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**ŞİŞECAM**  
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Receives Gold  
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İstanbul Modern  
at Its New Home

# FURNACE RENOVATION INVESTMENT IN GEORGIA

# GLASS IS

## PIONEERING





Dear Colleagues,

I am happy to meet with you once again in the new issue of Şişecam Magazine.

The months of June and July saw key developments that support our growth journey. One of the most significant developments for us during the period was reactivating our second glass packaging furnace equipped with the latest

technologies and getting the first line of products from our renewed furnace. We began operations in Georgia which was our first investment outside of Türkiye in 1997. With this investment of nearly 20 Million Euros, our total investments in Georgia has reached almost to 80 Million Euros. As the only glass manufacturer in Georgia, our annual glass production capacity in the country rose by 25% to 75,000 tons per year. With this new capacity and the new technologies, we will be able to meet the glass packaging demands of both Georgia and the surrounding countries much faster.

As an enterprise that has embraced sustainability as a way of doing business, we are aware of our responsibilities to the environment, the societies and our planet. Each year we publish an annual sustainability report to share our sustainability performance with all our stakeholders and with the public in a transparent and detailed way. In July, we published Şişecam's 2022 Sustainability Report. I am proud to state that we are continuing to take significant initiatives aimed at protecting the planet, empowering society, and transforming life in line with our CareforNext sustainability strategy.

One of these projects aimed at supporting the shift to sustainable and clean energy was to increase our installed renewable energy capacity to 10 MWp. With this key step, we have prevented nearly 4,000 tons of carbon emissions, saved TRY 29 Million worth of energy, and recycled a total of 6.8 Million cubic meters of water. Our goal is to increase the rate of renewable energy use at our plants eightfold by 2030. Our sustainability goals also guided us as we signed the United Nations Women's Empowerment Principles (WEPs) to ensure social gender equality throughout the Şişecam ecosystem. With this signature, we will continue to support women's role in the industry and at all levels of economic life, and we will take concrete steps to solidify this support. Our initial goal is to boost women's employment rate at our company to at least 25% by 2030.

I hope you enjoy reading the new issue of Şişecam Magazine.

**Görkem Elverici**  
Genel Müdür



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TÜRKİYE ŞİŞECAM  
Company.

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exhibition, Total Recall,  
where they focus on  
how AI and machine  
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## AFTER FATHER'S DAY...

THE REFINED GIFTS AT PAŞABAHÇE MAĞAZALARI WERE ONCE AGAIN THE PREFERRED CHOICE FOR THOSE LOOKING TO MAKE DAD HAPPY THIS YEAR.

Offering numerous alternatives for Father's Day with the slogan "Life Is the Best Gift" as well as different gift options, Paşabahçe Mağazaları was once again the first choice of those looking to make their father happy this year. Paşabahçe Mağazaları hosted those looking to celebrate this meaningful day for fathers who care about details and design with a stylish gift.

One unique gift option for fathers was the Göbeklitepe series, which was designed by Paşabahçe Mağazaları with inspiration from one of the world's

most significant ancient temples. Other items such as the Astronomical Writing Set and the Alphabet Revolution Writing Set also drew interest for their appeal to fathers who are interested in handwriting.

Meanwhile, the Gentlemen Gift Sets were designed specifically for fathers. With an extensive product range featuring mugs, espresso cups, a coffee press, coasters, eau de cologne, and decorative objects, the sets were a hit with customers thanks to their elegant and modern packaging.





## HOLIDAY EXCITEMENT

CUSTOMERS INTRODUCED TO GREAT PRODUCTS AT PAŞABAHÇE MAĞAZALARI PRIOR TO THE FEAST OF SACRIFICE.

Paşabahçe Mağazaları offered customers many elegant options for holiday dinners. Gifts purchased from Paşabahçe Mağazaları such as candy, chocolate, and eau de cologne helped spread the excitement of holiday. Putting a modern spin on the holiday tradition of offering guests eau de cologne, Paşabahçe Mağazaları featured ideal gift options on its shelves in the form of different scented eau de cologne options. Traditional akide (hard) candy, marzipans, and Turkish delight varieties were also popular thanks to their different aromas and chic packaging. Meanwhile, the elegantly designed glass candy bowls from Paşabahçe Mağazaları paired perfectly with chocolates to sweeten the deal.



## HELLO, SUMMER

PAŞABAHÇE MAĞAZALARI ATTENDED INTERIA DESIGN STORE'S EVENT.

Last month, Paşabahçe Mağazaları attended the "Hello, Summer" event at Interia Design Store, a design and décor shop where Paşabahçe products are sold. Guests included architects and designers, with glass master İlhami Hancıoğlu putting on a special show in which he produced small glass objects. Hancıoğlu is also the creator of the Çeşm-i Bülbül Tesbih (Prayer Beads) from Paşabahçe's Boutique product line.



## TASTING WITH NUDE WINE GLASSES

NUDE WINE GLASSES WERE FEATURED IN CHALLENGING MASTER CLASSES 2023.

NUDE wine glasses were used in the Challenging Master Classes 2023 event. Introducing participants to hundreds of different aromas and flavors, the event took place in June at CVK Park Bosphorus Hotel. NUDE wine glasses were used for the various tastings that took place at the event, which also featured speakers Oz Clarke, Madeleine Stenwreth, and Caro Maurer.



## WINE GLASSES FOR REFRESHING DRINKS

NUDE LAUNCHED ITS NEWLY DESIGNED WINE GLASSES.

An alternative to both red and white wine, rose wine is more popular in the summer months. Those looking to enjoy rose wine this summer can find many wine glass options at [nudeglass.com](http://nudeglass.com). Some of the standout designs include Stem Zero Grace, which comes with a tapered rim that enriches the flavor of drinks; the Stem Zero Vertigo, whose wide bowl allows the drinker to experience the aromas fully; and the Ghost Zero Tulip, which is noted for its modern design.





## DISTRIBUTOR MEETING

NUDE DISTRIBUTORS GOT TOGETHER.

Distributors from the Middle East, Asia, and Pacific regions visited the Bodrum Showroom and the Denizli Plant at the end of May. Topics discussed during the visits included changes, developments, and new trends in the catering industry, as well as potential steps to boost sales. Additionally, a mixology-themed workshop was held where Bodrum Edition Hotel's F&B Consultant Federico Penzo demonstrated how NUDE products can be paired with popular cocktails. The visit concluded with a tour of the Denizli Plant, where business partners got to learn about Şişecam's capabilities when it comes to production by hand.



## COCKTAILS FROM NUDE

### IT'S TIME TO TASTE REFRESHING COCKTAILS

NUDE Glass shared recipes for six flavorful and refreshing summer cocktails on its Instagram account. Prepared by cocktail designer and photographer @thewestmount, the six summer cocktails stand out with their elegant presentation. Those looking to mix up summer cocktails at home can check out the @nudeglass Instagram account to discover the recipes and the elegant NUDE glasses they're served in.

### A SPECIAL COCKTAIL FOR FATHER'S DAY

NUDE created a gift guide for those in search of Father's Day presents. The guide focused on whiskey glasses, with pieces from the Paris, Malt, and Alba lines among many others. Cocktail designer and photographer @thewestmount created a special Father's Day cocktail for NUDE, called the Banana Mint Julip and served in the Paris Whiskey Glass. The preparation stages of the cocktail were featured as videos on the @nudeglass Instagram account, where they were met with interest from whiskey lovers.

## DESIGN SHANGHAI TOOK PLACE

NUDE WAS AMONG THE ATTENDEES OF THE DESIGN FAIR.

One of the world's most prestigious international design fairs, Design Shanghai took place in June. Key players in the design world attended the event in China. Now in its 10<sup>th</sup> year, Design Shanghai welcomed inspiring brands that drew the attention of fashion lovers over the four-day fair. Noted as a brand whose products beautify living spaces, NUDE also drew praise at the event for its unique designs.



## AFTER INTERSOLAR EUROPE...

ŞİŞECAM PRESENTED ITS SOLAR GLASS OPTIONS AT THE INTERSOLAR EUROPE EXHIBITION.

Şişecam attended Intersolar Europe 2023, one of the world's leading exhibitions in the solar energy industry. Held in Munich in June, the event saw the Sandy and Prism patterned glass series presented to the solar industry. Another design showcased to visitors was the Solar Mirror, Şişecam's new product with high solar reflectance. By applying a special anti-reflective coating to its solar glass, Şişecam minimizes light reflection while boosting light permeability. This, in turn, results in increased performance and high efficiency for solar panels.



## INDUSTRY PROFESSIONALS GATHER

ZAK MILAN AND PERSPECTIVE EUROPE 2023 TOOK PLACE.

### ŞİŞECAM GOT TOGETHER WITH INDUSTRY PROFESSIONALS AT ZAK MILAN

Featuring Şişecam as its events partner, the international façade design and engineering conference, Zak World of Façades, took place in Milan for the first time. The architects, engineers, and façade consultants speaking at the event touched upon innovative projects and approaches to façade design. In a presentation titled "Transformation Shaping the Future," Şişecam shared its case study for the Istanbul International Finance Center Vakıfbank project to 350 industry professionals including architects, engineers, and

façade consultants. Attendees showed great interest in the products and reference projects showcased at the Şişecam booth.

### ŞİŞECAM MET WITH INTERNATIONAL ARCHITECTS IN ITALY

Şişecam attended Perspective Europe 2023, which was organized in Venice by The Plan magazine. The event brought together international architects, façade engineers, real estate investors, and construction material firms. Starting on May 14<sup>th</sup>, the event lasted three days, during which participants got to learn about Şişecam and its reference projects during a workshop.

## GATHERING OF ARCHITECTS

ŞİŞECAM GOT TOGETHER WITH ARCHITECTURE FIRMS WHO ARE MEMBERS OF THE İSTANBUL ASSOCIATION OF ARCHITECTS IN PRIVATE PRACTICE.

