



İzmir as a World Design Capital and designing İzmir's city brand



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Özet

In 2009, İzmir Metropolitan Municipality organized a Culture and Art Workshop and introduced a three-step vision with the contributions of professionals from different disciplines and people who love İzmir. It was envisaged that İzmir would be a city of design and innovation to create an attractive focus in the Mediterranean. In the last ten years, this vision has been adopted by officials in İzmir. This study aims to examine İzmir's city identity, design culture in İzmir and İzmir's World Design Capital candidacy, identify its deficiencies and the areas where it could be developed and its potential, and understand how it could win this title by making changes in its possible new application for another year as World Design Capital. A survey was prepared for the residents of İzmir and in-depth interviews were made with nine professionals who worked and/or be informed about İzmir's process of being a design city and İzmir's candidacy for World Design Capital 2020.

2009 yılında İzmir Büyükşehir Belediyesi'nin düzenlediği Kültür Sanat Çalıştayı'nda bir çok değişik disiplinden gelen ve İzmir'i seven insanlarla üç basamaklı bir vizyon belirlendi: İzmir'in Akdeniz'de bir cazibe merkezi haline gelmesi adına İzmir'i bir sanat ve tasarım kenti haline getirmek. Son on yılda bu vizyon İzmir'de benimsendi. Bu tez İzmir'in şehir kimliğini, İzmir'deki tasarım kültürünü, İzmir'in Dünya Tasarım Başkenti adaylığını, eksiklerini, geliştirilebileceği ve potansiyeli olan noktaları belirlemek için İzmir'de yaşayanlar için bir anket düzenlendi ve İzmir'in tasarım kenti olması ve 2020 adaylığı konusuyla ilgili çalışan ve/veya bilgi sahibi olan dokuz profesyonelle röportajlar yapıldı. Yeni bir başvuru söz konusu olduğunda bu ünvanı kazanmak için ne yapılması gerektiği konusunda önerilerde bulunuldu.

Bağlantı
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İzmİr as a world design capital and designing İzmİr's city brand. A Thesis Submitted to The Graduate School of Engineering and Sciences of İzmİr Institute of Technology in Partial Fulfillment of the Requirements for the Degree of . In 2009, İzmİr Metropolitan Municipality organized a Culture and Art Workshop and introduced a three-step vision with the contributions of professionals from different disciplines and people who love İzmİr. It was envisaged that İzmİr would be a city of design and innovation to create an attractive focus in the Mediterranean. In the last ten years, this vision has been adopted by officials in İzmİr. Folkart, İzmİr's prestigious housing brand, has brought you Folkart Vega, the brightest and most elegant project in the city. This project, located at the heart of the city, has an innovative design. It allows you to live by the sea and embrace the sun. Explore folkart vega. We turn ideas into works of art. Folkart is forging ahead as a national and international award-winning and one of the most respected company in the industry. It ensures a high return on investment by building luxurious, comfortable, and superior structures equipped with eco-friendly and advanced technology. We are folkart