

OCTOBER 2022

**ŞİŞECAM**  
MAGAZINE

ISSUE

**329**

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**ŞİŞECAM**

PRODUCED TURKEY'S

**LIGHTEST**  
MINERAL  
WATER BOTTLE

NIYOKO IKUTA, FREE ESSENCE, KU-158, 2022.







GLASS  
CHALLENGES  
TIME

FORM OF MOVEMENT WITH NENDO.





Dear Colleagues,

The new issue of Şişecam Magazine, is full of exciting news that make us all proud. The magazine has become an inspiration and encouragement for us to recall the great steps we have taken in such a short time.

We continue to provide sustainable products for the changing needs of the planet and society, and thus transforming life, with the work we carry out in all our fields of activity. We are excited to start the production of Turkey's lightest mineral water bottle, one of our innovative glass packaging solutions we have developed for this purpose. Distinguished by its lightness, the mineral water bottle makes a significant contribution to sustainability by reducing the need for energy and raw materials, as well as reducing carbon emissions during production and transportation processes. This mineral water bottle has taken its place on the shelves of Turkey, will meet with global consumers in 2023.

Our sustainability-focused work is not limited to innovative products. We support the global fight against problems such as rising energy costs and the climate crisis. We contribute to energy savings of households with our new Thermal Insulation Campaign. Considering that approximately 30% of the energy consumption in Turkey occurs in buildings and 40% of it is due to lack of insulation in the walls and 30% in the windows, this is problem to be addressed.

We had missed the fairs that were not physically held for a long time due to the pandemic and coming together with our business partners and customers. In September we were at Glasstec in Düsseldorf, Household in Moscow and Automechanika in Frankfurt. I am proud to say that we were at the centre of attention with our stands and products at those fairs.

As Şişecam, founded with the directives of Mustafa Kemal Atatürk and started the glass industry in Turkey, we are honoured to contribute to the preservation of the memories of the Great Leader. I would like to share with great pride that we have replaced the windows of the tower and the showcases where Atatürk's cars are exhibited in Anıtkabir.

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

**Görkem Elverici**  
CEO





ŞİŞECAM

**Owner & Executive Editor**

Ayşegül Akyarlı

**Headquarters**

İçmeler Mahallesi,  
D - 100 Karayolu  
Caddesi, No: 44A  
34947 Tuzla/İSTANBUL  
T 0 850 206 50 50

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**Production:**

AjansMedya  
Merkez Mahallesi  
Seçkin Sokak  
Z Ofis No: 2 - 4A 325  
Kağıthane - İstanbul  
T + 90 212 287 19 90  
info@timeoutistanbul.com  
www.ajansmedya.com

**Production Director**

Elif Eren

**Art Director**

Belma Saraççı

**Contributors**

Seda Pekçelen  
Gizem Ünsalan

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TÜRKİYE ŞİŞECAM  
Company.

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## WHAT'S IN YOUR JAR?

PAŞABAHÇE'S JAR CAMPAIGN INSPIRES WINTER PREPARATIONS.

Paşabahçe held a campaign to inspire consumers who care about sensible and healthy nutrition as well as flavor during the fall season—when fresh fruits and vegetables are at their most plentiful and pickling, canning, and jam-preserving efforts ramp up. Those wishing to infuse their winter preparations with delicious flavors and unique stories trust Paşabahçe jars to consume the tastes of summer in their most practical and healthiest form during the winter months. What's more, they get to enjoy the best of summer fruits and vegetables all year round thanks to Paşabahçe-inspired flavors. Through this campaign, Paşabahçe reminds consumers that the selection of jars used for pickling, canning, and jam making is critical, emphasizing the importance of ensuring that they are made of food-safe glass as well as the value of canning preparations.



## PAŞABAHÇE MAĞAZALARI IN THE KITCHEN

PAŞABAHÇE MAĞAZALARI BRINGS INNOVATION TO KITCHENS WITH ITS ELEGANT AND FUNCTIONAL PRODUCTS.

Thanks to its authentic designs, Paşabahçe Mağazaları adds innovation as well as elegance to kitchens. Hundreds of products—from ovenware to kids' sets, cake molds to cutting boards—are all designed to make time spent in the kitchen enjoyable. The Grab set of kids' forks and knives as well as the Farm kids' set make mealtime more enjoyable and fun thanks to their colorful designs. While the set of 4 cheese knives lends a modern and stylish touch to cheese boards, the set of 24 Helsinki forks and knives as well as the 4-piece Stockholm serving set bring elegance to tablescapes. Borcam's extensive product range also makes it a perennial favorite in the kitchen. The Sofrada Sıcak (Hot at the Table) serving sets of single or double Borcams in round and square models not only help dishes retain their heat and stay warm, but they also stand out thanks to their elegant metal lids. There are also dozens of options awaiting you at Paşabahçe Mağazaları for delicious, aromatic cakes that perfectly accompany tea and coffee. You'll find various cake molds in classic, tart, cylinder, springform, and other forms to help you achieve well-baked, fluffy, and perfectly flavored cakes, as well as Annemin Kek Kalıbı (My Mom's Cake Mold), which takes you back to your childhood by helping you bake cakes straight from mom's kitchen. Both stylish and functional, the wooden cutting boards designed by Paşabahçe Mağazaları are a must-have in any kitchen, as they are frequently used in both meal preparation as well as presentation.







## EMBELLISHING HOMES WITH NEW PRODUCTS FROM PAŞABAHÇE MAĞAZALARI

PAŞABAHÇE MAĞAZALARI CONTINUES TO ADD COMFORT AND VALUE TO LIVING SPACES WITH BRAND-NEW PRODUCTS.

Paşabahçe Mağazaları presented customers with its new designs intended to make time spent in homes and living spaces more enjoyable. Inspired by the reeds and floral motifs found on the kaftan commissioned by Sultan Suleiman the Magnificent for his son, the handmade Saz Yolu vase features relief designs decorated entirely with glass paint. Once the materials of choice for the majestic clothing and kaftans made during the Ottoman era, royal fabrics such as velvet, velour, "catma," "seraser," "diba" (damascened silk brocade), and "atlas" (light satin) add a touch of elegance to Paşabahçe Mağazaları designs in the form of textiles, patterns, motifs, needleworks, and embroideries.

Then there are the porcelain plates inspired by heirloom lace pieces passed down by our mothers, each with unique relief and color details—helping to keep the tradition alive at Paşabahçe Mağazaları.

Ceramic vases are another product group by Paşabahçe Mağazaları that can make a difference in your home. The Century, Norden, Stark, and Gloom lines of ceramic vases help you create special plant-filled corners throughout your space.

## BOTANICAL PRINTS AT PAŞABAHÇE MAĞAZALARI

PAŞABAHÇE MAĞAZALARI CREATED A LINE OF PORCELAIN PRODUCTS THAT DRAW INSPIRATION FROM THE COLORS OF NATURE TO REFLECT OUR YEARNING FOR THE OUTDOORS.

The green hues of botanical gardens spring to life in designs by Paşabahçe Mağazaları. Many items—from serving bowls to decorative objects, espresso cups, and mugs—are inspired by the beauty of nature. For those who love botanical designs, items that combine the most vibrant colors of nature include the Hummingbird porcelain espresso cup, which features a bird figure in warm yellow hues; the Wave porcelain cake plate, which reflects the harmony of waves; and the Rainforest serving plate and mug, which brings to mind the tropics. The Botanik porcelain coffee mugs come in two different colors to make coffee breaks even more enjoyable. Other items from the Botanik series include the ceramic decorative object and ceramic serving bowl—a perfectly paired gift option—as well as the metal lantern, which is a great way to create a natural ambience outdoors.





## SHARE THE BEAUTY OF LIFE WITH ELEGANT PAŞABAHÇE DESIGNS

PAŞABAHÇE HELD A NEW CAMPAIGN FOR ITS DRINKWARE LINE, NOTED FOR ITS ELEGANT AND STYLISH DESIGNS.

Paşabahçe's drinkware collections not only make drinking a more pleasurable act, but they also lend a touch of style to tablescapes. With its new campaign, Paşabahçe aims to offer the perfect glass to accompany any refreshing, cooling, and healthy cold beverage. Seeking to inspire consumers to get creative and try out novel ways of using drinkware, Paşabahçe offers plenty of functions for its products across different lines, like for décor, dessert presentation, or tablescapes for special events. Some of the most popular finds at Paşabahçe include the Elysia, Leafy, Hill, and Timeless collections, which come with elegant and stylish drinkware options in different sizes that reflect the design trends of our day.

## NUDE MIXOLOGY COMPETITION MET WITH GREAT INTEREST

NOW IN ITS FOURTH EDITION, THE NUDE MIXOLOGY COMPETITION DREW PLENTY OF PARTICIPATION.

The meeting place for mixology professionals, the NUDE Mixology Competition was met with great interest this year, drawing in nearly 100 applications. Participants in the competition were asked to create a summer cocktail that reflects NUDE's "simple is beautiful" motto, and then share their signature cocktail as a post or reel with the hashtag #NUDEMixologyCompetition, along with the cocktail recipe. The five finalists' cocktails were chosen from these submissions and shared with NUDE's Instagram followers. The cocktail that received the most interaction was chosen as the winner. Brad Ascalon's cocktail "Floral Club"—presented in the NUDE Hepburn Coupe glass and served by @gin.loving.couple—drew plenty of likes thanks to both its recipe and its appearance. At the end of the week, Floral Club became the winner of the NUDE Mixology Competition as the post with the highest level of interaction among all the contestants.







## ŞİŞECAM'S NEW INSULATION LOAN PACKAGE

THE ŞİŞECAM INSULATION LOAN PACKAGE PRESENTS A GREAT OPPORTUNITY FOR ENERGY AND COST SAVINGS.