In-person meetings were held with the 27 leading architecture firms in Türkiye as part of the Bilateral Business Meetings Event held at the end of May. During these meetings, architects provided information about their current projects. Additionally, glass consultancy services, reference projects that feature flat glass products, as well as Şişecam's BIM Smart Projects were introduced to architects who serve as the designer of many prestigious international projects.



## GLASS SOLUTIONS FOR ENERGY EFFICIENCY IN BUILDINGS

ONLINE PRESENTATION HELD DURING IMSAD MEETING.

Drawing participation from 20 committee members, the IMSAD (Association of Turkish Construction Material Producers) Building Energy Efficiency and Renewable Energy Working Group Meeting featured an online presentation on Glass Solutions for Energy Efficiency in Buildings. Following the presentation—which focused on the effective management of heat and sunlight achieved through Şişecam's flat glass products—participants also got to do a Q&A session.



## PROJECT ASSESSMENT MEETING WITH DESIGNHUB-IST

DURING THE MEETING, KADİR HAS UNIVERSITY PRESENTED ŞİŞECAM WITH A CERTIFICATE OF APPRECIATION.

Founded by Kadir Has University, the DesignHub-Ist Design, Training and Application Center organized a Project Assessment meeting at Kadir Has University's Cibali Campus, where Şişecam received a certificate of appreciation. Given in honor of Şişecam's contributions to collaborations and architecture courses developed with the aim of boosting academia-industry partnership, the certificate of appreciation was presented by Kadir Has University Rector Prof. Dr. Sondan Durukanoğlu Feyiz as well as the Dean of the Faculty of Art and Design, Prof. Dr. Banu Manav. Kadir Has University also extended a thank you to Şişecam for the architectural glass presentation and showroom tour offered to architecture students.



## STUDENT VISIT

ITALIAN STUDENTS VISITED ŞİŞECAM'S PRODUCTION PLANT.

Şişecam hosted students at its production plant in Italy's San Giorgio di Nogaro municipality. The group of nearly 50 students included elementary- and middle-school students from the Istituto Comprensivo Di Scuola Infanzia Primaria E Secondaria Di Primo Grado C. Cavour in Muzzana del Turgnano, as well as students from the CeFAP Technical High School in Codroipo. During the tour, students got to observe glass production processes and experience the quality and chemistry labs in person. Always keeping its doors open to student tours, Şişecam Flat Glass Italy S.R.L continues to plan facility tours for young learners. Employees from the Career Center at the University of Udine, as well as instructors from the University of Trieste, are expected to visit the production plant soon. During these visits, students and guests are introduced to Şişecam as well as the internship and career opportunities offered by the company.



'Toward  
a Strong Future,  
Together'



## IAM MEETING

THE ISICAM AUTHORIZED MANUFACTURERS MEETING TOOK PLACE IN ANTALYA.

Now in its 49<sup>th</sup> year with the motto "Toward a Strong Future, Together," Şişecam's insulated glass brand, Isicam Systems, got together with Isicam Authorized Manufacturers. The meeting focused on new projects, products, and activities by Isicam Systems. Afterward, the focus was on assessing economic data from the past term and discussing expectations from the upcoming term. At the end of the meeting, a ceremony was held to invite Isicam Authorized Manufacturers to the stage and hand them a certificate of appreciation for their accomplishments in various categories.

## #PARAMPARÇA RECEIVES GOLD AWARD AT BRANDVERSE AWARDS

ŞİŞECAM'S NOVEMBER 10<sup>TH</sup> COMMERCIAL,  
PARAMPARÇA, RECEIVED AN AWARD.

Co-organized by Marketing Türkiye and Boomsonar and featuring jury members comprised of the marketing and communications executives of leading Turkish brands, the Brandverse Awards took place at Hilton Istanbul Bomonti Hotel. During the ceremony, the November 10th commercial, #Paramparça, which Şişecam commissioned to honor Mustafa Kemal Atatürk, received the Gold Award in the Special Day Campaign category.



## ECO PACKAGING AWARD

RUSSIAN DESIGN TEAM  
RECOGNIZED AT PART AWARDS.

The Russian Glass Packaging Design Team attended the RosUpack fair in Moscow, which included the Part Awards competition. The 450-ml Light Steine Bottle developed by the design team received an award in the Eco Packaging category. Weighing 235 grams, the ultra-light bottle was noted for being 12% lighter than similar designs.



## VISIT FROM CAMBRIDGE UNIVERSITY

MBA CANDIDATES WHO ARE EXECUTIVES IN GLOBAL COMPANIES VISITED ŞİŞECAM.



High-level executives in global companies such as Spotify, Microsoft, Morgan Stanley, and BP who are currently studying in the Executive MBA program at Cambridge University's Judge Business School visited Istanbul. Held with the aim of learning more about the companies and business segments, the visit saw a 90-person group tour Şişecam. With Şişecam CEO Görkem Elverici as the host, visitors received information about Şişecam's transformation and digitalization journey as well as getting to know the company more closely.



## TIM AWARDS CEREMONY

ŞİŞECAM RECEIVED EXPORT CHAMPION AWARD.

Şişecam was recognized as Türkiye's export champion in the Cement, Glass, Ceramics, and Soil Products category at the Champions of Exports Award Ceremony organized by the Turkish Exporters' Assembly (TIM). Şişecam CEO Görkem Elverici received the award on behalf of Şişecam Foreign Trade from the Minister of Industry and Technology, Mehmet Fatih Kacır, as well as the TIM Chairman Mustafa Gültepe. Recording exports of 1.1 billion USD out of Türkiye in 2022, Şişecam produced 5.8 million tons of glass, 4.9 million tons of soda ash, and 4.4 million tons of industrial raw materials in 2022. Ranking among the world's top three soda ash producers, Şişecam also remains the world leader in chromium chemicals.







## FURNACE RENOVATION INVESTMENT IN GEORGIA

ŞİŞECAM MADE A FURNACE  
RENOVATION INVESTMENT IN GEORGIA.

Şişecam renovated the second furnace at its glass packaging plant in Georgia, which was the company's first investment outside of Türkiye. Reflecting an investment of nearly 20 million euro and equipped with the latest technologies, the furnace solidified Şişecam's position as the only glass producer in Georgia while boosting the country's glass packaging production capacity by 25%. A ceremony was held with Şişecam CEO Görkem Elverici and other high-level Şişecam executives hosting Levan Davitashvili, the Vice Prime Minister as well as the Minister of Economy and Sustainable Development of Georgia; Ali Kaan Orbay, the Ambassador of the Republic of Türkiye to Georgia; Davit Nozadze, the State Representative in Mtskheta-Mtianeti; and Dimitri Zurabishvili, the Mayor of Mtskheta Municipality. During his speech at the ceremony, Şişecam CEO Görkem Elverici stated that a 75-thousand-ton production capacity and technological capabilities will make it faster for the company to meet the glass packaging needs of both Georgia and surrounding countries.



# 2022 SUSTAINABILITY REPORT PUBLISHED





## ŞİŞECAM WILL INCREASE ITS RENEWABLE ENERGY USE BY EIGHT-FOLD UNTIL 2030.

Şişecam is forging ahead with efforts to reduce its carbon footprint in 14 countries across 4 continents. The 2022 Sustainability Report highlights all of Şişecam's sustainability efforts from the past year as well as its goals for a sustainable future.

Continuing on its journey of sustainable growth with the aim of generating value for the planet and all its stakeholders in line with its 2022-2030 CareforNext sustainability strategy, Şişecam increased its installed capacity for renewable energy to 10 MWp (megawatt peak). Following this capacity increase, Şişecam can produce 8,321 MW (megawatts) of renewable energy annually, as well as preventing nearly 4,000 tons of carbon emissions. Meanwhile, the company's 2022 projects achieved

29 million TL in energy savings, allowing for 6.8 million cubic meters of water to be recycled. Şişecam plans to increase the rate of renewable energy use at its plants by eight-fold until 2030. In line with governance strategies that value diversity and inclusivity, Şişecam also supports societal gender equality for a more equitable and sharing-oriented world. Meanwhile, Şişecam also continues its efforts to raise its rate of women employees to at least 25%. Another business model adopted by Şişecam for a sustainable future is the Plant of the Future. The company plans to lead the way in creating platforms with international business partners where the glass industry can benefit from collaborations in alternative energy sources such as electricity, hydrogen, and renewables.

### Şişecam Chairman and Executive Member of the Board Prof. Dr. Ahmet Kirman commented on the Sustainability Report:

"Keeping in mind our industry's effects on the planet and humanity, we developed strategies and took important steps toward the continuity of both the planet and humanity through investments that will generate long-term value. Sustainability became our compass during this journey. We continue our efforts in line with our Zero Carbon 2050 vision. With each step we take, we are equipping the Şişecam of the future with capabilities that can meet tomorrow's needs. To that end, we are making progress in line with the Protect the Planet, Empower Society, and Transform Life axes of our CareforNext strategy, always keeping science and technology at the center of our efforts."



# TOGETHER TOWARD A SUSTAINABLE FUTURE

THE 2022 SUSTAINABILITY REPORT WAS PUBLISHED, HIGHLIGHTING THE DETAILS AND RESULTS OF ŞİŞECAM'S ECONOMIC, SOCIAL, AND ENVIRONMENTAL ACTIVITIES THROUGHOUT 2022 IN LINE WITH ITS CAREFORNEXT STRATEGY.

## A PIONEER IN SUSTAINABLE INVESTMENTS



- In line with its approach of self-sufficiency in material procurement and manufacturing, Şişecam acquired the Italian company Refel, one of the world's leading refractory manufacturers.
- The groundbreaking ceremony was held for the Hungary plant, the company's first European investment in glass packaging.
- The frosted glass furnace and production line at the Mersin Plant are now online. The annual capacity of the second frosted glass furnace at the plant was increased from 180,000 tons to 244,000 tons.
- In 2021, Şişecam began to dispose of household and industrial waste using Basalia Bio-Circular Technology, the company's first investment in biotechnology. By recycling water and other valuable elements, the project will contribute to a circular economy. Following a pilot run at the production plant in Mersin, the project will be expanded to an industrial scope.

