



APRIL 2023

**ŞİŞECAM**  
MAGAZINE

ISSUE  
**335**

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Win Awards

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**THE GLASS PERSON  
OF THE YEAR 2023**



GLASS IS  
UNMATCHED





Dear Colleagues,

I am glad to greet you all in this new issue of Şişecam Magazine. As Şişecam Family, we have successfully completed another successful month.

The proudest move for us last month was to exercise our purchase option from the European Bank for Reconstruction and Development (EBRD) for our 10% stake in Şişecam Çevre

Sistemleri A.Ş., which was established by Şişecam and EBRD in 2016. With this move, we became the sole shareholder of Şişecam Çevre Sistemleri A.Ş. a company that enables Turkish glass recycling companies to invest in infrastructure and establishment of state-of-the-art technology. Şişecam Çevre Sistemleri A.Ş. will forge ahead with its efforts to industrialize the glass waste recycling industry following this acquisition, all while setting ambitious goals to continue its progress in the global arena.

Şişecam's Digital Annual Report "In Pursuit of the Future" is now online and you can find highlights about our value-added activities, solid financial performance, sustainability focus and value creating investments in the Report which also features video interviews about Şişecam.

Sustainability is one of the most essential focus areas at Şişecam ecosystem. In the light of our sustainability strategy, we take all the steps needed for a sustainable future and planet. We continue to produce environmentally friendly and innovative solutions in line with our 2030 CareforNext sustainability strategy. We consider 11 internationally recognized Environmental Product Declaration (EPD) certifications received by our flat glass products as an important outcome of this commitment. These certificates, which evaluate the production processes from an environmental perspective, are also important indicators of our dedication to sustainability principles. Şişecam will continue its sustainability efforts at full speed for a more livable world.

The exclusive news of April for Şişecam was, that Şişecam's Chairman and Executive Member of the Board, esteemed Prof. Dr. Ahmet Kirman, received the Phoenix Award Committee's "Glass Person of the Year 2023" Award, which is one of the most prestigious awards in the glass industry. As Şişecam Family, we are delighted and proud to hear that Prof. Dr. Ahmet Kirman received this prestigious award, and we extend our heartfelt congratulations.

I hope you enjoy reading this issue of Şişecam Magazine...

**Görkem Elverici**  
CEO



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TÜRKİYE ŞİŞECAM BANKASI  
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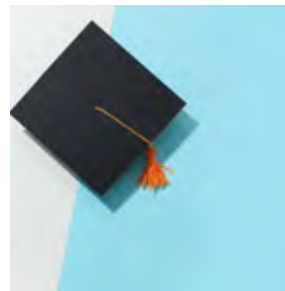
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## EVERYONE'S FAVORITE DESTINATION FOR GIFT SHOPPING

IT'S EASY TO FIND A WIDE RANGE OF  
GIFT OPTIONS FOR MOTHER'S DAY  
AT PAŞABAHÇE MAĞAZALARI.





Paşabahçe Mağazaları offered various alternatives for those looking to make their mothers happy with surprises on Mother's Day, which was celebrated on May 14th. The mom-themed products in the Lûgat365 series were some of the most sought-after gift options for Paşabahçe customers. The series is comprised of a coffee cup set, a porcelain teacup, a mug, and a paperweight, all inscribed with the word "anne" ("mother"). Other popular products include elegant hand mirrors as well as the Mon Coeur eau de cologne designed by Paşabahçe Mağazaları exclusively for Mother's Day. You can browse gift options online at [www.pasabahcemagazalari.com](http://www.pasabahcemagazalari.com).



## THE CAPITAL CITY GETS A NEW STORE

ANKARA WELCOMES A BRAND-NEW PAŞABAHÇE MAĞAZALARI STORE.

Paşabahçe Mağazaları offers thousands of homeware and lifestyle products, ideas, and solutions for customers at its new 500-square-meter store at the Ankamall Shopping Mall. The store is divided into Life and Boutique sections where shoppers can browse decorative items, kitchen accessories, limited-edition handmade gift options, as well as a whole range of eye-catching items such as mugs and glasses. The other Paşabahçe Mağazaları locations in Ankara include stores at the Armada Shopping Mall, the Panora Shopping Mall, Mesa Plaza, and in Çankaya.





## NUDE COLLECTIONS INFUSED WITH JAPANDI PHILOSOPHY

THE SWEDISH ARCHITECT MI SHARED DETAILS ABOUT THE JAPANDI PHILOSOPHY AS WELL AS HER FAVORITE NUDE PRODUCTS WITH READERS OF THE NUDE BLOG.

As a brand that commissions collections by an international range of designers based around its philosophy of "Simple is Beautiful," NUDE is introducing those who seek simplicity and minimalism in their living spaces to the Japandi philosophy. Known for the intriguing content she shares on her Instagram account @villamyrahojden, the Swedish architect Mi recently shared details about the Japandi philosophy in an interview published on the NUDE blog. Showcasing various NUDE products around her home, Mi also touched upon how her favorite NUDE products serve the Japandi philosophy during her interview. The full interview is up on the blog section at [nudeglass.com](https://nudeglass.com).





## NO.3 RECOGNIZED FOR ITS ELEGANCE



NUDE'S NO.3 GLASS WON  
AN IF DESIGN AWARD.

The multi-award-winning NUDE No.3 has just been honored once again. Competing in the Tableware category at the iF DESIGN AWARD, NUDE No.3 won praise from a jury of independent experts for its design, which aims to offer a flawless drinking experience. Each handmade glass is notably designed to keep beverages colder for longer. Various tests have been conducted to prove that NUDE No.3 can keep drinks colder for nearly 50% longer compared to standard drinking glasses.



reddot winner 2023

## NUDE DESIGNS RECEIVE AWARDS

NUDE'S GLASS DESIGNS DREW PRAISE AT  
THE RED DOT DESIGN AWARDS.

Known for creating products that are both functional and noted for their design, NUDE continues to get praised for its new products Dream Parade and No.3. After winning awards at the Good Design Awards 2022, the Dream Parade and No.3 glasses also received two distinctions in the Product Design category at the Red Dot Design Awards 2023. NUDE once again showcased its vision to the world thanks to its success at the Red Dot, which is one of the most notable and prestigious international awards in the design world.



## SOLAR GLASS PRODUCTS DISPLAYED AT SOLAREX

ŞİŞECAM'S SOLAR GLASS PRODUCTS WERE INTRODUCED TO VISITORS IN ISTANBUL.

In April, Şişecam attended the International Solar Energy and Technologies Fair Solarex, which was held at the Istanbul Expo Center. The expo brought together leading firms and industry representatives, with Şişecam promoting its high-quality solar glass products to visitors. The fair also saw the company promote its Sandy and Prism products designed for the solar power industry. Visitors to the Şişecam booth got to take a close look at the newly launched Solar Mirror, which boasts high solar reflectivity.



## THE BAU FAIR TOOK PLACE IN MUNICH

ŞİŞECAM WAS AMONG THE ATTENDEES OF THE TRADE FAIR WHICH CATERS TO THE BUILDING AND CONSTRUCTION INDUSTRY.

One of the world's top five producers of flat glass, Şişecam promoted its products to industry professionals at the biennial BAU Fair. Held in Munich, Germany, BAU is one of the world's leading trade fairs targeting architecture, materials, and systems in construction. One of the most popular products at the Şişecam booth for BAU Fair attendees was the Temperable Solar Low-E Glass Neutral 60/29, noted for offering the highest level of energy efficiency. The trade fair also gave industry representatives, operators, designers, and developers the opportunity to get together with the Şişecam team and explore the products up-close.



## JEC FAIR AT PARIS

ŞİŞECAM INTRODUCED ITS COMPOSITE PRODUCTS.

At the end of April, Şişecam attended the JEC Fair held at the Paris Nord Villepinte Exhibition Center. Şişecam promoted its high-quality composite products to fairgoers as well as getting together with industry professionals operating in chemicals, laboratories, and technology. Glass fiber products shown at the fair included mats, multi-end roving, single-end roving, and chopped strands produced for the wind power, electronics, automotive, and construction industries.



## ŞİŞECAM ATTENDED THE INTERFOOD FAIR

THE TRADE FAIR BROUGHT TOGETHER NUMEROUS COMPANIES FROM AROUND THE WORLD.

An annual event Şişecam regularly attends, Interfood trade fair for the glass packaging industry was held in Krasnodar, Russia, in April. The trade fair welcomed nearly 5,000 visitors and more than 65 companies, with Şişecam promoting its products for the glass packaging industry to visitors.

## IDEA EXCHANGE WITH ARCHITECTS

ŞİŞECAM GOT TOGETHER WITH ARCHITECTS, INTERIOR DESIGNERS, AND FAÇADE CONSULTANTS ALL OVER TÜRKİYE.

### MEETING WITH ARCHITECTURE FIRMS IN ANKARA

The Building Sector Meetings took place at the Ankara headquarters of the Turkish Association of Architects in Private Practice (TÜRKSMĐ). A gathering place for representatives from the leading Turkish architecture firms which are members of TÜRKSMĐ, the event saw the Şişecam team provide information about the company's flat glass products and BIM Smart Objects as well as having a chance to assess the current projects of the architecture firms in attendance. Şişecam also received a certificate of thanks for its contributions to the architecture industry.

### R&D MEETINGS CONTINUE

Held at the Şişecam Headquarters, the workshop "R&D Meetings 4: The Glass of the Future" hosted leading Turkish façade consultants and architects. Prior to the workshop, participants toured the R&D laboratories of the Şişecam Science, Technology and Design Center, where they learned about product development efforts and production techniques. Following the technical visit, participants got to see and try out Şişecam's flat glass products. In the presentation

titled "The Transformation Shaping the Future," participants were given information about newly developed products, the updated performance calculator app Şişecam GlassTool, as well as Şişecam's BIM Smart Objects. Workshop participants were also introduced to the bird-friendly glass solutions as well as building-integrated photovoltaic (BIPV) panels and nearly zero energy buildings (NZEB)—called "the technology of the future"—which were presented at the BAU Fair.

### 20 BRANDS X 20 OFFICES MEETINGS

As part of the 20 Brands x 20 Offices Meetings, the Şişecam team got together with members of the Interior Architecture Association (IDEALIST) who are shaping interior design trends. Şişecam held one-on-one meetings with key players in the world of interior design, providing information about the company's decorative glass products, reference projects, as well as consultancy services for architectural and interior design projects. During the event, Şişecam also received a certificate of thanks for its contributions to the interior design industry.



Building Sector Meetings, (TÜRKSMĐ)



20 Brands x 20 Offices Meetings



R&D Events



R&D Events





## ŞİŞECAM WON THE DISTINCTION AWARD

THE INTERNATIONAL  
SAFETY AWARDS  
TOOK PLACE IN THE UK.

With more than 24,000 employees, Şişecam continues to receive international acclaim for its exemplary policies that put people first. Held by the British Safety Council with the participation of 978 institutions from 44 countries, the International Safety Awards saw Şişecam win the Distinction Award. The International Safety Awards seek to recognize organizations and projects from around the world that prevent workplace injuries and illnesses with effective results.



