrant energy left an indelible mark on my memory. What struck me most was the seamless blend of the ancient and the modern, where historic landmarks coexist with the bustling life of a contemporary metropolis. The most memorable thing about Istanbul for me was standing in awe of the Hagia Sophia. Its grandeur, with a history spanning over a millennium, is truly awe-inspiring. Additionally, the vibrant markets and bazaars, like the Grand Bazaar and the Spice Bazaar, added a sensory delight to my experience. The colors, scents, and the lively atmosphere showcased the city's dynamic character. Exploring these markets felt like a journey into the heart of Istanbul's daily life, where tradition and commerce intersect. Moreover, the Bosphorus Strait, connecting Europe and Asia, provided a unique perspective of Istanbul's geographical and cultural duality. Istanbul a city that encapsulates the essence of bridging continents, both geographically and culturally, making it a truly unforgettable destination.

What makes Istanbul so special?

Istanbul is a city that stands out for its unique blend of history, culture, and geographical significance, making it a truly special and captivating destination. Istanbul has a rich history that spans over two millennia. Its unique location has resulted in a cultural fusion, blending influences from various civilizations, religions, and traditions. The diversity is evident in the architecture, cuisine, and daily life. Visitors often speak of the friendliness of the locals, creating a welcoming atmosphere that enhances the overall experience. Turkish cuisine, with its rich flavors and diverse dishes, is a significant aspect of Istanbul's appeal. From street food to traditional Ottoman cuisine, the city offers a culinary journey that delights the taste

buds. In essence, Istanbul's specialness lies in its ability to seamlessly weave together layers of history, cultural influences, and geographical uniqueness, creating a city that is both timeless and dynamic. It's a place where the past is palpable in the present, making it a truly special destination for travelers and historians alike.

Favorite parts in the city...

While it's a challenge to pinpoint a single favorite spot in this dynamic metropolis, if there's one place that holds a special sway over my heart, it's the enchanting shores of the Bosphorus. The gentle lapping of the Bosphorus against the shores creates a soothing melody, offering a serene escape from the city's vibrant hustle. What makes the Bosphorus truly magical is the scenic boat cruises it offers. Gliding along its waters, one can witness the seamless blend of the city's past and present. Ottoman palaces stand proudly next to contemporary residences, creating a visual symphony that transcends time. As the sun sets behind the silhouette of Istanbul, the Bosphorus transforms into a canvas of warm hues, casting a spell that is both timeless and breathtaking. Yet, choosing a favorite spot in Istanbul is akin to selecting a favorite page from a captivating novel. Beyond the Bosphorus, the beauty of Istanbul lies in its ability to surprise and inspire at every turn.

As a global city...

Absolutely, when working or staying in Istanbul, one does indeed feel a profound sense of international connection, as the city stands as a global hub that bridges continents and cultures. Istanbul's strategic geographical location at the crossroads of Europe and Asia positions it as a vital center for international business and connectivity. Several aspects contribute to this feeling of being globally connected in Istanbul: strategic location, business and trade hub, cultural fusion, economic significance and infrastructure development. As one navigates through its dynamic streets, engages in international conferences, or participates in business endeavors, it becomes evident that Istanbul has firmly established itself as one of the most important cities in the world, acting as a bridge between Europe and the Middle East and serving as a meeting point for global commerce and collaboration.

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www.akturkhoteles.com

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Balabanağa Mah. Vidinli Tefvikağa Cd No:14, 34134 Fatih/İstanbul
www.akturkhoteles.com - 0 (212) 512 2350

THE ARTISTIC & ARTFUL CITY

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!

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 (İKSV) 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 İKSV 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-



sending 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 Swarzkopf, 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 (İKSİV). İKSİV 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, İKSİV 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.

BEYOĞLU CULTURAL ROAD

After the opening of newly constructed Atatürk Cultural Center (AKM) and Istanbul's new cruise port & hub Galataport, Ministry of Culture and Tourism named the district including all important historical & cultural spots "Beyoğlu Cultural Road" and started hosting Beyoğlu Culture Road Festival which will be held twice a year. Istanbul's lively Beyoğlu district hosted the "Beyoğlu Culture Road Festival" in October. The two-week festival will be held twice every year across various venues, including Galataport, the historic Tophane-i Amire building, the Galata Tower, various cultural centers, museums and the AKM



on a nearly 3.5-kilometer (2-mile) route. More than 1,000 artists, 64 venues, 40 exhibitions and special projects, 75 concerts, 45 workshops and 25 artistic and literary talks took place within the scope of the first festival. A special mobile

application was developed for the festival, on which users can receive information on upcoming events, find the ones closest to them, get information on the venues, directions, the latest news on the festival and social media updates.

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

Arter

Founded in 2010 as a subsidiary of the Vehbi Koç Foundation, Arter is a sustainable, vibrant cultural hub, offering a broad range of programs accessible to everyone. Arter's building has 18,000 square metres of indoor area and features exhibition galleries, performance halls, learning areas, a library, an arts bookstore, and a bistro. Arter brings together artists and audiences through celebration of today's art in all its forms and disciplines.

