

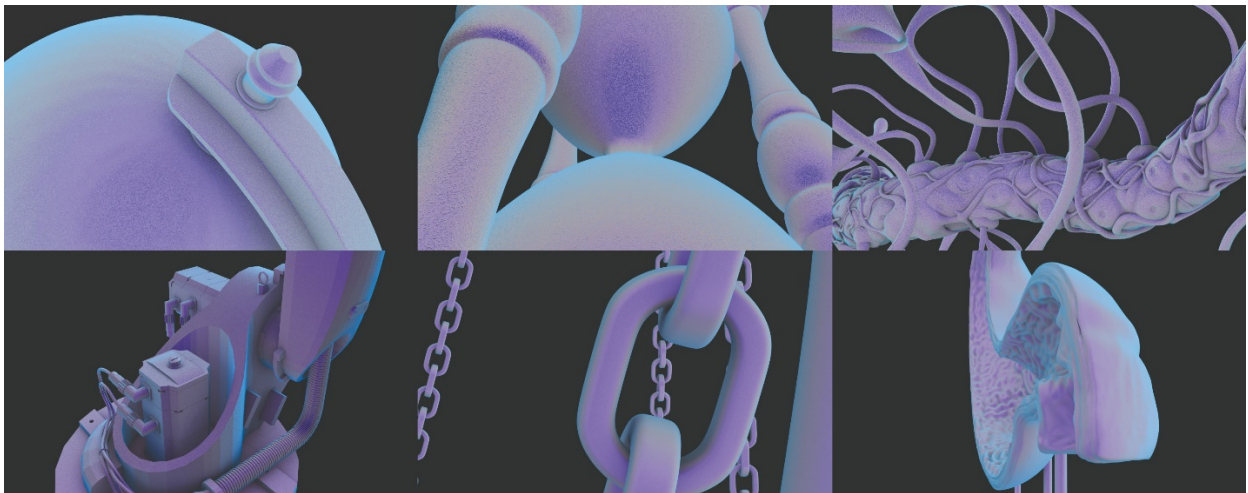
# 4TH ISTANBUL DESIGN BIENNIAL

**The 4th Istanbul Design Biennial – *A School of Schools*** was realized by the **Istanbul Foundation for Culture and Arts** as the fourth edition of the Istanbul Design Biennial, which is held biannually as a contribution to the culture of design in Turkey and around the world. The theme of this year provided a focus on questioning conventional methods in and proposing alternative models for **design education**. Establishing a platform where the rules and regulations of the educational experiences of the 20th century such as Bauhaus, Sigma Group and Global Tools are questioned, the biennial manifested as a space in which all these works could be sustained with an ambitious public programme that included various forms of events such as exhibitions, workshops, panels and performances.

**In its fourth edition, Istanbul Design Biennial once again turned into a platform where extensive collaborations took place, bringing creativity to the forefront by exhibiting new works that stemmed out of fresh ideas. Design was embraced as a way of learning and the biennial spanned beyond the exhibition venues and days. A process-based approach was established and designers were encouraged to become a part of this living organism. This enabled the creation of spaces where design and learning were questioned and discussed along with proposals for new methods. The open call, which resulted in over 700 applications from 41 countries, proved that the biennial was touching upon an issue deemed highly essential and urgent.**

**The exhibition took place in 6 venues between 22 September and 4 November, reaching a total**

number of **200.000 visitors** throughout **38 days**. **120 projects** by more than **200 participants** from **21 countries** were featured in the biennial venues, and a total of **148 events** were realised as part of the public programme. With its energetic nature, the Istanbul Design Biennial preserved its unique position among the design events around the world and carried it forward while maintaining its structure as one of the inspiring sources for global design rhetoric.



Design: Offshore Studio

## Media Meeting

Organised by the Istanbul Foundation for Culture and Arts (İKSV), the 4th Istanbul Design Biennial was held from 22 September to 4 November 2018. Curator **Jan Boelen** announced the **concept and open call** at a press meeting held on Thursday, **12 October 2017** at Salon İKSV. The theme was announced on the same day as *A School of Schools*.