## CONGRESS IN ANTALYA



THE ŞİŞECAM TEAM ATTENDED THE INTERNATIONAL POULTRY MEAT CONGRESS IN ANTALYA TO CATCH UP ON DEVELOPMENTS IN THE INDUSTRY.

The 6<sup>th</sup> International Poultry Meat Congress took place in Antalya in March. Many individuals and institutions operating in the poultry meat and feed industry got together at the congress, including Şişecam. A producer of Vitamin K3—which is used in the feed industry— Şişecam met with the key players in poultry and caught up on the latest developments in the industry during the congress.

## ŞİŞECAM CONTINUES ITS CERTIFICATION EFFORTS FOR SUSTAINABLE PRODUCTS

ŞİŞECAM CONTINUES TO DEMONSTRATE ITS DEDICATION TO SUSTAINABILITY BY OBTAINING ENVIRONMENTAL PRODUCT DECLARATION CERTIFICATION FOR ITS PRODUCTS.

In line with its CareforNext sustainability strategy, Şişecam continues to develop environmentally friendly and innovative solutions. The flat glass product range is a strong illustration of the brand's sustainability efforts, as it has 11 Environmental Product Declaration (EPD) certifications. The internationally recognized EPD certification assesses the full environmental impact of a product's lifecycle, including both production processes as well as the entire value chain before and after production. To certify its sustainable products, in 2022, Şişecam collaborated with Metsims, one of the leading consultancy firms in the sustainability industry, to receive EPD certification—thus becoming the first Turkish company in its industry to do so.



## ŞİŞECAM IS NOW THE SOLE SHAREHOLDER OF ŞİŞECAM ÇEVRE SİSTEMLERİ A.Ş.

FOLLOWING THE PURCHASE OF SHARES BELONGING TO THE EUROPEAN BANK FOR RECONSTRUCTION AND DEVELOPMENT, ŞİŞECAM BECAME THE COMPANY'S SOLE SHAREHOLDER.

Şişecam purchased the European Bank for Reconstruction and Development's (EBRD) 10% stake in Şişecam Çevre Sistemleri A.Ş., which was established in 2016 by Şişecam and the EBRD. Şişecam Çevre Sistemleri A.Ş. contributes to the industrialization of the glass waste collection and recycling industry by enabling Turkish glass recycling firms to invest in infrastructure and build facilities equipped with the latest technology.

### ŞİŞECAM WILL INCREASE ITS EXTERNAL CULLET USE TO 35%

As a strong and deeply rooted player in the glass industry, Şişecam has long undertaken circular economy-focused projects by prioritizing glass recycling. The company has set tangible goals in line with its CareforNext sustainability strategy. Şişecam aims to increase the ratio of external cullet used in glass packaging production processes to 35% by 2030. Using cullet in glass production reduces both the amount of raw material required and

the energy consumption. Using cullet obtained from recycled waste glass makes it possible to reduce the carbon footprint of one bottle's entire lifecycle by over 50%, depending on the amount of glass waste used.

Since 2011, Şişecam has undertaken one of the most comprehensive sustainability and social responsibility efforts in Türkiye with the "Glass is Glass Again" Project. Aiming to support the transition to a recycling society by facilitating a change in social behavior, Şişecam has played an active role in recycling 2 million tons of glass waste to date through the project. Şişecam also plans to embrace similar sustainability projects and investments focused on glass recycling in the other countries where it operates. Having become the sole shareholder of Şişecam Çevre Sistemleri A.Ş. with the acquisition at the end of April, Şişecam will continue to support the development of the recycling industry via new investments.





## SUPPORT FOR THE GLASS FURNACE FOUNDATION

ŞİŞECAM CONTRIBUTES TO THE DEVELOPMENT OF GLASS ARTS BY SUPPORTING THE GLASS FURNACE FOUNDATION.

As the largest and best equipped glass art center in Türkiye, the Glass Furnace Foundation offers a tranquil atmosphere on the shores of Riva Creek. The Glass Furnace Foundation realizes a multitude of projects based on its foundational goals, which are to serve as a hub for all glass-related works, to facilitate people's physical experience with and love of glass, and to help make glass arts a prominent branch of art within the country. Originally designed as a glass studio, the Glass Furnace quickly became a world-class glass arts center that hosts a continuous agenda of educational and production activities. Meanwhile, Şişecam continues to support glass masters in their teaching and workshop projects by providing cullet, thus contributing to the development of tomorrow's glass masters. The Foundation recently gave Şişecam a plaque to thank the company for sending 4 tons of cullet from its Denizli Plant.



## CULLET DONATION IN NAZARKÖY

THANKS TO THE SUPPORT OF ŞİŞECAM, NAZARKÖY CONTINUES TO PRODUCE THE NAZAR BEADS WHICH HAVE BECOME SYMBOL OF THE DISTRICT.

Located in the Kemalpaşa district of İzmir, the Nazarköy neighborhood has been producing nazar (evil eye) beads since 1950. Here, broken pieces of glass are turned into souvenirs and nazar beads, making the neighborhood a popular destination among both local and international tourists. Following the closure of half of the nazar bead furnaces, Nazarköy had needed help obtaining glass cullet for some time. In an effort to support continued production in the neighborhood, Şişecam recently donated 55 tons of opal/opaque cullet to Nazarköy. Suitable for use as a raw material to create nazar beads, this cullet will help sustain the production of the nazar beads which have come to symbolize the neighborhood.





## THE 2022 DIGITAL ANNUAL REPORT IS OUT!

THE REPORT HIGHLIGHTS ŞİŞECAM'S OPERATIONS AND ACTIVITIES THROUGHOUT THE PAST YEAR.

With continuous operations across four continents, Şişecam recently published its Digital Annual Report, titled "In Pursuit of the Future," which highlights the company's accomplishments in 2022. The report contains information about Şişecam's ongoing projects and its vision for a sustainable future. The digital report also includes interviews with Şişecam Chairman and Executive Member of the Board Prof. Dr. Ahmet Kirman and Şişecam CEO Görkem Elverici regarding the company's 2022 operations. The videos also provide detailed information about Şişecam's investments, 2023 goals, its organizational transformation activities, its CareforNext sustainability strategy, and its R&D investments. Despite the ongoing climate where disruptions in production, procurement, and logistics are impacting each industry on a global scale, Şişecam continues to invest and move resolutely toward its goals. You may access the 2022 Digital Annual Report via the link below: <https://www.sisecam.com.tr/tr/yatirimci-iliskileri/sunumlar-ve-raporlar/yillik-faaliyet-raporlari/dijital-faaliyet-raporu/2022/index.html>

## THE ANNUAL REPORT IN NUMBERS

- Şişecam's consolidated net sales reached TRY 95.3 billion according to year-end financial results for 2022.
- Şişecam's exports from Türkiye reached USD 1.1 billion.
- International sales accounted for 63% of Şişecam's total consolidated sales.
- In 2022, Şişecam produced 5.6 million tons of glass, 4.9 million tons of soda ash, and 4.4 million tons of industrial raw materials.



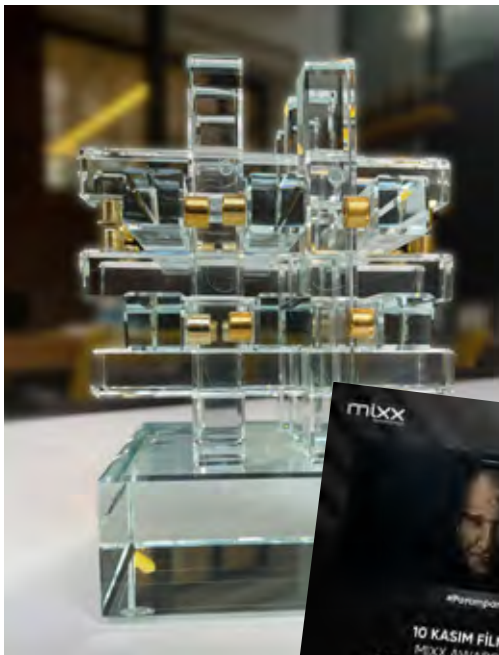
## ŞİŞECAM CHAIRMAN AND EXECUTIVE MEMBER OF THE BOARD PROF. DR. AHMET KIRMAN IS ELECTED THE GLASS PERSON OF THE YEAR 2023

ŞİŞECAM CHAIRMAN AND EXECUTIVE MEMBER OF THE BOARD PROF. DR. AHMET KIRMAN RECEIVED "THE GLASS PERSON OF THE YEAR" AWARD GIVEN BY THE PHOENIX AWARD COMMITTEE.

Handed out by the Phoenix Award Committee, "the Glass Person of the Year 2023" is one of the most prestigious awards in the glass industry. This year, the award was given to Şişecam Chairman and Executive Member of the Board Prof. Dr. Ahmet Kirman for his contributions to the development of the global glass industry. Since 1971, The Glass Person of the Year has been recognizing scientists, designers, engineers, and business people who have contributed to the development of glass with regards to R&D, product design and engineering, production, as well as marketing and sales efforts. Prof. Dr. Ahmet Kirman expressed that he was honored to be given the award, adding, "Glass is a miraculous material with unique qualities that have no substitute. Throughout its 5,000 years of history, it has always remained one of the most valuable materials for civilizations. In this sense, serving the glass industry is a great way to serve all of humanity." He also highlighted the importance of glass as a material for our future, stating, "The superior qualities of this miraculous material promise a brighter future, as it can reduce the risks that prevent us from achieving a sustainable world." Prof. Dr. Ahmet Kirman will receive his award at a ceremony held on September 29 in Italy.



Şişecam Chairman and Executive Member of the Board Prof. Dr. Ahmet Kirman



**mıxx**  
awards türkiye

## PARAMPARÇA WINS AN AWARD

ŞİŞECAM'S NOVEMBER 10<sup>TH</sup> COMMERCIAL #PARAMPARÇA HONORED AT THE MARKETING AND INTERACTIVE EXCELLENCE AWARDS.

The international Marketing and Interactive Excellence (MİXX) Awards seeks to recognize the year's best digital campaigns by awarding the agencies and advertisers behind them. Focusing on digital creativity, MİXX Awards is also noted for being the only competition to comprehensively assess digital ads for strategy, creative brief, execution, media planning, integration, and effectiveness. The winners of the 13th MİXX Awards were announced in early April, with Şişecam's November 10th commercial Paramparça, created in honor of Mustafa Kemal Atatürk, receiving the Gold MİXX Award in the Special Day Communication category. The glass Atatürk portrait used in the artistic commemorative November 10th film was created by the contemporary Swiss artist Simon Berger. Paramparça drew praise from the public, reaching millions of people via Şişecam's social media channels.