Irmak Caddesi No: 13 Dolapdere Beyoğlu 34435 İstanbul
www.arter.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. Irmak Cad. No:25 Dolapdere, Beyoğlu / İstanbul
Mecidiyeköy: Fulya Mah. Büyükdere Cad. No:76 Şişli / İstanbul
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

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

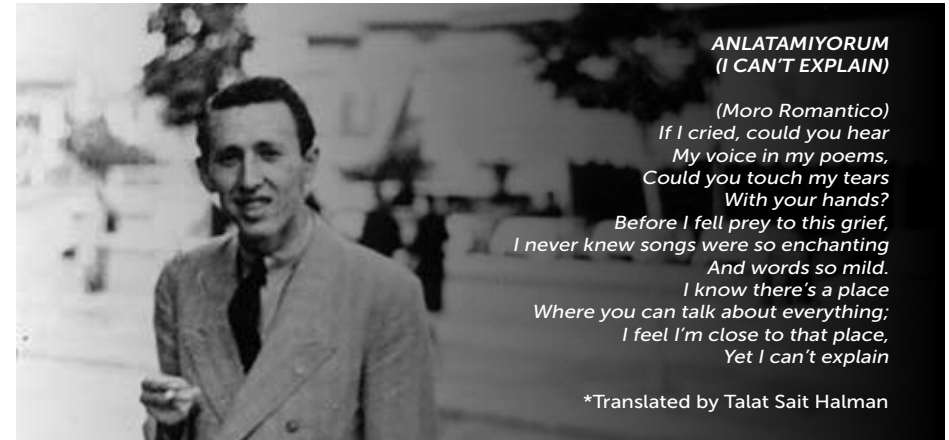
Pilot Galeri

Located on Siraselviler Street, PILOT 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

The Poet of Istanbul: 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 Istanbul poems of all time which is called "I am listening to Istanbul".



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 of 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

“ 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...

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

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.



MUSEUM GAZHANE

Museum Gazhane is the new "living space" of Istanbul which was opened in 2021. After a multifaceted restoration project the 130 year-old gashouse of Istanbul was transformed into this creative venue as a meeting point for Istanbulites. Museum Gazhane has multi-purpose area of usage and aims to become an active public space for culture & arts, science and history. Museum Gazhane is located on a 32.000 sqm area and within its space has various different venues like Climate Museum, Comics & Humor Museum, Science Center for Children, Afife Batur Library, Gazhane Gallery, a temporary exhibition area, working spaces, two theater & concert halls which belongs to Istanbul Metropolitan Municipality, a café, a restaurant and more.



FİŞEKHANE

Fişekhane is one of the multi-purpose living spaces of Istanbul located right in the entrance of the dazzling Bosphorus in the Kazlıçeşme district. The area and buildings itself has a 200 year-old history and they were restored to create this glorious cultural hub. As a culture & arts and a life center Fişekhane has many restaurants, bazaars, cafes, a main concert and theater hall, flexible theater and cinema halls, a gallery area which hosts many events including the events of Contemporary Istanbul Art, Culture & Education Foundation (CIACEF).

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 Istanbul and operated by its subsidiary, the Kültür company.



Cultural Centers

ATATÜRK CULTURAL CENTRE (AKM)



Istanbul AKM, which has left an indelible mark on the art memory of Istanbul and Türkiye, reopened its doors to art enthusiasts with a new image that pays homage to its previous architecture. With a 2040-seat Opera House designed with advanced technological equipment, an 802-seat Theater Hall, a 410-square-meter AKM Gallery, and AKM Multi-Purpose Halls, Istanbul AKM, where the art units affiliated with the Minis-

try of Culture and Tourism will be located as a resident institution, will host art lovers throughout the year.

Istanbul AKM welcomes collaborative and outside works, as well as established institutions' activities. It will give space to valuable artists and communities from home and abroad who wish to be a part of this scene, with its halls with great acoustic characteristics and new event spaces.

Today, as in the past, the Atatürk Cultural Center serves as a gathering place for art aficionados. The Atatürk Cultural Center, able to compete with its worldwide counterparts, will shine brightly from Taksim Square throughout Istanbul. Art institutions that continue their activities outside of Istanbul, depending on the Ministry of Culture and Tourism, will have the opportunity to meet with Istanbulites at the Istanbul Atatürk Cultural Center.

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 on 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 Beyoglu district are parts of Turkey’s Beyoglu Culture Road project, which covers an area from Galataport to Taksim Square linking cultural venues in the district, including Ataturk 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 Istiklal 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

Harbiye 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

Haldun 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

Bomontiada 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.