Sponsored by Vitra, the 4th Istanbul Design Biennial sought to consolidate the legacy of previous editions, and reinvent the biennial format into a productive process-oriented platform for research, experiment, and learning. *A School of Schools* manifested as a **multi-platform biennial** that used, tested, and revised a variety of educational strategies to reflect on the role of design, knowledge, and global connectedness in contemporary Istanbul and beyond. The biennial stretched both the space and time of the traditional design event, manifesting as a flexible year-long programme within which to respond to global acceleration, generating alternative methodologies, outputs and forms of design and education.

## Media Meeting

*“Design, which permeates every layer of our life, is critically important both as a source of power and as an instrument for questioning, thinking and learning. From the outset, the Istanbul Design Biennial has sought to contribute to the enrichment of design thought by providing a world-class, productive platform for thinking critically about design. The 4th Istanbul Design Biennial, which will take place in 2018, will ask crucial, globally relevant questions about design, explore new models of production and exhibition, and approach both design practices and the biennial itself with a new perspective. I hope that this biennial will be a source of inspiration for both the public and creative professionals and contribute significantly to our intellectual and cultural life. I would also like to express our warmest gratitude to all the private and public institutions that are contributing to the realization of the biennial.”*

Bülent Eczacıbaşı, İKSV Chairman

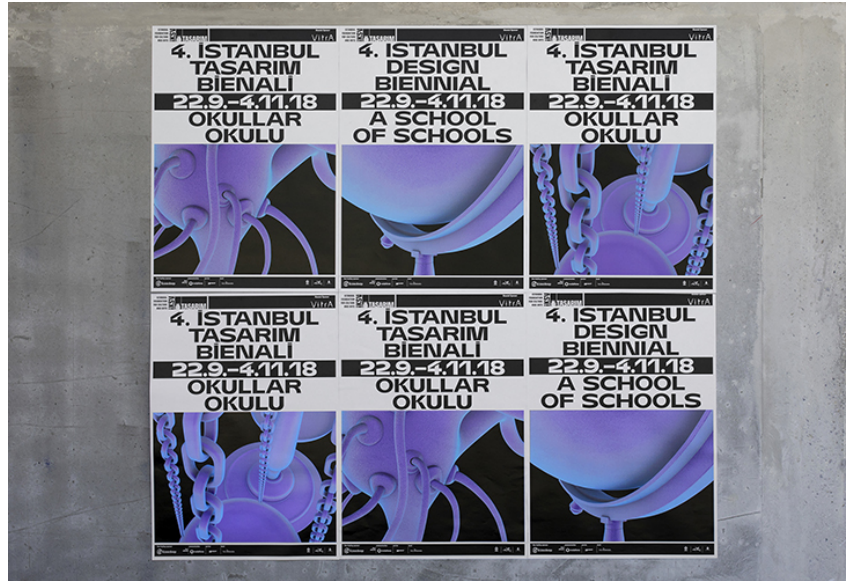


## Graphic Designers

The identity of the 4th Istanbul Design Biennial was designed by **Offshore Studio**. The Zurich-based design practice incorporated its storytelling-centred approach to develop a graphic identity that evolved and changed as the countdown to the biennial continued. *A School of Schools'* website acted as a lens into the many steps in the process of making the biennial, constituting a platform where the discussion around design education could flourish and where

## Graphic Designers

some of the commissioned projects were realised.



## Exhibition Design

The exhibition furniture and scenography for the 4th Istanbul Design Biennial was developed as a collaboration between architect **Aslı Çiçek** and product designer **Lukas Wegwerth**. Using Wegwerth's **open-source system III+1** and Çiçek's vast experience in exhibition design, the scenography of the biennial was extended over six diverse venues, bringing them together as they played host to the biennial's main exhibition.

## Publications



The 4th Istanbul Design Biennial features three different English publications. *Design as Learning: A School of Schools Reader* includes essays, interviews, photographs, and exercises which revolve around the themes that *A School of Schools* aims to question, with contributions by Danah Abdulla, Corinne Gisel, João Ferreira, Naho Kubota and Nina Paim, among others.