# TECHNOLOGY



## MIXED REALITY:

BLURRING THE LINE BETWEEN  
THE PHYSICAL AND VIRTUAL WORLDS





THE CONCEPT OF MIXED REALITY HAS LATELY BEEN ON THE TECH WORLD'S RADAR, WITH THE POTENTIAL FOR USE IN VARIOUS FIELDS SUCH AS EDUCATION, HEALTHCARE, AND ENTERTAINMENT. LET'S TAKE A CLOSER LOOK AT WHAT MIXED REALITY TECHNOLOGY IS AND WHAT IT HAS TO OFFER US.

As technology continues to improve each day, exciting new concepts and terms are constantly entering our lives—and mixed reality (MR) technology is one of the latest. Here, we explore what MR is and what you need to know about a technology that has numerous potential benefits to offer humankind.

#### **WHAT IS MIXED REALITY?**

MR technology can be described simply as a blend of the physical and digital worlds. In other words, MR experiences are created through the coexistence of real-life

elements with computer-generated environments. MR environments can incorporate both physical and virtual objects that are able to interact in real time.

When you hear the term MR, the first things to come to your mind might be augmented reality (AR) and virtual reality (VR) technologies. MR is both related to, yet different from, these technologies. So, what distinguishes MR from AR and VR? As you may know, AR experiences involve the addition of digital elements to the world in real time.





One of the best-known examples of AR experiences available on smartphones and tablets was the global Pokémon GO craze a few years ago. Today, many games and apps on smartphones and tablets still utilize AR technology to their advantage. Meanwhile, VR offers users a three-dimensional environment they can personally explore and interact with. A common feature in the gaming world, these environments allow users to have a sensory experience by wearing devices such as headsets and glasses. In summary, while AR experiences enrich the real world through digital elements, VR experiences detach us from reality altogether, transporting us to a brand-new virtual

world. Then there is MR, which blends features of VR and AR technology to offer a much more immersive experience. You can interact with both real and virtual elements by putting on an MR headset. Although it seems straight out of a sci-fi movie, this technology could be summed up as the crossroads of imagination and reality.

Although the term "mixed reality" was first used in a 1994 paper by researchers Paul Milgram and Fumio Kishino, its use and popularization in the public sphere only came about in the past few years. Microsoft's HoloLens was also launched in 2016. One of the key features of this MR headset is that it is equipped

with cameras that continuously map your surroundings. To put it another way, MR headsets are like VR headsets equipped with cameras that allow you to observe the real world. To give another example from the world of gaming, when we play a video game with an MR headset, our experience isn't limited to the virtual world—thanks to the cameras in our headsets, we are able to interact with game characters in the physical world, as well.

#### **THE POTENTIAL USES OF MIXED REALITY**

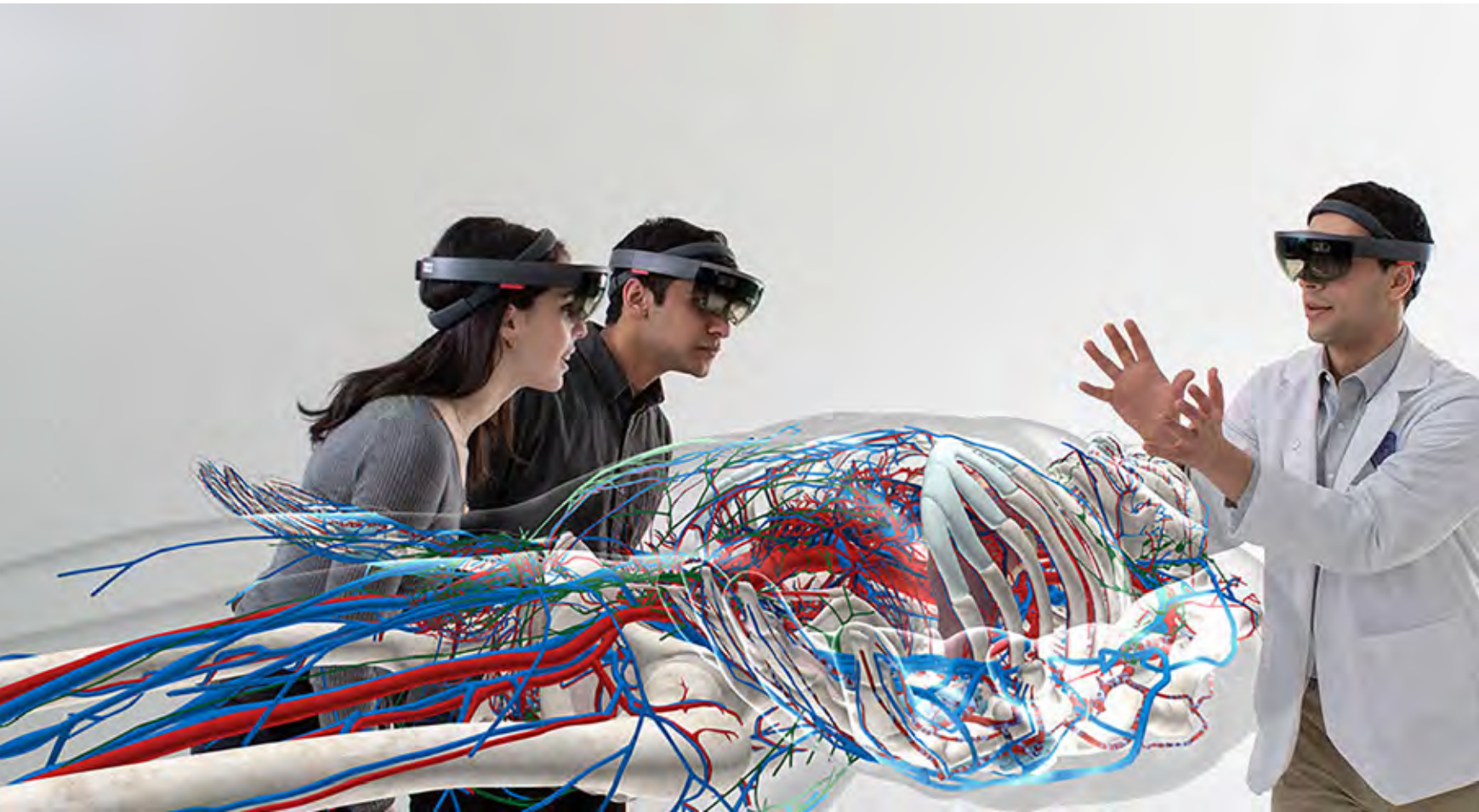
As mentioned, video games are among the primary use cases for MR. These productions are noted for offering extremely immersive experiences by



allowing users to play in the physical and virtual worlds simultaneously. The giant behind the HoloLens headset, Microsoft has also released numerous MR games. Another device that supports MR experiences is the Quest 2 VR headset from Reality Labs, which is an offshoot of Meta Platforms.

Of course, video games aren't the only area where MR technology has potential use. Marketing is another potential





key area for MR adoption. The recent momentum gained by MR technology can encourage businesses to develop marketing campaigns using MR. Some suggest that offering brand-focused MR experiences to the target audience will improve users' communication with the brand.

It's not hard to imagine interaction with virtual objects can simplify the learning process, so MR could also be used in education with the utmost efficiency. Case Western Reserve University in Ohio offers a great illustration of how MR could be used in education. An incredible MR software was developed to accompany students in their anatomy

courses at the university. Used with the Microsoft HoloLens, this software enables students to see every segment of the body in three dimensions, thus allowing them to learn anatomy without the use of cadavers. Not only does this technology enable students to interact with digital elements as well as one another, but it can also visualize relatively hard-to-see anatomical structures such as the nervous and circulatory systems.

Healthcare will undoubtedly be another key area of use for MR. Research suggests that the global MR market will reach USD 4 billion by 2025, with a majority of it coming from the healthcare industry. Experts

suggest that MR technologies can be used more often for diagnoses and operations, as well as for the treatment of phobias and the adaptation processes for children on the autism spectrum.

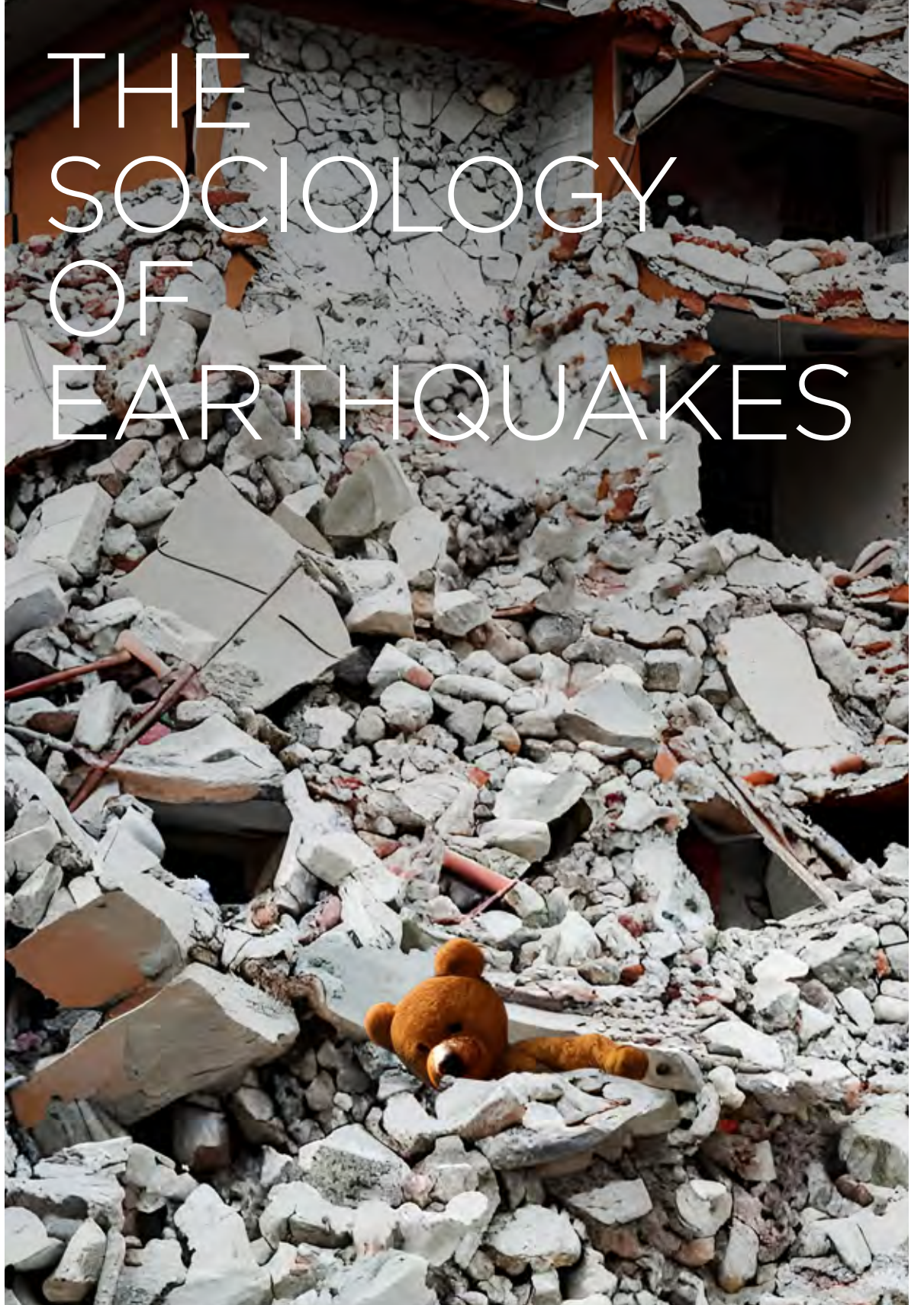
Another easy use case for MR is concerts and other aspects of the entertainment industry. A good example of this is the collaboration between Cirque du Soleil and Microsoft HoloLens on stage design several years ago. As the collaboration made the creative process—which takes months and requires the participation of many team members—easier, it could serve as a source of inspiration for other uses of MR headsets throughout the

world of entertainment. There is no doubt that MR has a bright future, both in terms of consumers and businesses. In the future, we will see many more creative uses of MR, which frees us from our dependence on the screen by encouraging interactions in both the physical and virtual worlds.