Cemile Sultan Korusu



Cemile Sultan Korusu

PORTAXE



Cemile Sultan Korusu

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

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

SALON IKSV

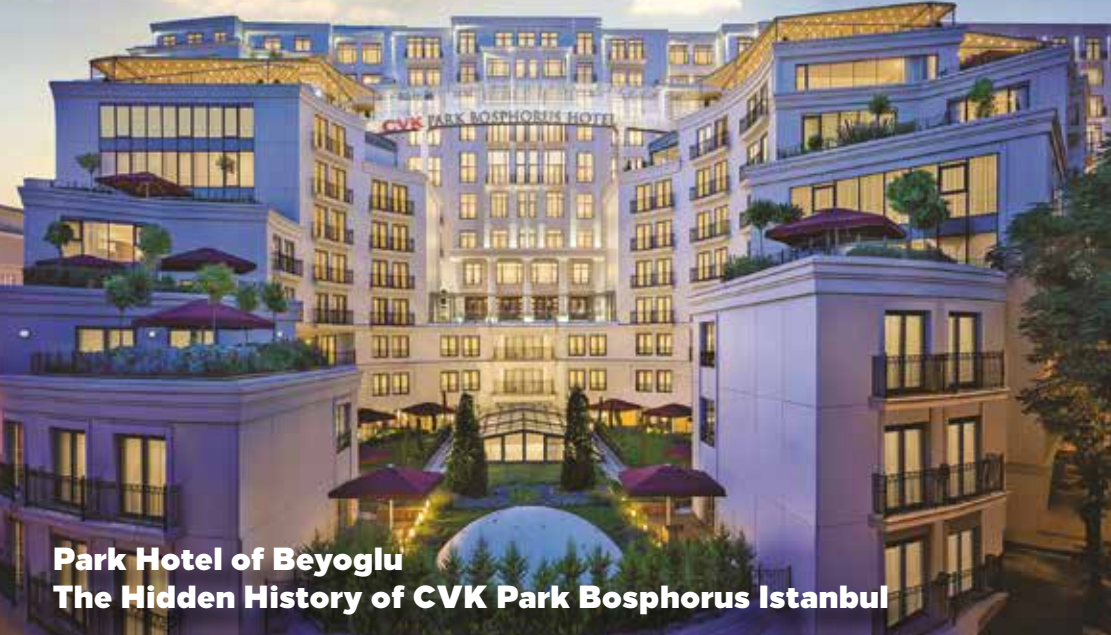
Located at the entrance and first floors of Istanbul Foundation for Culture and Arts – IKSİV building, Salon has become a new stop of the city's hub of culture and arts. Salon hosts classical, jazz, rock, alternative and world music con-

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 IKSİV

CVK PARK BOSPHORUS HOTEL İSTANBUL



Park Hotel of Beyoglu The Hidden History of CVK Park Bosphorus Istanbul

Park Hotel, being the favoured social and cultural hub of Istanbul back in the second half of the 20th century, was one of the first hotels in Istanbul, Turkey.

The first building on the site of Park Hotel was the mansion built by Baron Blanc, who served as the Italian ambassador to Istanbul at the end of 19th century, between 1888 and 1894. This residence, which was designed as an ambassador residence, was purchased by Abdulhamid II (Ottoman Sultan ruled between 1876 – 1909) when the ambassador was recalled. Italian government was unable to pay the construction price of the mansion and upon the application of the ambassador who was in a harsh condition, Abdulhamid gave the mansion to Minister of Foreign Affairs Ahmet Tevfik Pasha. So, the former Italian Embassy was transformed into the mansion of ministry of foreign affairs. After the second constitutional period, when Tevfik Pasha was sent to London as ambassador, Minister of Foreign Affairs, Mehmet Rifat Pasha, lived in the mansion for a while. This mansion, which was the property of Ahmet Tevfik Pasha, the later Prime Minister, burned in 1911. Tevfik Pasha and his family who returned to Istanbul after World War II moved to the remaining section of the mansion. The idea of transforming the mansion into a hotel was first put forward in these years with the discourses of Swiss-origin wife of Tevfik Pasha: 'the scene form here is so beautiful, rooms with balconies on the front must be built here side by side and they must be rented out'. The first hotel project was drawn in 1922.

Upon return of a portion of the fortune of the family in a bank in Germany, which was reset, the non-burnt part of the mansion is turned into hotel with this money and bank loan and its name becomes MIRAMARE which is believed to be suitable for the beautiful sea scenery.

When Tevfik Pasha family has difficulties in running the hotel, they preferred to rent it out. After changing hands several times, it was renovated under the name of PARK HOTEL by Aram Hidir and became one of the most luxurious lodging locations of Istanbul along with Pera Palas and Tokatliyan hotels.