Additionally, *A School of Schools: Agenda* provides detailed information on the biennial venues, projects, and designers, as well as the public programme and parallel events that span the six weeks of the exhibition.

## Publications

*Design as Learning: A School of Schools Reader* was published by Valiz, while the agenda was published by İKSV.

As part of the biennial, there was also the book titled *SO LONG, SO BIG, SO MANY!* which taught children how to cook spaghetti as they learned different measures with reference to the *Scales School* exhibition at Pera Museum. The book was written in Turkish by Yekta Kopan and illustrated by Ada Tuncer, also translated into Arabic afterwards. Yekta Kopan also designed the book with Burcu Ural Kopan, with the support of the Bernard van Leer Foundation.



## Publications

*Design as Learning: A School of Schools Reader* and *A School of Schools: Agenda* were available at the venues and selected bookshops following the beginning of the biennial. *SO LONG, SO BIG, SO MANY!* was also provided at the biennial venues for free and was promoted through activities organised in collaboration with NGOs that work with migrant groups and underprivileged children.



## Venues

During the six weeks and 38 days between 22 September and 4 November, the free-of-charge event hosted over 200.000 visitors at six different venues. A total of 120 projects were featured in these

## Venues

spaces, bearing the signature of **200 participants** from **21 countries**.

The exhibition of the 4th Istanbul Design Biennial was spread out to 6 different venues, all manifesting as a school itself. *Unmaking School* was at Akbank Sanat, *Currents School* was at Yapı Kredi Culture Centre, *Scales School* was at Pera Museum, *Earth School* was at Arter, *Time School* was at SALT Galata, and *Digestion School* was at Studio-X Istanbul.

At Akbank Sanat, *Unmaking School* interrogated the complex, ever-changing relationship between humans and machines to emphasize human creativity as a unique dynamo that drives innovation. Projects included an AI-personalised avatar that can be used for self-growth and an installation envisioning a future in which humans are liberated from labour.

## Venues



At Yapı Kredi Culture Centre, *Currents School* investigated the multitude of connections and networks of exchange that often exist unseen or unnoticed, with projects working to make these systems visible through methods such as a live radio programme recorded on the streets of Istanbul exploring how slang is transmitted, and a Syrian travel guide presenting narratives of those who have fled.



## Venues

At Arter, *Earth School* questioned and subverted the prioritisation of capitalist growth over the planet's natural resources to suggest an alternative – less fatalistic – future, with projects harnessing algae's potential to replace non-biodegradable plastics, and investigating the impact of water shortages in underdeveloped countries.



At Pera Museum, *Scales School* interrogated established norms, standards and values, such as quantifying value in numeric and monetary terms, to highlight their absurdity and arbitrariness. One installation explored whether our standards of perfection are cultural or biological as designer babies become a conceivable reality, while another asked if centimetres and inches are

## Venues

obsolete as measuring units in the age of pixels and vectors.



At SALT Galata, *Time School* offered possibilities for manipulating time in a world increasingly dictated by standardized systems, in order to be more present, right here, right now. From a participatory project involving 20 hand-weavers in different time-zones and a clock that re-centres attention to our bodies, to a video installation that encourages participants to stop, rest and sleep, designers demonstrated alternative understandings of time.

## Venues



At Studio-X Istanbul, *Digestion School* redirected focus from the brain to the gut as a site of cognition, to rediscover indigenous cultural knowledge and emphasize the importance of communal and embodied approaches to living and learning. Projects included an exploration into traditional medicines from Indonesia, and a study on the social, cultural and anthropological significance of the marketplace.



## Open Call

An open call was extended to all designers, architects, scientists, engineers, chefs, craftspeople, activists and everyone else on 12 October 2017, receiving more than **700 applications** from **41 countries** in **6 continents**.