As the world faces problems such as rising energy costs and the climate crisis, nearly 30% of the energy consumption in our country occurs in buildings. Since buildings account for such a large share of energy consumption, both the environmental and economic costs of heat loss in buildings are becoming increasingly more important. When it comes to energy loss in buildings due to insufficient insulation, 40% is caused by walls, while windows account for 30%. The Heat Insulation Loan announced by the Ministry of Energy and Natural Resources offers a significant opportunity to reduce current energy losses. Initiated toward this goal, the Şişecam Insulation Loan Package aims to provide efficient support for energy conservation efforts through monthly reimbursements of 666 TL.

Of the existing residential units in Turkey, 40% use single-glazed windows, 50% use standard double-glazed, and 10% use coated insulating glass units. If the single-glazed and double-glazed residential windows were to be replaced with coated insulating glass, the annual savings on heating costs could reach 13.2 billion TL. Similarly, savings in cooling costs thanks to insulating glass may also boost the positive economic effects.

An end consumer living in a 100-square-meter flat with 15 square meters of window units can achieve 2700 TL of savings within the first year by switching out single-glazed windows for heat and solar control coated, energy-saving insulating glass (Isicam K). At the end of 5 years, the savings can reach nearly 25,000 TL. The savings increase further with the use of triple-glazed windows.

Şişecam continues to offer innovative solutions for changing and developing insulating glass needs. Designed for thermal insulation, Isicam Systems play an important role in combating climate change by allowing for energy conservation in buildings. Made out of high-quality heat and solar control coated glass, Isicam K's unique coating reduces heat loss by 50% and solar heat gain by 40%, thus offering efficient thermal insulation and solar control. Meanwhile, Isicam K 3+ is a triple-glazed insulating glass which features two coated glass units to provide maximum thermal insulation and solar control. This system reduces solar heat gain by 48% and heat loss by 77%.

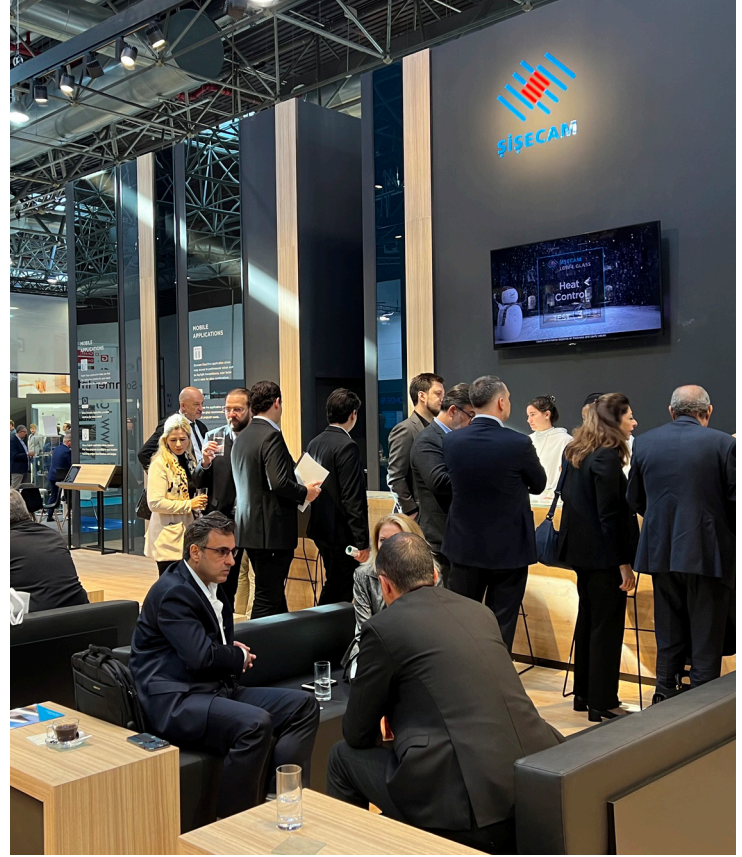


## ŞİŞECAM PRESENTED ITS INNOVATIVE

### PRODUCTS AT THE GLASSTEC FAIR

ŞİŞECAM ATTENDED THE GLASSTEC FAIR IN DUSSELDORF, GERMANY, BRINGING ITS INNOVATIVE AND ENERGY-EFFICIENT PRODUCTS.

Şişecam's flat glass product group enjoys an increasingly wider range of uses thanks to advancing technology and increased sustainability needs. The company recently had the opportunity to present these products to international attendees at the Glasstec fair, held from September 20-23 in Dusseldorf, Germany. Fair attendees received detailed information about the high-performance products developed by Şişecam for efficient thermal insulation and solar control. The fair brought together the industry's leading firms and representatives over a four-day program, where Şişecam presented its innovative products in a specially designed booth. The booth also included a unique installation that allowed the company to raise awareness among visitors for the United Nations International Year of Glass, which takes place under Şişecam's main sponsorship.



Noted for its ability to offer innovative solutions for the changing and growing needs of the market thanks to its product range, Şişecam showcased its expertise in product development and R&D at the fair. Visitors to the Şişecam booth got to learn about new and value-added products geared toward energy conservation and safety, with decorative options that allow for security and noise control. One of the products showcased at Şişecam's Glasstec booth, the triple-silver Şişecam Temperable Solar Low-E Glass Neutral 63/29 offers the highest level of selectivity, maximum solar control, and a U-value of 1.0 W/m<sup>2</sup>K to achieve the highest rating in energy conservation-making it a great solution for the different needs of prestigious projects. Noted for its high light transmission and low reflectivity, the Şişecam Temperable Solar Low-E Glass Neutral 70/40 and its standard equivalent Şişecam Solar Low-E Glass Neutral 70/40 (which comes with the same color and performance values of the temperable version) are the materials of choice for residential buildings, villas, and glass storefronts where a natural look is desired. Other products of interest included the Şişecam Temperable Solar Low-E Glass Neutral 50/25 and its standard equivalent with the same color and performance, the Şişecam Solar Low-E Glass Neutral 50/25. With a U-value of 1.0 W/m<sup>2</sup>K, these products achieve flawless thermal insulation and efficient solar control. Popular products also included the Şişecam Temperable Solar Low-E Glass Neutral 43/28, which was designed for use in skylight applications where controlled sunlight is required; the Şişecam Temperable Solar Low-E Glass Neutral 40/22, which offers extraordinary thermal insulation and maximum solar control; and the Şişecam Temperable Solar Low-E Glass Green 40/28, which gets its color from coating on clear glass.



## ŞİŞECAM ATTENDED HOUSEHOLD EXPO

One of the most important fairs in Russia, HouseHold Expo was held on September 13-15 at the Crocus Expo International Fair Center in Moscow. HouseHold Expo brought together national and international participants from different fields of activity such as glassware, air conditioning, ceramics, and decoration. Şişecam attended the fair with a stand area of 129 m<sup>2</sup>, attracting great attention from both the Russian market and international companies. Şişecam had the opportunity to introduce its current collections and new brand identity at the fair.



## ŞİŞECAM AUTOMOTIVE SHOWCASED

## ITS AUTOMOTIVE REPLACEMENT GLASS AT AUTOMECHANIKA 2022

ŞİŞECAM ATTENDED AUTOMECHANIKA 2022, ONE OF THE TOP TRADE FAIRS FOR THE AUTOMOTIVE SERVICES INDUSTRY.

Şişecam presented its automotive glass as well as its expanding line of automotive replacement glass at Automechanika 2022, which took place in Frankfurt from September 13-17. The full range of automotive manufacturing as well as repair and maintenance professionals came together at the event, where Şişecam provided information about automotive replacement glass and showcased its products at its booth for five days. Drawing in more than 700 participants from over 55 countries as well as more than 20,000 attendees, the fair saw Şişecam sharing information on new technologies and trends with representatives from manufacturing firms, repair shops, and other companies operating in automotive trade. In keeping with its target of generating sustainable value, Şişecam paves the way for the automotive industry with its technological glass products, as well as providing input for the electric vehicle industry with lightweight glass. Seeking to reduce energy consumption, Şişecam ensures thermal and fuel control in vehicles thanks to its glass products, thus contributing to the reduction of carbon emissions.





## INTERNATIONAL ARCHITECTS GET TOGETHER AT ŞİŞECAM ITALY

ŞİŞECAM FLAT GLASS BECAME A GOLD SPONSOR OF THE DEDALO MINOSSE INTERNATIONAL PRIZE FOR COMMISSIONING A BUILDING, WHOSE AWARDS CEREMONY WAS HELD AT THE TEATRO OLIMPICO IN VICENZA.

The Awards Ceremony for the Dedalo Minosse International Prize for Commissioning a Building saw the architects and project owners of 25 projects receive awards. The event's Gold Sponsor, Şişecam Flat Glass presented award-winning architects with a Nude glass carafe. Following the Awards Ceremony, an exhibition opened at the Basilica Palladiana to showcase the award-winning projects. On the following day, leading Italian and international architects got together for a workshop, and participants were introduced to the exhibited projects. The exhibition remained open until October 2.



## ŞİŞECAM MET WITH ARCHITECTS IN PRIVATE PRACTICE

ŞİŞECAM HELD ONE-ON-ONE MEETINGS WITH A+ ARCHITECTS WHO ARE MEMBERS OF THE ANKARA-BASED TURKISH ASSOCIATION OF ARCHITECTS IN PRIVATE PRACTICE.