## 2030 SUSTAINABILITY GOALS




### Climate Change

- Establishment of the 2030 Goal in Line with SBTi and the Zero Carbon 2050 Vision
- 53 MW Installed RES Capacity Development
- Transition to Fully Electric Furnace



### Water Use

- 15% Reduction in Clean Water Consumption



### Circular Manufacturing

- 50% Reduction in Packaging Waste Achieved
- 35% Cullet Used in Glass Packaging




### Corporate Heritage

- Promotion of the Heritage and Culture of Glass on a Global Scale



### Equality, Diversity, and Inclusivity

- 25% Female Workforce Achieved
- Launch of the Women Expression Program
- Improvement of Employee Loyalty Rate
- Cultivation of a Multinational Working Environment



### Talent Acquisition, Management, and Development

- Training to Improve Functional and Personal Skills (47 hours of training/year for each employee)
- Acquisition of New-Generation Talent



### Occupational Health and Safety

- Zero Occupational Accidents
- Wellness Program




### Value Chain Digitalization

- Transition to a Digital Working Environment
- Completion of Digitization Across Corporate Operations
- Data Analytics-Driven Decision-Making



### Sustainable Products

- Increasing the Share of Sustainable Products in the Revenue
- Solutions and Sustainable Products that Transform Life
- Life Cycle Assessment Program and Ecolabeling



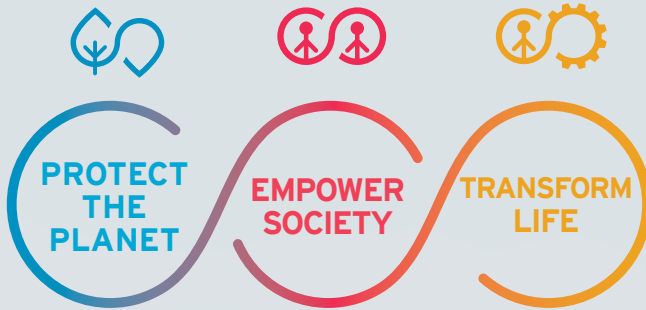
### Sustainability in the Value Chain

- Expansion of the Supplier Capacity Improvement Program
- Ensuring that All Suppliers Adhere to Code of Conduct



### Value-Adding Collaborations

- Establishing Collaborations and Partnerships in Accordance with the SDG 17.



## PROJECTS THAT MAKE A DIFFERENCE

IN LIGHT OF ITS CAREFORNEXT STRATEGY, ŞİŞECAM CONTINUES TO MAKE A DIFFERENCE WITH PROJECTS THAT AIM TO PROTECT THE PLANET, EMPOWER SOCIETY, AND TRANSFORM LIFE.

### PIONEERING MOVE IN NATURAL SODA ASH

In light of the self-sufficiency, circular life approach, sustainable production principles of the Protect the Planet axis, an investment was made in the Wyoming Plant in the U.S. This investment led to a 50% reduction in carbon emissions and water consumption. The goal is to rank among the world's top three soda ash producers.

### INTERNATIONAL YEAR OF GLASS

In accordance with its Empower Society axis, Şişecam focused on remembering and promoting glass as an indispensable opportunity for a sustainable future by becoming the Main Sponsor of the 2022 International Year of Glass.

### 11 PRODUCTS WITH EPD

In keeping with the Transform Life axis, Şişecam's flat glass product range includes 11 products with an EPD (Environmental Product Declaration) document. The company also carries out projects with the Life Cycle Assessment (LCA) approach as well as offering LCA/EPD literacy training for employees.

## FROM US



ŞİŞECAM  
FINDS SUCCESS  
IN CORPORATE  
GAMES



ŞİŞECAM RECEIVED NUMEROUS MEDALS AT THE EVENT.

Featuring different disciplines such as table tennis, swimming, and bowling, Corporate Games saw Şişecam attend this year's event with 128 employees from 7 cities. A regular participant in the annual Corporate Games, Şişecam is one of the companies that send the highest number of athletes to the event. This year, Şişecam received a total of 48 medals in 8 categories. The Şişecam team won an impressive 23 gold, 15 silver, and 10 bronze medals.



# RECENT NEWS

FROM ŞİŞECAM SPORTS CLUB

July 1  
Maritime and  
Cabotage Day  
Cup Sailing  
Competitions



Young Turkish  
Cup Rowing  
Competitions





## Sea Kayak Turkish Cup

### SUCCESS STORIES FROM THE CLUB.

As featured in the Turkish Canoe Federation's events calendar, the **Sea Kayak Turkish Cup** took place in Kocaeli. Şişecam Sports Club participated in the Sea Kayak Turkish Cup with 11 athletes, who received 3 gold, 2 silver, and 2 bronze medals—bringing the total to 7 medals, which put them in first place in the all-clubs ranking at the Sea Kayak Turkish Cup. In the Women's K1 200-meter category, Selin Sevin came in first place and Tuana Deniz in second place; in the Women's K2 200-meter category, Selin Sevin-Tuana Deniz came in first place, while Irmak Türköz-Saliha Erbaş came in second place. In the Men's K1 200-meter race, Ergün Vatan Baydemir came in third place, while in the Men's K2 200-meter category, Naci Oğuzhan Baydemir-Ergün Vatan Baydemir came in first place and Hasan Saraç-Özer Acar came in third place.

The **Young Turkish Cup Rowing Competitions** included in the Turkish Rowing Federation's 2023 events calendar took place at Lake Mogan in Ankara on July 7-9. Featuring 2 trainers and 23 athletes, the competitions saw Şişecam athletes receive 5 bronze medals, while the team received third place in the Girls and Star Women categories.

Last but not least, the **July 1 Maritime and Cabotage Day Cup Sailing Competitions**, which are on the Turkish Sailing Federation's municipal events calendar, took place on July 8-9 at the Karamürsel Sailing Club. Şişecam Sports Club athletes Damla Öztürk, Doğa Diğış, and Zeynep Eylül Karaduman received first, third, and fourth place, respectively, in the Optimist General Classification. In the Optimist Girls Classification, Damla Öztürk came in first, Doğa Diğış second, and Zeynep Eylül Karaduman third place. Meanwhile, in the Optimist Junior General Classification, Kağan Bartu Baba came in first place. These rankings also earned Şişecam Sports Club the first-place award in the Optimist Clubs Cup.



# TECHNOLOGY



REPORTING  
FROM  
ARTEMIS II

NASA RECENTLY ANNOUNCED THE CREW OF THE ARTEMIS II MISSION, WHICH IS A SUCCESSOR OF THE APOLLO PROGRAM. LET'S TAKE A CLOSER LOOK AT THE DETAILS OF THE MISSION TAKING PLACE AS PART OF NASA'S ARTEMIS MOON EXPLORATION PROGRAM, WHICH AIMS TO REESTABLISH HUMAN PRESENCE ON THE MOON.

Space travel and exploration is undoubtedly among the most impressive accomplishments that humankind has recorded to date. Led by the United States' National Aeronautics and Space Administration (NASA), the Artemis missions draw interest as the next step of humankind's adventure in space. As many of you may know, the last crewed lunar landing was made by the Apollo 17 crew on December 11, 1972. The main goal of the Artemis project—brought to life by NASA with the support of many commercial and

international partnerships—is to successfully establish a permanent base on the Moon. Then, the aim is to take the project one step further and reach Mars. So, you could say that the Artemis missions are a precursor to the Mars expeditions we will see in the future. In short, the Artemis program aims to alter the course of history by placing humankind back on the Moon and even beyond. Now, join us as we take a closer look at Artemis II, the second leg of the Artemis program which sounds like a science fiction plot.



**Technicians working on the European Service Module, which provides power and propulsion to the Orion spacecraft carrying the astronauts to lunar orbit in the Artemis II mission.**

# WHAT YOU NEED TO KNOW ABOUT ARTEMIS II



The engineers of the uncrewed Artemis I placed a plush Snoopy wearing a NASA costume inside the capsule prior to launch...



Testing of the Heat Shield on the Orion Spacecraft for Artemis I

## REMEMBERING ARTEMIS I

As you may know, the first mission in the Artemis program took place last year. Although the Orion capsule's launch was delayed several times in 2022 due to a fuel supply line leak and a hurricane, it finally took place in November. Estimated to cost NASA nearly 40 billion USD in building, testing, and other expenses, the uncrewed Orion capsule successfully reached lunar orbit. As a result, the first mission in the Artemis program concluded last December. One interesting detail about Artemis I is that the capsule included cute toys like a plush Snoopy doll.

## ARTEMIS II AND ITS GOALS

Following the global public sensation that was the Artemis I mission, now it's time for Artemis II. The second leg of the Artemis program will take humankind farther into space than it has ever gone before. After the Orion module is launched into space with the Space Launch System (SLS) rocket, the four-person crew will fly for nearly 7,000 km before orbiting the Moon and returning to Earth.

Since the aim of the mission is testing and research, the astronauts will not land on the Moon's surface. If the mission

is successful, it will see the first woman astronaut and the first Black astronaut sent into space for a lunar landing and to conduct scientific research on the Moon's surface with the Artemis III mission. That mission will mark the first time humans are sent to explore the lunar South Pole. In other words, we'll have to wait for the Artemis III mission to see humankind step foot on the Moon again.

Each of the steps we've mentioned represents serious key arrangements for NASA's long-term plans to send human missions to Mars. So, what sorts of efforts do these preparations

entail? First, if all goes according to plan, an orbital lunar space station will be established. The previously mentioned missions to Mars will take place via this station; in other words, the Moon will be one of the stops on the way to Mars. In short, NASA's aim isn't to repeat the success of the Apollo program which put humankind on the moon for the first time. Instead, the goal is to establish a permanent base on the Moon. According to NASA, Artemis is a crucial step in both international space agencies and private companies establishing bases on the Moon, which can then be used to facilitate missions to Mars.

**WHERE DOES THE NAME ARTEMIS COME FROM?**

It should come as no surprise that the name Artemis was chosen for a group of missions that would put humankind on the Moon once again. The missions are named after the Greek mythological figure Artemis, who is Apollo's twin sister and the goddess of the moon. When we recall that the original 1961-1972 program taking humankind to the Moon was named Apollo, the name Artemis makes even more sense.