Divided into a call for **'schools'** and a call for **'learners'**, the open call was twofold. The format of a school was open for interpretation – from a one hour class or tutorial, to an online network or alternative university; from in situ observation and other methodologies, to critical schools of thought. The learners were described as anyone who would like to participate in a school, and can demonstrate an openness to discovery and transformation, regardless of design expertise, background or experience. The biennial endeavoured to address matters of financial support and other accessibility issues but encouraged resourcefulness. Both learners and schools were urged to connect their applications to one or more of the themes under scrutiny for

## Open Call

the 4th Istanbul Design Biennial. Besides those who demonstrated a capacity and passion for learning, *A School of Schools* gave preference to proposals that are committed to not only learning but translating the learning into a communicable form.



## A School of Schools: Orientation

The press conference of the 4th Istanbul Design Biennial was held on Thursday, **20 September** at Yapı Kredi Culture Centre with the participation of the 4th Istanbul Design Biennial curator **Jan Boelen** and associate curators **Vera Sacchetti** and **Nadine Botha**, İKSIV Chairman **Bülent Eczacıbaşı**, along with Istanbul Design Biennial Director **Deniz Ova**.

## A School of Schools: Orientation

“By naming the design biennial A School of Schools, we sought to go beyond the traditional ‘school-as-institution’ connotation. Everything and everywhere is a school, and every single interaction we have with design is pedagogical. Ninety-nine years after the Bauhaus, the design discipline and the world are very different places, while design education has mostly remained the same. And yet, education traditionally allowed for spaces of exception where experimentation and new ideas can be tried and tested. Can a biennial emulate these spaces? *A School of Schools* manifests as a set of dynamic learning formats encouraging creative production, sustainable collaboration, and social connection. We are interested in design as pedagogy and in what can we learn from design and designing. We would like to start a discussion on design, education and design education. We would like it to generate more questions than answers. This places the responsibility on each of us to become agents of our own education.”

Jan Boelen, curator



The press conference was followed by the exercise by designer and researcher, **Vivien Tauchman**.

More than **50 accredited international press members** from **22 countries**, as well as more than 500 academicians, museum directors, designers and critics from the international design world visited Istanbul to engage with the biennial during the preview days, which were realised on 20-21 September with the title ***A School of Schools: Orientation***.



## **Opening Reception**

The opening reception of the 4th Istanbul Design Biennial was at the **Consulate General of the Netherlands** on **20 September 2018**, providing an opportunity for the biennial to thank its supporters.

## Opening Reception

Celebrating the opening of the biennial were also prominent names from the world of art and design.



## Programming and Events

Alongside the six-week-long exhibition, the 4th Istanbul Design Biennial presented an ambitious public programme which took learning outside the walls of the classroom into the streets, and spread it throughout the city. *A School of Schools* featured a total of **59 talks**, **46 performances**, **35 workshops**, **50 screenings**, **1 photo exhibition** and **26 parallel events**.

Within the scope of the biennial, visitors attended a **facial yoga** workshop; obtained information on how to apply the **blockchain** method; learned how to make Indonesia's

## Programming and Events

traditional **jamu tea**; participated in discussions about how **future lifestyles and areas** will turn out with experts from the fields of architecture, art, science and technology; **chatted in a cafe** through the drinks we consume in daily life; considered **collecting design** with Sotheby's; talked about the **relationship between design and cinema** by watching scenes from various films; and traced the **story of the industrial design in Turkey** through "Development Office of Small Turkish Art", which was founded during the 1950s in the United States.



## Programming and Events

Two highlights from the public programme were supported by **VitrA** as part of the **Designer Conversations** series, one featuring the famous artist and designer **Arik Levy** with the talk titled “What have I learned from life?”, and the other one being **Alice Rawsthorn**’s presentation where she talked about her latest book *Design as an Attitude*.



A visual and experimental project by **Alexandra Midal** (HEAD – Genève) titled *Abecedarium, Esperanto: No More Talking or Learning Through Images* explored the relation between education, film and design by featuring an event where artists, designers curators and scholars delve into 26 separate topics –one for each letter of

## Programming and Events

the alphabet– in vignettes of 5 to 7 minutes.