Şişecam held face-to-face meetings with architects and public officials who are members of the Ankara-based Turkish Association of Architects in Private Practice. During the meetings, founders of 26 A+ architecture firms were introduced to project-based glass consultancy and the reference projects brought to life with new Flat Glass products, as well as information about Şişecam's Smart BIM Objects. Additionally, architects got to share their current projects and learn more about glass consultancy. Şişecam Architectural Projects Assistant Product Manager Yudum Demirkol received the certificate of appreciation on behalf of Şişecam.





## ŞİŞECAM MET WITH ITS INDIAN CLIENTS IN ISTANBUL

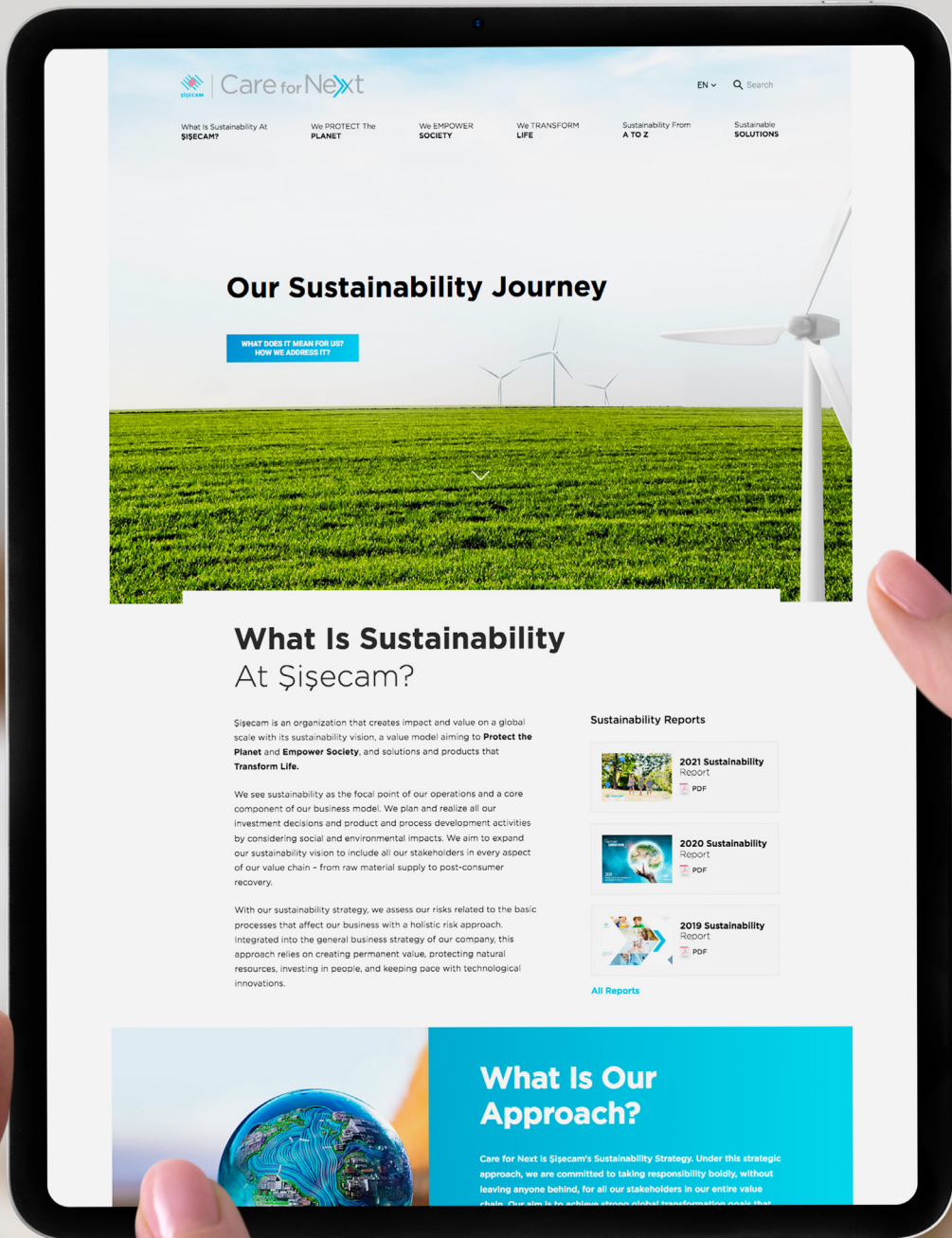
ŞİŞECAM GOT TOGETHER WITH ITS INDIAN BUSINESS PARTNERS AND LEADING FAÇADE CONSULTANTS IN ISTANBUL.

Şişecam hosted its business partners in the Indian market in Istanbul. Indian business partners and façade consultants toured reference projects brought to life with Flat Glass products, receiving information about the Istanbul International Finance Center mega project and the iconic Istanbul TV and Radio Tower, among other projects. The tour concluded with visits to venues that utilize Şişecam Flat Glass products, including Karat 34, Borsa Istanbul, Balance Güneşli, Turkuvaz Medya, Vadistanbul, Sapphire, Kanyon, Zorlu Center, and the Şişecam Headquarters. Participants had a great time on the tours, followed by presentations at the Şişecam Headquarters focused on Şişecam and its extensive product range. Visitors also had the chance to experience the products on a tour of the Flat Glass Showroom. The program concluded with a talk by Şişecam CEO Görkem Elverici, after which the trip continued with a visit to the Şişecam Science and Technology Center as well as the Bursa Yenişehir Plant.





# Care for Next







## ŞİŞECAM ANNUAL REPORT RECEIVES TWO AWARDS AT ONCE FROM THE LACP

ŞİŞECAM'S 2021 ANNUAL REPORT WAS RECOGNIZED TWICE AT THE 21ST VISION AWARDS BY THE LEAGUE OF AMERICAN COMMUNICATIONS PROFESSIONALS (LACP), ONE OF THE MOST PRESTIGIOUS AWARDS IN ITS CATEGORY.

Şişecam was once again recognized for its 2021 Annual Report by the League of American Communications Professionals (LACP), one of the world's most prestigious platforms to set the standards of excellence in communication. Now in its 21st year, the Vision Awards saw the Şişecam 2021 Annual Report receive the Gold Award in its own category as well as the Silver Award in the Regional Special Achievement: Best Agency Report category. Assessments were made based on criteria such as first impression, report cover, letter to shareholders, report narrative, report financials, creativity, message clarity, and information accessibility. With its 2021 Annual Report, Şişecam managed to score 98 points out of 100.

The League of American Communications Professionals (LACP) was established in 2001 in order to create a forum within the public relations industry that facilitates discussion of best-in-class practices within the profession while also recognizing those who demonstrate exemplary communications capabilities. The LACP also organizes various communication- and annual report-focused award programs that draw in submissions from businesses worldwide, primarily those on the Fortune 500. Thus, with these two awards from LACP, Şişecam's 2021 Annual Report increased the number of awards it received to four, following the awards it received from the ARC (Annual Report Competition).



## CAREFORNEXT MICROSITE NOW ONLINE

PROJECTS THAT REFLECT ŞİŞECAM'S SUSTAINABILITY APPROACH COME TOGETHER UNDER ONE ROOF ON THE CAREFORNEXT MICRO WEBSITE.

Şişecam continues to make progress and expand the scope of its sustainability strategy CareforNext, which was formed in line with UN's 2030 Sustainable Development Goals and which focuses on topics such as "Protecting the Planet," "Empowering Society," and "Transforming Life." In keeping with its mission, Şişecam recently launched the CareforNext microsite at <https://sustainability.sisecam.com/en>, seeking to share all its sustainability-focused efforts with stakeholders in a transparent way. Designed to help Şişecam interact with all its stakeholders and provide comprehensive information about its sustainability efforts, the microsite includes details about the CareforNext approach, information on the recyclable and cutting-edge technology products developed through Şişecam's sustainability focus, product promo videos, corporate social responsibility projects, as well as related news, announcements, and events.

In line with the primary targets set based on the GRI methodology, Şişecam monitors and transparently reports on its development each year-and with the CareforNext microsite, the company aims to share its sustainability approach with its stakeholders. In the "Sustainability from A to Z" section of the microsite, Şişecam describes the sustainability aspect of its investor relations, sharing corporate policies and documentation. In addition to sustainability reports, the microsite also includes reports by brands active in different areas of operation.

