

AUGUST 2022

ŞİŞECAM
MAGAZINE

ISSUE

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IN A CIRCULAR ECONOMY

ENDEAVOR, LINO TAGLIAPIETRA.


ŞİŞECAM



GLASS GIVES LIFE



Dear All,

We are now proudly experiencing the positive impacts of “One Şişecam,” a step we took to carry Şişecam’s rooted know-how and expertise to the future. Our streamlined structure and upgraded skills gained by digital transformation enable us to work with greater agility in every field. This agility encourages us to realize large-scale projects one after the other. We take firm steps to unify our experience with the needs of short- and long-term future.

With our new and fresh perspective, we decided to transform our quarterly Şişecam Magazine into a revamped monthly magazine starting from August issue. Our aim is to create a medium to catch up on the latest happenings at Şişecam as well as inspiring and interesting content. We sincerely believe in increasing communication channels and use them to strengthen our connections and sharing with each other.

Following the merger, Şişecam has completed its transformation and more ready for future with its improved skills. We are bolstering our position as a playmaker in our fields of activity through new investments. We are also taking decisive steps towards achieving Şişecam’s strong targets. The most recent development in our journey of success is our investment in a frosted glass furnace with a daily production capacity of 600 tons and glass processing line with an annual production capacity of 20 million square meters, both in Mersin. With the investment of nearly 3.4 Billion TL (185 Million Euros)- in the same plot of land as our flat glass production line currently under construction- we will rank among the companies with the highest production capacity in this field globally. This investment does not only support the growth of the solar glass industry which we provide input but also contributes to the sustainability goals which are at the heart of Şişecam’s operations.

United Nations declared as “The International Year of Glass” with Şişecam’s efforts. We will continue to emphasize the impact of glass on civilizations from the past to the present and raise awareness on its strategic role for sustainability needs of the future throughout 2022. As the founder of the Turkish glass industry and one of the strongest global players in the industry, we are aware of the fact that the added value we generate has many positive impacts on the planet, on society, and on life and this makes us proud.

We will continue to perform all our operations in line with our goal of adding value to everything we do and every life we touch, as we always have done.

I wish you enjoy reading the latest issue of Şişecam Magazine with its fresh look.

Görkem Elverici
CEO



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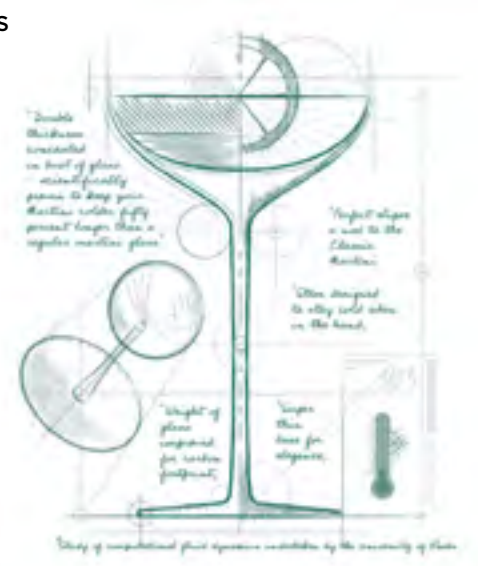
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TÜRKİYE ŞİŞECAM BANKASI
Company.

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THE WORLD'S FINEST DESSERTS WITH THE PATISSERIE LINE

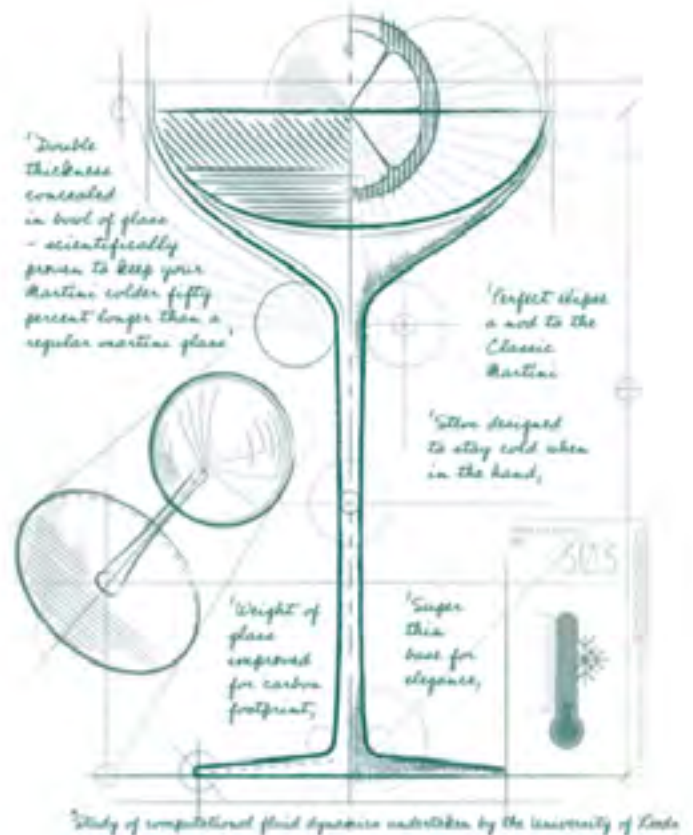
PAŞABAHÇE'S PATISSERIE FAMILY ADDS A TOUCH OF COLOR TO WORLD-RENOWNED DESSERTS.

Put a whole new spin on the classic desserts beloved by many around the globe, and present them in the unique designs and different-sized products found in the Villa Patisserie and Petite Patisserie collections in the Paşabahçe Patisserie line. Let your imagination run wild—whether you opt for the German Käse-Sahne-Torte, the French parfait, the Italian cake-and-ice-cream treat zuccotto, the Mexican conchas, the Spanish magdalena, the Turkish delight, or chocolate lovers' favorite Brazilian treat brigadeiro, it will taste even better with Paşabahçe Patisserie.

A BRAND-NEW EXPERIENCE: NUDE X NO.3 GIN GLASS

FOLLOWING EXTENSIVE SCIENTIFIC RESEARCH, NUDE HAS FINALLY DESIGNED THE IDEAL GLASS TO KEEP DRINKS COLDER FOR LONGER.

NUDE has teamed up with the award-winning brand No.3 Gin to design a drinking glass that offers the best user experience. Developed based on the results of a study by the University of Leeds, the NUDE x No.3 Gin glass can keep drinks cold for nearly twice as long as a traditional glass. Completely handmade out of lead-free crystal, each glass is unique, with a thin rim and an elegant form that prevents the liquid from warming up. Designed to improve the user experience, the glass preserves the coldness of the beverage as well as its clarity and smoothness. An unmatched blend of form and function, the glass owes its elegant turquoise color to No.3 Gin's iconic bottle.





A SUMMER BREEZE AT PAŞABAHÇE MAĞAZALARI

PAŞABAHÇE MAĞAZALARI IS SERVING UP SUMMER WITH DESIGNS THAT OFFER POPS OF GREENS AND BLUES ALONG WITH A WHOLE LOT OF ENERGY.

Paşabahçe Mağazaları continues to be a must-have at any table thanks to designs that reflect the energy of summer. Reminiscent of tranquility and the sea, blue hues infuse that perfect summery vibe into any dining table. The Nautica series offers the most beautiful blues, while the Bodrum Tablecloth brings a touch of Bodrum to your home. The Navy series reflects the serene harmony of white and blue, while the captivating greens in the Venezia line and the ceramics in the Electrum line evoke the airiness of nature. A trendy item in tableware, tropical-patterned plates, trays, mugs, and espresso cups imbue summer dining tables with whole new energy. Other items that stand out for their summery feel include the porcelain plates, bowls, and drinkware designed by Tulya Madra out of natural materials, the Bloom line of pitcher, drinkware, and jars thanks to their colorful and joyful floral pattern, as well as the lemon- and watermelon-shaped placemats.

REVELING IN GIFTS

AT PAŞABAHÇE MAĞAZALARI

PAŞABAHÇE MAĞAZALARI MADE THE HOLIDAY EVEN MORE JOYOUS WITH GIFT ALTERNATIVES TO SUIT DIFFERENT STYLES AT ANY BUDGET.

Paşabahçe Mağazaları offered choice gifts for those wanting to make their loved ones happy during the holiday. The Chocolate in Glass series paired elegant glass candy jars designed by Paşabahçe Mağazaları with limited-edition chocolates as an appetizing treat. The minimal and elegant Camda Taze series lent a healthy touch to holiday dinners by helping dishes retain their flavor for longer. Candy dishes from the Beykoz Ayyıldız, Amber, Çeşm-i Bülbül, and Beykoz collections were the perfect way to serve the Turkish delights which have almost become synonymous with the holiday. Many found the Paşabahçe Mağazaları eau de cologne series to be the ideal gift, as it puts a modern spin on a holiday tradition. The Woven Metal Tray and the Antique Mirrored Square Tray became the star of tablescapes, while the Beykoz Maydanöz Patterned Glass Tray—inspired by the Beykoz glasses produced in glass workshops throughout the district during the reign of Sultan Selim III—drew praise for its handcrafted form.