While the designers who created the **Paşabahçe Omnia Su Collection** were gathered within the **OMNIA Talks** event to talk about their experiences and learning processes, the **Generative Drawing School** sponsored by **Edding** provided a space suitable for all age groups where different painting techniques and materials were questioned and utilized.



## Programming and Events

A collaboration with the **British Council** resulted in the realisation of *Curated Dinners*, a six-part series of curated conversations around the dinner table staged at the 4th Istanbul Design Biennial that explore in what way performative curatorial structures and speculative activities have the potential to challenge conventional teaching systems and offer novel learning approaches. Two *Curated Dinners* were organised in Istanbul and one in London, starting off a series to be followed with a few more events in the months to come.



## Programming and Events

Other notable events were *Learning from Heritage*, the **Design Trust Design Dialogue** which focused on how heritage conservation can be achieved by learning from heritage and how design can play a significant role to shape new identities and potentials in the production of culture, and *Urgent Pedagogies: Learning and Unlearning Through Spaces of Exception*, a half-day public event that invites professional educators and pedagogical practitioners from the fields of design and architecture to present on-going educational practice, discuss on certain cases and focus on the question of methodologies and means of pedagogies, organised in collaboration with **Iaspis, the Swedish Arts Grants Committee's International Program** with support from the **Swedish Institute** and the **Consulate General of Sweden in Istanbul**.

## Programming and Events



Another special feature of this year's public programme was the roundtables, realised under the title *Spaces of Exception*. These roundtables brought together Turkish and international institutions, schools and publications to explore how they inhabit and expand these spaces and their possibilities. Esteemed figures from Turkey and around the world were included in the event series, including **Lilet Breddels** (Archis Volume), **Ethel Baraona Pohl** and **Cesar Reyes Najera** (dpr.barcelona), **DUE**, **Migrant Journal**, **ONAGÖRE**, **RadioEE**, **Justin McGuirk**, **Mark Wigley** (Columbia GSAPP), **Tamar Shafrir** (Design Academy Eindhoven), **Zeynep Ataş** (Mardin Artuklu University),

## Programming and Events

Can Altay (İstanbul Bilgi University), Hashim Sarkis (MIT), Zöe Ryan, James Taylor-Foster (ArkDes), Lev Bratishenko (CCA), Angela Rui (Het Nieuwe Instituut), IIs Huygens (Z33 – House for Contemporary Art), Aric Chen (M+), Marisa Yiu (Design Trust), Onur Yıldız (SALT), and Amal Alhaag.

The biennial hosted six separate events under the title *A School of Schools: Academy Days*, where teachers and students from universities around Turkey came around to talk about the projects they realised in their respective schools revolving around the theme of *A School of Schools*. 37 departments from 25 universities made presentations at the Academy Days.



## Programming and Events

In addition to the guided tours, which encouraged visitors to take a closer look at the exhibited works and the conceptual framework of the 4th Istanbul Design Biennial, *A School of Schools* also featured **Design Routes** under the sponsorship of **Mavi**.

Enabling a visit of separate areas of Istanbul with thematic tours, Design Routes were led by guides who brought their field expertise to enliven the experience.



The “**Baby Mornings**” tours were realised every Friday morning at Arter throughout the 4th Istanbul Design Biennial and invited **babies under 12 months of age** to become a part of the biennial along with their parents and carers.

## Programming and Events



The 4th Istanbul Design Biennial, in collaboration with the **Pera Learning team**, created a special learning programme with contribution by **Mark Henning**. In the *Scales School*, the dedicated learning programme, which appealed to various age groups such as **children, young people, adults** and **60+**, invited to question, debate and design new work around the fluidity of measures and norms. During the learning programme, audiences had the chance to participate in bespoke tours, workshops, discussions, and other events. Alongside the workshops, an installation developed within the frame of the biennial was also placed on the working space. Drawing attention to local measuring units, the installation provided participants an interactive space of discovery.

## Programming and Events

The Program was supported by the **Genc Kultur (Culture Kids)** programme of the Netherlands.