**INTRODUCING THE ASTRONAUTS OF ARTEMIS II**

As we mentioned, the uncrewed Artemis I mission took place at the end of 2022. If all goes according to plan, Artemis II will be a crewed flight. NASA recently announced the group of astronauts who will take part in this incredible project that aims to take humankind to the Moon and beyond. The crew is made up of Reid Wiseman (commander), Victor Glover (pilot), Christina Hammock Koch (mission specialist), and Jeremy

Hansen (mission specialist). The crew—which includes a woman astronaut and a Black astronaut—will spend approximately 10 days in space, researching what humankind needs to survive in space. The data collected by the crew will be vital for the next Artemis mission, which is planned to last 30 days.

**THE ARTEMIS PROGRAM'S CURRENT SCHEDULE**

NASA's initial goal was to send a crewed spacecraft to the Moon by

2024. However, due to mishaps, this date had to be pushed back to 2025. Although we don't yet have definitive information, NASA officials state that the earliest a crew of astronauts could land on the Moon is in 2026. According to NASA Administrator Bill Nelson, we'll have to wait until 2040 for the Mars missions which are the ultimate goal.

Let's see if NASA will be able to repeat the success of its Apollo program in the 1960s and 1970s with the Artemis missions.



**Mission Commander Reid Wiseman.**



**Artemis II Pilot Victor Glover, Jr.**



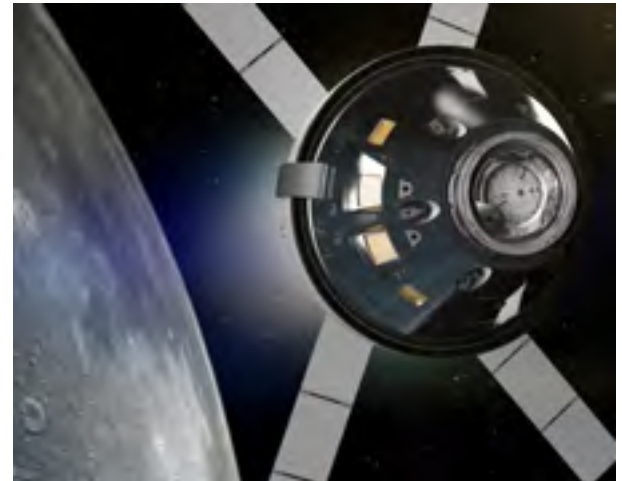
**Mission Specialist Christina Hammock Koch.**



**Mission Specialist Jeremy Hansen.**



**Orion approaching the Moon before flyby.**



**Engineers practicing their moonwalk during JETT3.**

## INTERVIEW



THE KEY PLAYERS OF  
SUSTAINABLE  
FASHION

THE BRAND EZRATUBA HAS INTRODUCED OUR COUNTRY TO IDEAS LIKE WEARABLE TECHNOLOGIES, SUSTAINABLE FASHION, AND REGENERATIVE AGRICULTURE IN TEXTILE PRODUCTION. WE SPOKE WITH THE BRAND'S CREATIVE DIRECTORS EZRA ÇETİN AND TUBA ÇETİN ABOUT THE CONCEPTS AT THE CORE OF THEIR BRAND, AS WELL AS THEIR EXHIBITION, TOTAL RECALL, WHERE THEY FOCUS ON HOW AI AND MACHINE LEARNING CONTRIBUTE TO SUSTAINABILITY.

**EzraTuba is among the brands that have played a key role in introducing our country to the concepts of "sustainable fashion" and "regenerative agriculture in textile production." Could you first define what these two concepts mean for those who aren't familiar with them?**

Sustainable fashion and regenerative agriculture are key concepts that seek to transform the textile industry in terms of cotton production. Traditional cotton farming leads to environmental problems such as pesticide use, the need for irrigation, and soil erosion. Additionally, both the chemicals used in cotton farming and the water consumption negatively impact the health of farmers and the overall welfare of society. Our planet has experienced five mass extinctions in the hundreds of millions of years to date. These extinctions completely destroyed the global ecosystem and any life that existed at the time, which took millions of years to form. With each mass extinction, a small minority survived the global disaster and mass extinction, rebuilding life on our planet. Today, our planet is facing a new mass extinction crisis. What's more, this crisis is much different from prior ones, as the risk isn't caused by a massive tectonic or volcanic disaster, nor a meteor. This time, humankind is the only architect of—and the only one accountable for—the risk. The solution is



From the Total Recall exhibition

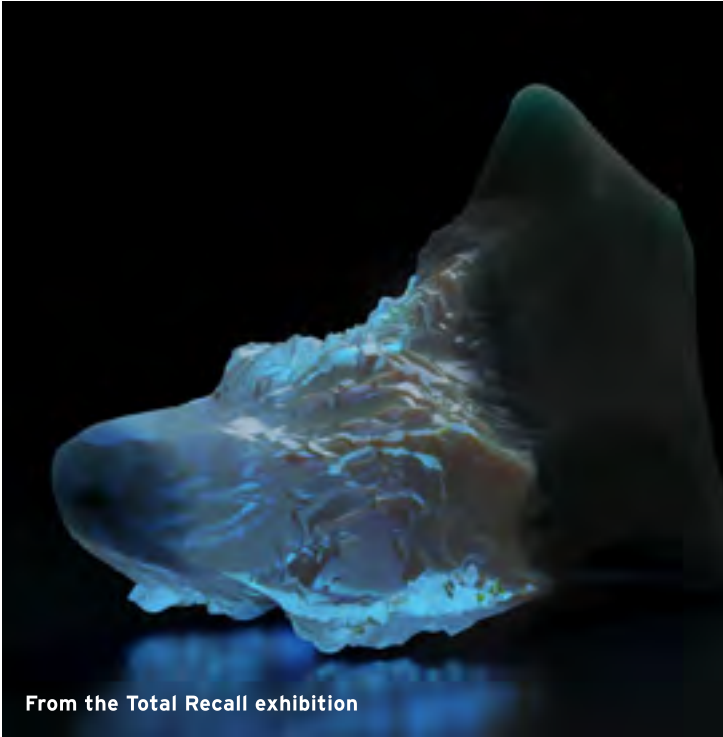
to opt for an enlightened and enlightening path that elevates the principles of circular economy and sustainability, shining the light of this awareness to allies and stakeholders, even those in the farthest circles and fringes. This is what we believe in and what we do. That's why we decided to take matters into our own hands as we sought the right certified cotton, clean soil, and technological traceability. Today, we produce clean cotton by collaborating with strong farmers in regions like Urfa and Mardin. It was very important for us to start with the soil and the people, then use technology to our advantage

and take the right steps to tell a story of true sustainability. We were feeling unsettled at the thought of using organic or vegan fabric that was produced in truly untraceable conditions. That's why our first step was to establish an association with the leading Turkish businesswomen, entrepreneurs, and academicians in the industry. Our cotton—which required 75% less water consumption this year—was featured in the collections of global brands. We eliminate organisms which are harmful to cotton and replace them with beneficial ones; we never use pesticides. Our women plant the

seeds and collect the harvest, all by hand. We don't use tractors in our fields, but our association is hard at work to utilize electric vehicles instead.

**What is the story behind your brand? Could you tell us about your mission and philosophy?**

We founded our brand in Milan in 2006 before deciding to completely overhaul it in October 2012. The brand EzraTuba focuses on sustainability and wearable technologies from the perspective of finding or contributing to solutions for extraordinary conditions. Neither we nor our colleagues use paper



From the Total Recall exhibition

in our office. Everything is drawn, molded, and made ready for production digitally. Even if we're a small brand, we are committed to retaining our conditions with each partner company in our production. We revise our processes based on the principles and directives of sustainability, paying special attention to the carbon footprint, water footprint, and ethical production conditions of every product we use. At EzraTuba, we focus our design activities and production climate based on this goal. We're currently almost ready to embark on NFTs and the metaverse, as we know that Web 3.0 plays a crucial role in eliminating our carbon footprint. Of course, the metaverse has already lost some of its initial luster and presented various disappointing projects to date, but now it's time to do it right.

**What sorts of projects has EzraTuba undertaken to date to contribute to sustainable fashion and regenerative agriculture for textile production?**

Our story is so strong because we

use technology to clean the soil. We consume less water and use technology to train young people so they can contribute to farming. We advocate for the social rights of women in agriculture. Through technology, we enable the traceability of cotton once it grows in the field. In other words, we use technology to guide every step of the way.

**How are EzraTuba products designed and produced? What inspires you when creating the collections?**

Our inspiration comes from hard work and producing the right product for the right need. The EzraTuba brand offers two collections for men and women. The first is our unisex knitwear group made from our own cotton and offered in bio-disposable packaging. This is a sustainable collection that comes with an RFD (Recogniform) where you can learn where the cotton is produced. The second is our more athletic unisex collection produced entirely out of smart textiles, using advanced technology. We

also take back any item you don't use after five years with the aim of turning it back into fibers. The customer receives a discount for every product sent to us.

**You recently had the opening for your exhibition, Total Recall, at Fişekhane Gallery. What was the idea behind the exhibition, which you call "an experience constructed to raise awareness"?**

We illustrated all the required stages of sustainability using digital works.

**What sorts of works did visitors see in the exhibition?**

More than 2,000 people visited the exhibition within four days. We gathered data to measure the carbon footprint of our visitors, who were also asked to come up with ideas for the future and share them via QR code. We are currently turning these two sets of data into two NFT works. The exhibition was part of a huge global awakening, an outlet for mutual and coordinated action. The only way for humankind to prevent a crisis of this magnitude and scale is to mobilize all its strength in an organized and deliberate way.

**The exhibition allowed visitors to see how modern technologies that respect natural resources and encourage both economic and social development can contribute to sustainability. How do artificial intelligence and machine learning contribute to sustainability and, ultimately, to fashion?**

Artificial intelligence and machine learning contribute significantly to sustainability and can have a similar impact on the fashion industry. It plays a huge role in the optimization of production and design processes. We use AI and machine learning to boost productivity in our production

processes. It allows us to reduce energy and material consumption, which supports sustainability. More effective logistical and supply chain management, personalized consumer experience, and total digitalization of design processes allow us to do molding and production much faster.