ŞİŞECAM INVESTS IN A SECOND FROSTED GLASS LINE

IN MERSİN

WITH AN INVESTMENT OF NEARLY 3.4 BILLION TL (185 MILLION EUROS) INCLUDING WORKING CAPITAL, ŞİŞECAM IS BUILDING A SECOND FROSTED GLASS FURNACE AND PROCESSING LINE ON THE SAME LAND AS ITS NEW FLAT GLASS LINE CURRENTLY UNDER PRODUCTION IN MERSİN. ŞİŞECAM IS NOT ONLY CONTRIBUTING TO THE GROWTH OF THE SOLAR GLASS INDUSTRY, BUT IT IS ALSO FOCUSING ON SEIZING OPPORTUNITIES FOR EXPORT AND STRENGTHENING ITS GLOBAL POSITIONING.

As the owner of the only plant in Turkey capable of producing frosted glass, Şişecam provides input for both the frosted architectural glass and solar glass needs of various industries. Now, this global player in the glass and chemicals industries has announced a brand-new investment intended to create added value for Turkey. Operating 8 flat glass and 1 frosted glass lines across 4 locations in Turkey, Şişecam has made an investment worth nearly 3.4 billion TL (185 million euros), including working capital, for a new frosted glass furnace and processing line in the Tarsus Organized Industrial Zone. Expected to have a daily production capacity of 600 tons for the furnace and an

annual production capacity of 20 million square meters for the processing line, Şişecam's new investment aims to curtail a potential shortage in the solar glass industry and to contribute to the national economy by seizing opportunities for export.

Noting that Şişecam will forge ahead with investments that support exportation and generate sustainable value for all stakeholders, Şişecam Vice Chairman and Chief Executive Officer Prof. Dr. Ahmet Kirman stated that the company decided to invest in a new frosted glass line and processing line in Mersin based on new opportunities afforded by the rapid growth of the solar power industry both in Turkey and around the world. Prof. Dr. Kirman mentioned that renewable sources have become top priority for the energy sector, due in part to the climate crisis. He then added that, through its new investments, Şişecam aims to reduce the rate of imports in the industry and take advantage of export opportunities.

With a market demand of 8 million square meters in 2018, the solar glass market in Turkey is expected to grow by approximately threefold to reach 23 million square meters in 2022. Currently, 64% of the market demand is met through imports, with Şişecam covering the remaining 36%. Once the new investment begins to operate at full capacity, it will account for 120 million euros in sales annually, directing nearly 30% of its sales volume to export markets and creating more than 180 additional jobs.



THE ROLE OF GLASS IN A CIRCULAR ECONOMY

ŞİŞECAM CHAIRMAN AND EXECUTIVE MEMBER OF THE BOARD, PROF. DR. AHMET KIRMAN JOINED THE CIRCULAR ECONOMY AS A SOLUTION FOR A SUSTAINABLE FUTURE PANEL TO DISCUSS THE IMPORTANCE OF GLASS AND THE PROJECTS UNDERTAKEN AT ŞİŞECAM.

The "Circular Economy as a Solution for a Sustainable Future" panel focused on how a circular economy contributes to goals pertaining to the environment and sustainability. One of the panel's speakers was Şişecam Chairman and Executive Member of the Board Prof. Dr. Ahmet Kirman, who spoke about the glass industry's role in a circular economy. As a material that can be recycled 100% and infinitely without sacrificing its quality, glass is an unparalleled tool for the circular economy. Noting the role of glass as a must-have ingredient for the automotive and architecture industries in addition to glass packaging, Prof. Dr. Ahmet Kirman stated that glass technologies have



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

successfully adapted to the changing needs of today's world. Prof. Dr. Ahmet Kirman also touched upon the importance of glass in realizing the UN's 2030 Agenda for Sustainable Development, emphasizing the active role glass plays in renewable energy production. Reminding the audience that the UN declared 2022 The International Year of Glass thanks in part to Şişecam's efforts, Prof. Dr. Ahmet Kirman also discussed the sustainability-focused projects at Şişecam. The company has been investing in sustainability-focused endeavors for many years. In effect since 2011, the social responsibility project Glass and Glass Again aims to generate awareness of the importance of becoming a recycling society. So far, the project has contributed to 2 million tons of glass waste being recycled at more than 20,000 glass recycling bins. Şişecam also makes significant contributions to the circular economy as a producer of technology.



THE ŞİŞECAM FAMILY GOT TOGETHER AT CEO TALKS

THE SECOND CEO TALKS DIGITAL EMPLOYEE EVENT TOOK PLACE ON A LIVE STREAM ACROSS ALL 14 OF ŞİŞECAM'S COUNTRIES OF OPERATION.

Şişecam CEO Görkem Elverici got together with Şişecam employees at the second CEO Talks event. In the first part of the event—in a speech prepared based on employee-submitted questions—Elverici spoke about financial results, existing investments, and the new investment plans aimed at carrying Şişecam into the future. In the second half of his speech, Elverici focused on human-centered projects, touching upon Şişecam's sustainability strategy of Care for Next organizational transformation, career development, and the One Şişecam project under way at Şişecam. At the end of the session, Elverici held a Q&A session with viewers.



NUDE'S SUPPORT FOR

OUR HERITAGE OF ANATOLIAN CUISINE

NUDE IS A SUPPORTING SPONSOR FOR ROOT ORIGIN SOIL, THE 2ND SYMPOSIUM ON ANATOLIAN HERITAGE GRAPES.

Aimed at improving the diversity of local grapes and promoting wines produced with local grapes on an international level, the Root Origin Soil Symposium on Anatolian Heritage Grapes was held at Salt Galata on June 19, with the symposium's tasting event held at Mikla Restaurant. As a supporting sponsor for the event, NUDE presented its Stem Zero collection, made twice as strong and flexible thanks to Şişecam's proprietary Ion Shielding technology. The tasting also included various Anatolian cheeses, with the accompanying wines presented in NUDE glassware.



NUDE DAZZLES AT MILAN DESIGN WEEK

NUDE DESIGNS MADE A SPLASH AT MILAN DESIGN WEEK, WHICH HOSTED THE WORLD'S MOST PRESTIGIOUS BRANDS FROM JUNE 6-12 THIS YEAR.

NUDE's "Forest of Reflection" concept for Milan Design Week featured a captivating forest landscape. Co-hosted by Calico Wallpaper and AB Concept, the event saw the launch of the Tableau wallpaper, which evokes a magical forest, inspired by the Japanese Alps. Stretching across two separate halls—one with a daytime theme and the other with a nighttime—"Forest of Reflection" sought to transport visitors to the captivating yet equally peaceful atmosphere of the Japanese Alps, thanks in part to the scent of pine trees, the green grass-like carpeting, the reflection of NUDE Mono lamps on the wallpaper, and the Nest Bar situated in the center of the gallery. Located in the heart of the event space, NUDE's Nest Bar gave visitors the chance to try an exclusive pine-scented cocktail developed for NUDE by Remy Savage, world-renowned mixologist and designer of the NUDE Savage collection.





A FLURRY OF TASTY RECIPES FOR THE BORCAM CHALLENGE

Several chefs and influencers got together in a fun Borcam Challenge activity to promote the Borcam Campaign held from April 8 until June 2. Joining the challenge were Arda Türkmen, Melodi Elbirliiler, Aslı Kızmaz, İlker Kızmaz, Kıvanç Kasabalı, and Sedef Avcı, with each preparing a flavorful dish in the Borcam Bake & Keep. In keeping with the oft-told joke that the Borcam will eventually find a way to return to its owner, the red-topped Borcam began and ended its journey with Arda Türkmen.



TASTE TOUR:

THE WORLD'S 50 BEST RESTAURANTS

THE WORLD'S 50 BEST RESTAURANTS, CO-SPONSORED BY NUDE, WERE ANNOUNCED IN AN AWARDS CEREMONY IN LONDON.

NUDE was one of the sponsors for the World's 50 Best Restaurants awards ceremony held in London on July 18, hosted by the famous actor Stanley Tucci. The awards ceremony saw Colombian Leonor Espinosa receive the World's Best Female Chef Award. Espinosa received her award from last year's winner, Pia Leon. Considered one of the world's leading chefs, Espinosa aims to use her win as a platform to promote Colombian gastronomy globally.





ZERO-WASTE WORKSHOP AT PAŞABAHÇE MAĞAZALARI

THE MIND YOUR WASTE FOUNDATION AND PAŞABAHÇE MAĞAZALARI CO-HOSTED A ZERO-WASTE WORKSHOP AT THE ERENKÖY EXPERIENCE STORE, WHERE KIDS HAD A GREAT TIME.

The first experience store by Paşabahçe Mağazaları in Erenköy, Istanbul, hosted an event that was important by virtue of contributing to social culture. Co-organized with the Mind Your Waste Foundation, the Zero-Waste Workshop educated kids on how to achieve a clean environment, focusing on topics like waste reduction, proper disposal of waste, and recycling. Held on June 11 at the workshop space on floor -1 of the Erenköy Store, the workshop drew participation from kids ages 8-11. Representatives from the Mind Your Waste Foundation shared information with kids about the importance of recycling, recyclable materials, and sustainability. Afterward, kids enjoyed themselves as they played a zero waste-themed box game developed by the Foundation.