The most distinguished customer of the hotel in 1930's was the founder of Turkish Republic, Mustafa Kemal Atatürk. King of England, Edward VIII stayed here with Wallis Simpson and glamorous dinners were held in his honor. Yahya Kemal Beyatlı, one of the most important representatives of Turkish poetry during the Republic era, stayed in Park Hotel for 16 years continuously. Prime Minister Adnan Menderes, who reserved

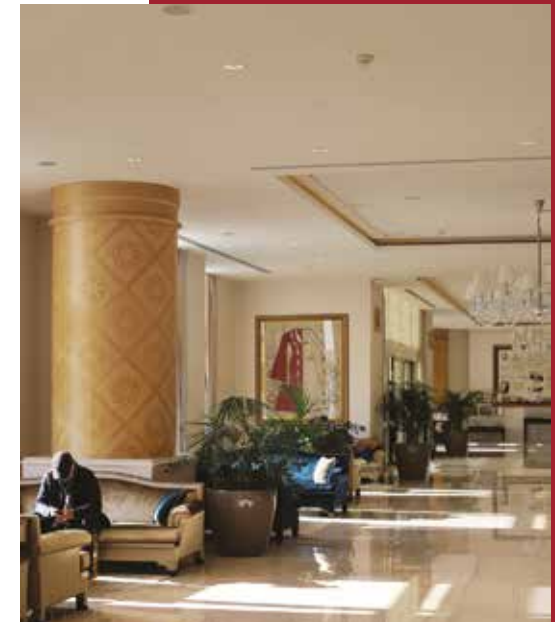
the first floor of the hotel for himself, was another distinguished guests. Beginning with 1960's Park Hotel began to look outdated and lacking technological opportunities compared to the newly opening hotels and lost its favour. In 1979, Park Hotel was closed and experienced a building and protection venture for 30 years. At the end of this period, in the year of 2013, the historical hotel was revitalized as CVK Park Bosphorus Hotel under the management of CVK Holding.

Park Hotel was imprinted on the memories of Istanbulites with it's eminent patisserie as well as it's restaurant and renowned bar during 20th century. What mostly distinguished Park Hotel from other hotels in the area, were the exclusive and modern tastes being served in the patisserie and restaurant. This chick patisserie, designed in Vienna style and located in a garden on Inonu Avenue, next to the German Consulate General, had it's regular guests. The famous raisin tea breads, mille-feuilles with cream, croissants and canepes were highly popular. Residents of Istanbul met with the concept of "Five O-Clock Tea" in this patisserie as well. CVK Park Bosphorus Hotel Istanbul still continues this tradition of elegance and gourmet delicacies at Park Patisserie today.

Today, the CVK Park Bosphorus Hotel Istanbul, reflects the Ottoman architecture; in a way blending the modern and classical approaches. Each floor was attributed to one of the Sultanas who had left significant marks in the history of Ottoman Empire and costumes designed to reflect each of their period are exhibited on the corridors, while each floor was named after one of them.

It is also known that, one of the most important poets in Turkish history, Istanbul lover Yahya Kemal Beyatlı, continuously stayed at the Park Hotel for 16 years and he gained inspiration for his pieces by the unique Istanbul scenery seen from the hotel. Today there is an extensive library named after him in the Park Bosphorus Hotel. Holding over 600 pieces in several different languages describing the Ottoman history, culture and architecture, "Yahya Kemal Beyatlı Library" is located on the floor where famous stayed.

The Hezarfen Lounge is named after Hezarfen Ahmed Çelebi, who was a scientist in Ottoman Empire and lived in 17th Century. In 1632 he flew from Galata Tower, one of the symbols Istanbul, with a wing-like equipment, crossed the Bosphorus and landed on the Asian side of Istanbul. As the magnificent view of this terrace on lobby floor reminds the bird-eye view of the city and Bosphorus he had, it was called after Hezarfen Ahmed Çelebi.



ISTANBUL RANKED 23RD GLOBALLY AND 20TH AMONG EUROPEAN CITIES IN THE 2022 CONGRESS STATISTICS PUBLISHED ANNUALLY BY THE INTERNATIONAL CONGRESS AND CONVENTIONS ASSOCIATION (ICCA).

BUSINESS HUB OF EUROPE AND ASIA

“ Did you know? ”

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

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.

According 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 Expo Center – IFM WORLD TRADE CENTER ISTANBUL



Istanbul Expo Center (IFM), owned by World Trade Center Istanbul, is the biggest exhibition ground in Turkey. The center stretches over 162,000 m² and the overall rentable area is 98,000 m² 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 141,049 bed capacity and 303 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 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@icclistanbul.com
W: www.icclistanbul.com

Istanbul Lutfi Kirdar International Convention and Exhibition Centre – ICEC



Istanbul Lutfi Kirdar – 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

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.

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.