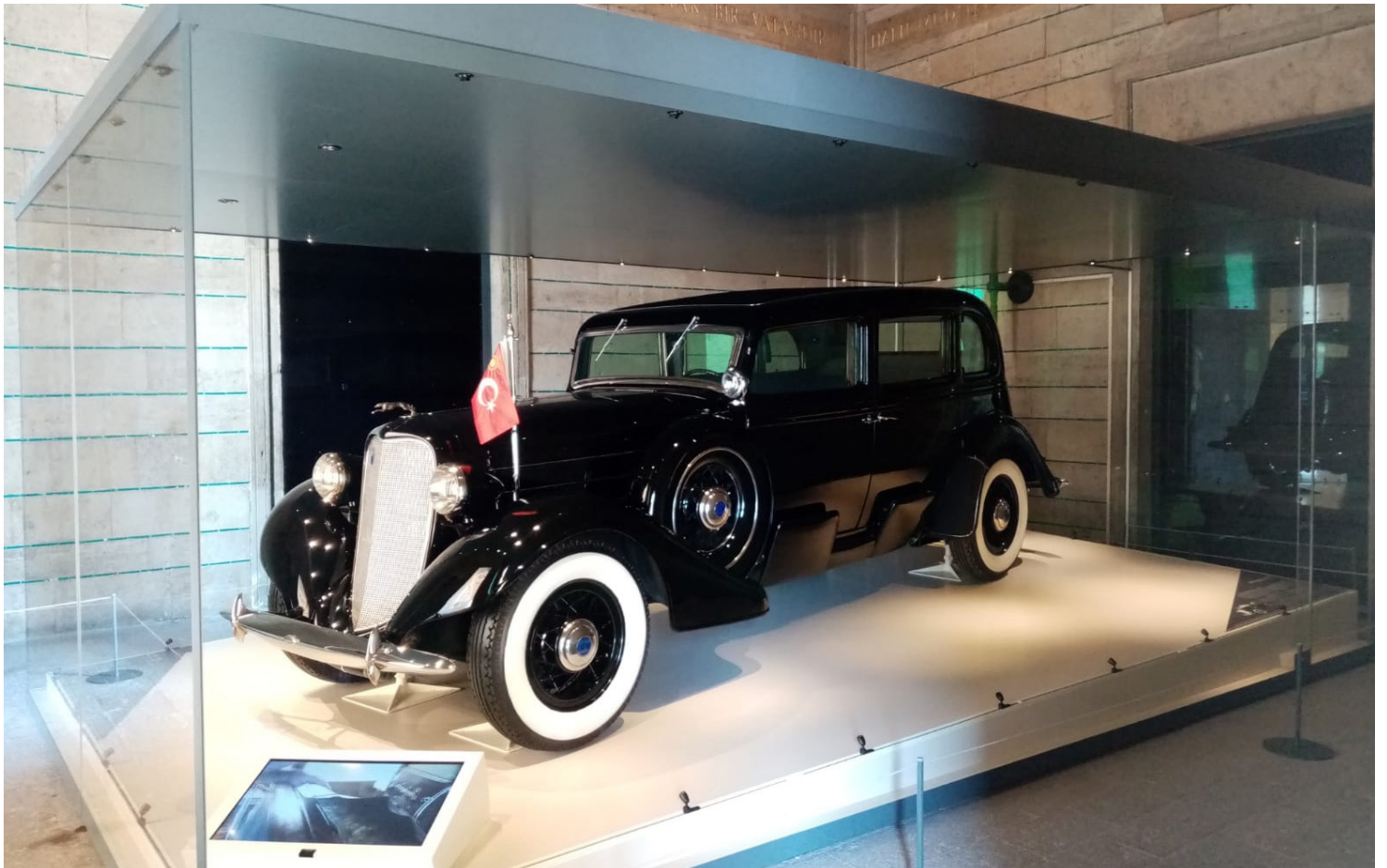


Established under the order of Mustafa Kemal Atatürk as the starting point of

## ŞİŞECAM SUPPORTS THE PROTECTION OF ATATÜRK'S MEMORIES

ŞİŞECAM RENEWED THE TOWER WINDOWS AS WELL AS THE GLASS DISPLAYS IN THE SECTION OF ANITKABİR SHOWCASING ATATÜRK'S CARS.

the Turkish glass industry, Şişecam contributes to the protection of Atatürk's memories as a reflection of his vision, helping to preserve them for future generations. At Anıtkabir, Şişecam renewed the tower windows as well as the glass displays where Atatürk's automobiles are showcased. The project entailed special glass production for the displays at Şişecam plants, and thanks to the support of Şişecam distributors, the windows of 19 towers-including those housing the command vehicles-were also renewed.





## PROF. DR. AHMET KIRMAN RECEIVES BEST CHAIRMAN AWARD IN ITALY

ŞİŞECAM CHAIRMAN AND EXECUTIVE MEMBER OF THE BOARD PROF. DR. AHMET KIRMAN RECEIVED THE CHAIRMAN OF THE YEAR AWARD AT THE LE FONTI AWARDS, WHICH ARE ORGANIZED BY THE LEADING ITALIAN NEWS BROADCASTER WITH A FOCUS ON THE ECONOMY.

Şişecam has received a brand-new award as a result of its sustainable and inclusive operations. Şişecam Chairman and Executive Member of the Board Prof. Dr. Ahmet Kirman received the Chairman of the Year Award at the Le Fonti Awards, which is the award platform of Le Fonti, Italy's leading news broadcaster focused on the economy. As he received his award at a ceremony in Milan on October 6, Prof. Dr. Ahmet Kirman stated that Şişecam was rightfully proud to represent Turkey's production potential in every region of operation, adding that the company is forging ahead full speed on its journey to generate sustainable value, with an approach toward development and growth that encompasses all stakeholders. Prof. Dr. Kirman had previously received the honor of "Cavaliere" of the Order of the Star of Italy, bestowed by the President of the Italian Republic, in 2019.

With production operations in 14 countries across four continents and sales in more than 150 countries, Şişecam is a global player



and one of the top five businesses worldwide in its core areas of operation, thanks to its global excellence, innovation, sustainability-focused operations, and strong governance capabilities. Guided by its strategy of global excellence, Şişecam continues on its journey of growth with 24,000 employees and 45 facilities, seeking to rank among the top three companies globally in its core areas of operation. Operating with the belief that healthy growth is only possible through an inclusive approach that supports the development of the entire ecosystem, Şişecam undertakes projects geared toward improving the environment, society, and life in every region of operation. Given Şişecam's Italian-based operations in chromium, flat glass, and refractory production, Prof. Dr. Kirman stated that the company views Italy as a significant door to Western Europe. Since commencing operations in Italy in 2005, Şişecam has expanded its scope through new investments, currently employing 550 workers, according to Prof. Dr. Kirman. Prof. Dr. Kirman added that Şişecam is currently the biggest Turkish investor in Italy, and emphasized the company's role in supporting the national economy through employment opportunities and exports.

ŞİŞECAM'S GENERAL MANAGER GÖRKEM ELVERİCİ GETS TOGETHER WITH ŞİŞECAM STAFF AT THE CEO MEETINGS.

## CEO TALKS CONTINUE

Aimed at bringing together Gen Z with Şişecam CEO Görkem Elverici, CEO Talks' first event was held with young Şişecam employees in the Sales and Marketing departments, while the second event was held for those working in Supply Chain operations. Elverici continues to meet with employees from Gen Z across the organization to hear their opinions and recommendations as part of the CEO Talks meetings.



## KICKING OFF A NEW SEMESTER OF CAMPUS EVENTS!

EACH YEAR, ŞİŞECAM ACADEMY REACHES THOUSANDS OF STUDENTS AT MORE THAN 100 CAMPUS EVENTS. THE ACADEMY RECENTLY STARTED A NEW ACADEMIC SEMESTER WITH A FULL CALENDAR OF CAMPUS EVENTS.

Şişecam Academy got the chance to physically meet with university students after a long time, thanks to 3İK's annual Interaction & Development Camp, which was held on September 9. Various professional and career clubs from 41 cities attended the event, where Şişecam representatives discussed career opportunities and answered attendees' questions. On September 12, an online meeting was held with student club representatives from different universities in the CampusCall event organized by Anbean. During the online meeting, the intern experience at Şişecam was described, and the new application period for Şişecam's Global Young Talent Program Together was announced. Then, on September 16, club representatives met at the CampusCall Network cocktail event, where they reviewed the previous semester and discussed the agenda for the upcoming year.



## FIRST STEP SUMMER INTERNSHIP PROGRAM'S LAST SEMESTER DRAWS TO A CLOSE

The 7th semester of the First Step Summer Internship Program is now over. Since 2016, the program has allowed university students in their 3<sup>rd</sup> and 4<sup>th</sup> year to complete their summer internships at Şişecam. This year, the 3-month semester-over June, July, and August-saw a total of 227 interns complete their internships at various departments from production to financial affairs. Throughout their internships, these students had the opportunity to play an active role in projects and attend various training events and department meetings. They also got the chance to view different production techniques and product varieties thanks to trips to the Showroom and the Science, Technology and Design Center found at Şişecam Headquarters.



## ŞİŞECAM CAREER GETS A NEW LOOK

Şişecam's Career portal has a brand-new design aimed at providing users with a more dynamic and richer user experience. Available in three languages-Turkish, English, and German-the experience-focused portal includes department descriptions, projects, as well as content pertaining to the Together and First Step internship programs. Plans for the upcoming term include publishing the revamped portal in 11 languages.







## THE POWER OF WOMEN LEADERS

THE COLLABORATIVE PROJECTS WITH IESE BUSINESS SCHOOL FOR THE WOMEN EXPRESSION PROGRAM HAVE COME TO AN END.

Şişecam's Women Expression Program was based on the approach of diversity and inclusion management. As an outcome of the program, a collaboration was formed with the IESE Business School to offer AMP (Advanced Management Program) and PMD (Program for Management Development) courses starting in March 2022. The first members of the Women Expression Program; Şişecam General Counsel Hande Eröz, Şişecam Tax Director İrem Erleblebici, and Şişecam Glass Technologies Director İlkay Sökmen completed the program with great success. Overall, the AMP and PMD programs focus on topics such as the Principles of Decision Making, Improving Work Performance, Technology-Focused Business Management, Change and Transformation in Work Life, as well as General Management and Leadership.

## ŞİŞECAM SECURITY MANAGERS CAME TOGETHER AT GLOBAL SECURITY WORKSHOP 2022

The Global Security Workshop was held at Şişecam Headquarters from September 12-14. The workshop drew attendance from the Şişecam Security Director; Regional Security Managers from Turkey, Russia, and Europe; Chiefs of Security from Georgia, Bulgaria, Egypt, and India; as well as Cyber Security Experts (CoE). The aim of the workshop was to share Şişecam's physical security practices with security managers working outside of Turkey, as well as to improve collaboration and information-sharing regarding enterprise security, in line with the One Şişecam outlook. The workshop included visits to Türkiye Şişe ve Cam Fabrikaları A.Ş. facilities like the Yenişehir plant of Şişecam Glass Packaging and the Bursa plant of Şişecam Flat Glass. Orientation and collaboration presentations were also held at the plants and at Şişecam Headquarters. The workshop also served as an orientation for regional security managers and chiefs of security reporting directly to the Headquarters who have recently started working on operations outside of Turkey.