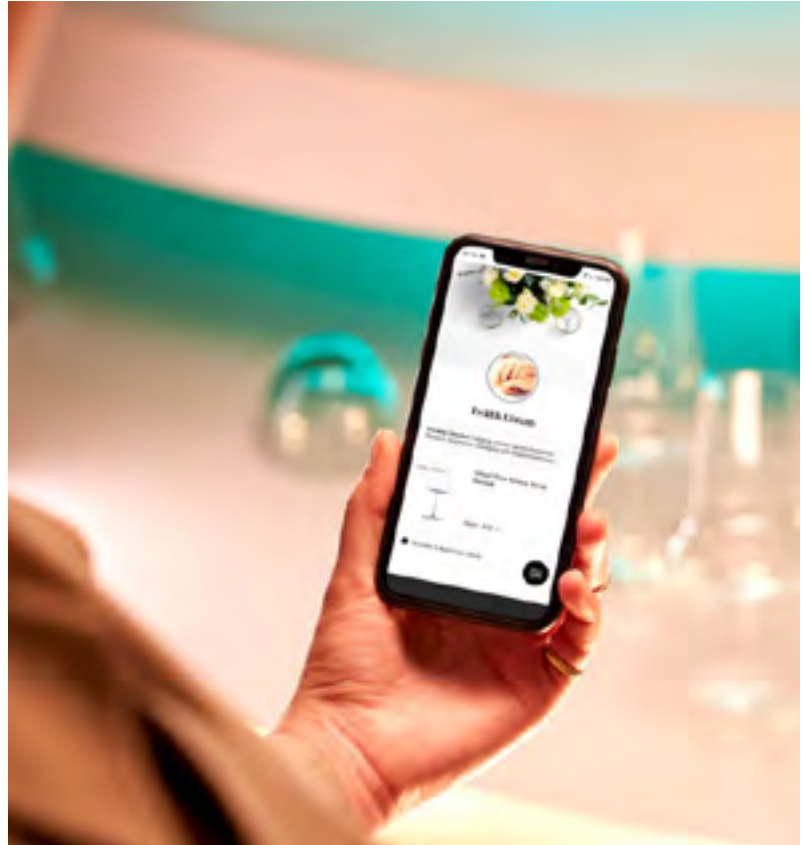




SHOP QUICKLY AND SECURELY WITH THE PAŞABAHÇE MAĞAZALARI MOBILE APP

OFFERING A BRAND-NEW SHOPPING EXPERIENCE, THE PAŞABAHÇE MAĞAZALARI MOBILE APP REACHES 100,000 USERS!

In an aim to make life easier, Paşabahçe Mağazaları has brought a breath of fresh air to the shopping experience at its Bağdat Caddesi Erenköy and İstinyePark İzmir experience stores with a mobile app. Users who download the mobile app on their smartphones can view personalized gift recommendations and assemble their favorite products under a wishlist. Users can also create a virtual basket by quickly and securely scanning barcodes and QR codes, as well as paying with a QR code via mobile devices. In other words, customers can complete their shopping journey and proceed to checkout without having to carry any items or shopping baskets. The mobile app has been a hit with Paşabahçe Mağazaları customers, with more than 100,000 users downloading the app so far.





HOPE BLOSSOMS WITH ŞİŞECAM

HAVING MADE A PROMISE TO CONTRIBUTE SAPLINGS FOR FUTURE GENERATIONS AFTER FOREST FIRES RAGED IN VARIOUS LOCATIONS THROUGHOUT TURKEY IN 2021, ŞİŞECAM CREATED A 100-ACRE MEMORIAL FOREST IN YATAĞAN.

Demonstrating its commitment to sustainability in all its operations through its Care for Next sustainability policy, Şişecam promised to donate saplings after last year's forest fires in various parts of Turkey. Şişecam has kept its promise and created the Şişecam Memorial Forest over a land of nearly 100 acres in the Gülbey district of Yatağan Çayboyu. Şişecam's Vice Chairman and Chief Executive Officer Prof. Dr. Ahmet Kirman emphasized that protecting the planet is one of Şişecam's top three priorities, stating that environmentally friendly projects are under way in all

areas of operation. Prof. Dr. Ahmet Kirman also noted that Şişecam has undertaken reforestation projects in areas surrounding its production plants for many years, with an average of 1-2.5 acres at each production plant devoted to reforestation efforts. Since 2000, the saplings planted in the Muğla-Yatağan and İstanbul-Yalıköy regions as part of Şişecam's reforestation efforts have grown to cover an area of more than 90 acres. The 100-acre memorial forest in Yatağan will become a new habitat for various creatures and offer a breath of fresh air for future generations.





COMING TOGETHER FOR OUR FUTURE

INTERNS PARTICIPATING IN THE LATEST RUN OF THE ŞİŞECAM TOGETHER GLOBAL YOUNG TALENT PROGRAM SUCCESSFULLY COMPLETED ORIENTATION.

The new term kicked off with orientation training at the Şişecam Together Global Young Talent Program, which welcomes university students who want to start their career on a successful note. During orientation, 166 interns received an online catalog designed to help them quickly adapt to their new life working at Şişecam, as well as to their social environment. The program also included in-class training sessions. The opening event for the orientation program began with a presentation by Şişecam's Chief Risk and Internal Audit Officer (CRO) Özgün Çınar, titled "Two Şişecams." The opening event then continued with presentations and the Şişecam Academy session. As a first, interns in this year's program had the chance to explore Şişecam's history, its areas of operation, and its showrooms through VR glasses. The talented youngsters also attended technical tours of different plants as well as the Şişecam, Science Technology and Design Center, where they got to take a close look at the lifecycle of glass from start to finish, and learn about the different technologies, research, and designs around glass from their experts. The training material was also made available in various languages via the Şişecam Academy portal, drawing 33 Together interns who joined the program from abroad.

THE SCHOOL OF HUMAN RESOURCES IS IN SESSION!

THE NEWLY RESTRUCTURED SCHOOL OF HUMAN RESOURCES BY ŞİŞECAM ACADEMY HOSTED ITS FIRST POST-RELAUNCH TRAINING ON JUNE 17.

Making a quick comeback after its restructuring, the School of Human Resources hosted its first training since the relaunch with the Human Resources Business Partner Development Program. Held on June 17 for a target audience of HR business partners and their managers, the training focused on changes in the world of business, particularly in the field of human resources. The program's aim is to support the development of HR professionals who are well-versed in business strategies, who properly utilize data, keep up with the industry, are familiar with clients, and who can develop proactive solutions. Another one of the training sessions prioritized at the School of Human Resources, the Employer Brand session was held on July 19. Geared toward HR employees as well as all hiring managers, the program is focused on raising awareness about the importance of the candidate experience in terms of corporate reputation. It aims to create a common language throughout Şişecam as an employer brand.



TECHNOLOGY



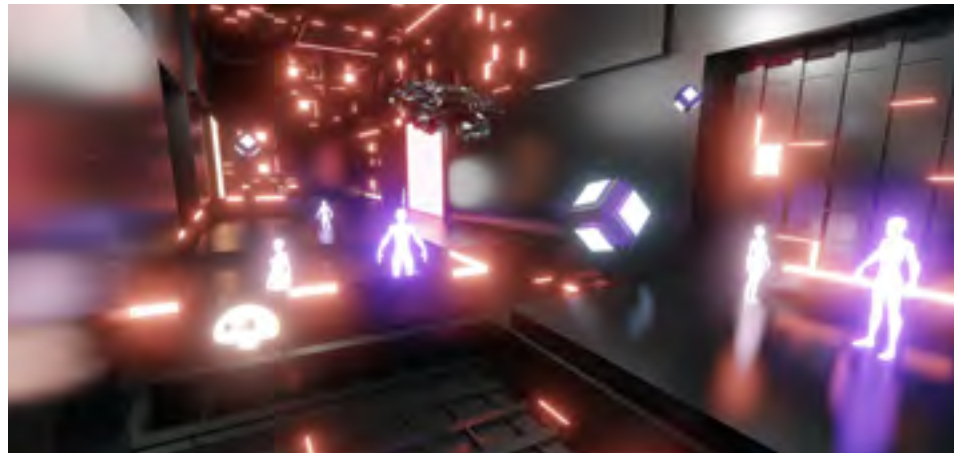
THE PROS AND CONS OF THE

METAVEVERSE

THE MOST RECENT ITERATION OF THE INTERNET, THE METAVEVERSE IS EXPECTED TO GROW INTO A REALM OF OPPORTUNITIES WORTH \$10-30 TRILLION IN THE NEXT 10-15 YEARS. ON THE OTHER SIDE OF THE COIN, THERE ARE THOSE WHO BELIEVE THIS UNIVERSE WILL COME WITH A WHOLE SET OF SOCIAL DRAWBACKS. SO, WHAT CAN WE EXPECT FROM A METAVEVERSE-FOCUSED FUTURE? LET'S TAKE A LOOK AT THE PROS AND CONS OF THE METAVEVERSE.