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

Real 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

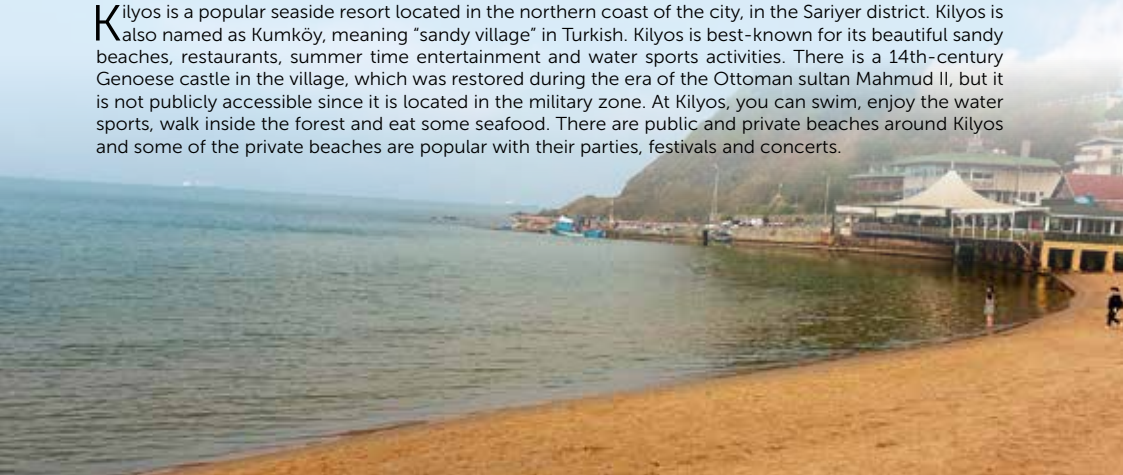
Balat is one of the oldest and most spectacular districts of Istanbul. When you step foot along its narrow cobbled streets and historic buildings, you feel an atmosphere unlike anywhere else in Istanbul, and the world. The district is hidden away from the city a little bit, set past the Eminönü along 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.



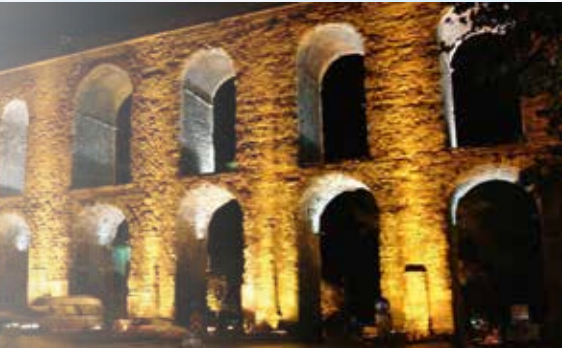
A NATURAL ENVIRONMENT WITHIN THE CITY: KİLYOS

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

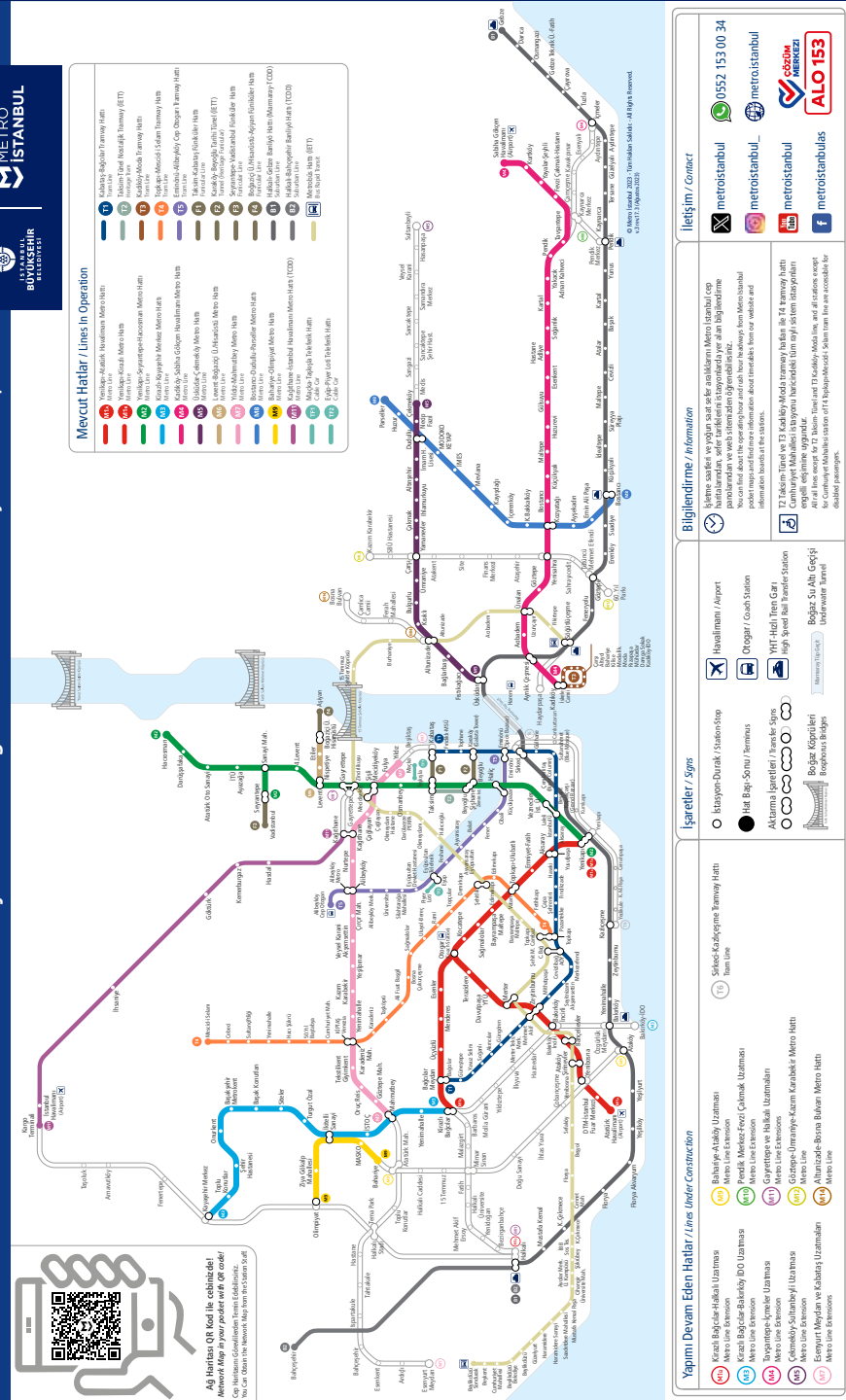
Siirt Bazaar, also known as Women's Bazaar, is located across Istanbul Manifaturacılar (Textile Merchant's) Bazaar. For those who don't know this bazaar, this special place located in the heart of the city may surprise visitors. Local foods from Siirt, Adıyaman, Mardin, Diyarbakır, Bitlis and Muş are 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 photograph of a wooden boardwalk winding through a dense forest of large, green ferns. The path is made of light-colored wooden planks and curves gently to the right. The surrounding vegetation is thick and vibrant green, with many large, feathery fern fronds visible. The lighting is soft and dappled, suggesting a shaded forest environment.