# WHAT'S NEW







## ŞİŞECAM PRODUCES TURKEY'S LIGHTEST MINERAL WATER BOTTLE

ŞİŞECAM BEGAN PRODUCTION ON TURKEY'S LIGHTEST MINERAL WATER BOTTLE. NOTED FOR ITS LIGHTWEIGHT DESIGN, THIS ENVIRONMENTALLY FRIENDLY MINERAL WATER BOTTLE ALLOWS FOR ENERGY AND RAW MATERIAL CONSERVATION, AS WELL AS REDUCING CARBON EMISSIONS DUE TO PRODUCTION AND TRANSPORT.

Through innovative glass packaging designs and efforts to produce more lightweight products, Şişecam aims to protect the planet and transform life by offering sustainable products geared toward the changing needs of the planet and society.

To this end, Şişecam has completed designs and begun production on Turkey's lightest mineral water bottle. Quite lightweight compared to similar bottles and noted for its eco-friendly features, the glass bottle allows for energy and raw material conservation. Thus, it significantly reduces carbon emissions due to both production and transport. Weighing 110 grams, Şişecam's ultra-light mineral water bottle generates 15% less carbon dioxide during production as compared to the standard 130-gram mineral water bottles. In addition to cost savings due to utilizing fewer trailer trucks, these bottles are also projected to lower carbon-emissions-per-kilometer by nearly 14%. Produced at the Yenişehir plant, the mineral water bottles are available on the market in flint and emerald green colors. Following their launch in Turkey, the aim is to make the bottles available for international distribution starting in 2023.

\*Calculation based on a 130-gram mineral water bottle.

## PORTRAIT:


 ELON  
MUSK

ELON MUSK IS ONE OF THE MOST TALKED-ABOUT FIGURES IN THE WORLD OF TECHNOLOGY THESE DAYS. WOULD YOU LIKE TO TAKE A CLOSER LOOK AT THIS ENTREPRENEUR SHAPING THE FUTURE?

We read about Elon Musk in the news almost every day. Join us as we get to know this genius entrepreneur whose innovative space and tech projects constantly land him in the headlines.

**WHO IS ELON MUSK?**

Musk was born in 1971 in South Africa to a model and dietitian mother and an engineer father. His brother Kimbal—whom he would go on to form a software company—was born a year after Elon. Their sister, Tosca, was born in 1974.

At the age of 17, Musk moved to Canada, where his mother held citizenship. His aim was to relocate to the U.S. via Canada, which he accomplished. He first started attending university in Canada before transferring to the University of Pennsylvania in the U.S., where he studied in the economics and physics departments.

Musk's interest in computers and technology began at a young age. He was only 10 when he taught himself programming by looking at a user manual. At 12, he developed a game called Blastar and sold it to PC and Office Technology magazine for 500 dollars. This was a significant amount of success for a kid his age. According to Elon Musk's father Errol Musk, even as a kid, Elon enjoyed spending time with adults, and he had already made up his mind back then about becoming a millionaire. You could say that it was already evident our present-day genius billionaire would be someone unique.

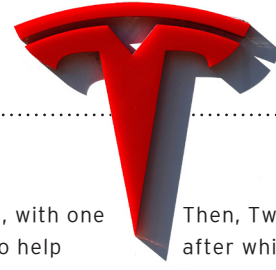
**INTRIGUING PROJECTS**

Upon completing his studies, Musk founded his first company with his brother Kimbal in 1995. The company was financed by none other than the Musk brothers' father. Called Zip2, the company was sold for more than 300 million dollars in 1999.









Obsessed with the idea of space exploration, Musk founded his famous spacecraft manufacturer SpaceX in 2002. Musk's dream of reducing the cost of space travel and colonizing Mars was the reason behind the space/aviation company's establishment. According to Musk, SpaceX will transport people to Mars within the next decade via its Starship rockets—which Musk suggests will be the most comprehensive rockets developed to date.

While we're on the subject of SpaceX, we'd be remiss if we didn't mention Starlink. Operated by SpaceX, Starlink was designed to provide global internet service via satellites. SpaceX began sending Starlink satellites into space back in 2019, and there are currently

nearly 3,000 of them in orbit. If all goes according to plan, once the project is done it will be possible to connect to the internet via satellite anywhere in the world.

Since 2008, Musk has also been the CEO of the electric vehicle manufacturer Tesla, which gets its name from Nikola Tesla. The company was founded by Martin Eberhard and Marc Tarpenning in 2003, and Musk has been a part of Tesla through investment since 2004. One of the company's most recent projects is launching the humanoid robot Optimus, also known as Tesla Bot.

Meanwhile, Neuralink is another company that lists Musk among its co-founders. The initiative aims to connect the human

brain to computers, with one of its goals being to help paralyzed individuals control computers and mobile devices. This, in turn, will allow these individuals to regain their independence—however, a chip must first be implanted in the brain. Neuralink has not yet been tested on humans, but a video was shared several months ago of a chip-implanted monkey playing video games through brain power.

#### THE TWITTER DEBACLE

Musk's acquisition of Twitter has become a complicated matter. After announcing in April that he bought out the social media giant for 44 billion dollars, Musk changed his mind in July and canceled the deal, due in part to the number of fake accounts.

Then, Twitter sued Musk, after which Musk sued Twitter back, leading to the ongoing convoluted legal case.

#### THE OWNER OF INCREDIBLE WEALTH

Musk currently holds the number one spot on Forbes' list of the world's richest people. Experts estimate the Tesla and SpaceX CEO's fortune to be over 200 billion dollars as of September 2022. Musk is followed by the family of Bernard Arnault, owner of the fashion empire LVMH, and Amazon founder Jeff Bezos, each with a fortune of approximately 160 billion dollars. The significant disparity between Musk and his closest competitors reveals just how big Musk's fortune is.







## DID YOU KNOW?

### INTERESTING FACTS ABOUT ELON MUSK

- In 1995, he got accepted to the doctorate program at Stanford—one of the world's most prestigious universities—but he chose to embark on a career instead of pursuing his education further.
- Musk has portrayed himself in many movies and shows to date. Of the many productions where Musk appeared, some of the first to come to mind are "The Big Bang Theory," "Iron Man 2," "Machete Kills," and "Men in Black: International."
- Musk and musician Grimes have a son who was born in 2020. The couple made plenty of headlines with their interesting baby name choice. The name X Æ A-12 was not able to be legally registered in California, as it included symbols that do not appear in the modern alphabet. The baby's name ultimately ended up being X Æ A-XII.
- While studying at the University of Pennsylvania, Musk and a roommate found an ingenious way to generate funds: They would turn their home into a nightclub to earn money. The duo made their plan a reality and turned a 10-room house into a club to make cash. What's even more interesting is that Musk would sometimes lock himself in his room and play video games during these parties.



# INNOVATION

AN IMAGE  
OF THE  
FUTURE







THE TECH WORLD IS ABUZZ WITH NEWS OF APPLICATIONS THAT GENERATE IMAGES THROUGH ARTIFICIAL INTELLIGENCE. HERE IS EVERYTHING YOU NEED TO KNOW ABOUT THIS GROUNDBREAKING TECHNOLOGY.

You've undoubtedly come across intriguing images on social media generated with DALL-E and similar artificial intelligence (AI) technologies. Let's take a look at how these applications work and what they offer.

#### WHAT IS DALL-E?

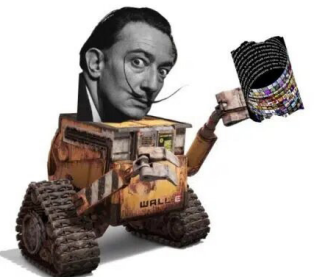
Developed by OpenAI, DALL-E could be described as an image generator that operates with AI.

The creator of DALL-E, OpenAI is a California-based enterprise that does research in the field of AI. Both DALL-E and its successor DALL-E 2 generate images based on text descriptions. When you pull up the website, you first turn an idea into several words that form a sentence, then the AI generates the image for you. The app's method of operation is just that simple. The name DALL-E is a portmanteau of surrealist artist Salvador Dalí's and Pixar's robot character WALL-E's names.

Following the launch of DALL-E in 2021, OpenAI introduced DALL-E 2 in April, which operates on a similar principle. What's different about DALL-E 2 is that this AI model can generate more realistic and higher-resolution images and artworks. DALL-E 2 can also make realistic edits to the images, adding several elements to an image by considering textures and reflections, as well as creating variants inspired by the original image. Of course, DALL-E software isn't only used for entertainment purposes. Since it can generate wonderful images extremely quickly, DALL-E can make life easier for those working in creative industries. Let's say you're imagining an avocado-shaped seating group and you want to turn it into an image so you can present it to your colleagues.