**What do you think of consumers' focus on sustainability? Do you think consumer preference made the fashion industry's transformation inevitable?**

Traditionally, the fashion industry encompasses numerous practices that seriously trigger environmental impact and social problems. However, consumers' growing awareness and preferences regarding sustainability are making transformation in the fashion industry inevitable. Consumers are now questioning which products are produced using which materials, as well as the environmental impact and workers' rights involved in production processes. They are making decisions based on such information. In Europe, we see a higher level of awareness among consumers. But when we look at our own geography, sustainability loses its meaning. This concept should be instilled in our lives through serious investments. The conscious behavior of consumers will be more effective than any sanctions imposed on the industry in the upcoming days. In the end, the growing awareness of sustainability on the consumers' part makes the fashion industry's transformation inevitable. Consumer behavior encourages brands to adopt more ethical, environmentally friendly, and sustainable practices, thus signaling a more sustainable future for the fashion industry.



Experts underscore that the fashion and textile industry accounts for a significant amount of carbon emissions around the globe.

**What role should producers and consumers play in preventing this and making fashion more sustainable?**

The reality is that the fashion and textile industry accounts for a significant amount of carbon emissions. Both producers and consumers have a role to play in creating a sustainable fashion industry and reducing our carbon footprint. Producers should use sustainable materials. Products made out of natural fibers (organic cotton, linen) and recycled materials may help reduce carbon emissions. Production processes should be optimized. Using methods that reduce energy and water consumption may lower carbon emissions. Waste management should be improved. It's important to establish recycling and recovery systems to reduce the amount of waste and use resources more efficiently. Equality and fair working conditions should be an area of focus. Respect for human rights, protection of workers' rights, and adoption of fair wage policies are important when it comes to achieving sustainability in the fashion industry.

As for consumers... They should adopt conscious consumption habits. Some important steps to take as a consumer are to opt for quality products and durable, timeless designs, as well as to purchase fewer items. Secondhand or vintage items are an option. Purchasing and wearing used clothing may reduce the demand for the fashion industry and encourage the recycling of resources. Support should be given to sustainable brands. Opting for environmentally friendly brands

who have social responsibility incentivizes businesses that work in sustainability. Attention should also be paid to the care of clothing. Using energy-efficient washing methods can extend the life of clothing and contribute to sustainability.

In general, producers and consumers should collaborate to make the fashion and textile industry more sustainable. As producers adopt more environmentally friendly production methods, consumers should make conscious choices to create demand in the industry and do their part to help achieve sustainability.

**What do you do in your daily lives to foster a sustainable future or to lower your carbon footprint?**

We began conserving energy in our daily lives years ago. Shortly afterward, we decided to use electric cars for city driving. We recycle and compost our waste, reduce the use of plastics, utilize

recycling bins, and take care to properly sort our trash as well as to use recyclable materials. We also pay attention to other areas such as water conservation, choosing organic food, reducing meat consumption or switching to plant-based nutrition, and cooking at home. Other efforts include the conservation of natural resources through activities like forestation and environmental clean-ups. We are in the process of digitizing our companies and all our operations. We are working to become carbon-neutral within four years. We are determined to be fully transparent in adopting both science-based metrics and controls as well as all the ethical values of a circular economy.

**What are EzraTuba's goals for the future? What are your plans for the short and long term?**

Fashion design is a discipline that fosters awareness. With this knowledge, EzraTuba is determined to produce items that add comfort and value to both the planet and

humankind. We are targeting the new generation of customers, by which we mean shoppers who have awareness, who possess the same goals and sensibilities, who use technology in the best way possible. As capitalism fades to give way to intellectual capitalism, this class is largely made up of tech entrepreneurs. And these young people know exactly what they want. So, we will continue to produce for them.

**What do you think about Şişecam's sustainability strategy, CareforNext?**

The CareforNext sustainability strategy is a crucial step for our country in terms of its focus on improving inclusivity, minimizing differences, and encouraging active participation in sustainable social, economic, and environmental solutions. It is also significant in its mission to protect natural resources and cultural assets. In this context, CareforNext could generate positive results for sustainability and social development.



From the Total Recall exhibition

# INNOVATION



FLIGHTS  
OF THE  
FUTURE

WILL BE ELECTRIC



eVTOL, OR ELECTRIC VERTICAL TAKE-OFF AND LANDING TECHNOLOGY, IS EXPECTED TO LEAVE ITS MARK ON THE FUTURE OF AIR TRAVEL. JOIN US AS WE INVESTIGATE THIS TECHNOLOGY AS WELL AS EXCITING DEVELOPMENTS IN THE FIELD.

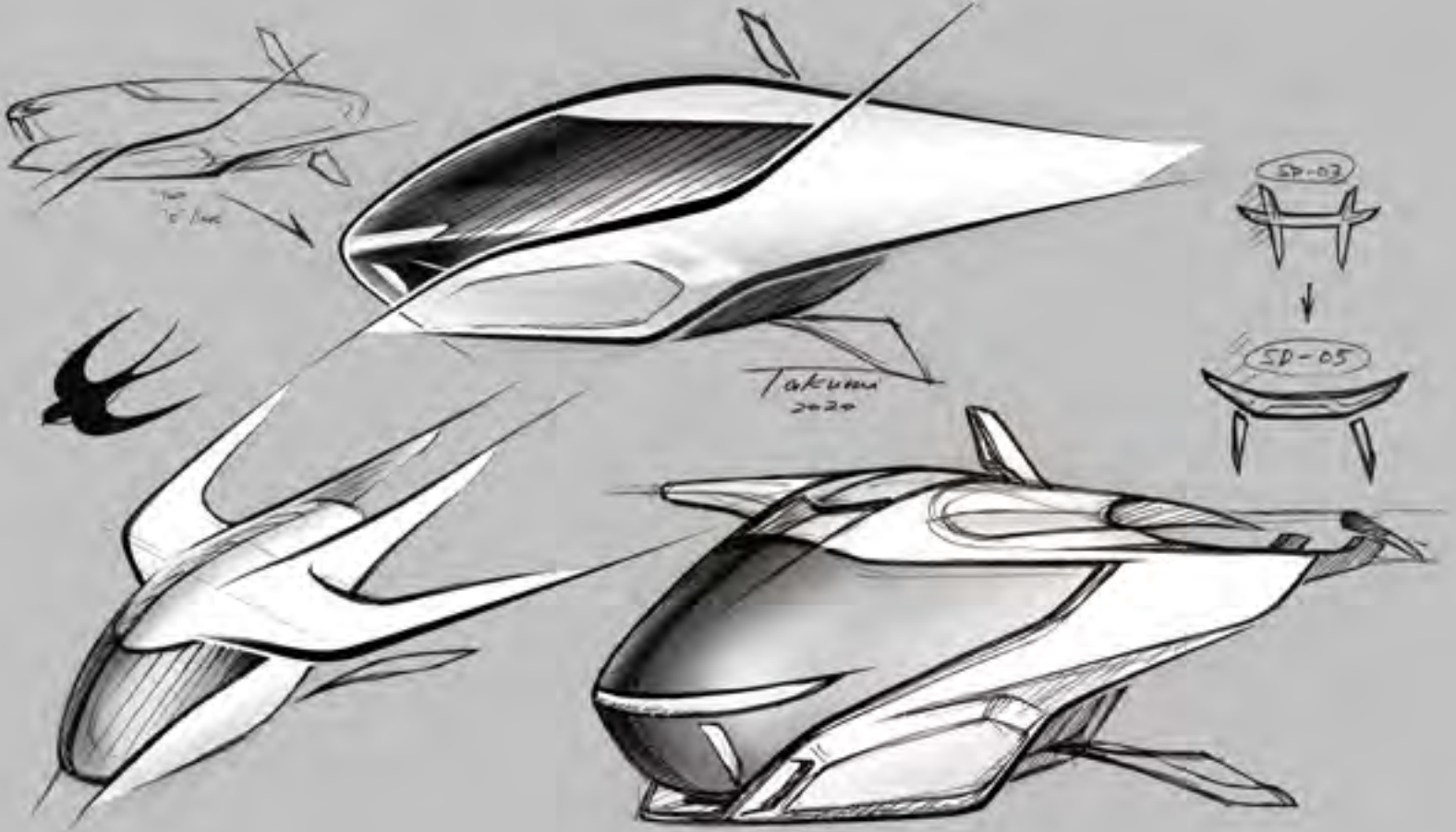
As technology continues to develop at full speed, our transportation methods are also changing. Various vehicles we once thought could only belong to science fiction movies now have the potential to be a part of our lives in the not-so-distant future. Electric vertical take-off and landing, known simply as eVTOL, is one such technology. Now that the technology is once again on our radar after an eVTOL vehicle developed by advanced air mobility company Supernal received the prestigious iF Design Award in recent months, let's take a closer look.

#### WHAT EXACTLY IS eVTOL?

The acronym eVTOL refers to electric versions of aircraft which can take off and land vertically. In other words, what sets apart eVTOL aircraft—which have been designed to take off and land vertically, just like helicopters—from other similar vehicles is that they run on electricity. Using multiple electric motors for take-off and propulsion, eVTOL aircraft are considered by experts to be a viable potential solution to urban air mobility, which is one of the biggest problems



Supernal's eVTOL concept received the iF Design Award this year.



SkyDrive's Design Director Takumi Yamamoto's design sketches

facing metropolises. In other words, the main goal behind eVTOL aircraft is to help people travel safely and in an eco-friendly way within the city. The electric motors used in eVTOL aircraft generate a much lower rate of carbon emissions as compared to internal combustion engines. Now that there are growing efforts around the world to combat the effects of the climate crisis, eVTOL aircraft are seen as the transportation method of the future due to their lack of carbon emissions. Aided in part by the growing momentum behind electric motor

development in recent years, it is no surprise that eVTOL aircraft are currently considered to be a highly promising transport method. As a result, many companies around the world are continuing to develop eVTOL prototypes and test flights.