## INTERVIEW

THE  
SOCIOLOGY  
OF  
EARTHQUAKES



THE EARTHQUAKE DISASTER ON FEBRUARY 6<sup>TH</sup> MUST BE STUDIED NOT ONLY FOR ITS PSYCHOLOGICAL OR POLITICAL IMPACT BUT FOR ITS SOCIOLOGICAL ASPECT, AS WELL. WE SPOKE WITH PROF. DR. ULAŞ SUNATA FROM BAHÇEŞEHİR UNIVERSITY'S DEPARTMENT OF SOCIOLOGY ABOUT THE SOCIOLOGY OF DISASTERS AND MORE.



**First, could you tell us what is meant by the sociology of earthquakes and why it matters?**

Earthquakes are actually a type of natural disaster, so we treat earthquakes within the context of the sociology of disasters. These are events that have a sudden impact on life and turn into a catastrophe of sorts. They include natural disasters such as earthquakes and avalanches as well as human-induced ones. For instance, we now categorize the climate crisis as a human-induced disaster. Drought, heavy rainfall, and extreme heat are all different types of disasters caused by climate change. But we shouldn't think of disasters as only large-scale events. Instead, a disaster could be any event, whether on a small or big scale, that halts life and prevents us from continuing with our normal routines. They disrupt, divide, and decimate daily life. For example, a bus with brake failure running over people at a bus stop is a type of disaster just like the Kahramanmaraş earthquake. They are very different in scale, but both involve a critical amount of time in which life stops. In short, disasters can occur at different scales. We always say that earthquakes are a fact of life in Türkiye. Earthquakes are an extremely critical form of disaster for us. They are a natural phenomenon

that constantly repeats, one we always anticipate will happen even though we don't know when. This, in turn, suggests a sociological framework for us when it comes to being aware of and taking precaution against earthquakes, since this isn't something that only involves geophysicists, construction engineers, architects, or contractors. Another extremely critical element in earthquakes is the human factor. Humans are the ones who construct buildings, who either fight with or adapt to nature. Humans are also the ones who know what must be done in the face of earthquakes, so they are the most important part of the equation. Yet, for some reason, sociology has always taken the backseat when it comes to discussions surrounding earthquakes in our country. Once our country notices the importance of the human factor, it will also realize that it's necessary to take different precautions against earthquakes. Otherwise, the discourse reaches a standstill, and nothing changes. There was a great deal of discussion surrounding the psychology of earthquakes after the 1999 earthquake in particular. We now have a great deal of literature on trauma and post-traumatic stress disorder. Various psychological and pedagogical techniques have been developed

to handle, normalize, and heal the trauma that emerges after a disaster on an individual level. However, earthquakes are large-scale events that impact a great number of people at the same time, where people's relational network is much more critical and the trauma is experienced not just on a personal but also on a collective level. In situations such as these, we anticipate great transformation. I believe the sociology of such a relational event must be studied in depth.

**What were the primary sociological effects of the earthquakes on February 6<sup>th</sup>?**

As you know, I study earthquakes based on the trifecta of location, building, and people—yet the before, during, and aftermath of earthquakes is also important. For us, there is no difference between our pre-earthquake and post-earthquake status since we are still unprepared for earthquakes as a society. This lack of preparation makes our pre- and post-earthquake positions the same. Certain factors surrounding an earthquake's moment of impact and the crisis management thereof are sociological in nature. For instance, in the event of a disaster, it's important how coordination is achieved, how the first responders and search & rescue teams are

coordinated. This is a sociological concern. On the other hand, this is also a traumatic situation. Although it may appear to be experienced on an individual level, what is actually at stake is something bigger than the totality of people's individual trauma. We could call it collective trauma; what we're experiencing is actually something we call social trauma. We experienced this very deeply during the Kahramanmaraş earthquake, as the scale was massive and there was a great deal of human life lost. We're talking about an earthquake where vast numbers of people were left injured and many others, disabled. It was also an earthquake that left people homeless, leading to vast migration out of the region. Still others are trying to survive in their own cities, as they are unable to leave. Most of these people have not yet been able to find a solution to the problem of shelter, which is a fundamental requirement at the moment. Similar problems will persist in the near future. So, what's sociological about this situation? Well, sociology is a discipline that's closely related to many others, and it's highly suited to interdisciplinary projects. This is partially why sociology must play a bigger role when it comes to earthquakes. So, what is this role? For example, the discipline of urban and regional planning is a key player.

How will we design the new cities? How will we reconstruct the buildings? What should the design of a new city look like? When answering these questions, it's important to consider the local culture, the human factor, the sociology. This, in turn, requires sociology to interrelate with other disciplines. As a society, we are inclined to forget about earthquakes quickly. This is another thing we must overcome. The slogan "Depremi unutma, unutturma" ("Don't forget and don't let others forget the earthquake") is very important and meaningful. Earthquakes must be a part of our collective memory. They say that 40 candles burn whenever someone dies, with the last one on the 40th day never going out. The deceased always stays a part of our life, akin to a candle flame. Similarly, that last candle must not go out when it comes to earthquakes, as well. Guided by that candle flame, we must act to take precautions and to boost our resilience.

**Following the earthquakes, many people have started migrating to metropolises such as İstanbul, Ankara, and İzmir. What are some of the societal impacts of this wave of forced migration?**

Any migration following an earthquake is forced migration. It creates additional trauma on top of earthquake trauma. We are talking about an immense population increase in the cities where migration occurs. In addition to metropolises, other cities near the region—like Mersin—are also experiencing a big wave of migration. Mersin is also a big city, yet we know that the municipality has to offer many more services than usual. It's similar to how Kilis doubled its population following the influx of Syrian migrants, and how local governments struggled to serve such a population. All of this must be calculated ahead of time,

as these sudden and large-scale migrations can also be considered a disaster of sorts. What's more, migrants sometimes experience problems adapting to their new location. These issues must be addressed. On the other hand, we always discuss post-earthquake migration, but as I just mentioned, our pre- and post-earthquake realities are the same, as we haven't yet been able to instill an awareness of earthquakes in society. Therefore, pre-earthquake migration must also be encouraged. The prospect of an earthquake in the Marmara region indicates the need to migrate to different regions due to the overcrowding in İstanbul. In short, we must incentivize migration out of İstanbul. This, in turn, requires a level of central planning. People don't migrate when they are told they must, but if you move job sites and opportunities elsewhere, they may gravitate toward those places. The planning for this must take place on a national level.

**How should society treat those who have had to migrate because of an earthquake? What are some key points to consider, both for those who want to show solidarity to the migrants and those who are in touch with those affected by the earthquake?**

As we mentioned earlier, the people who migrate because of an earthquake are a highly traumatized group. It's not an easy experience to suddenly become a natural disaster survivor during the course of normal life. People who go through this trauma will be highly sensitive. It's important not to treat them with pity, especially if they've also been displaced from their home and are trying to adapt to a wholly different environment. This is something I emphasize all the time. We shouldn't judge them but instead try to understand them, allowing them to share

their experiences and greatly filtering our response. We should treat them with a high level of empathy, which is possible if we put ourselves in their shoes. This isn't easy to do, of course. We've all been traumatized as a society. There will naturally be a difference between those who experience the disaster firsthand and those who experience it indirectly. Yet even those who didn't personally experience this large-scale earthquake were highly impacted by the disaster. That's why we're calling it collective trauma. To sum it up, we must remember that those who experienced the earthquakes indirectly must treat those who experienced them directly with an approach based on understanding, not pity. We must not project our own pain onto them.

**Bahçeşehir University's Center of Migration and Urban Studies recently hosted the Earthquake Sociology Open Course Program, where you served as moderator. How did the program develop?**

I put out a call and got serious support from different groups. I planned a 10-week open course on earthquake sociology with individuals from nearly 20 universities, as well as numerous professional chambers and non-governmental organizations. There was serious demand for the course; we received more than 700 applications, but it would have been very difficult to meet online each week with that many people. So, we selected some of the applications and formed a group. We record and transcribe each lesson, so after 10 weeks, an open source will emerge. We will turn this into a book to make it accessible to everyone. The work will serve as somewhat of an educational source, paving the way for multi-dimensional discussions surrounding the sociology of earthquakes.

**Who participates in the program? What areas do you focus on in the lessons?**

Our participants are comprised of students and academics. We have assistant professors, postdoctoral researchers, as well as PhD, graduate, and undergraduate students. The group involved in the project has a high level of academic knowledge. The sociology of disasters must be studied in conjunction with different disciplines. There are also various subdisciplines addressed by the sociology of disasters, such as urban sociology, environmental sociology, the sociology of social classes and social stratification, and the sociology of emotions. These are all key areas that may interrelate with the sociology of earthquakes. Other relevant studies include urban and regional planning, construction engineering, architecture, journalism, communication, and civil society studies. All of these comprise the axes of the sociology of earthquakes.

**The program also touches upon the concepts of social fragility and societal resilience. What do these terms mean in the context of earthquakes? Why are these concepts important to the process we are currently experiencing?**

Fragile and disadvantaged groups should be studied at all times, not just during periods of disaster. Of course, they must also be studied specifically within the scope of disasters, as these groups experience much greater levels of desperation. Here, I must add that different fragile groups emerge with each disaster. In order to resolve much more desperate situations during a moment of disaster, we must have prior knowledge of and develop distinct precautions for areas where there is social fragility. Some





studies were done on the subject following the 1999 earthquake, and Türkiye is working on defining this axis of the sociology of disasters. However, we don't have a sufficient database of social stratification and the different fragile groups. These groups must still be studied within the context of the sociology of disasters. To overcome fragility, we must boost societal resilience. Disasters are commonplace, but the fact that we haven't developed our resilience as a society isn't. In the German language, disasters are called "katastrophe." The idea is that if a natural event doesn't turn into a catastrophe, then it can't be called a disaster. We see societies that can easily overcome disasters. We must also be prepared. How do we create a resilient city and society? Who does what in the event of a disaster? As seeking answers to such questions will make us more resilient, all these topics must be studied to boost our societal resilience in the face of disasters.