 OpenAI

# DALL-E2







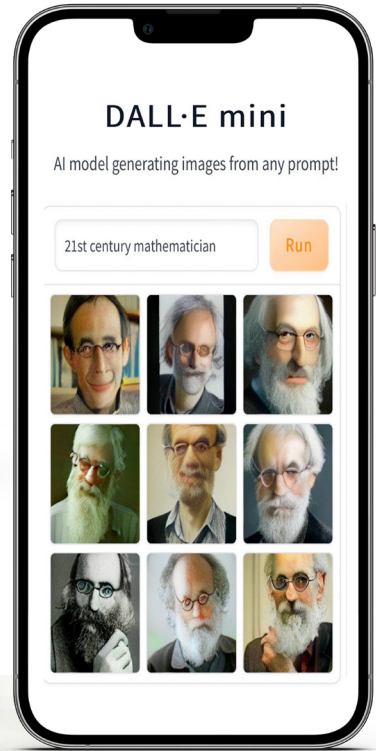
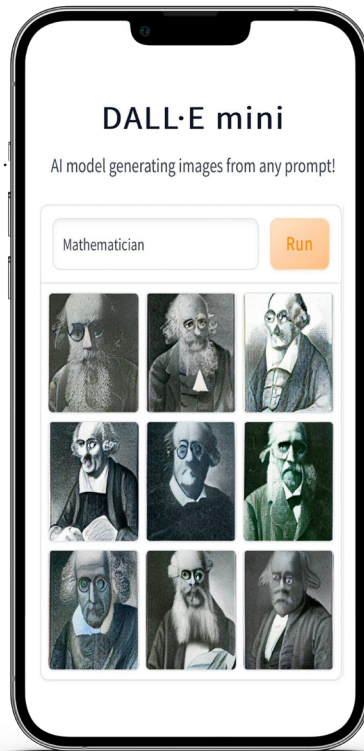
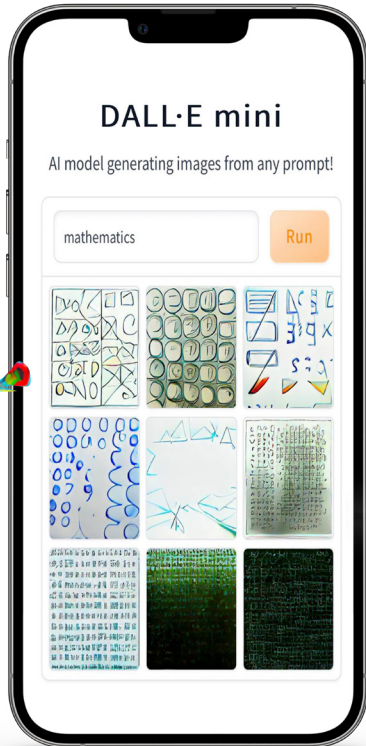
All you have to do is enter keywords into DALL-E, and you'll have an image of your seating group within minutes, maybe even seconds. Similarly, those working in publishing will be able to use DALL-E when they need to design a book or magazine cover. DALL-E could also be an incredible source of inspiration for artists. We recommend following DALL-E's official Instagram account for great examples. DALL-E developer OpenAI's main goal is to make people's lives easier through AI technology. The rapid improvement of DALL-E's output over the past year indicates that this technology's future is bright.

#### CAN EVERYONE USE IT?

DALL-E isn't available for public use, but you can put your name on the waitlist on OpenAI's website if you wish. The OpenAI team made this technology available to a limited number of people to get a better grasp on DALL-E's abilities and disadvantages. Currently, DALL-E users are mostly academics, researchers, artists, and journalists. It is likely that DALL-E will be available for public use at some point, but we'll have to wait a while for that to happen. Thankfully, there are other platforms we can use in the meantime. One of these







is DALL-E mini, also known as Craiyon. Most of the fun images you see on social media are generated using DALL-E mini. A web-based app, DALL-E mini gets its name from OpenAI's DALL-E, although it is developed by Texas-based computer engineer Boris Dayma. New and interesting definitions are added to this incredibly open-ended platform every day, and sometimes the resulting images can be quite funny or intriguing. We've seen countless images to date, from Nosferatu on RuPaul's Drag Race

to a Munch painting featuring Kermit. Midjourney is yet another AI-based image generator that's open to everyone.

Did you know that The Economist generated its June 2022 cover using Midjourney?

It's not hard to imagine that AI will find a wider range of uses in the coming years, and that image generating technologies will play an increasingly bigger role in our lives. Like everyone else, we await the future with curiosity.



## INTERVIEW



CURTAIN-UP:

THE  
26<sup>TH</sup>  
ISTANBUL  
THEATRE  
FESTIVAL  
BEGINS

THE 26<sup>TH</sup> EDITION OF THE ISTANBUL THEATRE FESTIVAL MARKS THE FIRST YEAR IN WHICH THE EVENT ADOPTS A CURATORIAL APPROACH. WE SPOKE WITH FESTIVAL CURATOR İŞİL KASAPOĞLU ABOUT THE EVENT AS WELL AS THE STAGE.



**The 26<sup>th</sup> Istanbul Theatre Festival is the first time the event takes on a different form with your curatorship. Could you tell us a little about the selection of plays in the Festival? What approach did you take when choosing; what was your focus?**

When forming the selection, I wanted to ensure that it included both Turkish and international productions, that it brought together different disciplines, that it encouraged young artists while paying homage to the masters. And it was important that it all came together cohesively, of course... As in previous years, the Festival gathers performances under certain themes. For

instance, "There is a Woman Behind This" is a section that features women-directed Festival plays, aiming to give visibility to women's artistic production. The "400 Years of Molière" section includes different Molière adaptations. The Festival also pays homage to two masters of theater: "Long Live Democracy" honors Haldun Taner, while "Even Shahs Are Bound to Fall" honors Ferhan Şensoy... Ortaoyuncular returns to the stage after Ferhan Şensoy's passing with "Even Shahs Are Bound to Fall," which also served as a catalyst for the historical Ses Theater to reopen for the Festival. Other Festival productions include Ali Poyrazoğlu's new play "Habanera

Loop," Okan Bayülgen's new play "Richard," and Zülfü Livaneli's first playscript, "The Wall."

**This year, the Festival celebrates the 400th birth anniversary of Molière, the timeless master of comedy and satire. What can festivalgoers expect to find within this theme?**

This year, the Festival opens on October 25 with a modern adaptation of "The Bourgeois Gentleman," one of Molière's most beloved works. Known for films like "Zenne Dancer," "Drawers," and "Bergen," the director duo M. Caner Alper and Mehmet Binay have adapted the opening play, "The Bourgeois Gentleman," from Molière's satire of wealth and power changing hands in

17th-century France, centered around contemporary themes of popularity contests and chasing fame. This year the Festival also includes a "Molière marathon" on November 12! The Festival will screen three of the plays staged by Comédie-Française—aka the "House of Molière"—to commemorate the 400th anniversary of the author's birth. The plays to be screened at the Atlas 1948 Cinema are "The Imaginary Invalid," "The Bourgeois Gentleman," and "Tartuffe," aka "The Hypocrite." Lastly, the Istanbul Metropolitan Municipality City Theatre is performing "Tartuffe" after many years, in honor of Molière's 400th birthday. Directed by Yiğit Sertdemir, the play will premiere to festivalgoers on November 15.



Perdeden: Kibarlık Budalası





Bir Tatlı Kaşığı Çamur

**From start to finish, how many venues, plays, and performances will the Istanbul Theatre Festival include?**

The Festival will take place from October 25 until November 26, bringing together a total of 24 theater troupes, performances, and dance shows from Turkey and abroad. There are 15 new Turkish plays that will premiere to audiences. There are 6 stage productions and 3 screenings from France, Greece, Italy, Spain, and the U.K. The performances will take place across 18 venues.

**Who is in this year's international selection?**

The international selection in the Festival will give audiences the opportunity to take in works by the leading directors and

choreographers of present-day theater. They'll get to meet with long-awaited figures like Akram Khan here in Istanbul. They will also be introduced to rising stars in European theater such as Ben Duke and Euripides Laskaridis. The international program also includes a French puppet show and theater play for kids.

**To date, we've known you as the director of more than 100 theater plays, as well as the founder of various theater troupes. What was the experience of curating a festival like for you?**

Curating a festival was something I hadn't done before. When the IKSVM made the offer, I first had to think about the concept of curatorship in

theater... I initially focused on questions like "What do I want from a festival?" and "Why is a festival important? What is its function? What should it add to the audience?" In the end, I wanted to take on the project and collaborate with my colleagues so that this Festival could showcase new actors, new directors, and never-before-tried forms.

**What do festivalgoers want? What genres are they most interested in?**

As a matter of fact, the program is quite exciting for audiences as a whole, since many Turkish plays are premiering at the Festival. There are also certain plays that audiences can only

watch at the Festival, like "An Iliad" and "Istanbul Mon Amour." I must also add that festivalgoers are quite interested in the international stars and new discoveries they won't easily be able to enjoy at a later time.

**When it comes to theater attendance rates, what is the outlook for Turkey as compared to around the world?**

Take a look at the State Theatres in Anatolia—in Erzurum, in Sivas, in Trabzon—and you'll see that theaters are full everywhere. There is no other region in the world where the theaters are this full. In France, on Paris theaters sell out—in Germany, it's only



Berlin theaters. But in rural areas, a play is only performed twice or thrice at most. Yet if you travel to any city in Turkey, a play can be staged and find an audience 30 times, thanks to the State Theatres. This is incredible... Despite a downturn over the past two years due to the pandemic, the theater is returning, as strong as it once was. Just as it has been for the past 3,000 years, there will always be people to tell stories and people to listen...

**How do you think the Istanbul Theatre Festival contributes to urban culture?**

Festivals in general are like the capillaries of the city—and in fact the country—where they belong. They don't only sustain the residents of that city or country; they also sustain the whole world, they are universal in that way. They help make cities more livable places; they add value to them. Similarly, the Istanbul Theatre Festival has been making significant

contributions to Istanbul's urban culture for more than 30 years by introducing theatergoers to what's new in performing arts on both a national and international level.