## Sponsors and Supporters

The 4th Istanbul Design Biennial was organised by **İKSV** under the sponsorship of **VitrA**.

Biennial's theme sponsors included **Metro Cash&Carry** for *Digestion School*, **İstanbul Kültür University** for *Earth School*, **Yapı Kredi** for *Currents School*, **Panerai** for *Time School*, and **Yeditepe University** for *Scales School*.

Biennial workshops were sponsored by **Edding**. Biennial's panel and conversations were sponsored by **VitrA**.

## Sponsors and Supporters

Mavi was the sponsor of the Design Routes held within the scope of the biennial.

Omnia Paşabahçe collection is the special project sponsor of the biennial.

Other contributing corporations and institutions of the biennial are Türk Tuborg A.Ş., Arçelik, 3Dörtgen, Borusan Holding, Ersan, Fibrobeton Yapı Elemanları San. İnş. Tic. A.Ş., İstanbul Bilgi University, Kartek Technologies, KUKA AG, MEF University, Metal Yapı İnşaat Taahhüt San. Dış Tic. A.Ş., QNB Finansbank, Q-artz, Sotheby's, Tempo, The Stay Hotels, Türk Ekonomi Bankası (TEB), and YazıcıLegal.

The biennial was realised in collaboration with the Creative Industries Fund NL, Z33 - House for Contemporary Art, Graham Foundation for Advanced Studies in the Fine Arts, Swiss Arts Council Pro Helvetia, British Council, DutchCulture | Genc Kultur, Acción Cultural Española (AC/E), Goethe Institut, Spaces of Culture, Flemish Ministry of Culture, Austrian Cultural Forum Istanbul, University of Southampton,

## Sponsors and Supporters

Camões - Institute for Cooperation and Language of Portugal / Embassy of Portugal in Turkey, Iaspis - the Swedish Arts Grants Committee's International Programme for Visual Artists and Consulate General of the Kingdom of the Netherlands in Istanbul.

The Leading Sponsor of the Istanbul Foundation for Culture and Arts is **Eczacıbaşı Group**, Official Carrier is **DHL**, Official Hotel Sponsor **The Marmara Collection**, Insurance Sponsor is **Zurich Turkey**, Health Sponsor is **Acıbadem Health Group**, and Service Sponsors are **Navitas**, **GFK** and **AGC**.



## Sponsors and Supporters

The 4th Istanbul Design Biennial also receives support from the Ministry of Culture and Tourism, Governership of Istanbul, Istanbul Provincial Directorate of Culture and Tourism, Istanbul Metropolitan Municipality, Beyoğlu District Governership, Beşiktaş Municipality and Beyoğlu Municipality.



## Media Sponsors

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## Press

The local and international media communications regarding the 4th Istanbul Design Biennial began on 11 July 2017, which marked the announcement of Jan Boelen as curator.

Between 11 July 2017 and 16 November 2018, 30 press releases have been published about the biennial, in addition to 6 announcements on *e-flux*, which reaches a global network of over 90.000 press members, critics, and art professionals. The biennial was featured in 1283 national and 176 international pieces, totalling 1459 news articles. Guided tours were given to over 150 VIP guests, which included journalists, bloggers, and influencers from Turkey and around the world.

The biennial received great acclaim in the international press and was featured in prestigious newspapers, blogs, and web sites, such as *The Independent*, *Condé Nast Traveller*, *CNN Greece*, *L'Echo*, *Monocle Minute*, *Architectural Digest*, *Blueprint*, *Metalocus* and *Selections Magazine*. *The Independent* covered

## Press

*A School of Schools* under the piece titled “Europe’s Coolest Neighbourhoods”, which brought forward Beyoğlu as one of them and pointed out the biennial as one of the reasons. The Portuguese radio and television network *RTP – Radio e Televisão de Portugal* did a special interview with Deniz Ova.

The  INDEPENDENT



Aarhus is slowly becoming Denmark's coolest area (7)

Say hello to the most up-and-coming areas in the continent's hippest cities

TAMARA HINSON

Take a back seat Montmartre, Kreuzberg and Dalston, because it's time for a new generation of hip 'hoods to take centre stage. Here are 10 of the continent's coolest neighbourhoods to put on your holiday hit-list.