The word metaverse is a portmanteau of the Greek word "meta," meaning "post/after," and the English word "universe." This "post universe" first appeared in Neal Stephenson's 1992 cyberpunk novel Snow Crash. The story focused on a dystopian future where people, through their digital avatars, could live in a three-dimensional virtual world known as the metaverse. The virtual world described in the book bears great similarities to the metaverse of our day. Users can join in on the metaverse experience by creating digital avatars and using computers and smart devices as well as accessories like glasses and headsets that support virtual or augmented reality. Although

designed as a virtual world, the metaverse promises to add plenty of social interaction as well as options for gaming, entertainment, and shopping to both our physical and digital lives. From education to the worlds of business, art, and commerce, many of the spaces occupied by individuals and institutions are impacted by the metaverse. Global tech giants are continuing to make huge investments in and develop projects for the metaverse. So, what will the metaverse bring with it? Let's take an in-depth look at the pros and cons of the metaverse, and the groundbreaking impact it's expected to have on the future...





ADVANTAGES OF THE METAVERSE

BRINGS INNOVATION TO THE WORLDS OF BUSINESS AND EDUCATION

The worldwide impact of the pandemic revealed the importance of sustainable remote models for both education and business. During this time, remote learning became the norm, while the business world was able to convene through online meetings. Metaverse could offer intriguing experiences with high engagement for users in both fields. Whether it's a classroom or an office, you can visit three-dimensional virtual spaces—enhanced through augmented reality—with your avatar, and interact closely with the avatars of other users in a 360-degree environment.

BOOSTS THE POWER OF BLOCKCHAIN TECHNOLOGY EVEN FURTHER

The highest standard of data security available today—and thus the catalyst for crypto assets to exist—blockchain technology is paving the way for numerous innovations. Metaverse platforms also benefit from this technology frequently, as the in-game digital assets—NFTs, or non-fungible tokens—are developed using blockchain technology. Similarly, the metaverse has the power to present important opportunities for blockchain technology. Many experts are sure that the combination of these two technologies will foster innovation in many different areas.

OFFERS NEW OPPORTUNITIES FOR BRANDS

By weakening the role of traditional media, social media has created brand-new opportunities for marketing and sales. Nowadays, brands use social media as the primary platform to communicate and interact with their target audience as well as to promote their products and services. Through its introduction of brand-new opportunities in addition to social media, the metaverse is forcing brands to rethink their marketing strategies. For instance, the metaverse allows brands to create digital versions of their products and services in a virtual realm, and design

these in such a way that they can be offered to customers as an experience in real-time. This, in turn, could be the harbinger of a huge transformation that could impact all sectors, especially e-commerce.

IMPROVES THE VIRTUAL ECONOMY

Through its own development, the metaverse has also given rise to a brand-new economy. Platforms that emerge around the concept have virtual economies dominated by crypto assets. Commercial activities taking place in the digital world in tandem with the physical world not only create a new economy, but they also offer existing economies the potential to grow.

DISADVANTAGES OF THE METAVERSE

ELICITS PRIVACY AND SECURITY CONCERNS

Since day one, the greatest disadvantage of the metaverse has been concerns that it could create vulnerabilities in terms of privacy and security. As

online-only spaces, metaverse platforms heavily collect user data, which also includes biometric data provided by wearable technologies. As a result, this severe reliance on user data can cause identity

theft or privacy issues. Companies operating in this area still haven't managed to assuage concerns over privacy and security.

REQUIRES HIGH-LEVEL TECHNICAL EQUIPMENT

To participate in the metaverse in the truest sense, using advanced digital technology is a must. Having high-speed internet, a computer, and even smart devices aren't enough for the full metaverse experience. Other technologically advanced requirements such as virtual reality goggles and headsets or wearable haptic tech accessories make it harder for most users to access this universe.

BLURS THE LINE BETWEEN THE PHYSICAL AND VIRTUAL WORLDS

Debate has been ongoing for some time over the potential harm that the metaverse could cause to the mental health of children and teens in particular. Aiming to offer absorbing experiences for its users, the metaverse blurs the line between the physical and virtual worlds. Although this may seem like an advantage at first glance, it may cause people to distance themselves from physical-world experiences, from real experiences and interactions. In that sense, the metaverse is similar to many other technologies in that it has the potential to distance both adults and kids from reality and lead to addictions in both groups.





SOLVING THE BRAIN'S MYSTERIES WITH TECHNOLOGY:

NEXTSENSE

GOOGLE'S MEDTECH SPINOFF NEXTSENSE IS WORKING ON A PAIR OF EARBUDS THAT CAN RECORD THE BRAIN'S ELECTRICAL SIGNALS TO ANALYZE NEUROLOGICAL CONDITIONS AND SLEEP PATTERNS. HERE, WE TAKE A CLOSER LOOK AT THE STORY AND FUTURE GOALS OF THIS INNOVATIVE VENTURE...





Jonathan Berent



The most mysterious organ in the human body, the brain has been the subject of countless studies by scientists for hundreds of years. As intensive neuroscientific research continues at full speed, there are still many details about the brain that we don't know. One of Google's innovative spinoffs in the medical technology field, NextSense seems poised to help us better grasp the structure and workings of the brain.

The focus of NextSense is to gain an in-depth understanding of the brain and to devise solutions for problems with brain health. Chief among these efforts are boosting sleep quality and assisting people who have epilepsy or other neurological disorders. Designed as a small earbud, NextSense aims to accomplish all this by obtaining an electroencephalogram (EEG), a common medical test that measures electrical activity in the brain.

Renowned for its help in detecting anomalies in brain activity, the EEG has yet to be used in the field of wearable tech. In that respect, NextSense may be well-positioned as a groundbreaking initiative. Although more time is needed before the product can be actively used, lab studies are giving scientists hope.

NextSense Founder and CEO Jonathan Berent has more than 25 years of experience in the technology sector. Still a Director at Google's X, The Moonshot Factory division, Berent used his own chronic sleep problems as a motive when developing the idea for NextSense. Having tried various methods to make it easier to fall asleep and to increase sleep quality, Berent became enthralled

by the brain's operation during his research, and he developed a deeper interest in neuroscience. His personal journey guided Berent toward founding NextSense, which develops technologies to diagnose and treat neurological disorders and to monitor brain health. The NextSense project gained momentum when Berent crossed paths with Joe Owens, who holds a Ph.D. in neuroscience with a focus on sleep and circadian rhythms. Although NextSense was developed through the intensive efforts of a team of successful neurologists from various universities—and with research support from pharmaceutical companies—it struggled to find investors at first.

After a long while, Berent eventually succeeded in obtaining a 5.3-million-dollar investment from Google.



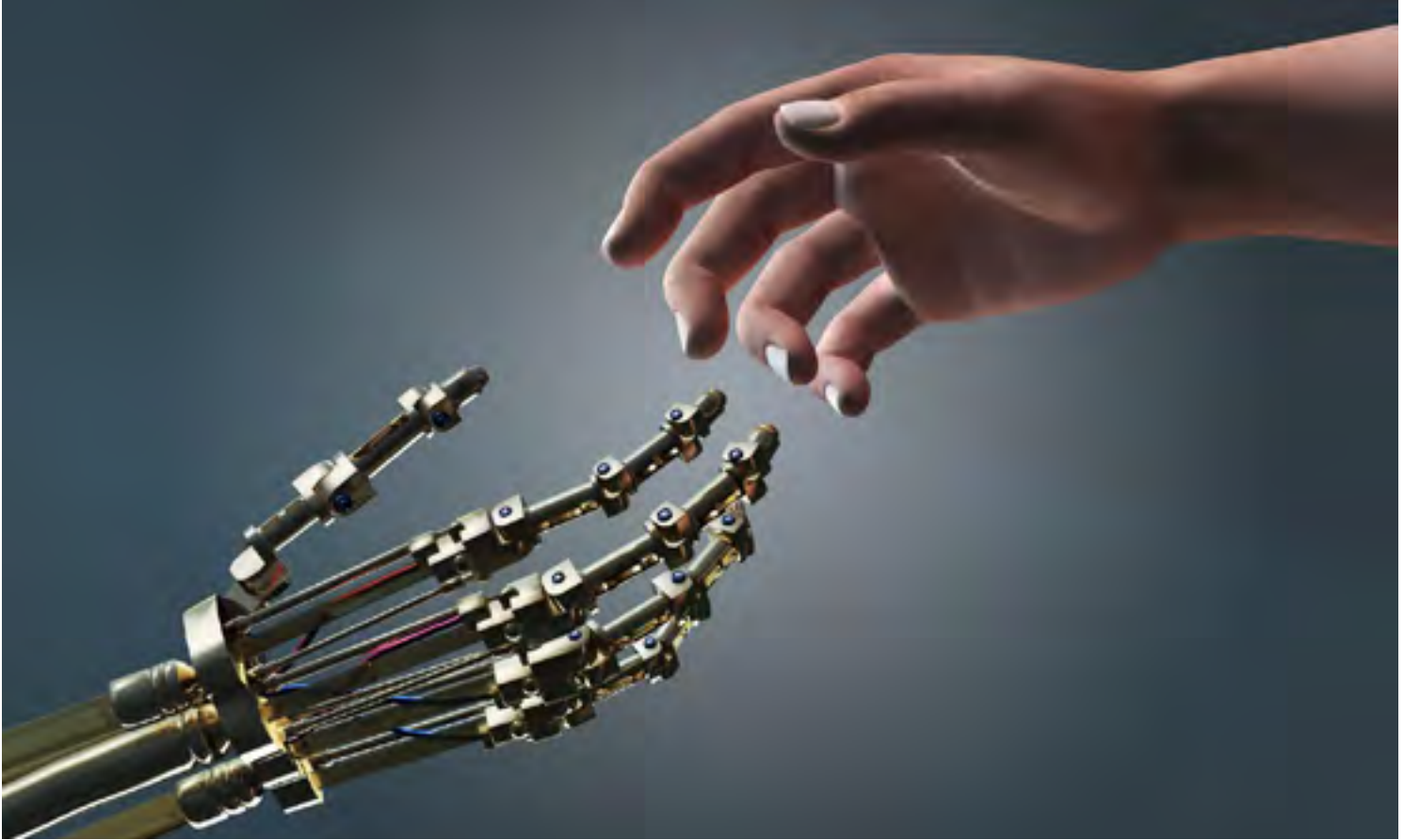
NextSense plans to submit its device, which is still under development, for FDA review within 2022. The final product is expected to offer benefits such as sleep monitoring and detecting seizures for epilepsy patients before they happen, as well as any other cognitive issues. NextSense's vision for the future holds great potential for both the technology and medical sectors. Designed solely for the use of medical institutions at first, the venture's future goals include eventually offering the device for mass use and making it appealing for the end consumer. In fact, the team behind NextSense aims to give the device a functional form whereby it can detect brain activity while users listen to music and make phone calls. To know what role this promising initiative will play in our lives, we will just have to wait and see.