Ağ Haritası QR Kod ile cebinizde!
Network Map in your pocket with QR code!



“ Did you know? ”

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.

WHERE GREEN MEETS BLUE

According to the warning of United Nations (UN), we have 9 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.

As a metropole with a population of 15 million, Istanbul has 25 natural parks in total on 50 million m² 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.

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.



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.



EUROPEAN GREEN DEAL

The European Green Deal is a set of policy initiatives by the European Commission with the overarching aim of making the European Union (EU) climate neutral in 2050. An impact assessed plan will also be presented to increase the EU's greenhouse gas emission reductions target for 2030 to at least 50% and towards 55% compared with 1990 levels. The Green Deal Action Plan prepared by the Ministry of Trade and approved with the Presidential Circular as an "Action Plan". The Action Plan aims harmonization with the regulations and principles adopted under the European Green Deal, in order to contribute to Turkey's transition to a more sustainable, resource-efficient and green economy, in a way that will preserve and carry forward the existing integration of Turkey.

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.



SUSTAINABILITY STRATEGIES

Sustainable development is the main focus of the world for a while now. In that context, destinations have been shaping their future plans accordingly. Türkiye Tourism Promotion and Development Agency (TGA) has a “Sustainability Tourism Program” focused on improving the national sustainable tourism standards in cooperation with all domestic and international stakeholders of the country. That being the case, Türkiye Sustainable Tourism Industry Criteria (TR-I) have been built to ensure sustainable growth of the Turkish tourism industry and to develop a common understanding about Turkish tourism with the participation of all tourism stakeholders. TR-I was developed to be implemented by accommodation facilities and tour operators. In this respect, TR-I includes both criteria that comply with the social and cultural structure of Türkiye and globally recognized sustainable tourism criteria. TR-I has four main themes: sustainable management, socio-economic impacts, cultural impacts and environmental impacts. TR-I standard includes mandatory principles and practices of the Republic of Türkiye Ministry of Culture and Tourism to be adopted by the Turkish tourism industry.

SUSTAINABILITY

NET ZERO CARBON EVENT INITIATIVE

Event industry shareholders gathered and set out a common framework in order to address climate change and achieve “net zero carbon” goal by 2050 at the latest. The initiative was launched in August 2021 and announced the “Route to Net Zero” roadmap in November 2022. It has more than 400 supporting organizations from 55 countries, including 275 event operators. 225 of those operators signed the Net Zero Carbon Events Pledge. Event industry is committed to play its role within the goals of the United Nations’ Sustainable Development Guidelines (UNSDGs). 5 Action Areas of the initiative show where collaborative effort is needed to decarbonize. The main titles of the areas are Energy, Production & Waste, Food & Food Waste, Freight & Logistics and Travel. According to the initiative, the Net Zero Carbon Events Pledge signatories commit to the four actions stated below:

- 1-Before the end of 2023, publishing the organization’s pathway to achieve Net Zero by 2050 at the latest, with an interim target in line with the Paris Agreement’s requirement to reduce global GHG emissions by 50% by 2030.
- 2-Collaborating with partners, suppliers and customers to drive change across the value chain.
- 3-Measure and track its Scope 1, 2 and 3 GHG emissions according to industry best practice.
- 4-Report on progress at least every two years.

THE NET ZERO CARBON EVENTS INITIATIVE IS GLOBAL EVENTS INDUSTRY’S CAMPAIGN TO ADDRESS CLIMATE CHANGE AND TO ACHIEVE NET ZERO CARBON BY 2050 AT THE LATEST.



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...

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 3rd in 2002 world cup.

”

CITY 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.