### **Beyoğlu, Istanbul, Turkey**

This colourful area has transformed into the capital's arts district, thanks partly to the Istanbul Foundation for Culture and Arts' decision to hold the Istanbul Design Biennial here. The next one kicks off in late September, where events take place in six Beyoğlu cultural institutions, including the art-filled Pera Museum. One of the best hangouts is the Stay Late Antiquity, a recently-opened design hotel inside a 19th-century townhouse. "I'd recommend checking out *Galeri Nev* on Istiklal Street," says Deniz Ova, director of Istanbul Design Biennial. "You'll find work by the masters of modern Turkish art and by younger, emerging artists too."

## Special Media Works

19 special interviews were made with the biennial participants before and during the exhibition days, 13 of them being featured in the biennial's web site.

As part of the collaboration with *VBenzeri*, Vitra's special content web site, 16 video interviews were made and shared through the social media pages of both *VBenzeri* and Istanbul Design Biennial. 7 videos were also produced by the İKSV teams exclusively for the biennial.



Biennial venues were visited with popular actors such as **Neslihan Atagül**, **Ezgi Mola**, and **Birce Akalay**, along with prominent figures of the culture industry such as **Doğan Hızlan**, **Yekta Kopan**, **Banu Güven**, **Melis Alphan**, and **Şelale Kadak**.

## Special Media Works

Actors, influencers and journalists shared their visits biennial through their Twitter and Instagram accounts, helping to spread the word.



## Special Media Works

A press breakfast was organised on the morning of 23 October, where İKSV Chairman **Bülent Eczacıbaşı** acquainted the press representatives with the biennial and highlighted the connection of the biennial with business and industry. Mr. Eczacıbaşı was joined by **Ali Aköz**, Chairman of Eczacıbaşı Building Products on behalf of Vitra; **Görgün Taner**, General Director of İKSV; and **Deniz Ova**, Istanbul Design Biennial Director. The breakfast was realised on the **Fenerbahçe Boat** located at **Koç Museum**, one of the satellite venues of the 4th Istanbul Design Biennial and hosted the following press members: **Ayşe Olgun** (Yeni Şafak), **Banu Çarmıklı** (Vatan), **Banu Tuna** (Hürriyet), **Bilgen Coşkun** (IAN), **Dilek Öztürk** (IAN), **Doğan Akın** (T24), **Emine Merdim Yılmaz** (Arkitera), **Emre Aköz** (Sabah), **Ezgi Tezcan** (XXI), **Fisun Yalçınkaya** (Milliyet), **Gülay Afşar** (NTV), **Handan Özsoy** (NTV), **İhsan Yılmaz** (Hürriyet), **Kültigin Kağan Akbulut** (Gazete Duvar), **Mensur Akgün** (Karar), **Müge Akgün** (Hürriyet), **Nur Çintay** (Sabah),

## Special Media Works

Seray Şahinler (Yeni Şafak), Yekta Kopan (Motto Müzik).



In order to promote *SO LONG, SO BIG, SO MANY!*, a video shooting and a press gathering was organised at Pera Museum. Journalists, mother-child bloggers and representatives from children bookshops such as **Nefise Karatay** (CNN Türk), **Banu Tuna** (Hürriyet), **Nilüfer Türkoğlu** (Posta), **Orhun Atmış** (Cumhuriyet), **Fisun Yalçınkaya** (Milliyet), **Begüm Kaki** (Artful Living), **Derya Topçu** (Blogger-Hadianne), **Eda Dereci** (Kültür - Sanat Haritası), **Çağla Gülses** (Kaktüs Çocuk), **Sevda Mustafaoğlu** (Aliza Kitabevi), **Senem Balkin** (Influencer), **Gizem Erbirer** (Blogger-profesyonelnedime), **Şilan Kızıllan** (Yaratıcı Çocuk Festivali) attended the gathering.