ON DIGITAL DISCRIMINATION

WITH DR. OKAN TANŞU

THE INTERNET AND DIGITALIZATION HAVE OPENED THE DOORS TO NEW HABITS AND WAYS OF INTERACTING THAT HAVE COMPLETELY CHANGED OUR LIVES. THIS RAPID TRANSFORMATION HAS ALSO BROUGHT WITH IT THE CONCEPT OF DIGITAL DISCRIMINATION. WE CHATTED WITH DR. OKAN TANŞU—WHO COMBINES HIS PROFESSIONAL EXPERIENCE WITH AN ACADEMIC CAREER AND HAS AUTHORED BOOKS ON DIGITAL DISCRIMINATION—ABOUT THE PRESENT DAY AND WHAT THE FUTURE WILL BRING.





Let's start with the definition of digital discrimination found in your book, "Digicrimination—Those are the Good Times: A New Type of Discrimination That Came with Digitization." What is digital discrimination?

The book's title, "Digicrimination," is a portmanteau of the words "Digital" and "Discrimination." As we all know, it's been over 20 years since digital amenities entered our daily lives and changed many of our habits. Still, there was a segment of society that, for whatever reason, looked down on these digital possibilities and applications and chose not to use them. Opting not to read digital books, not to reply to e-mails, not to use WhatsApp, and not to shop online were the simplest examples of how this segment turned its back on the digital world.

Thankfully, the digital world and their lifestyles could tolerate this attitude, and it was possible to live without benefiting from these opportunities. Yet the current reality is that there is no longer such tolerance. The people who don't know how to use digital tools must now be deprived of many services and products. In other words, it is certainly possible to say that discrimination exists within this context.

You published your book in 2018. Later, with the pandemic, both personal and digital transformation gained great momentum. How do you think this phase impacted the definition of digital discrimination you outlined back then?

This is precisely the question I tried to answer in my follow-

up to Digicrimination, which was published by Peter Lang in Oxford. We saw the most salient examples of this in shopping and education. Those who were able to shop online prior to the isolation of the coronavirus crisis didn't have trouble shopping, especially doing their daily shopping, during the mandatory quarantining period. Since they were well-versed in how to shop, which products to pick and how, it wasn't challenging for them. Similarly, educators and students who previously used online learning platforms were used to the dynamics of these platforms, and so were able to pull through this period without issues. Problems arose because, even though these platforms have existed for years, many people weren't using them. From here on

out, I think there will be a sharp divide in these two applications in terms of skilled use.

Where is digital discrimination experienced the most? What is the future outlook?

Digital platforms offering services geared toward shopping, healthcare, and education will increasingly be at the focus of discrimination. We're already obligated to use certain digital platforms to access a certain service or product. Healthcare services that provide real-time monitoring will be added to this list. We can also include job search platforms and marketing. But, as I said, the most acute discrimination will be in the fields of shopping, healthcare, and education in the short and long term.

What are some areas in which individuals can learn new skills so they don't experience digital discrimination?

The answer is actually very short and clear: to have information, to internalize information. In languages like English and French, there are different words that mean "information." But there is a different word for internalized information, and that is "knowledge." Since information accessed isn't internalized knowledge, there are those who think that information found on the internet is enough ammunition to start preaching on any topic. What's more, we've recently seen a growing number of people who promote information from random books or articles they've read as if they're their own ideas. Anyone who watches a video or reads a book synopsis thinks they have command of that topic and are somehow wiser. Some even consider their own "knowledge" to be on par with those who have

received a university education—or who teach at the university level—on the subject. We are currently living through the "my ignorance is just as good as your knowledge" era that Isaac Asimov talked about. There is a connection between access to information and ignorance, but, unfortunately, I do not think it is a positive connection.

How may this process impact societies and people who are disadvantaged in terms of access to digital information?

When the masses were locked in their homes, their personal lifestyles changed, as did the culture of institutions that didn't believe in remote work. The digital infrastructure of enterprises is what made a difference. In short, this is what that crisis told us: There is no longer room for those who don't use digital tools. From now on, using digital platforms in every area of our lives is no longer an option but a necessity. Those who

use it will win, while those who don't use it but still manage to survive will lose.

You've stated that digitalization also brings with it democratization. How does that work?

Those who aren't a part of today's digital world face significant discrimination on every level of direct participation in government. The newly coined concept of governance, which emerged on digital platforms, actually sparked new discussion on crucial topics like democracy and direct participation in government. Today, political elections are held online in many countries around the world. While electronic voting offers convenience, the process is also highly open to fraud. It is much easier to manipulate digital data than it is to intervene in any way in the physical sense. This situation also makes it clear that brand-new formulas need to be developed to encourage people accustomed to the old method to

visit the voting booth. One of the biggest issues facing the world today is that people have lost faith in democracy. This loss of faith in democracy causes fewer and fewer voters to turn up at the booth on election day.

What do you think about the metaverse, an idea that's been on the tech radar quite a bit recently? Do you think the metaverse will bring about a large-scale transformation as predicted? Does this transformation have any disadvantages?

In reality, the metaverse isn't a singular, independent concept. It is a layer of the next-generation internet, also known as Web 3.0. Similar to the first two iterations of the internet, this next-generation internet will revolutionize our lives. Limiting this change to just the idea of the metaverse would be like diluting its transformative effects. It would be wrong to claim that this transformation is just like the others in that it has categorical





and definite advantages and disadvantages. We just need to know how to properly use these new tools, that's all.

Are there any risks to blurring the lines between our avatars, or our digital identities, and our physical identities?

In my book, I refer to this concept as "digital schizophrenia." I took it a step further in my most recently published article and added in the idea of a digital soul. Regarding your question, I can briefly say this: our digital identity is not us but who we want to be. Therefore, there is a difference in reality between our real identity and our digital identity. There is a greater debate beyond that,

which I discuss in my article. Basically, the fractured identities created by digital tools have grown so varied that nowadays the same person can have more than a dozen digital identities and spaces where they belong. The same person can have completely different expressions of their personality on Facebook, Instagram, and Twitter. After a certain point, the person can't be sure which is the real personality. The argument could be made that we're facing a brand-new identity disorder. This is a field that's more the focus of the discipline of psychology, where more research is being done on the subject. Without a doubt, the freedom to express, through a digital identity,

the person that one cannot be in real life, or that one is forced to hide, is very alluring.

What do you make of the digital transformation at Şişecam?

I wholeheartedly believe that Şişecam is one of the few businesses that best represent Turkey as a brand on a global scale. When we consider the investments that Şişecam is making in research and development—not just in Turkey but also abroad—to ensure that this continues into the future, it would be accurate to say that Şişecam is beyond the level required in terms of its digital transformation and its position as a leader in its own market.

What are some of the projects on the horizon for you?

A few months ago, I realized my project for the world's first private university campus on the metaverse platform, "My University @ Metaverse," and I delivered my lectures for different universities on this campus. The experience was one that was as exciting and enjoyable for me as it was for students who were taking courses on a campus in the metaverse for the first time in their lives. My goal after this is to offer more courses on this campus and to establish standard practices so I can later turn it into a remote learning platform. I've already made the bureaucratic applications for the project, so I'm hoping to make it a reality soon.

SUSTAINABILITY



11 SUSTAINABLE CITIES AND COMMUNITIES



TARGET SUSTAINABLE CITIES

AS MANKIND CONTINUES TO CONSUME THE RESOURCES OF OUR PLANET AT BREAKNECK SPEED, AND EACH DAY THE IMPACTS OF THE CLIMATE CRISIS ARE FELT MORE INTENSELY AROUND THE GLOBE, IT'S BECOME MUCH MORE CRITICAL THAT WE ENSURE THE SUSTAINABILITY OF OUR CITIES. BUT HOW CAN WE MAKE THE CITIES WE CALL HOME MORE SUSTAINABLE?