**What should we do now to continue the social solidarity we saw in the aftermath of the earthquakes? How can we help the earthquake survivors who are trying to build a new life?**

Aid efforts must continue.

The scale of these earthquakes was so massive that it looks as though it will take several years to restore order. Therefore, solidarity needs to be sustainable, but if we consider that Türkiye is experiencing an economic crisis, this isn't easy. Solidarity must continue on both a national and international level for it to be consistent. Apart from that, it is crucial that we boost societal awareness of and sensitivity toward earthquakes. Although we see social solidarity peak during times of disaster, we can also witness social demoralization emerge alongside, unfortunately. One example of this is the exorbitant rents demanded from already victimized earthquake survivors in the cities they've migrated to. Various solutions must be developed to prevent those who are financially disadvantaged from becoming even more so. Most importantly, we could relive an earthquake at any moment. Taking even more precautions and remembering the reality of earthquakes are another aspect of extending solidarity to earthquake survivors.

**What should the normalization process be like after a disaster?**

I don't think we should normalize. If we do so without fully instilling an awareness of earthquakes as

a fact of life, we will experience the same things all over again. We must boost awareness of earthquakes and disasters as we continue on our path. The speed of normalization is very important. In other words, suddenly and rapidly normalizing as a society isn't normal. The process must be very slow, just like reconstructing the buildings from scratch. You know how construction engineers have been saying it's highly risky to construct new buildings while the aftershocks continue? Similarly, it's not right to expect society to normalize quickly or to try to speed it up. There is a time to normalize, just as there is a time to mourn.

**Our collective memory must remain strong for the continuation of efforts to minimize the impact of earthquakes. People generally agree that the collective memory in Türkiye is weak. Do you agree? And how can we ensure that the memory of the earthquakes remains fresh in our minds?**

It is very important to keep the memory of the earthquakes alive. As a society, we are more inclined to forget than to remember—which is how big problems emerge. One thing that must

be done at this point is to build earthquake-themed museums. I'm not just talking about a closed-off, singular museum. Antakya, for example, became the symbol of the February 6th earthquakes. As the city is being reconstructed, signboards can be placed in certain spots throughout the city to remind people of how many people lost their lives in the earthquakes. What's important is to remember the reality of earthquakes when walking down the street. This is the only way to keep the memory alive. There should be parts of our life that prevent us from forgetting the earthquakes. My second recommendation is to create earthquake-themed works of art, especially with regards to visual content. For instance, the TV series industry in Türkiye is a rather big one. Earthquakes can be a part of the storyline in TV series—I personally don't remember scenarios that dealt with earthquakes in depth. A movie could be another idea. Keeping elements that remind us of earthquakes a part of our daily lives is the only way we can be sure not to forget.

**#DEPREMİNUNUTMAUNUTTURMA (DON'T FORGET OR LET THEM FORGET ABOUT EARTHQUAKES)**

# INNOVATION



The  
Moonshot  
Factory





# THE FUTURE OF THE AGRICULTURE INDUSTRY

A PROJECT DEVELOPED BY TECH GIANT **GOOGLE'S** UMBRELLA COMPANY **ALPHABET, MINERAL** PROMISES TO REWRITE THE RULES OF THE AGRICULTURE INDUSTRY. IT WAS LAUNCHED WITH THE AIM OF DEVELOPING NEW TECHNOLOGIES TO FOSTER **A MORE SUSTAINABLE, RESILIENT, AND PRODUCTIVE FOOD SYSTEM**, BUT CAN **MINERAL REALLY BE THE FUTURE OF THE AGRICULTURE INDUSTRY?**





A key player in the tech world, Google launched its research and development hub X - The Moonshot Factory back in 2010. Established with the goal of developing radical new technologies to effectively solve the big problems facing humanity, X - The Moonshot Factory breathes life into incredible technologies that can positively impact the lives of billions of people all around the world. The hub brings talented inventors and entrepreneurs under one roof to sow the seeds of inspiring projects,

with Mineral being one of them. Following incubation at X - The Moonshot Factory for five years, the project was recently added to the portfolio of Google's parent company Alphabet. Let's take a closer look at the details of the Mineral project whose main objective is to make agriculture more sustainable.

#### **THE STORY BEHIND MINERAL**

Is it possible to develop technology that can allow us to embrace the diversity and beauty of nature? If farmers

knew about the genetic diversity of the 30,000 edible plant species all over the world, could we determine which species are climate resistant? Could we understand how each farm plant grows and interacts with its environment? If we could do that, perhaps we could reduce our use of resources like fertilizers, chemicals, and water, using advanced growing techniques that boost soil fertility as well as productivity. These types of questions and ideas were the focus of the team behind Mineral—a likely

candidate to revolutionize the agriculture industry—as they were laying the groundwork for this project. They then got to action, meeting with growers all over the globe to ask them detailed questions about the difficulties they encounter in their line of work. Everyone they met—from soybean farmers in Argentina to kiwi growers in New Zealand—underscored the need for more information to find climate resilient plant species. The farmers also mentioned that the production tools they currently use are



insufficient in helping them overcome the challenges they face. To put it more simply, the meetings revealed the reality that the agriculture industry needs brand-new tools. And that is precisely when the team behind Mineral decided to develop new software and hardware tools to resolve existing issues and to simplify the process for farmers.

#### **HOW MIGHT MINERAL BENEFIT THE AGRICULTURE INDUSTRY?**

Mineral is currently forging ahead with its sustainable agriculture-focused projects as part of the company Alphabet. They are developing various tools to help us learn things we never knew about the magical world of plants, and to make sense of our learnings. Their hope is that, by using these tools, over time we will come to better understand the complex interaction of plant genetics, the environment, and farming practices. Expressed in a more tangible and simpler way, Mineral's mission is to give farmers information about the growth of their crops via uncrewed robotic exploration vehicles developed in-house. Slightly larger than the average smart vehicle, these exploration vehicles are equipped with various sensors and cameras. Using machine learning technology, these vehicles travel through fields to monitor the crops and gather data before sharing it with the farmers. Armed with this data, farmers are not only relieved of the need to inspect the fields in person, but they can also make much more accurate decisions about growing and harvesting. Current versions of these vehicles include six cameras that photograph the

plants from different angles. Additionally, laser sensors and GPS technology prevent the vehicle from colliding with any obstacles it may encounter in the field. Even though this vehicle equipped with all-terrain tires is uncrewed, it must be remotely controlled by a Mineral technician. The team behind Mineral has plans to enable the vehicles to operate uncrewed in the future.

According to the team behind Mineral, these vehicles make the impossible possible in that they can gauge the unique features of plants. This, in turn, means we will be able to protect plant species more effectively thanks to the opportunities afforded to us by technology. In other words, these tools

could allow us to improve our production methods in the future and make food more accessible to more people. What sets Mineral's vehicle apart from other existing data collection mechanisms in the rapidly digitalizing agriculture industry is that the information it provides enables farmers to act right away.

According to experts, the growing global population will require us to produce much more food over the next 50 years than we did 10,000 years ago. What's more, the climate crisis has made present-day agricultural conditions much more challenging. Another factor that further complicates matters is that the agriculture industry's activities are

thought to be among the main culprits of the climate crisis. This is precisely why Mineral's CEO Elliott Grant emphasizes that we don't have any time to waste before we discover more resilient crops, adopt practices that use less chemicals, improve soil health, and restore biodiversity. When we consider all these factors, we get a better sense of the significance of Mineral and similar innovations. We hope to discover many more innovative projects over the coming years that focus on simplifying the work of farmers and making workflows more efficient within the agriculture industry. Let's hope that Google-developed Mineral technology is only the beginning of the revolution in agriculture.

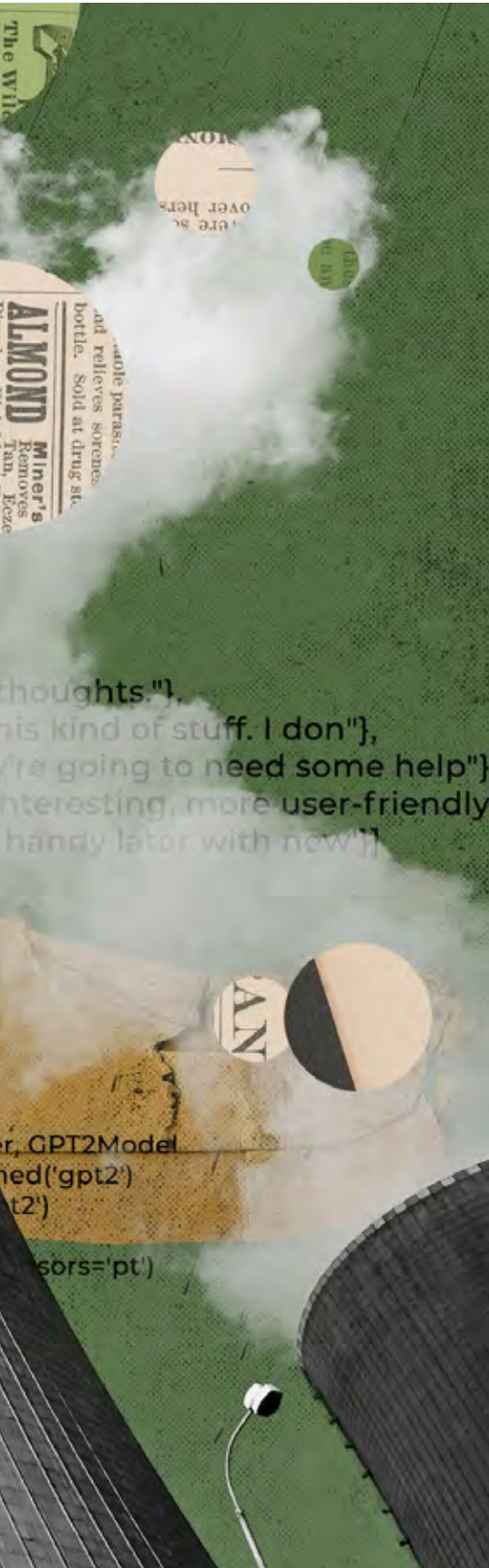




# SUSTAINABILITY







# THE STRUGGLE TO BECOME CARBON NEUTRAL

THE CITIES AROUND THE WORLD THAT HAVE PROMISED TO SIGNIFICANTLY REDUCE THEIR CARBON EMISSIONS IN THE COMING YEARS, AND THE PROJECTS THEY'RE UNDERTAKING TO DO SO...

As we're all beginning to feel the effects of climate change acutely, the global discourse continues to focus on carbon neutrality, or the concept of balancing carbon emissions. Many countries, cities, and institutions are focusing on carbon neutrality projects to combat the climate crisis and contribute positively to our planet's future. The NetZeroCities project financed by the European Union supports European cities that

strive to significantly reduce their greenhouse gas emissions to achieve carbon neutrality. Join us as we take a look at a few cities with inspiring initiatives to move toward carbon neutrality with the support of NetZeroCities.