CHAMPIONS LEAGUE FINAL WILL BE HELD IN ISTANBUL ON JUNE 10TH, 2023 IN THE ATATÜRK OLYMPIC STADIUM.



FORMULA 1 ROLEX TURKISH GRAND PRIX

Formula 1 Rolex Turkish Grand Prix 2021 started in Istanbul on October 10th. The 16th race of the racing season took place at Intercity Istanbul Park on a 5.4-kilometer (3.4 miles) circuit with 58 laps. Istanbul was hosting the race for the second straight year in the Tuzla district on the Asian side. Mercedes' Finnish driver Valtteri Bottas won the Formula 1 Rolex Turkish Grand Prix 2021. Max Verstappen was the runner-up behind the leader, while Sergio Perez finished in third place. The Finnish driver received his first Formula 1 win since Russia in 2020. 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.



SULTANS OF THE NET



TURKEY'S SULTANS WON THE EUROPEAN WOMEN'S VOLLEYBALL CHAMPIONSHIP. THE VICTORY COINCIDED WITH THE 100TH ANNIVERSARY OF THE REPUBLIC OF TURKEY.

ANADOLU EFES WIN 2021-2022 TURKISH AIRLINES EUROLEAGUE TITLE

Turkish Airlines EuroLeague is managed and organized as the continent's premier men's basketball competition by Euroleague Basketball (EB). Anadolu Efes won the 2022 Turkish Airlines EuroLeague title by defeating Real Madrid 58-57 on May 21th at Stark Arena in Belgrad, Serbia. Anadolu Efes became the second Turkish team to win this trophy after Fenerbahçe became the first Turkish team to win the EuroLeague title in 2017.



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 weather in the world that can row all year round.



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.



2023 UEFA CHAMPIONS LEAGUE FINAL IN ISTANBUL



The 2023 Champions League final was held in Istanbul on June 10th at the Atatürk Olympic Stadium with its 74,753 (all-seater) capacity. It was the second time Istanbul hosted 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, featured famous Istanbul landmarks, including the July 15 Martyrs' Bridge, previously the Bosphorus Bridge, the Galata Tower and the Valens Aqueduct. The 2023 identity was based on an abstract depiction of the city at sunset and it was inspired "by the rich colors of the Istanbul sky and the vivid lights of this bustling city."



A GLOBAL DESTINATION IN HEALTH TOURISM

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

Did you know?

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.

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.

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).

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.



Esthétique Istanbul provides you the most affordable and effective solutions for all types of esthetic surgeries in Istanbul, Türkiye.

HAIR
TRANSPLANT
BARIATRIC
SURGERY
BREAST
ENLARGEMENT
BUTT LIFT
RHINOPLASTY
ABDOMINOPLASTY
LIPOSUCTION
BRAZILIAN
BUTT LIFT
BARIATRIC
SURGERY
BREAST
ENLARGEMENT