BY ELİF EREN

In 2015, the United Nations General Assembly ratified a list of 17 Sustainable Development Goals. Covering a wide range of topics such as protection of the planet, eliminating inequalities and combating injustice, the list also includes an item focused on making cities and other habitats sustainable. According to statistics released by the United Nations, two-thirds of all mankind—or 6.5 billion people—are expected to live in cities by 2050. Just four years ago, this figure was 4.2 billion people. Additionally, 828 million people are currently estimated to live in the poor areas of cities, and as you can imagine, this number grows each day.

Forecasts indicate that 9 out of 10 megacities will be located in developing countries in the future. In light of these statistics, the United Nations underscores the importance of making significant changes in urban areas. Otherwise, sustainable development will remain a dream for the whole world. So, what can be done to make cities sustainable? What steps are being taken around the globe?

WHAT DOES A "SUSTAINABLE CITY" MEAN?

As emphasized by the United Nations General Assembly, to ensure that a city's sustainable, it is necessary to create career and work opportunities, construct

GOAL 11.1



SAFE AND AFFORDABLE HOUSING

safe and affordable housing, and build resilient societies and economies there. Therefore, many steps must be taken to boost the quality of life for city residents, from improving public transportation to increasing the number of green spaces and making urban planning a more inclusive process.

GOAL 11.2



AFFORDABLE AND SUSTAINABLE TRANSPORT SYSTEMS

MORE GREEN SPACES

One of the United Nations' goals is to expand the scope of green spaces. Of particular focus is the importance of ensuring access to safe, inclusive, and green public spaces—especially for women, children, the elderly, and those living with disabilities—by the year 2030. In addition to spaces

GOAL 11.3



INCLUSIVE AND SUSTAINABLE URBANIZATION

where people can spend time in nature, sustainable cities must also have walking and bicycling paths. Investing in such green spaces not only makes large cities more livable, but it also helps protect biodiversity. Moreover, the existence of green spaces also has a positive impact on city residents' mental

GOAL 11.6



REDUCE THE ENVIRONMENTAL IMPACT OF CITIES

well-being and quality of life. Urban dwellers who have to deal with the daily stress of living in a metropolis can find peace and socialize in green spaces. Local governments can take various steps toward increasing the number of such spaces. For instance, at the end of 2019, the city of Amsterdam announced



that it would pay for residents who want to plant a tree in their yards. Another practice that's popular around the world is rooftop gardening.

TRANSPORTATION-FOCUSED PROJECTS

By 2030, the United Nations aims to establish safe, affordable, and sustainable transportation systems that are accessible to everyone. To achieve this, the needs of women, children, those living with disabilities, and the elderly must be prioritized. Public transportation options in metropolises must also be diversified. Reducing the number of personal vehicles in traffic is another important factor in ensuring the sustainability of a city, and the only way to achieve this is to make public transport options both comfortable and accessible. Additionally, car-sharing platforms are growing

more popular by the day in many cities around the globe. If you need a vehicle in your daily life, think twice about buying a car—you can easily rent an electric car through apps like Moov and Tiktak. Ride-sharing apps like BlaBlaCar are also notable for being highly practical as well as eco- and budget-friendly. Increasing the number of electric vehicle charging stations in large cities is also important. For instance, in San Francisco, it is mandatory that garages and parking lots have a section devoted to charging stations for electric vehicles.

CLEAN ENERGY

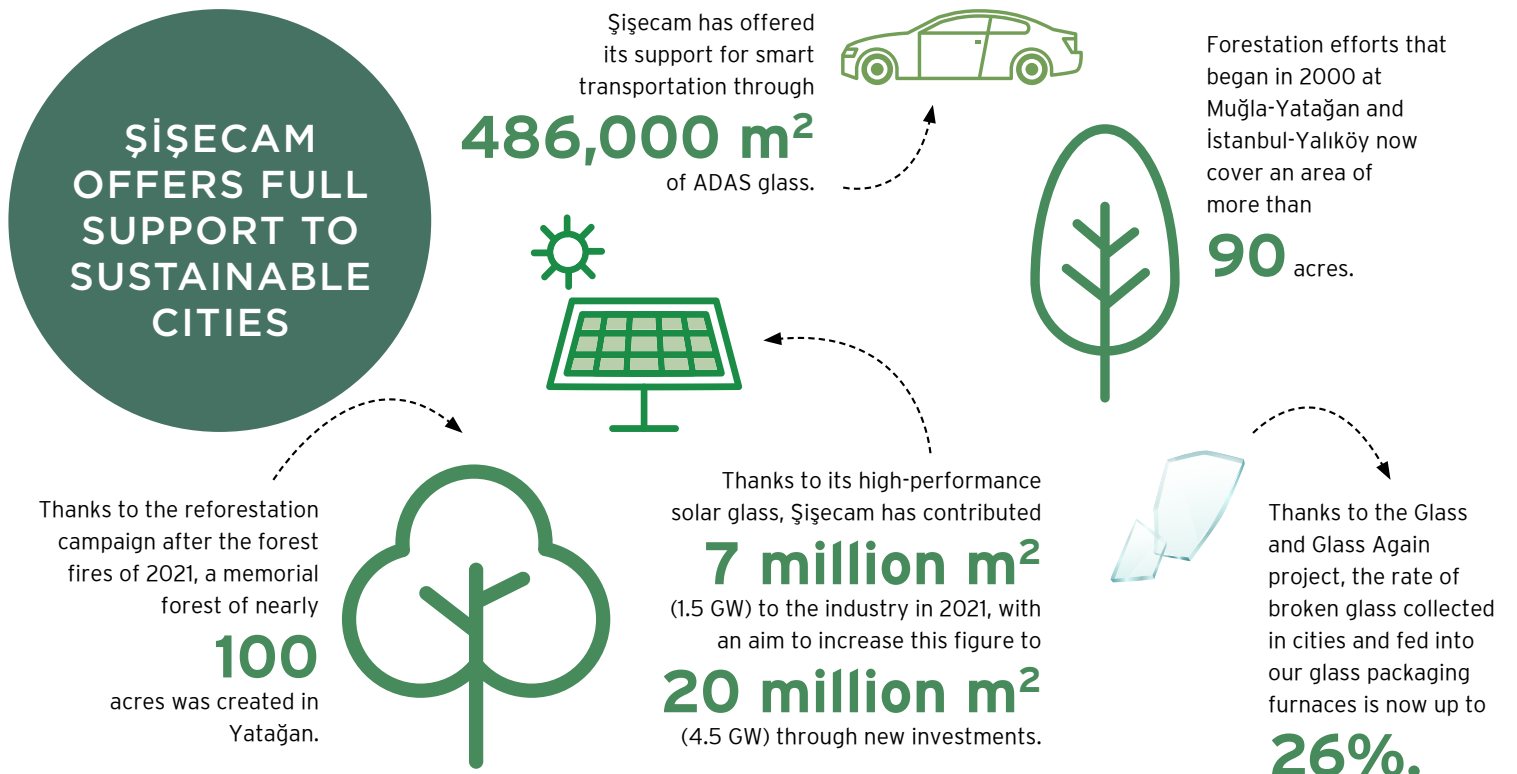
Since fossil fuel consumption is the biggest cause of the climate crisis, reducing our reliance on fossil fuels as much as possible is crucial to making our cities more sustainable. We must switch to solar and wind power—aka clean energy—

in our electricity production for the future of our planet. Copenhagen is a good example to the rest of the world, as the city uses geothermal energy for heating. In fact, the Danish capital seeks to become carbon-neutral by 2025. The Dutch city of Oss presents another good example of the creative use of clean energy with its "Smart Highway" project, where stripes were painted along certain highways throughout the city to store solar power during the day and use that energy to illuminate the roads at night.