#### **EXCITING PROJECTS ON THE WAY**

Operating in the United States of America as a subsidiary of the Hyundai Motor Group, the advanced air mobility company Supernal is one of the key players in the eVTOL industry. The team behind

Supernal strive to bring eVTOL technology to the masses, and they recently made headlines thanks to the success of their project. Supernal's eVTOL vehicle cabin concept received the iF Design Award for the mastery of its design. First unveiled at the Farnborough International Airshow in 2022, this mesmerizing aircraft once again rose to global prominence with the prestigious design award. Supernal is forging ahead with efforts to develop a vehicle for commercial eVTOL flights in the U.S., which are expected to begin in the upcoming years.

Another intriguing recent partnership comes from United Airlines and eVTOL developer Archer Aviation. Publicly announced several months ago, the partnership would entail United Airlines and Archer Aviation organizing regular flights between Chicago O'Hare Airport and Vertiport Chicago in downtown Chicago. This will make Chicago one of the first cities in the U.S. to offer regular eVTOL flights. The partnership between United Airlines and Archer Aviation is expected to begin in 2025. If all goes according to plan, eVTOL flights

will likely be expanded to include other points throughout Chicago.

Another ambitious player in the eVTOL industry is Vertical Aerospace, which was founded in 2016 by Stephen Fitzpatrick. Striving to create the world's most advanced eVTOL, the company believes a faster, quieter, greener, and cheaper flight experience will be possible in the future. Designed to offer all the above, the company's VX4 model eVTOL can reach speeds of approximately 300 km per hour.

The vehicle is also noteworthy in that it generates zero carbon emissions and operates extremely quietly. Seeking to revolutionize the air travel industry through developing

electric aircraft, Vertical Aerospace has designed the VX4 to appeal to travelers from all walks of life.

The team behind Vertical Aerospace believes that, once VX4 receives all necessary certifications, it will be the preferred aircraft for both airlines and local transport partners all over the world. The VX4 will likely be most people's first commercial flight with zero carbon emissions. Formerly the owner of a Formula 1 team, Fitzpatrick says the idea for the Vertical Aerospace project came to him after he realized how often he traveled. Despite knowing how difficult it is to accomplish air travel with zero carbon emissions, Fitzpatrick seems determined to revolutionize



**Vertical Aerospace's VX4 model**

the industry and design the aircraft of the future.

We all know that personal vehicles and public transport options are unable to meet our need for transportation within densely populated large cities. Although still in development, eVTOL aircraft seem poised to offer a practical solution to this key problem in upcoming years. As companies forge ahead with their innovations, what's important now is to ensure that

certain safety criteria are met and that these vehicles obtain the necessary certifications from aviation institutions in various countries. As the eVTOL industry gains momentum across different parts of the globe, we are curious to see what awaits us in the near future. Given all these exciting developments in the aviation industry, we have little doubt that our transport methods in the future will feel straight out of sci-fi.



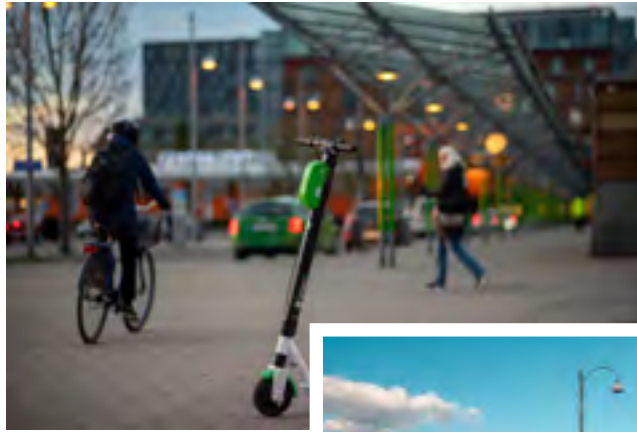
**Supernal's eVTOL cabin concept is noted for the mastery of its product design.**

# SUSTAINABILITY



## CITIES THAT GET AN A+ FROM SUSTAINABILITY EXPERTS...

Nowadays, sustainability affects many areas of life, including our travel decisions. The Global Destination Sustainability Movement seeks to educate people when it comes to discovering sustainable travel destinations. Introduced as part of the movement, the Global Destination Sustainability Index assesses and benchmarks travel destinations based on criteria such as carbon emissions, air quality, and unemployment. Additionally, it collaborates with municipalities to develop tourism or event strategies and make cities more sustainable. It's a good idea to check out different cities' Global Destination Sustainability Index performance when planning your trips abroad. Here are some of the most prominent cities in sustainable travel...



### GOTHENBURG, SWEDEN

Renowned for its incredible nature, Gothenburg has been reaping the fruits of its investments in sustainability, as the city has been ranked number one on the Global Destination Sustainability Index since 2016. In other words, Gothenburg has been the world's most sustainable travel destination for the past few years. Also ranked as the world's most sustainable travel destination by travel guide Lonely Planet in 2021, Gothenburg is forging ahead with its efforts to eliminate the use of fossil fuels and become a carbon-neutral city. There is a sustainable tourism ecosystem where most hotels in the city have the necessary eco-certifications. With 97% of its public transport system running on renewable energy, Gothenburg's various transport projects serve as great examples for cities across the world. The Green City Zone project is currently undertaking initiatives to ensure that all transport within a certain part of the city is emission-free by 2030. If you visit Gothenburg, you can share an electric car with others, rent a bicycle or e-scooter, or ride in low-emission taxis. Gothenburg's airport is also involved in projects that aim to reduce carbon emissions as part of the Airport Carbon Accreditation program. For example, the transport vehicles within the airport run on canola oil.

## COPENHAGEN, DENMARK

Known as one of the most environmentally friendly cities on earth, Copenhagen has drawn admiration for its efforts to ensure that tourism positively impacts sustainable development on both a local and global scale. Dedicated to promoting tourism in Copenhagen, the Wonderful Copenhagen organization received Green Tourism Organization certification in 2019, given to businesses and organizations that make a significant contribution to sustainability. Copenhagen aims to be the world's first carbon-neutral capital by 2025. Most of the city's hotel rooms are certified sustainable, while more than 90% of the wastewater is treated, 66% of the city's waste is recycled, and 74% of the city's electricity is supplied by sustainable sources. According to experts, the water is so clean that you can even go for a swim in the harbor during summer months.



## BERGEN, NORWAY

Known as the gateway to Norway's fjords, Bergen is the country's second-largest city. The city's government strives to make Bergen a sustainable city, prioritizing topics such as responsible consumption and production as well as gender equality. The city aims to eliminate the use of fossil fuels in all public services such as transportation and heating by 2030, with another goal for the same year being to reduce greenhouse gas emissions by 84% as compared to 2009. These significant goals prove just how ambitious Bergen is when it comes to sustainability, so it should come as no surprise that the city has been ranked second in the Global Destinations Sustainability Index since 2022. With more than 30% of all cars either electric or hybrid, Bergen currently ranks among the top five European cities for air quality. If you'd like to include Oslo on your travel itinerary, you can travel to the city via electrified railways. Ski resorts such as Voss and Geilo are also accessible via green transport options. Surrounded by seven mountains, Bergen is the ideal destination to enjoy a peaceful holiday without harming the environment.







## LYON, FRANCE

Lyon is another city whose sustainable tourism efforts serve as a great example to the whole world. This dynamic and accessible city is one of Europe's leading sustainable travel destinations thanks to its digital innovations, environmentally friendly projects, and the standard of living it offers to its residents. Situated at the confluence of two rivers, Lyon is mesmerizing for its natural beauty above all else. There are many ongoing projects throughout the city to preserve this natural beauty. Lyon is the first French city that's successfully implemented bike use throughout the city. You'll also encounter e-car charging stations and e-trams all over the city. Since most of the buses run on electricity, public transportation has very little impact on air pollution. In 2021, Lyon's airports received ISO 14001 certification for their environmental efforts, while in 2019 the city itself won the title of European Capital of Smart Tourism. Lyon also deserves praise for its focus on accessibility, as the city offers many amenities for disabled individuals in both public transportation and public spaces.



## SYDNEY, AUSTRALIA

One of the cities that offer the highest quality of life around the world, Sydney is a destination that sustainability-focused travelers can confidently choose. Aiming to rank among the world's greenest cities, Sydney aims to obtain 50% of its electricity from renewable sources by 2030 and achieve net-zero emissions by 2050. As a result, important topics such as waste and water management, urban ecology, reducing carbon emissions, and energy efficiency are ever-present on the agenda of Sydney's government. The city is also home to various projects aimed at making the accommodation and entertainment industries more eco- and climate friendly. All hotels throughout the city are accessible by public transportation, which lowers tourists' carbon footprint. Sydney also tackles the social aspect of sustainability with policies that target equality and social equity.

## ART

İSTANBUL  
MODERN

AT ITS NEW HOME



FOUNDED IN 2004 AS TÜRKİYE'S FIRST MUSEUM OF MODERN AND CONTEMPORARY ART, İSTANBUL MODERN RECENTLY OPENED THE DOORS TO ITS NEW BUILDING OVERLOOKING THE BOSPHORUS. HERE, WE TAKE A CLOSER LOOK AT THE MUSEUM'S NEW BUILDING AND CURRENT EXHIBITIONS.

#### WHOSE DESIGN IS IT?

Istanbul Modern's new building is most notable for its Bosphorus-adjacent location and its much more majestic appearance as compared to the previous building. This eye-catching building was designed by a team of experts in the architecture of culture and arts institutions and museums. Istanbul Modern's new building was designed by the Renzo Piano Building Workshop (RPBW) founded by Renzo Piano. Other impressive projects by RPBW to date include the Astrup Fearnley Museum of Modern Art in Norway, The Broad Contemporary Art Museum in Los Angeles, and the Nasher Sculpture Center in

Dallas. Istanbul Modern's new building is Renzo Piano's first project in Türkiye. In designing the new building, the team took care to create a space that could host all types of cultural-artistic and educational activities, as well as ensuring that the visitor always remains the focal point. Another key aspect of the building's design process is that the team drew inspiration from the light shows provided by the waters of the Bosphorus gleaming in sunlight. The three-dimensional aluminum panels covering the façade of the new building captivate visitors with the interplay of light and shadow from the reflection of the Bosphorus.