## Special Media Works



31 university students in design related departments of universities from cities other than Istanbul, Ankara and İzmir were selected to come visit Istanbul as guests of **Emin Çapa**, visiting the biennial exhibition for three days in the presence of tour guides.



## Marketing

The 4th Istanbul Design Biennial questioned methods of learning. The marketing campaign was set up in parallel with this approach, trying to get the audience involved in the process with encouraging them to question their own learning methods. Using objects, places and situations, medium-specific questions were created with the pattern “What do I learn from .....?”

ISTANBUL KÜLTÜR VARLIKLAR VAKFI TASARIMI Vitra

# SOKAK-TAN NE ÖĞRENİRİM?

GİRİŞ ÜCRETSİZ

**OKULLAR OKULU**

**4. İSTANBUL TASARIM BİENALİ**

AKBANK SANAT  
ARTER  
PERA MÜZESİ  
SALT GALATA  
STUDIO-X İSTANBUL  
YAPI KREDİ KÜLTÜR SANAT

**22.9.-4.11.2018**

#istanbultasarimbienali #tasarimbienali #OKULLAROKULU #ASCHOOLOF SCHOOLS

Ecocibasi DUKA THE MÜLHANLIK

“What do I learn from the street?”

## Marketing

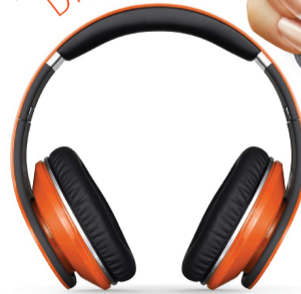
Banners about the biennial were placed in many esteemed online publications and websites such as *Archdaily*, *Dezeen*, *Dirty Furniture*, *Domus*, *Disegno*, and *World Architecture Community*.

Visitors were also able visit the 4th Istanbul Design Biennial with the new “**Sesli Rehber**” (Audio Guide) application of İKSV, which was available for free download on Google Play. The audio guide was downloaded by 3.500 people.

### 4. İSTANBUL TASARIM BİENALİ REHBERİ CEBİNİZDE.

İKSV'nin yeni “Sesli Rehber” uygulamasıyla, 4. İstanbul Tasarım Bienali'ni gezerken bir yandan da bienal ve sergilenen işlerle ilgili merak ettiğiniz ayrıntıları kendi telefonunuzdan, kendi kulaklığınızla dinleyebilirsiniz.

İNDİRİN, GEZİN,  
DINLEYİN



  Ücretsiz indirebilirsiniz.

## Special Marketing Works

One of the special collaborations was with **Beşiktaş Gymnastics Club**, which involved promotional materials for the biennial being featured during the home game of Beşiktaş on 29 September 2018 at the Vodafone Arena stadium in Dolmabahçe, Istanbul. The biennial's name and dates were reflected through the led screen, while banners were placed on the stands, reaching around **40.000 people**.



## Special Marketing Works

A question about the theme of the 4th Istanbul Design Biennial was featured in **HADİ**, the mobile quiz show.

**765.000 people** were reached through the Instagram page of HADİ, while nearly **200.000 users** answered the question.



## Special Marketing Works

A special bookmark with the question “Tersten okuyarak ne öğrenirim?” (What do I learn from reading backwards) was printed and placed at 15 D&R bookstores around Istanbul.



## Social Media

The hashtags used on social media for this edition were

#istanbuldesignbiennial and #aschoolofschools.

Instagram was selected as the 'flagship' of social media communication for the biennial, and a three-post-at-once approach was established in order to create a nice selection of images, which provided a curatorial approach in itself. The number of followers nearly quadrupled and reached a total of 23.787.



## Social Media

Popular actors, bloggers, cartoonists, journalists and other figures in Turkey spread the word about the biennial through their social media pages. Most notable figures included **Serenay Sarıkaya** (7.3M followers), **Mert Fırat** (1M followers), **Selçuk Erdem** (136K followers), and **Kaan Urgancıođlu** (1.2M followers).



A special tour by Deniz Ova, Istanbul Design Biennial Director, for actress Serenay Sarıkaya.