## DRESDEN

Germany's second most populous city, Dresden aims to rank among the European cities that reach their carbon neutrality goals by 2030.





The city already initiated efforts to meet this goal a while ago. Currently, there are innovative projects under way in Johannstadt, the neighborhood designated as the pilot area. The first of these intriguing projects takes place at an elementary school in Johannstadt, where a heat transfer station was installed to optimize the school's energy consumption. Expected to save a considerable amount of energy in the coming years, this station is equipped with sensors that monitor the temperature, humidity, and carbon dioxide levels in each classroom. Experts have calculated that up to 42% energy savings can be achieved. Their primary goal is to save one-third of the energy the school consumes within several years. The Mobi Points initiative in Dresden is another aspirational project for the future of transportation. Offering eco-friendly transport options for both residents and tourists, Mobi Points hubs give

riders access to bike sharing and e-car sharing options as well as e-car charging stations. The primary goal of Mobi Points is to make environmentally friendly commuting options more prevalent and to encourage people to use public transport. Additionally, Dresden plans to replace its entire fleet of vehicles with electric models by 2025. Yet another exciting development was the launch of the District Future House project. These homes are equipped with an innovative energy management system that allows tenants to conserve energy by giving them the option to use cheaper, climate-neutral electricity to supplement their use of conventional electricity. The system comes with an energy manager display installed in each apartment, which gets a notification when cheaper ecological electricity from the system is available. This allows users to choose the type of electricity they consume in

their homes. We hope all these ongoing projects in Dresden will serve as an example for other cities.

#### HELSINKI

The Finnish capital Helsinki is another city that's moving at full speed toward achieving carbon neutrality by 2030. In 2020, Helsinki had reduced its carbon emissions by 33% as compared to 1990, while the emissions per capita dropped by 49%. However, these improvements are unfortunately not enough for Helsinki to become carbon neutral. Experts emphasize the need to reduce emissions at a faster rate for Helsinki to reach its 2030 goal. Consequently, the city's

main effort is to develop more sustainable traffic solutions. To this end, people are encouraged to use low-emission transportation alternatives, parking fees are raised throughout the city, and more charging stations are installed to encourage electric car use. Another step taken toward achieving greater carbon neutrality is to construct buildings with higher energy efficiency. Additional measures include replacing outdoor lighting sources with more energy-efficient alternatives as well as planning to switch to electricity production using wind and solar power. All these inspiring initiatives signal that Helsinki is on its way to reaching its 2030 goal.



Helsinki



**OSLO**

The decisive steps taken by the Norwegian metropolis to become the first capital city with an all-electric public transport system indicates just how committed Oslo is to carbon neutrality. To this end, 450 electric buses will replace the diesel-powered ones currently in use, which is estimated to save the city EUR 48 million in the long run. What's more, experts underscore that it's much easier to care for electric buses than the ones with diesel engines. Home to a population of nearly 700,000 people, Oslo also operates a fleet of almost all electric passenger ferries, as well as featuring an extensive network of trams and bike

paths throughout the city. The plan is to make bicycles and public transport the primary transport options in Oslo, thus reducing car traffic by one-third by 2030 as compared to 2015. Other citywide initiatives focused on carbon neutrality include discontinuing the use of fossil fuels in construction projects, adopting special measures to protect the forests surrounding Oslo, and building a circular waste and sewage management system.

**MILAN**

Milan is another European city that's promised to undertake important projects aimed at reducing greenhouse gas emissions. The Air and Climate



Oslo



Milan

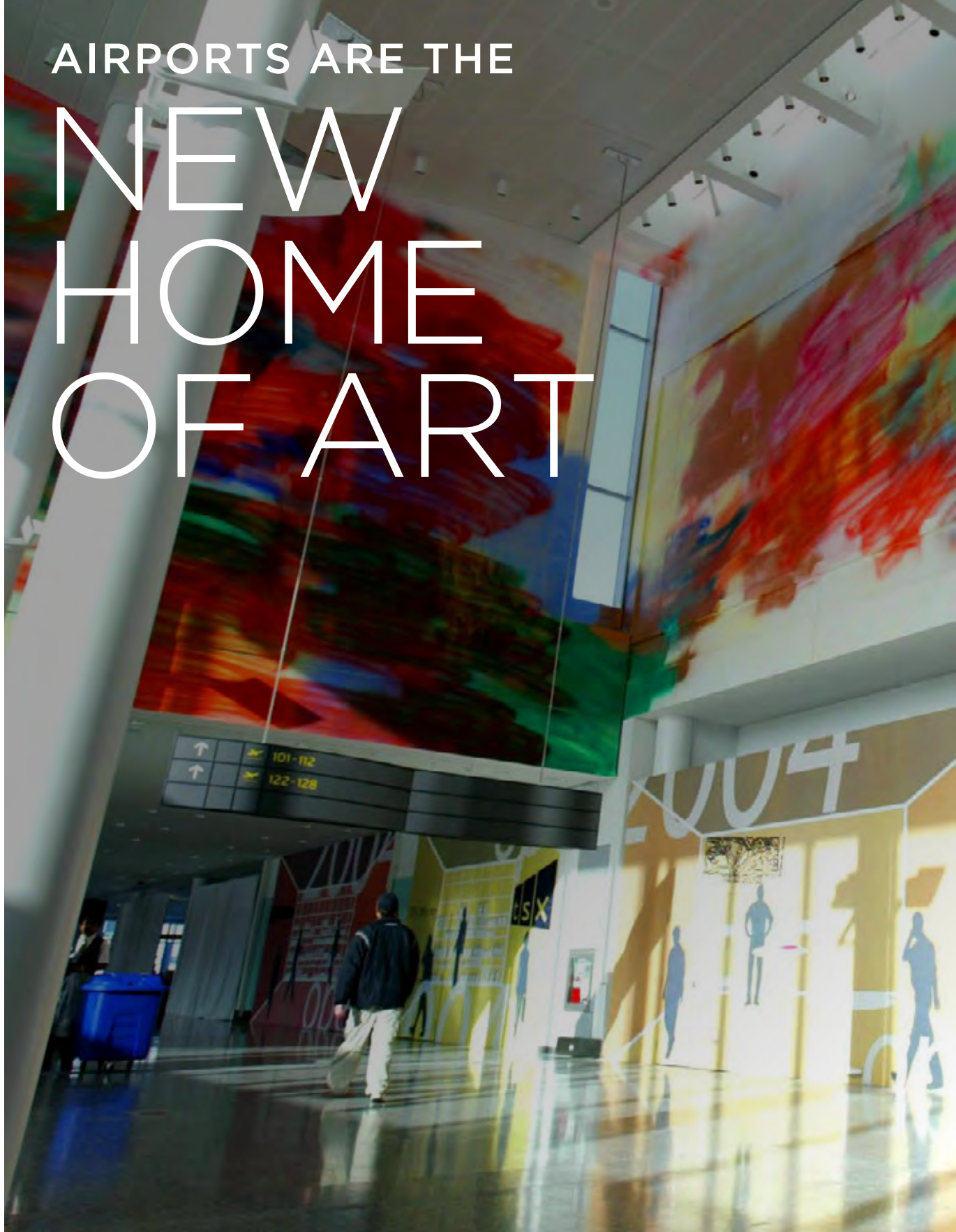
Plan which was approved last year seeks to make the city carbon neutral by 2050. Some of the plans are to significantly reduce car traffic by popularizing bike use as well as to place gradual bans in certain parts of the city on vehicles which are thought to pollute the environment. To incentivize the reduction of fossil fuel use by 2030, innovative methods will be used to produce energy for public buildings. To this end, more than 60,000 square

meters of solar panels will be installed throughout the city. Additional efforts include depaving as well as increasing urban green spaces and forestation to prevent urban heat islands. The Forestami Project aims to plant 3 million trees in the city by 2030. Another extremely important initiative is to hold educational activities that inform city residents about topics such as the effects of climate change as well as sustainability.



## ART

AIRPORTS ARE THE

NEW  
HOME  
OF ART





THE WORLD'S BUSIEST AIRPORTS ARE HOME TO CAPTIVATING INSTALLATIONS AND FASCINATING EXHIBITIONS. CHECK OUT THE BEST AIRPORTS TO DISCOVER INCREDIBLE WORKS OF ART.

Nowadays, travelers' fascination with art isn't limited to the museums or galleries in the cities they visit—it begins right at the airport, with captivating artworks, installations, and exhibitions waiting to be discovered. In fact, one could make the argument that airports are increasingly resembling art museums. With expansive spaces, long corridors, light-filled areas, and explorers dying to make brand-new discoveries, airports are perfectly suited for art events. What's more, there are two benefits to hosting such events at airports. Firstly, it gives travelers the opportunity to enjoy the time they may have to spend at the airport due to delayed flights. Secondly, it offers a peaceful and relaxing atmosphere for guests who may have a fear of flying or other travel-related stress. Works of art presented to international travelers also play an important role in promoting the culture and artistic scene of the country in question. Without further ado, let's take a mini tour to discover airports from across the globe and the artworks they present to travel enthusiasts.



## ISTANBUL AIRPORT

One of the world's largest and busiest airports, Istanbul Airport operates with the vision of serving as a center for universal art. All cultural and artistic projects at the airport are within the purview of IGART, which recently hosted an extremely impressive work of art. Czech sculptor Patrik Prosko's piece "Mustafa Kemal Atatürk - 3D Anamorphosis" was shown near the airport's international flights concourses. Created by the artist in a span of three months, the work combines 539 pieces that symbolize Atatürk's life and values. The anamorphosis technique—meaning "to reshape"—allows viewers to see the silhouette of Atatürk only from a specific angle. Istanbul Airport is also getting ready to host the second edition of its IGART Art Projects Contest. The winning artwork will be shown to millions of people at Istanbul Airport, which hosts an average of 300,000 passengers daily.



Mustafa Kemal Atatürk - 3D Anamorphosis, Patrik Prosko





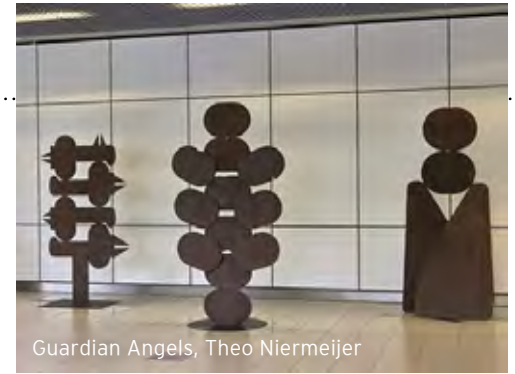
Ambiguous Wall, Byung-joo Kim



## SEOUL INCHEON AIRPORT

South Korea's largest airport, Incheon Airport boasts an impressively rich art collection. The Incheon Airport Museum collaborates with institutions like the National Museum of Korea to host many remarkable pieces and contemporary artworks. There are so many artworks to see at the airport that it would be impossible to list them all, yet one of the most eye-catching among them is "Ambiguous Wall" by Byung-joo Kim, which is shown in the airport's baggage area. Featuring simple line drawings of significant historical buildings that symbolize Seoul such as the Gwanghwamun Gate and the Dongnimmun Gate, this work offers tourists a glimpse of all the beauty awaiting them in the city. Another captivating work is "New Scenery in Dream 14-23, 14-24," which is showcased in the VIP room. In this piece, artist Suk Chul-Joo puts a modern spin on the works of famous painter Kyun Ahn by using both Eastern and Western materials.