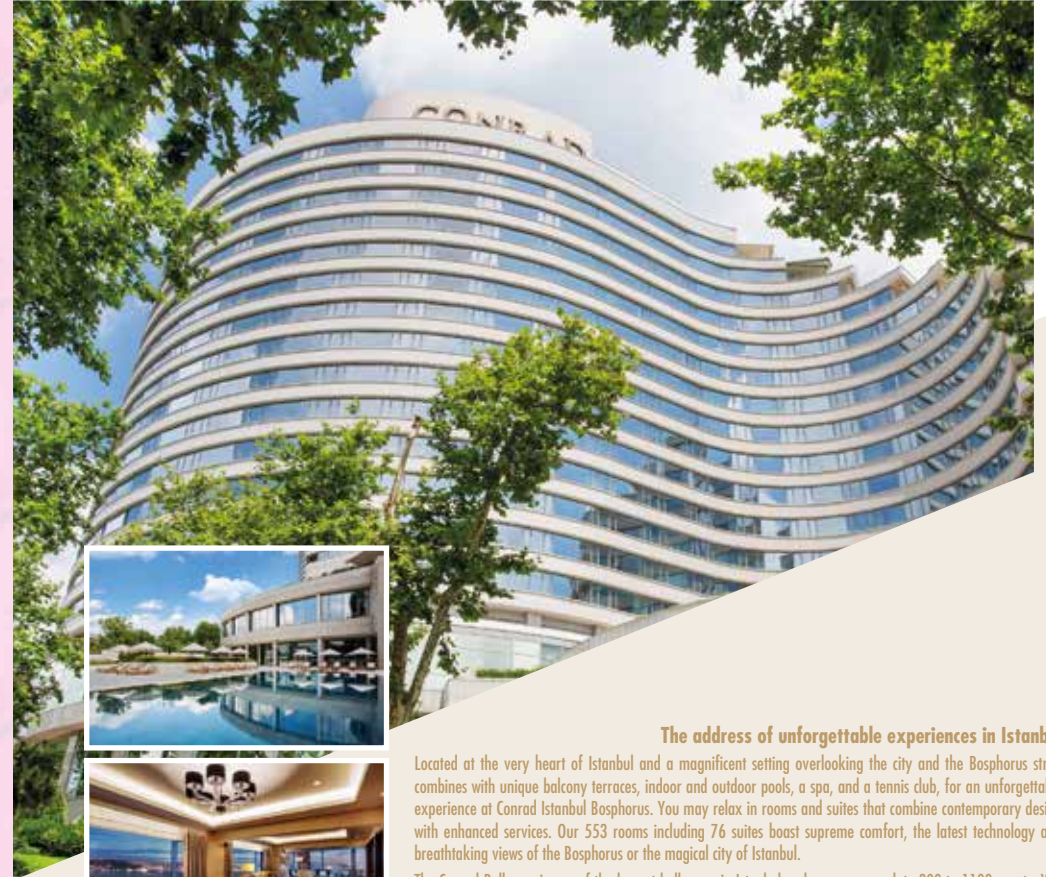


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CONRAD
ISTANBUL
BOSPHORUS

NEVER JUST STAY. STAY INSPIRED.



The address of unforgettable experiences in Istanbul

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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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www.conradhotels.com

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.

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.

THE HEART OF TECH AND DIGITAL WORLD

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.

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 AEROSPACE AND TECHNOLOGY FESTIVAL

TEKNOFEST is Turkey's first and only Aerospace and Technology Festival organized with the participation of many institutions playing a critical role in developing national technology in Turkey. TEKNOFEST Aerospace and Technology Festival, which is organized in 2018 for the first time, aims to arouse the interest in technology in the society and raise awareness regarding Turkey's transformation into a national technology developing society with such activities as technology competitions, air shows, concerts, interviews on various topics, and events. Technology competitions in various

disciplines and categories are held within the scope of TEKNOFEST in order for thousands of young people to realize their dreams. Organized by the T3 Foundation and the Industry and Technology Ministry, Teknofest is held in various Turkish cities in even years and in the metropolis of Istanbul. TEKNOFEST Aero-

space and Technology Festival, which took place for the fourth time this year at Ataturk Airport hosted 2,200 teams and 13,000 competitors out of all applicants competed as finalists. Around 100,000 visitors were allowed in an area of 450,000 square meters at the same time due to measures amid the coronavirus pandemic.



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

Let us suggest you some of the local apps we use to make our lives easier. Istanbul Metropolitan Municipality's mobile traffic app "İBB Cep Trafik" allows you to follow the roads live to check the situation of traffic. If you decide to use public transportation, subway app of the city "Metro İstanbul" 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. The new super app "İstanbul Senin" (Istanbul is Yours) was launched this year by the municipality. The Istanbul super app offers features as well as applications that meet



all the city-related needs of Istanbul residents while having the ability and opportunity to transform Istanbul into a start-up

center. The super app consists of three phases: mobile payment, easy access to services, and digital marketplaces.

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.



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istanbul

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ISTANBUL IN NUMBERS

2
airports



5

imperial palaces
dozens of summer palaces and mansions



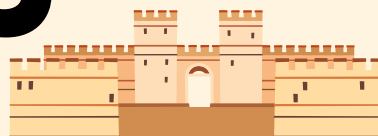
58
universities

15,462,452
inhabitants

3
bridges
between
2 continents



capital of
3
empires



121
modern
shopping
malls

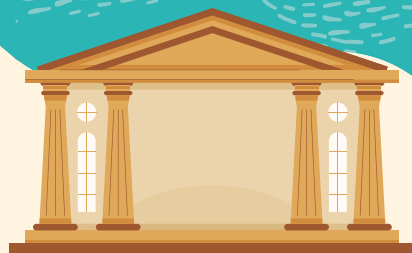
8500
years of history



4

historical bazaars

91
museums



16,018,726
international visitors in 2022

11
technoparks



Appx.
150,000
bed capacity

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

“ 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.”

THE CITY OF ICONS

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

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...

HÜRREM SULTAN HAMMAM



HSH

Hürrem Sultan Hamamı

1556



Hürrem Sultan Hammam 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. Hürrem Sultan Hammam is the biggest historical hammam 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 Zeuxippos (100- 200 AD) used to stand. The hammam was restored according to its original features with a huge investment. The facility

reopened in 2011 with the brand name of "Hürrem Sultan Hammam". The hammam 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. Hürrem Sultan Hammam is a pioneer within the other Turkish baths with its luxurious and glorious service understanding. The hammam 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 Hürrem Sultan Hammam, 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 hammam.



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 Çemberlitas Square on Divanyolu Street. The Çemberlitas 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:

10 – 12 April (only for 2024)

Eid Al-Adha:

16 June – 19 June (only for 2024)



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)



VISAS:

To enter into Turkey visas are required for most of the countries. However, visas can be purchased easily at Turkey's airports or border gates. Please contact the visa information for foreigners on Turkish Foreign Ministry website www.mfa.gov.tr for more information. Turkey's e-visa application system also offers a comfortable and practical way to obtain visa. Visit www.evisa.gov.tr for more information.



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?

Nasıl-sın? (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 niz)

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?)

new generation concept creator



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CREATIVE GROUP

EVENT

CREATIVE

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