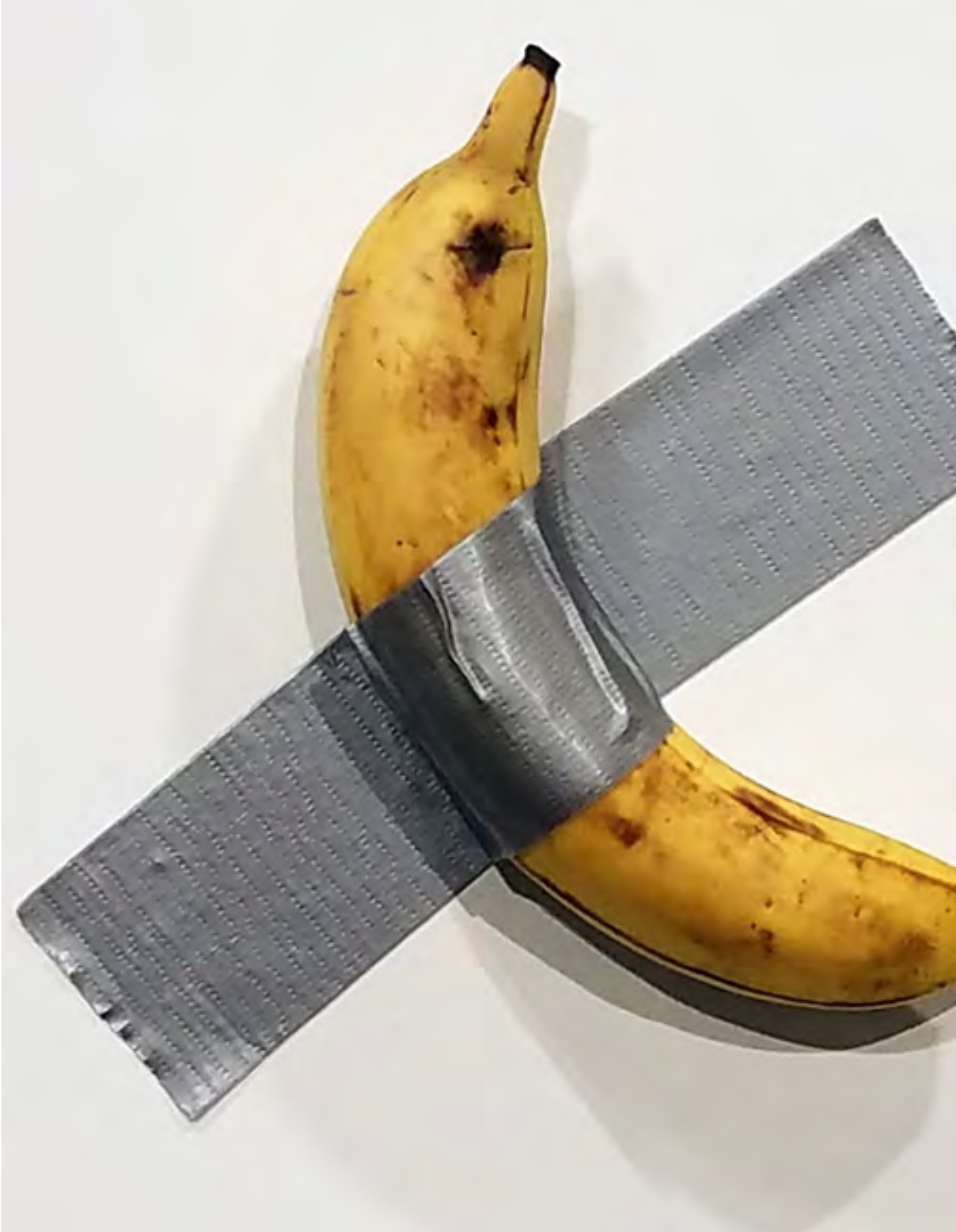
WASTE MANAGEMENT AND WATER CONSERVATION

To use energy more efficiently throughout big cities, the right waste management strategies must be adopted. Proper urban planning can help us create an informed strategy for waste management. For instance,

while a large part of the waste in Copenhagen is recycled, some of it is used in heat production, thereby reducing the amount of waste categorized as trash. Another factor threatening the future of our planet is the continuous depletion of the world's water sources due to climate change. We must develop projects to utilize existing water sources efficiently and to prevent waste. A good example is the use of smart irrigation systems in Barcelona's parks and gardens, as the project significantly boosts the amount of water the city conserves. By bringing various creative solutions and projects to life, we can make our cities sustainable and invest in the future of our planet. Meanwhile, we must remember to keep our personal waste to a minimum, be aware of the energy we use in our homes, and reduce our consumption of animal-derived foods.



ARTS



WHAT DETERMINES THE VALUE OF ARTWORKS?

SEEING ARTWORKS SELL FOR OUTRAGEOUS PRICES AROUND THE GLOBE BRINGS TO MIND THE QUESTION OF HOW THESE WORKS' VALUE IS DETERMINED.

Maurizio Cattelan's "Comedian" was undoubtedly one of the most talked-about artworks of 2019.

If you can't recall this famous work, let's refresh your memory: Consisting of a banana duct-taped to a wall, "Comedian" was sold for \$120,000 at the Miami-based international art fair Art Basel, leading it to be mocked on social media for a while and be the subject of countless articles. At the time, many of the people following the debate around this artwork naturally had some questions on their minds. Who or what determines the value of artworks that sell for thousands and even millions of dollars? What are the factors that convince collectors to purchase a work of art at jaw-dropping prices? Are the artist's talent or the quality of work the only criteria that determine an artwork's value? In an aim to answer questions like these, we're focusing on the factors that

play a role in determining the market value of artworks.

THE OWNERS OF THE WORK

The identity of the previous owners of an artwork for sale plays an important role in determining the price. There are many examples of this



Mark Rothko 'White Center'

throughout art history. For instance, Mark Rothko's "White Center," completed in 1950, is one of the highest-priced artworks to date. Originally purchased by David Rockefeller for less than \$10,000, this abstract piece was sold by Sotheby's in 2007 for \$72.8 million. In addition to Rothko's status as one of the biggest names in Abstract Expressionism, the fact that the artwork was a part of the Rockefeller collection for many years was also influential in driving up its price. Meanwhile, in 2012, rock star Eric Clapton sold one of three Gerhard Richter artworks for \$34 million, which he originally paid \$3.4 million for in 2001. These figures also seem to prove that artworks are an incredible investment tool. We should also mention that having a work previously presented in museums is another factor that increases its value significantly.

AUCTIONS

Galleries and art fairs aren't the only places where artworks are sold. Auctions that bring together some of the most famous works from art history with their new owners have a dynamic all their own, which also plays a role in determining artwork prices. Since the wealthy who participate in these auctions view artworks as an investment tool, they don't have trouble deciding to take risks. Add to that the expert guidance auctioneers provide to potential buyers, and you've got a bidding war where both the excitement and the prices keep climbing. To date, the artwork that sold for the highest price is Leonardo da Vinci's "Salvator Mundi." Whether this work was truly painted by Leonardo da Vinci was a matter of debate for many years, until



Gerhard Richter





it was finally declared to be authentic. "Salvator Mundi" sold at Christie's New York in 2016—in an auction that lasted approximately 20 minutes and to a Saudi Arabian prince—for nearly \$450 million.

ART WORLD ACTORS

Just because a talented or well-educated artist produces an impressive artwork does not guarantee that said work will sell at a high price. The art world has its own unique dynamics, just like any other field. To put it simply, newly graduated young artists need the guidance of influential actors in the art world to get their names out there. Young talents who are discovered by a famous gallery or collector and then presented

to the art world always have a promising career. To sum up how the system works: Artists at the beginning of their career decide on the price of their works with the guidance of the galleries to which they're signed. Then, the gallery can drive up the price of works by promoting the artist accordingly and managing the market supply and demand for that artist's works. The artist's interviews with the press, the art fairs they attend, and the reviews they receive from art critics are important elements of this process. In short, the more the team behind the gallery promotes the artist, the more valuable the artist's works become. That's why it's quite important for artists to work with a gallery that knows what it's doing.



Jack Dorsey

Sina Estavi



AND NOW ON TO NFTS

One of the most popular topics of late, NFTs (non-fungible tokens) have sparked a whole new debate about how their value is determined, or rather why people want to purchase NFTs. As you probably know, NFTs—or crypto artworks—exist only in the digital realm. Located on a blockchain, these NFTs differ from cryptocurrencies in that each one is produced differently, meaning each NFT is unique. This allows for them to be traded, and for the identity of their owner to be determined. NFTs don't always need to have artistic value, either—a tweet, GIF, video, or another digital asset can also be an NFT. For instance, the NFT of Twitter founder Jack Dorsey's first tweet was bought by crypto

investor Sina Estavi for \$2.9 million in 2021. However, when Estavi went to sell the NFT a year later, the maximum offer he received was just \$280. Since NFTs are extremely new digital assets, it's hard to predict how their value will fluctuate over time. However, one of the factors that make them so fascinating is undoubtedly their ability to democratize the art world. Creators of digital art are happy to get their NFTs into the hands of collectors without any intermediary institution. Meanwhile, collectors who are open to innovation and digitalization are enjoying their newfound investment tool. If you haven't yet been introduced to the world of NFTs, you can start by checking out NFT marketplaces such as OpenSea and Rarible.



"Salvator Mundi" by Leonardo da Vinci

TREND

THE
EXCITEMENT
OF TRAVEL,
ANEW!



AFTER TWO YEARS OVERSHADOWED BY THE PANDEMIC, TRAVEL AFICIONADOS ARE YEARNING TO EXPLORE THE WORLD ONCE AGAIN. HERE, WE TAKE A LOOK AT THE TRAVEL TRENDS AWAITING US IN THE SECOND HALF OF 2022.

The pandemic greatly impacted not just our daily lives but our travel and vacation habits, as well. Nowadays, there are a whole new set of criteria to consider and factors to look into when we're planning our trips. It was inevitable that all these changes would give rise to new travel trends. Join us as we take a closer look.

PERSONAL DEVELOPMENT AS THE STAR OF THE SHOW

Perhaps the singular benefit of the challenging quarantine period was that it afforded many people the chance to look inward. To combat the anxiety brought on by the pandemic, many took up activities they perhaps hadn't even tried before, like yoga, journaling, exercise, and reading personal development books. As a result, we saw how important and necessary it is for people to invest in and make time for themselves. Naturally, many want to continue their newfound hobbies, and they long for vacations that offer as many opportunities as possible to



look inward and devote time to personal development. Surely no one would reject the opportunity to join a yoga camp in Costa Rica, but if you don't want to travel that far, you can check out the growing number of wellness centers, detox programs, and spas in Turkey, primarily in Bodrum.