Renzo Piano



Istanbul Modern's five-story building has 10,500 square meters of usable space.

#### WHAT WILL ART LOVERS FIND HERE?

Istanbul Modern's five-story building has 10,500 square meters of usable space. Visitors will find that the museum building houses large exhibition halls, multi-purpose rooms, offices, as well as various spaces that could host workshops, cultural events, and other activities. One of the most salient features of the new building is the transparent ground floor. Aiming to make culture and arts more accessible to all, Istanbul Modern allows free access to this space, so everyone can use the library on the ground floor as they wish. The transparent ground floor also houses information points, educational workshop spaces, a café, and a museum shop. The transparency of the ground floor

continues through the lobbies on subsequent floors, thus enabling visitors to maintain constant visual connection to the building's surroundings.

The first floor of the building is home to a photography gallery, a pop-up gallery, as well as education and event rooms. Similar to Istanbul Modern's Antrepo building, you'll find a restaurant offering views of the Bosphorus and Historical Peninsula here, as well. Meanwhile, the second floor of the building houses the museum's permanent and temporary exhibition galleries. Now, let's talk about one of the most intriguing aspects of Istanbul Modern's new building: the rooftop viewing terrace... Situated in a spectacular location where the Bosphorus

and the Golden Horn meet, Istanbul Modern's rooftop offers a wonderful surprise that's sure to be the background to many photographs. There is a reflection pool and platform extending all the way across the rooftop, where city views blend in with the reflections on the water to offer visitors a truly unique viewing experience. We highly recommend visiting the rooftop viewing terrace after touring the exhibitions.

#### WORKS COMMISSIONED FOR THE BUILDING

Two leading artists created impressive works commissioned for Istanbul Modern's new building. The first is Icelandic-Danish artist Olafur Eliasson, who is known for his sculptures and large-scale installations.

The site-specific installation at Istanbul Modern consists of three pieces: called "Your unexpected journey," the mirrored globes in the building's central stairwell are visible across multiple floors, offering viewers a dynamic museum-going experience.

Another artist commissioned to create a piece for Istanbul Modern's new building is world-renowned media artist Refik Anadol. The artist's site-specific installation, "Infinity Room: Bosphorus," is based on real-time meteorological data and themes from the Bosphorus. The work uses digital technologies to translate data into flowing visuals displayed across multiple monitors in an immersive 360-degree experience.

# CURRENT EXHIBITIONS AT İSTANBUL MODERN



Fahrelnissa Zeid



Nuri İyem



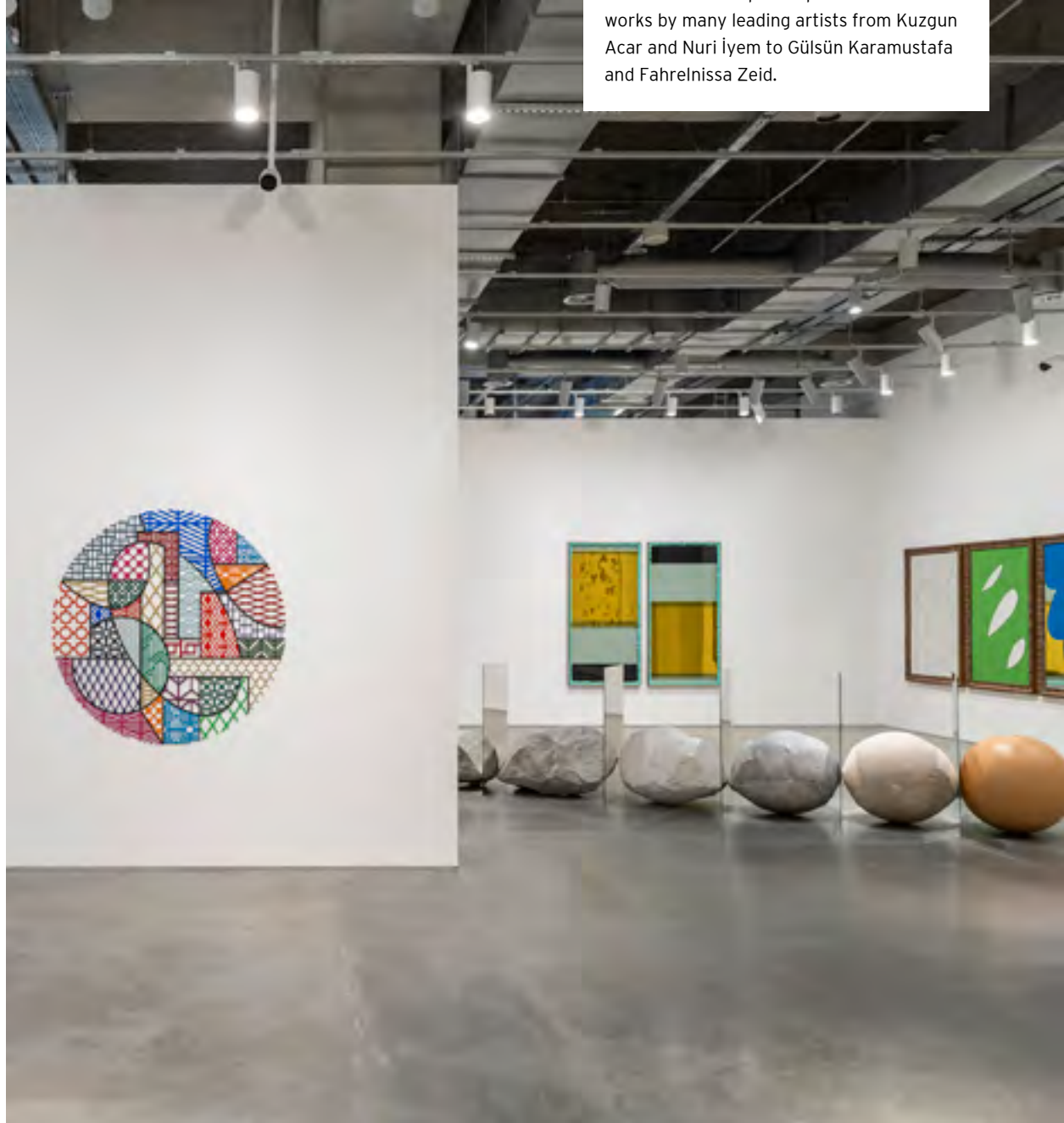
Kuzgun Acar



Gülsün Karamustafa

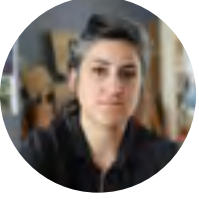
## FLOATING ISLANDS

This exhibition offers a wide selection of works from the museum collection, many of them being shown for the first time. More than 280 works by 110 artists and 2 artist duos from Türkiye and around the world are on display in the permanent and temporary exhibition galleries as well as other spaces throughout the building. The exhibition's name pays homage to the artists' attachment to a specific place. You'll see works by many leading artists from Kuzgun Acar and Nuri İyem to Gülsün Karamustafa and Fahrelnissa Zeid.





Mehtap Baydu



Hera Büyüktaşçıyan



İnci Eviner



Selma Gürbüz

## ALWAYS HERE

This exhibition showcases works by women artists who belong to different generations that have played an important role in Turkish history. Focusing on themes such as body politics, memory, and historical representation, the exhibition includes works by artists such as Mehtap Baydu, Hera Büyüktaşçıyan, İnci Eviner, and Selma Gürbüz.



## RENZO PIANO: GENIUS LOCI

Shown on the museum's free-admission ground floor, this exhibition tells the story of Istanbul Modern's new building as well as highlighting other culture-and-arts architecture projects by RPBW.



## NURİ BİLGE CEYLAN: IN ANOTHER PLACE

Film director Nuri Bilge Ceylan's latest project is a photography exhibition. Shown in Istanbul Modern's Photography Gallery, the exhibition includes 22 large-scale portraits taken by the artist in places such as Türkiye, India, Georgia, China, Morocco, and Russia.



## CONSTRUCTING ARCHITECTURE

This exhibition showcases impressive images taken by one of the leading architecture photographers of our day, Cemal Emden, during the construction of Istanbul Modern's new museum building.

# TREND

# MEET THE NEWEST TREND

IN THE WORLD OF  
SOCIAL MEDIA





WE'RE TAKING A LOOK AT THE DE-INFLUENCING TREND THAT'S BEEN ON THE RISE WORLDWIDE. EMERGING ON TIKTOK TO TAKE THE WORLD BY STORM, THIS TREND NOT ONLY ENCOURAGES PEOPLE TO ENGAGE IN CONSCIOUS CONSUMPTION BUT ALSO CHALLENGES THE EXISTING SOCIAL MEDIA TRENDS WHICH ENTICE US TO CONTINUALLY SHOP.

Social media is an extremely dynamic outlet that constantly reinvents itself, thanks to the efforts of both users and content creators. Due in part to the constant winds of change, each day, brand-new trends emerge on social media platforms. Although some of these trends fail to achieve long-term impact and eventually fall by the wayside, others gain momentum and grow their influence, appealing to a wider audience by the day. De-influencing is the top social media trend that's lately been on the rise—and highly discussed—around the globe.

#### WHAT IS DE-INFLUENCING?

First, let's try to define what de-influencing means. As you probably know, today's social media atmosphere centers the idea of influencing as well as influencers,

who are social media users with a vast number of followers. Amassing thousands and even millions of followers thanks to their lifestyles and aesthetics, these influencers produce intriguing content as well as taking on the role of ambassadors for various brands to promote their products and encourage their followers to purchase them. By contrast, content creators who embrace de-influencing—a trend that emerged on TikTok and later took over Instagram—do the exact opposite, guiding their followers to shop more consciously and less frequently. In other words, those who engage in influencing encourage consumption, while those who engage in de-influencing encourage a lack of consumption—telling their followers what not to buy instead.