**What do you think is the secret to works written and staged hundreds of years ago still retaining their relevance in contemporary theater?**

That's because the classics are texts which reflect not just a specific era but a future hundreds of years in the distance, as well. These texts have been retold for hundreds of years, but they still do not feel old, as they grasp the present moment—they speak to every moment and every day. They reflect the universal human condition. They are eternal because they are current... Plays that were staged hundreds of years ago by the likes of Shakespeare, Molière, and Chekhov will probably continue to be staged hundreds of years from now.

**Could you tell us about the power of theater, its impact on people?**

**Do you have any experiences to share on the subject?**

In the early 1990s, I was with the State Theatre in Diyarbakır, in Anatolia, and we staged Shakespeare for the first time. We were going to perform "Macbeth," and for the finale, I wanted Macbeth to appear before God in pure form as he was getting killed. I said, "Let's strip him down to only his underwear." They told me the audience would leave the theater. We performed the play, and when all of us on the stage were expecting the room to clear out, no one left. In fact, rumor has it a woman bowed her head during that scene, and her husband nudged her chin, saying, "This is something else." In that sense, theater is a very powerful artform...

**As just about every artform becomes digitalized in our day, is theater experiencing a transformation, as well? What are your thoughts on this?**

Of course, the world is changing,

and it's very important to adapt to change, to understand it, to keep looking forward to what's new. However, digitalization goes against the spirit of theater... Because theater is something that is experienced communally. It's important that the performer onstage and the audience in the seats are breathing in the same air. The same play is performed differently each night. That's the beauty of theater.

What is on the horizon for you after the 26th Istanbul Theatre Festival? Are you working on new plays or different projects? I've been thinking of re-adapting Haldun Taner's plays for some time. Another project on my mind is to work on our destans (oral epic poetry). Very little has been done in that regard, yet there are beautiful examples that should be performed...

The 26th Istanbul Theatre Festival kicks off on October 25. For the full program, visit [tiyatrosksv.org](http://tiyatrosksv.org)



Richard



Tartuffe



Toyo

# SUSTAINABILITY





## THE SUSTAINABLE STATE OF

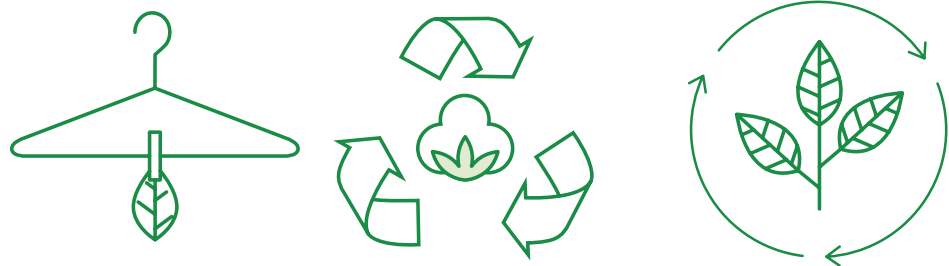
# FASHION

A BUZZWORD IN RECENT YEARS, WHAT EXACTLY DOES SUSTAINABLE FASHION MEAN? IS SUSTAINABILITY IN THE FASHION INDUSTRY TRULY POSSIBLE? WHAT CAN WE DO TO ENSURE OUR WARDROBES ARE SUSTAINABLE? WE'RE SEARCHING FOR THE ANSWERS TO THESE QUESTIONS.

### WHAT DOES SUSTAINABLE FASHION MEAN?

Due to increasing environmental awareness, the global effects of the climate crisis, and the consciousness of the young generation, sustainability has started to play an important role in the fashion industry, as well. So, what does sustainability mean in the context of the fashion industry? The concept actually entails a great deal more than recycling our old clothes. In fact, we're talking about the type of sustainability that encompasses the entire supply chain and every sphere of the fashion industry-starting with the producers known as fast-fashion brands. The core aim of this holistic approach is to prevent the economic, environmental, and sociological destruction triggered by the industry. Within this framework, we encounter many different trends in sustainable fashion these days. The first of these is the "slow fashion"

movement, which—as the name suggests—challenges the madness of consumption, encouraging people to shop less and more consciously, as well as to use the items they purchase for many years to come. Meanwhile, the "ethical fashion" movement advocates that the fashion industry's production processes should be safe not only for the environment but for humans, as well. Emphasizing the importance of preventing employees from working in rough and unfair conditions, this movement also deserves praise for generating public awareness on the subject. Then, there is the "inclusive fashion" movement that's been gaining traction in recent years. Look at the ad campaigns of both luxury and fast-fashion brands, and you'll notice that "inclusivity" now plays an important role in the fashion industry. These days, campaign photo shoots feature models of all sizes, and





all differences are embraced—thus helping every segment of society find something that speaks to them in the ad campaign. Of course, inclusivity isn't just limited to having models of all sizes appear in photo shoots. In the realm of fashion, inclusivity also encourages designers to consider groups with different needs during their design process.

#### INSPIRING EXAMPLES FROM TURKEY AND THE WORLD

Brands proudly share their approach to sustainability with their customers. One of the best examples comes from one of the world's largest luxury fashion houses, the French brand Hermès. Started with the intent of finding a solution to the waste problem at Hermès ateliers, the "Petit h" atelier reuses Hermès

designers' waste materials. The resulting creative and colorful collection doesn't just include clothing; you'll also find various accessories and decorative objects.

When it comes to sustainability in the world of fashion, one of the first names to come to mind is undoubtedly Stella McCartney. Noted for her environmentally friendly vision since the day she entered the fashion scene, the British designer never uses leather or fur products in her designs. Having earned her status as a role model for other brands for her long enduring vision, Stella McCartney has designed sustainable artificial fur in recent years, as well as using materials such as recycled ocean plastics in her creations.

There are also many inspiring Turkish brands that have adopted sustainability as a principle. Some of the top Turkish brands to note include OhSevenDays, which uses waste materials from the fast-fashion industry; ethical and inclusive fashion brand Atölye Ren, whose designs are produced by a local tailor in Istanbul; Assez, which aims to make each piece an "ideal product;" Cekette, which embraces the principles of upcycling; and Hip+Happen, whose production processes are mindful of human values.

#### SO, WHAT CAN CONSUMERS DO?

The concept of sustainable fashion is undoubtedly interesting for consumers with a high level of environmental awareness,

but there is a problem. Many sustainably produced clothes can unfortunately be more expensive than their alternatives. This, in turn, makes people question the accessibility of sustainable fashion and causes them to view sustainable pieces as luxury items—which in itself may contradict the core position of sustainable fashion in advocating for a more ethical and fairer world. For now, it is perhaps not possible to prevent sustainable and environmentally friendly production from being relatively more expensive, but it is an undeniable fact that every step taken towards a better world and future is immensely valuable in the fashion industry, as it is for every industry. If we consider the balance of supply and demand, as consumers grow more





interested in sustainably produced clothing, we could envision that these pieces will become more accessible and common in time.

One way consumers can support the existing sustainability movement in the fashion industry is by shopping more consciously. Some of the first steps to take are to stop worrying about following fashion trends, to shop for fewer but better pieces, to opt for items made out of higher-quality materials, and to invest in timeless pieces. It's also good to shop from sustainable fashion brands as much as you can. Browsing secondhand stores is also certainly a more exciting and environmentally friendly alternative to spending hours at a shopping mall. When attending

an event such as a wedding or engagement, you can choose to use one of the growing number of clothing rental platforms instead of buying a new outfit. When shopping, it's also important to pay attention to the materials used in the production of the items. For instance, polyester is quite harmful to the environment, while organic cotton production uses less water than traditional cotton production methods. You can also extend the life of your clothes by not washing them too frequently. You can also support sustainable fashion by selling, donating, or—if possible—recycling your old, unworn clothes. Don't forget: Every step you take to be more sustainable will help us leave a livable planet for future generations.





# ART



Christian Nyampeta, Barın Han





# THE ISTANBUL BIENNIAL'S

## EXCITING OFFERINGS

SINCE OPENING ITS DOORS FOR VISITORS IN SEPTEMBER, THE 17<sup>TH</sup> ISTANBUL BIENNIAL CONTINUES AT FULL SPEED. AIMING TO TRANSFORM THE CITY INTO THE MEETING POINT FOR CONTEMPORARY ART, THE BIENNIAL CAN BE VIEWED FOR FREE UNTIL NOVEMBER 20.

After being postponed for a year due to the pandemic, the 17<sup>th</sup> Istanbul Biennial opened its doors to add a dose of energy to the city's arts and culture scene. Curated by Ute Meta Bauer, Amar Kanwar, and David Teh, the Biennial features more than 50 projects by over 500 participants, all waiting to be discovered.

One of the most exciting aspects of the Istanbul Biennial is that it usually takes place across different venues throughout the city, seeping into unexpected corners and thus allowing visitors to explore the

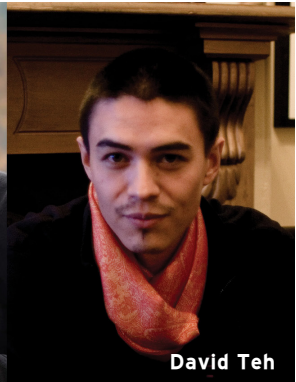
city from a different point of view. This year's Biennial is no different, as it is once again set throughout impressive venues. For most of the exhibition spaces in Beyoğlu, Fatih, Kadıköy, and Zeytinburnu, this is the first time they are used as an exhibition space for the Biennial. These venues include a 16th-century hamam designed by Architect Sinan, a Greek Orthodox school that hasn't been used in over two decades, as well as a medicinal plant garden. You may also encounter Biennial projects at secondhand bookshops, book stores, restaurants, movie theaters, and hospitals.