COMBINING BUSINESS AND PLEASURE

These past two years have shown us that it's possible to work efficiently without going to an office. Despite pandemic restrictions being lifted, many



Northern Lights, Iceland

people continue to work remotely, and they're quite happy with the arrangement! The elimination of the obligation to go to the office and the opportunities afforded by technology have also allowed a large number of employees to pack their laptops and tablets and travel to resort towns. We're sure you also have at least one colleague who joins Zoom meetings from the garden of their summer home! Trips that combine work and vacation are now one of the most popular alternatives among remote workers. Places that offer accommodation and beaches have also taken note of this trend in shaping their offerings. Don't be surprised if you see sections reserved for people working on laptops at beaches throughout the southern shores this summer.

THE ALLURE OF SPONTANEOUS TRAVEL

When we unfortunately had to cancel the travel plans we made in early 2020, we learned a bitter lesson in how it isn't all that advantageous to make long-term plans, after all. It looks as though the era of buying plane tickets months in advance to score savings is over. Due in part to many people continuing to work from home, spontaneous trips are now on the rise. As a result, it's possible that we'll decide on most of our summer 2022 trips—especially the domestic ones—at the last minute. Get ready to hear questions like “Should we go to Çeşme this weekend?” more often.

THE VACATION OF YOUR DREAMS, RIGHT NOW!

For years you've been dreaming of catching the Northern Lights in

Iceland, exploring the incredible nature of New Zealand, or going on a safari in South Africa—but you've somehow never found the opportunity to realize this dream. Another lesson the pandemic taught us is that we shouldn't postpone our dreams. Shortly after restrictions were lifted, many travelers began planning to make their long-postponed travel dreams a reality. The Maldives, Japan, or the Faroe Islands—what's your dream destination?

SUSTAINABLE TOURISM

As is the case with many areas of life, sustainability has become more prominent than ever in the tourism sector, as well. Nowadays, everyone knows that one of the ways to reduce the impact of the climate crisis is to make deliberate travel choices to minimize our impact on the

planet. Many travelers who know how plane travel impacts our carbon footprint are now choosing eco-friendly options as much as possible when planning their trips. If possible, you too can travel by train or share a ride with friends instead of hopping on an airplane. Other important steps you can take include staying in hotels that prioritize sustainability and opting for local restaurants and shops instead of large food & drink and retail chains.

WATCH FIRST, THEN VISIT

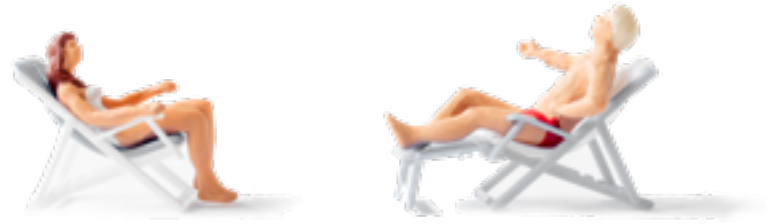
The amount of time we spent in front of the screen during quarantine is something neither you nor we wish to remember. From documentaries to series and movies, whenever we saw a bustling metropolis or a peaceful marvel of nature, we asked



Singapore



Morocco



ourselves, “When will I get to visit someplace like this again?” Since the pandemic, there’s been an increase in the number of people going on trips inspired by what they watched. Wouldn’t you like to grab a croissant from a small patisserie and wander the streets of Paris a la the main character in “Emily in Paris”? Or to go on an unforgettable vacation in Morocco like the characters in “Inventing Anna”? Or even just to attend a tea party inspired by “Bridgerton”? During the height of “Squid Game”’s popularity, some hotels in Singapore were even offering accommodation options that drew on the series’ themes. You, too, can book a vacation that pays homage to your favorite series.

OUTDOOR LUXURY

Although we all missed socializing and the feeling of being lost in crowds during our isolation period, it is also true that we find peace in empty spaces where we can feel at one with nature. Vacations that allow for time spent in nature have been popular among many travelers for some time, and this travel trend continues at full speed in 2022. Glamping options that offer a luxurious accommodation experience in nature are a perfect alternative for those seeking to enjoy a peaceful vacation away from the crowds. If you ask us, there is no better time to get in on the trend of glamping, or luxury camping.



AGENDA



concert

Nick Cave and
The Bad Seeds

AUGUST 21

PARKORMAN, ISTANBUL

Nick Cave & The Bad Seeds are visiting Parkorman on August 21 during their first European tour since 2018. Having amassed a wide fan base around the globe with their distinctive musical style, Nick Cave & The Bad Seeds will perform their most memorable tracks in a special concert for İKSV's 50th Anniversary. Prior to their much-anticipated performance, English experimental rock band Black Country, New Road will serve as the opening act.



book

The Great
Marine
Dictionary

MUSTAFA PULTAR

TÜRKİYE İŞ BANKASI
CULTURAL PUBLICATIONS

In his latest publication, Denizlük - The Great Marine Dictionary, Mustafa Pultar—author of The Dictionary of Star Names and The Dictionary of Marine Fish—sheds light on the roots of words pertaining to the sea. Taking an etymological approach toward words, Pultar offers a useful resource for studies in Turkish marine terms. Denizlük also includes English definitions of entries as either individual words or terms, which allows for its use as a Turkish-English dictionary.



musical

Müzikhaller

AUGUST 18-20

ATATÜRK CULTURAL CENTER,
ISTANBUL

Actors of the Istanbul State Theater are breathing new life into songs from Turkish musicals in this special performance of Müzikhaller. The musical will include a selection of beloved show tunes from previously staged musicals, performed alongside dances. Directed by Can Şikyıldız, along with supervisors Mine Tüfekçioğlu and Elif Erdal, the performance cast includes Nazlı Uğurtaş, Rojhat Özsoy, Zeynep Kızıltan, Meriç Akay, and Ebru Kaymakçı.





festival

Bozcaada Jazz Festival

AUGUST 26-28
AYAZMA MONASTERY,
ÇANAKKALE

This year, Bozcaada Jazz Festival will infuse the island's unique atmosphere with jazz melodies for the sixth time. The festival program brings together nationally and internationally renowned stars of jazz with promising young talents. Standout performances in the festival program include Shishani & Miss Catharsis, Max Plattner Trio and NOUT, Yeni Türkü, Hüsnü Şenlendirici, Alp Ersönmez and Çağrı Sertel's new project İKİ, Dilan Balkay, Almagest Quintet, Guillaume Perret, and Volkan Öktem.



exhibition

Sea and Beyond

UNTIL SEPTEMBER 11
RAHMI M. KOÇ MUSEUM,
ISTANBUL

The Rahmi M. Koç Museum is hosting the Sea and Beyond exhibition, which features 33 oil paintings by Italian painter Lorenzo Mariotti. Working with a wide range of subject matter from architecture and landscapes to still lifes and portraits, Mariotti specialized in navigation during the years he worked as a department head for the Amerigo Vespucci, the Italian Navy's legendary training ship. His paintings invite marine lovers to enjoy different experiences through countless details pertaining to the sea, from historical frigates and ships to the rope tied around a seaman's hand, or kids curiously watching a warship out at open sea from the safety of a rowboat.



festival

A Midsummer's Night Festival

UNTIL AUGUST 14
BEYKOZ KUNDURA, ISTANBUL

Co-hosted by Kundura Cinema and Kundura Stage, A Midsummer's Night Festival is an unmissable summertime event. Curated by Beykoz Kundura's Managing Artistic Director S. Buse Yıldırım, the film festival presents a rich selection ranging from classics to documentaries, award-winning productions, and silent films accompanied by live music. The festival stage also welcomes local and international musicians with a colorful program that features different genres such as electronic, psychedelic, and jazz.



Şişecam forges ahead with its recycling efforts aimed at building a recycling-based society. Through its **Glass and Glass Again** project, the company has recycled

2 million tons

of glass waste since the project's inception in **2011**. In doing so, the company increased the rate of broken glass used in glass production to

26%.



When it comes to managing the preventable waste created at the production facilities across its areas of operation, Şişecam embraces the ideas of **"zero waste"** and **"circular economy."** To this end, the company has recycled

8 million m³

of water through effective water management and wastewater reclamation projects.

Care for
Ne**xt**



Through the project,

250 thousand

elementary school students received training on recycling, and more than

10 thousand

glass recycling bins were provided to municipalities for their use. Having prevented

10 million

glass bottles from going to waste so far, the Glass and Glass Again Project has also boosted awareness of glass recycling by reaching a monthly average of

3 million

users on social media.



RECYCLING AT ŞİŞECAM

BY COMBINING AN AWARENESS OF ENVIRONMENTAL RESPONSIBILITY WITH ADVANCED R&D CAPABILITIES AND THE POWER OF INNOVATION, **ŞİŞECAM TAKES ON A LEADING ROLE IN RECYCLING.**



The **Aware Collection**—which utilizes

100%*

recycled glass to breathe new life into old glass products—has grown to include

114 products. With

the Aware Collection, Şişecam has achieved significant decreases in energy and raw material consumption during the melting stage, as well as a

39%

reduction in the use of natural gas and a

41% reduction in greenhouse gas emissions.



GLASS IS ART