#### WHY NOW?

So, if the de-influencing trend is poised to deal a major blow to one of the reasons for social media's existence, why did it emerge now? As a trend that has the potential to wipe out the billion-dollar influencing industry, why does de-influencing get millions of views on social media platforms?

Naturally, one of the major reasons behind the fascinating rise of de-influencing in 2023 is the economic instability impacting all parts of the globe. Both users and consumers are slowly moving away from fast consumption, which rose in recent years due in part to the aftermath of quarantining for the Covid-19 pandemic. Instead, consumers are now opting for quality products they can use for years to come, items that are worth their price as good investments. Similarly, the de-influencing trend is a direct reflection of the current

shopping trends and mood among consumers, as it offers people different tips on saving while criticizing the overconsumption craze, which has become a global problem.

#### THE PROCESS BEHIND AND FUTURE OF THE DE-INFLUENCING TREND

At its core, the de-influencing trend operates like this: Instead of telling their followers the popular places they should visit, the cosmetic products they should buy, or the must-have clothing items for the season, content creators inform their audience about why they shouldn't buy a certain product or visit a certain venue. In short, de-influencing videos list the negative aspects of products, venues, or services one by one. This helps audiences who consume this content to recognize or maybe remember that the product or service in question is exaggerated and likely not all that good.

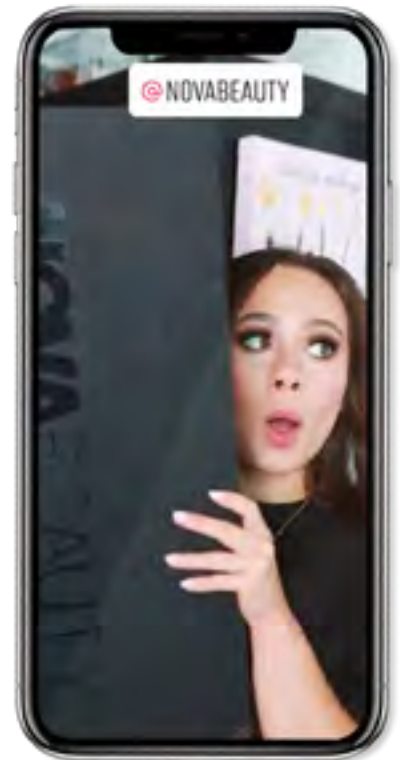
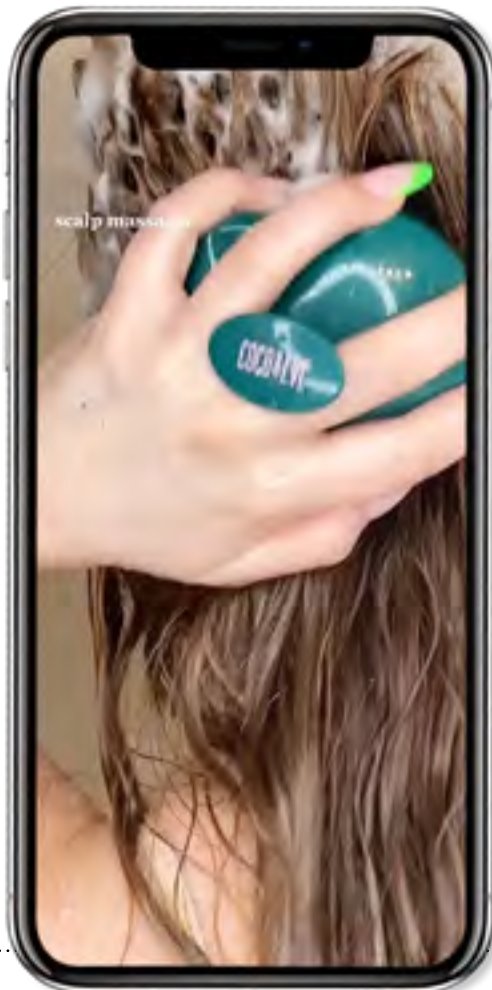


For instance, a TikTok user with hundreds of thousands of followers known as “kayli.boyle” found a large audience thanks to videos detailing how many cosmetic products that have gone viral on YouTube and TikTok are actually quite bad. As someone who once purchased the hundreds of products she saw on the internet, “kayli.boyle” initially took a huge risk filming her de-influencing videos, but in the end, she ended up positively impacting the lives of hundreds of thousands of people. Morgan Turner is another content creator

who regularly features popular yet underperforming cosmetic products on her TikTok account. Many more examples of de-influencing could be found for different industries and products. At this point, it’s useful to look at what de-influencers contribute to social media. Many social media experts suggest that this organic de-influencing trend will make both social media and influencers more trustworthy. When we consider that just about every influencer constantly shares links to e-commerce sites while promoting dozens of brands,

it should come as no surprise—and perhaps even a little bit of delight—that de-influencing emerged. This could allow brands to promote their products in a more reassuring environment while giving users the chance to follow the advice of trusted figures without being bombarded by ads. Although it may have seemed scary for content creators at first, the trend is actually quite significant in demonstrating that social media is, at its essence, a platform for everyone to share their experiences and make their voices heard.

Although the de-influencing trend is quite a positive development, we’ll have to wait and see whether it will create lasting change in social media. Keeping in mind that overconsumption increases our carbon footprint and therefore triggers climate change, we can think of every step toward conscious consumption as a step in the right direction for the future of our planet. So, even if the de-influencing trend will not eliminate influencer marketing as we’ve come to know it over the past several years, it will likely play a role in re-shaping the industry in a positive way.



## AGENDA



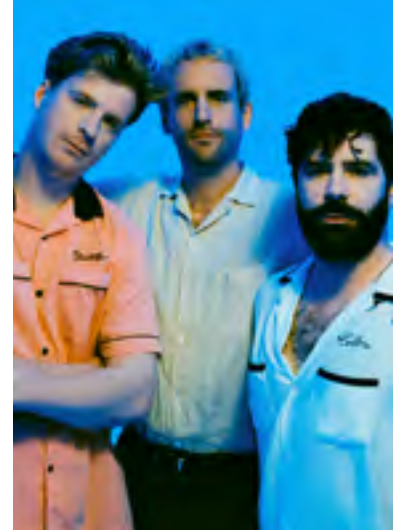
## festival

### Akbank Jazz Festival

**SEPTEMBER 23-OCTOBER 8**

VARIOUS VENUES

One of the longest-running festivals in Türkiye, the Akbank Jazz Festival is getting ready to infuse the city with jazz in all its colors. The festival is noted for bringing together different musical genres, with one of this year's headliners being the Al Di Meola Acoustic Trio. Having shaped nearly 50 years of fusion music, Al Di Meola will take the stage with his band on September 25 at 21.00 at the AKM Theatre Hall. Another notable performance comes from Yumi Ito, whose April release, "Ysla," is the latest in a discography featuring art-pop, jazz, and neoclassical influences. Yumi Ito will perform at Akbank Sanat on September 27 at 19.00.



## concert

### Foals

**SEPTEMBER 4**

ZORLU PSM TURKCELL STAGE

Are you ready for the British rock band Foals? Formed in Oxford in 2005, the band is set to visit Istanbul for one of this month's most exciting concerts. Following their 2008 debut "Antidotes," which offered a fantastic blend of math rock and dance-punk, the band's sound has veered more toward indie rock in subsequent years. Following the release of their seventh studio album "Life Is Yours" last year, Foals' performance in Istanbul is a great opportunity to hear cult classics like "My Number," "Mountain at My Gates," "2 am," and "Birch Tree."



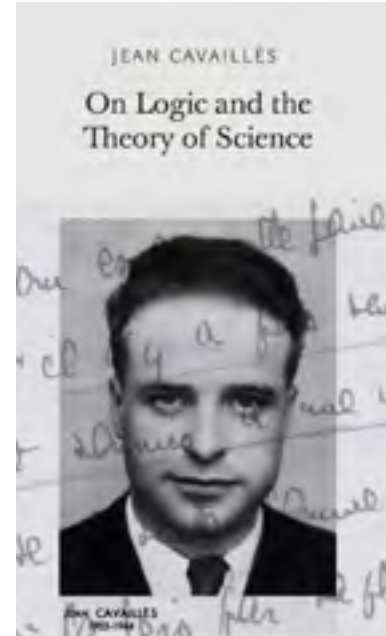
## theatre

### Setting Clocks Institute

**17 SEPTEMBER**

ZORLU PSM TURKCELL STAGE

Ahmet Hamdi Tanpınar's immortal work 'The Time Regulation Institute' was adapted for the stage. In the production directed and adapted by Serdar Biliş, the famous actor Serkan Keskin puts on dozens of appearances and creates an acting feast, so to speak. The music of the play, which is a contemporary adaptation where cinema and theater are intertwined, belongs to Tuluğ Tirpan.



## book

### On Logic and the Theory of Science

**JEAN CAVAILLÈS**

İŞ BANKASI CULTURAL  
PUBLICATIONS

Similar to mathematics, experience also relies on a certain rhythm and set of rules. Resisting the occupation of France on the grounds of logic, Cavailles was executed by the Nazis in 1944. On Logic and the Theory of Science is the final work of Cavailles, a pioneer of 20th-century French philosophical tradition.



ŞİŞECAM CONTINUES TO  
UNDERTAKE PROJECTS TO REDUCE THE  
**CARBON  
FOOTPRINT**



In light of its **2050 Net-Zero** Vision, Şişecam aims to support the clean energy transformation by increasing its installed renewable energy capacity at its plants to **53 MWp** by 2030.



These projects in 2022 saved nearly **TRY 29 million** worth of energy.



Approximately **4,000 tons of carbon emissions** prevented.



In 2022, Şişecam's installed renewable energy capacity reached **10 MWp**.



With the capacity increase, more than **8,321 MWh** of renewable energy per year was generated.

# GLASS IS NATURE