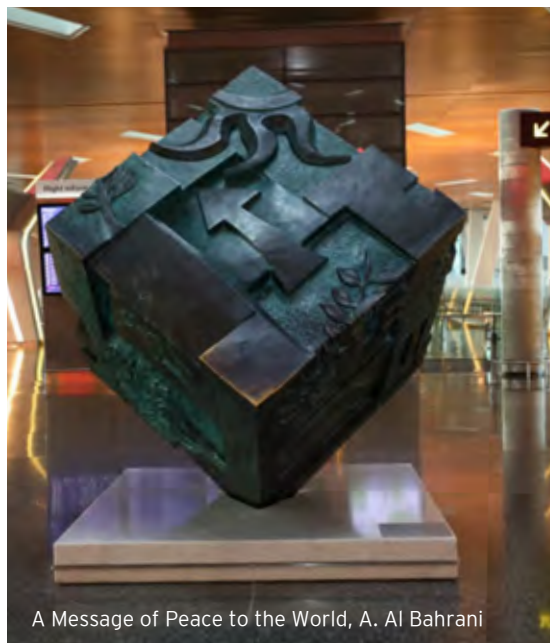
Guardian Angels, Theo Niermeijer

## AMSTERDAM SCHIPHOL AIRPORT

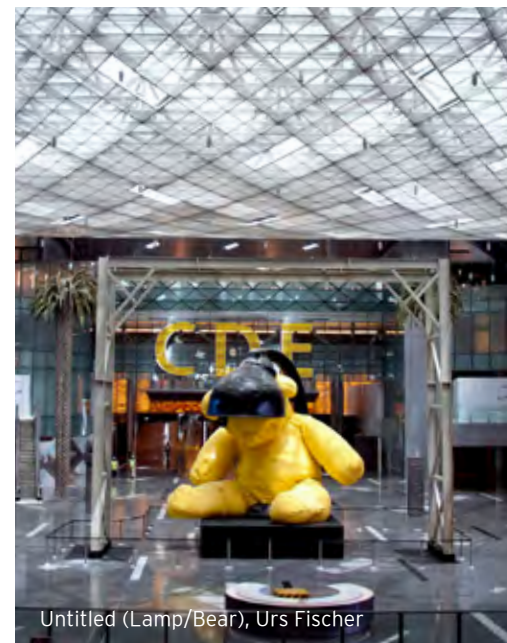
Amsterdam's Schiphol Airport offers a great opportunity for those who can't find time to visit the city's famous Rijksmuseum. Works from the museum's collection are now shown in rotation at the airport's quiet and peaceful gallery. This gives travelers a chance to discover impressive paintings of 19<sup>th</sup>-century Dutch artists either before or after their flights. The museum is open around the clock, with free entrance. Once you go past security and passport control, you'll see numerous works of art, all on display for visitors' viewing pleasure. One of the works on display here is "Guardian Angels," a testament to the creative use of iron by sculptor, graphic artist, painter, and architect Theo Niermeijer. Known as "the iron poet" due to his fondness for using metal that's often salvaged from shipyards, Niermeijer has combined the material with mysterious symbolism to create the intriguing "Guardian Angels."

## DOHA HAMAD AIRPORT

The Doha Hamad Airport, in collaboration with Qatar Museums, is hosting works by national and international artists. One of the most notable works on display at the airport is Swiss artist Urs Fischer's "Untitled (Lamp/Bear)," which depicts a 23-meter-tall yellow plush bear sitting peacefully in front of a lamp. This bronze bear has come to symbolize Doha, reminding travelers who visit the duty-free shops of their own childhood. Another work worth mentioning is Qatar-based Iraqi artist Ahmed Al Bahrani's "A Message of Peace to the World." This large-scale cube also has a positive message about the importance of investing in economic security and education for children's prosperity.



A Message of Peace to the World, A. Al Bahrani



Untitled (Lamp/Bear), Urs Fischer

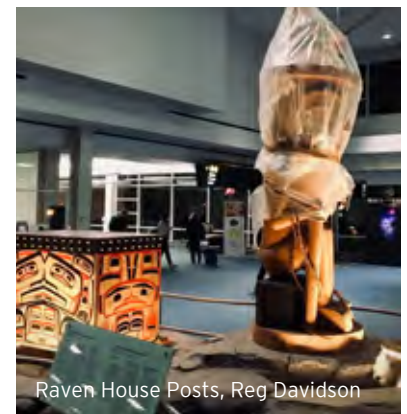




The Rivers Monument, Marianne Nicolson

## VANCOUVER AIRPORT

Vancouver Airport showcases award-winning works of art that reflect the culture of British Columbia. One of the most intriguing works for travelers visiting the airport is "The Rivers Monument." Created by artist and activist Marianne Nicolson, the work consists of two massive cylindrical structures that honor the region's history in a magnificent way, mesmerizing onlookers. Another massive figure that greets airport visitors is "Raven House Posts," which depicts a cultural hero from the ancient legends of the Northwest Coast people. Created as part of a series of work representing the airport's theme of Land, Sea and Sky, this work is inspired by a benevolent figure who puts the sun in the sky, the fish in the sea, and the food on the land, according to ancient legend.



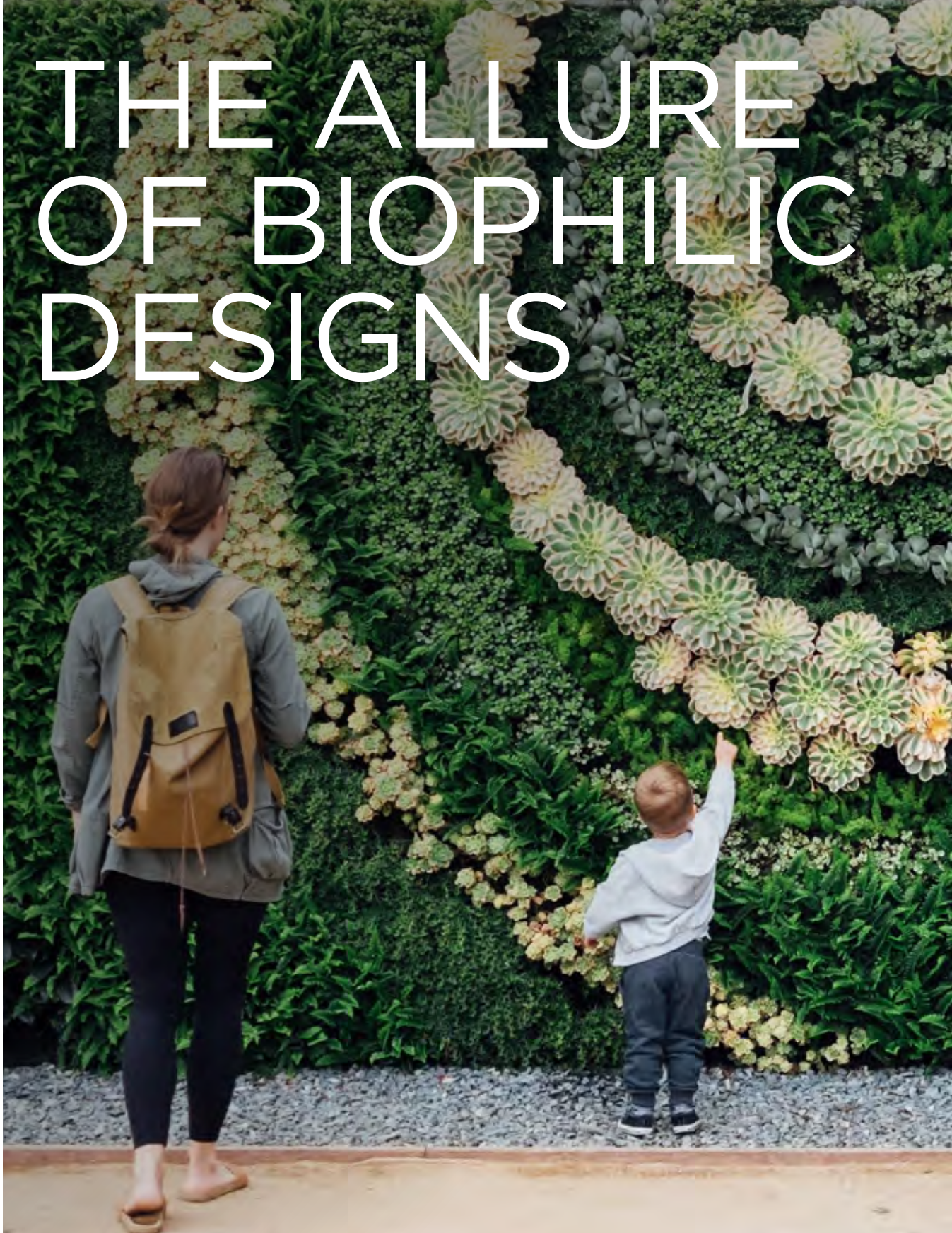
Raven House Posts, Reg Davidson





TREND

# THE ALLURE OF BIOPHILIC DESIGNS







EVERYTHING YOU NEED TO KNOW ABOUT THE BIOPHILIC DESIGN TREND, WHICH SEEKS TO INFUSE NATURAL ELEMENTS INTO MODERN STRUCTURES.

A concept that's lately been on the rise, biophilic design actually has a history that goes back many years. The word "biophilia" was coined by psychoanalyst Erich Fromm in the 1970s. While he defined it as "the passionate love of life and of all that is alive," in the early 1980s, Edward O. Wilson pointed out that our connection to nature has a genetic basis, defining biophilia as "our innate tendency to focus upon life and life-like forms and, in some instances, to affiliate with them emotionally." At its core, biophilic design seeks to build structures that meet the need of modern individuals to be in touch with nature. Founded on the premise that the more people move away from nature the unhappier they are, the biophilic design movement involves the construction of buildings that include natural lighting and ventilation elements. As urban life becomes more draining by the day and the negative effects of the climate crisis are felt more pervasively in cities, it has become

unavoidable that biophilic design would become more prevalent in both architecture and urban planning. Experts also emphasize the positive impact of spaces and structures with natural elements on people's welfare. Given all that, it's not surprising that the trend of biophilic design is becoming more prevalent by the day. The biophilic design trend makes it a point to develop designs centered around nature, with some of the best-known practices including the placement of plants and trees on walls, in interior spaces, and on rooftops. Other frequently encountered elements of biophilic design include the use of natural materials in buildings and furniture, the incorporation of earth tones into interior design, and the reliance on natural lighting. The best way to actually understand biophilic design is through examples, so here are some of the finest biophilic designs from around the world...



Erich Fromm





Italo Calvino



Bosco Verticale

**MILAN**

Our first example comes from Italy. A redevelopment project that's become the symbol of Milan, Bosco Verticale is a residential complex that was opened in 2014. The team behind this pair of towers was inspired by Italo Calvino's novel "The Baron in the Trees," where the protagonist eschews the ground in favor of living in a tree. What makes Bosco Verticale—"Vertical Forest" in English—an incredible biophilic design project is that both of these 116-meter towers are home to hundreds of trees. Placed on terraces surrounding Bosco Verticale, these trees are also noted for their contribution

to increasing biodiversity. What's more, tree maintenance is done using renewable energy.

**SINGAPORE**

The Jewel complex attached to Singapore's Changi Airport is an incredible entertainment and retail center. Yet what sets Jewel apart from other similar airport complexes is that it offers visitors a lush green environment. There are many different parts of Jewel worth exploring, such as the Rain Vortex, which is the world's biggest indoor waterfall. The Bouncing Net placed among the trees is another fun area to bounce around for minutes. Located 8 meters above ground at its highest point, the



Changi Airport, Jewel



One Central Park

Bouncing Net gives travelers a taste of what it would be like to bounce around in the forest underneath the clouds. Then there is the colorful Petal Garden, where seasonal flowers are on display. Of course, Jewel's offerings aren't limited to these: with many other experiences on offer, Jewel serves as a great example of how biophilic design can be adapted to entertainment centers.

**SYDNEY**

Located in the Australian capital of Sydney, One Central Park is a mixed-use dual high-rise building that incorporates two residential towers as well as a shopping center and commercial units. Best known for its verdant vertical gardens, One Central Park is also remarkable in that it was designed to be self-sustaining.





In addition to being equipped with a system to reclaim wastewater, the complex also uses sunlight most efficiently. Heliostats and reflector panels installed throughout One Central Park capture sunlight and direct it to wherever is necessary throughout the buildings. The complex even received numerous awards in the past years for its tremendous commitment to sustainability.

**LISBON**

Located in the Portuguese capital, Lisbon, Second Home is a coworking space that's admired for its biophilic design. Conceived of based on the idea that green spaces make people happy, Second Home seeks to make people forget they're in an office. Each of the brand's worldwide coworking spaces places the utmost priority on

sustainability. The workspace in Lisbon has a retractable roof that automatically opens up at night, allowing in clean, cool air, then closing before sunrise to trap in the fresh air. An underground network of pipes runs hot or cold water depending on the season, helping to keep the space cool in the summer and warm in the winter. The team behind Second Home

is passionate about biophilic design, undertaking various efforts to reduce the carbon footprint in the workspaces, as well.

**BEVERLY HILLS**

Situated in Beverly Hills, California, Gardenhouse is another residential complex that's renowned worldwide for its biophilic design. Immediately noticeable thanks to its plant-covered exterior, Gardenhouse's design was inspired by the green landscaping of Beverly Hills. The project was built by MAD Architects, who are known for their futuristic, organic, and technologically advanced architectural projects. In contrast to the crowded apartment buildings where people struggle to breathe, MAD Architects aimed to create a calm, environmentally friendly oasis—and it looks as though they've succeeded. Gardenhouse is now a wonderful example of how living spaces around the world should be.



## AGENDA



## exhibition

Art is the  
Highest Form  
of Hope

**UNTIL JULY 16**

EVLİYAGİL MUSEUM, ANKARA

Evliyagil Museum is currently hosting the exhibition "Art is the Highest Form of Hope," curated by Beral Madra. Featuring a collection of works by 49 artists from the collections of Evliyagil Museum and PAPKO, the exhibition focuses on the concepts of city, body, and image. The artists whose works are on display include Adnan Çoker, Ahmet Doğu İpek, Eren Eyüboğlu, Gülsün Karamustafa, Komet, Mehmet Gülerüz, Yüksel Arslan, and others.



## theater

The Rich One's  
Kitchen

**MAY 24-25**

MAXIMUM UNIQ OPEN AIR,  
İSTANBUL

Starring Şener Şen as the lead, "The Rich One's Kitchen" continues to entice theatergoers. Written by Vasif Öngören, the play explores how the big labor movement of 1970 impacted a rich family's kitchen. Known for depicting the labor movement in an entertaining way, the play has been adapted numerous times for the stage as well as the silver screen.



## book

Meditations:  
Thoughts to  
Myself

**MARCUS AURELIUS**  
CAN PUBLISHING

The only philosopher-emperor in Western philosophy, Marcus Aurelius is a Roman ruler who still finds relevance today as both a politician and thinker. Throughout a lifetime spent in war, Marcus Aurelius was fascinated by philosophical texts, contributing his own undeniably influential work of literature by penning "Meditations: Thoughts to Myself" on a military camp during his battles against Germanic tribes. The book is still considered one of the most important texts of Stoic philosophy to this day.



# RECENT NEWS FROM THE ŞİŞECAM SPORTS CLUB

THE NATIONAL SOVEREIGNTY COASTAL ROWING CUP AND DURGUNSU CANOE SPRING CUP TOOK PLACE.

Athletes from Şişecam Sports Club's Rowing Division who successfully competed in the National Sovereignty Coastal Rowing Cup included Emir Çınar, Mehmet Egeli, Ozan Tetik, Emre Sunay, and Arda Berat Çekeceker. The club came in second in the Men's Coastal Rowing 4x+ category as well as in the clubs ranking.

Meanwhile, the Durgunsu Canoe Spring Cup taking place in Köyceğiz drew in 216 athletes from different clubs, with Ergün Vatan Baydemir being chosen to the Slovakian National Team for the international competition.



# ŞİŞECAM GROWS WITH THE YOUTH

UNIVERSITY STUDENTS STEP INTO THE EXCITING WORLD OF ŞİŞECAM THANKS TO INTERNSHIP PROGRAMS, COLLABORATIONS WITH UNIVERSITIES AND ON-CAMPUS EVENTS.



## GLOBAL YOUNG TALENT PROGRAM

*Together*

Şişecam offers students **internship** opportunities at its production facilities in **14 countries.**

Since 2015, **1,055 interns** have joined the program, and 357 of them have been hired.



## ON-CAMPUS EVENTS

Since 2015, **740 events** have been held at more than **50** universities, helping us get together with thousands of young people.



## FIRST STEP SUMMER INTERNSHIP PROGRAM

Since 2016, **2,670 interns** have joined the program.

## UNIVERSITY-INDUSTRY COLLABORATIONS

Şişecam offers final-year students working on their capstone project the opportunity to work on real-life projects. To date, we have worked with

**45 students from 8 universities**

in their final year of graduate school to complete their capstone projects. We also held training sessions with young engineers interested in glass, sharing our experiences with them within the scope of our Engineering Certificate Program. Welcoming students from METU and Eskişehir Technical University, the program has welcomed

**191 engineering students** to date. Our R&D Center still works with 22 PhD students on projects as part of the TUBITAK 2244 Industrial Ph.D. Program.



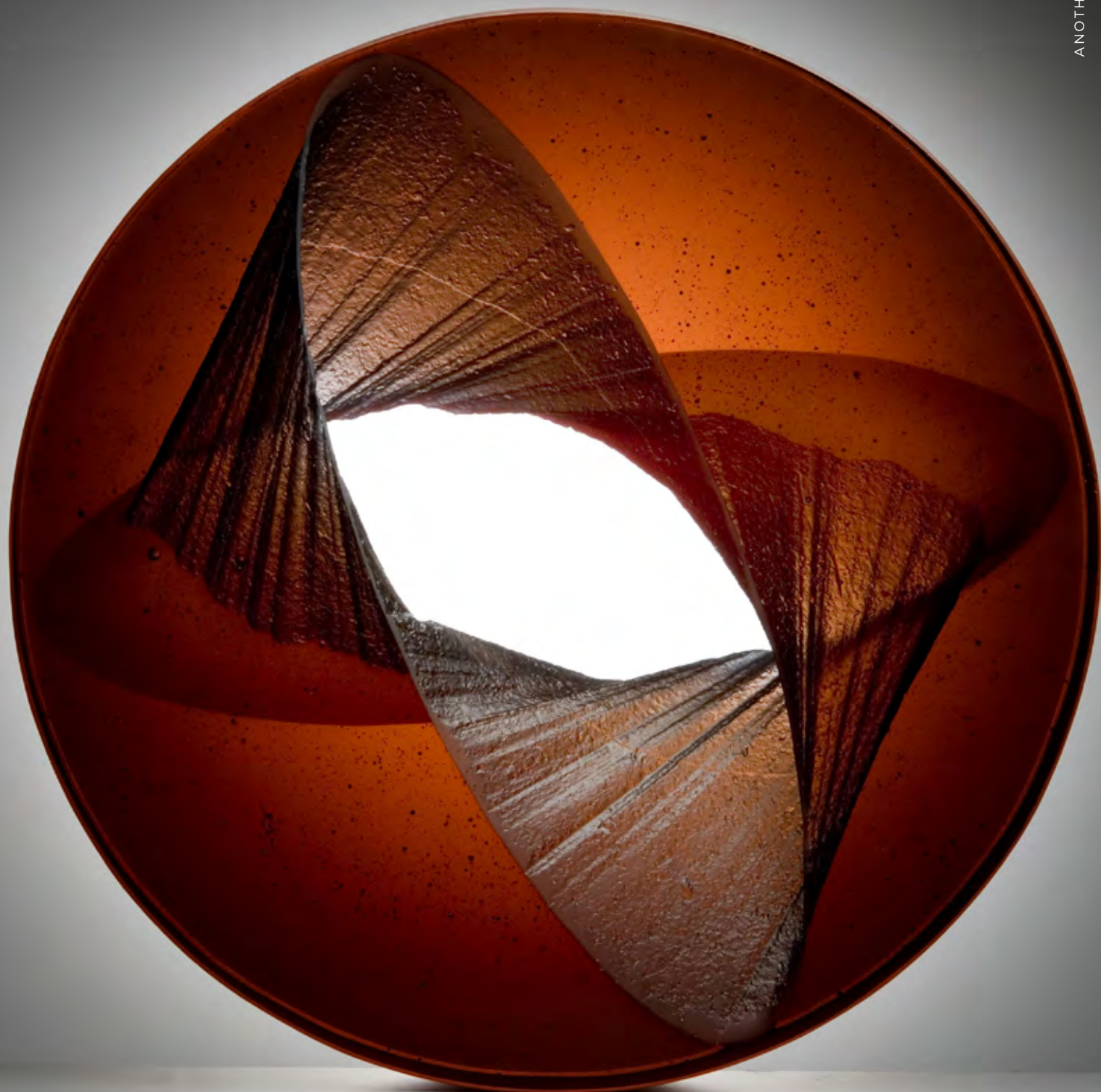
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GLASS IS  
A JOURNEY