Ute Meta Bauer



Aman Kanwar



David Teh



## BIENNIAL RECOMMENDATIONS

Organized by the Istanbul Foundation for Culture and Arts (IKSV) since 1987, the Istanbul Biennial draws participants from all over the world. The Biennial welcomes a wide range of participants such as artists, thinkers, writers, poets, researchers, architects, radio programmers, fishers, comedians, chefs, ornithologists, marine scientists, puppet masters, musicians, and many others. What brings these participants together is that they have all been working to solve similar problems in different parts of the world for more than two years. Therefore, each project you see at the Biennial is the fruit of long-term research and collaboration. You'll discover stories from different geographies and time periods, on a wide range of topics from gastronomy to ecology, literature, food security, immigration, and marine life.

This year's Biennial also differs from previous ones in that it took shape during a pandemic. This is precisely why the curators believed this Biennial must transcend past limitations in every sense, envisioning the exhibitions as a long-term process of transformation and re-creation as opposed to bringing them all together under a certain theme or heading. In the end, this year's Istanbul Biennial emerged as a meeting point that seeks to foster and strengthen interaction while creating long-term impact.

Don't forget that a single day won't be enough to tour the Biennial. The comprehensive Biennial selection spread throughout different neighborhoods isn't the only reason. We also recommend setting aside at least a few days for the Biennial because it invites people to spend time together, to think, talk, listen, read, watch, and ask questions.



Marco Scotini, Central Greek Orthodox High School for Girls



Nepal Picture Library, Pera Museum

## BEYOĞLU

The most notable Biennial locations in Beyoğlu are the **Suna and İnan Kiraç Foundation Pera Museum** and the **Central Greek Orthodox High School for Girls**. Of the many projects on display at the Pera Museum, "Feminist Memory Project - Nepal Picture Library" is one that stands out. The Nepal Picture Library (NPL) is a digital photography archive that aims to create a visual repository of Nepal's social and cultural history. Since 2018, the team behind the NPL has been working to create a visual archive based on women and their presence throughout Nepalese history. The NPL photographs on display at the Biennial are the fruits of this labor. Meanwhile, over at the Central Greek Orthodox High School for Girls—which has remained closed since 1999—Italian curator, writer, and art critic Marco Scotini's "Disobedience Archive" project can be seen. Here, impressive video works centered on contemporary disobedience tactics are showcased in a historical atmosphere.



## FATİH

Must-see Biennial destinations include the **Küçük Mustafa Paşa Hamamı**, one of Istanbul's oldest hamams; **The Çinili Hamamı**, located just a 10-minute walk away from Küçük Mustafa Paşa; and Barın Han in Çemberlitaş. With an entryway situated above a cistern and a terrace that offers breathtaking views of Istanbul, Barın Han served for many years as the studio of calligraphy and book-binding artist Emin Barın, who contributed a great deal to the academic advancement of calligraphy as an art form. Throughout the Biennial, Barın Han is home to Açık Radyo's project as well as works by many others. It might also be fun to watch one of Açık Radyo's live broadcasts from Barın Han. Commissioned by Ottoman Navy



Taloi Havini, The Çinili Hamam

Admiral Hayreddin Barbarossa and built by Architect Sinan, the Çinili Hamam is another impressive Biennial venue. Biennial-goers also get to enjoy a preview of the Çinili Hamam, which is expected to open as a museum-hamam complex next year. Here, you'll find Australia-based artist Taloi Havini's three-dimensional installation. Another venue that hosts works by many artists is the Küçük Mustafa Paşa Hamam, which has been abandoned since the mid-1990s. Thai artist and writer Araya Rasdjarmrearnsook's multi-channel video installation "Great Time Message: Storytellers of the Town (The Insane)"—which tells the story of women patients in a mental institution—is also quite arresting.



Arahmaiani, Müze Gazhane

## KADIKÖY

The Anatolian-side biennial destinations are **Müze Gazhane** (Gasworks Museum), which opened last year, and **Arthereistanbul**, which was founded by artists who fled Syria. The spacious Müze Gazhane hosts works by numerous artists like Arahmaiani, Martha Atienza, and Nirwan Ahmad Arsuka. Meanwhile, Arthereistanbul is home to the "Footsteps Library," which brings together books focused on events that were forgotten or overshadowed by bigger occurrences.



Açık Radyo, Barın Han

## ZEYTİNBURNU

Opened in 2005, the **Zeytinburnu Medicinal Plants Garden** is home to more than 700 medicinal plants, spread throughout an area of nearly 3.5 acres. One of the exciting venues for the Biennial, the park hosts Pakistani artist Mariah Lookman's work. Lookman created a site-specific installation for the Biennial, inspired by Ayurvedic principles. The aquatic garden reminds visitors of the connection plants and music have with healing. After the Biennial, the garden will remain as a public space for people to enjoy tranquility.

For more information about the Biennial, visit [bienal.iksv.org](http://bienal.iksv.org).



Mariah Lookman, Zeytinburnu Medicinal Plants Garden

Önce  
Radyo Vardı.

Açık Radyo  
Açık, Şimdi ve Burada!

—“Açık Radyo.”  
95.0



TREND

# THE FOUR CHARACTERS OF OUR BRAIN





ACCORDING TO AMERICAN NEUROANATOMIST JILL BOLTE TAYLOR, OUR BRAIN HAS FOUR CHARACTERS. LET'S EXPLORE THE DETAILS OF THESE FOUR CHARACTERS LOCATED IN THE RIGHT AND LEFT HEMISPHERES OF OUR BRAIN.

Are you one of those people who believe that the brain's right and left hemispheres take on different roles, with either the right or left hemisphere being more dominant depending on the person? Our brain's operating principles are actually more complicated. Let's get to know our brain through American neuroanatomist Jill Bolte Taylor's ideas on the subject.

#### A SURPRISING LIFE STORY

First, let's briefly touch on Taylor's life. There will undoubtedly be some who remember her from her TED Talk. The starting point of these talks—which brought the neuroanatomist fame—was a stroke she had in 1996, at the age of 37. A Harvard-educated scientist, Taylor was conducting research trying to

understand how our brain creates a sense of reality prior to her medical condition. Following the stroke, Taylor grew unable to talk or walk. She couldn't read or write, nor could she remember anything about her past. It took eight years for her to heal and completely recover her abilities.

Experiencing such a serious brain disorder as a scientist who works with the brain impacted not just Taylor's life but also her research after regaining her health.

Taylor shared her stroke experience with the whole world in her 2008 book "My Stroke of Insight: A Brain Scientist's Personal Journey," as well as her TED Talk that same year. The TED Talk was viewed by



**JILL BOLTE TAYLOR, Ph.D.**

*New York Times best-selling author of My Stroke of Insight*

# WHOLE BRAIN LIVING

*the ANATOMY of CHOICE  
and the FOUR CHARACTERS  
THAT DRIVE OUR LIFE*

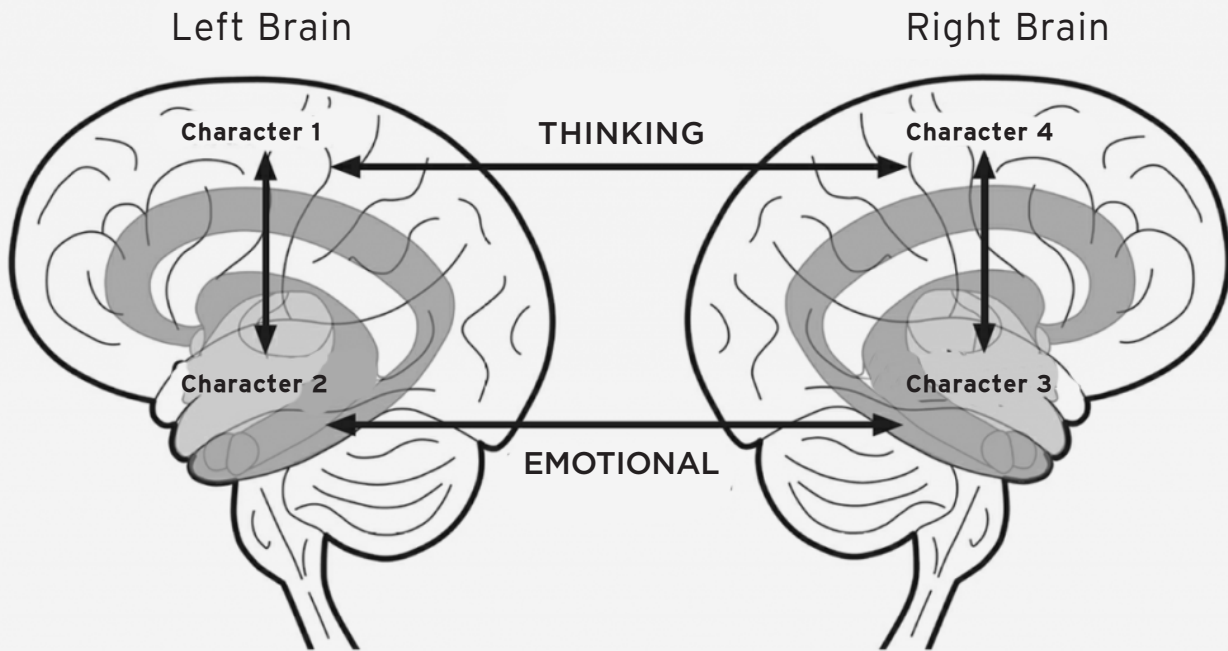


Jill Bolte Taylor





## W H O L E   B R A I N   C O M M U N I C A T I O N



millions, while the book became a bestseller. Describing her experience of deep inner harmony through her right lobe during the stroke, Taylor was suggesting that everyone who wished to do so could experience this awareness and inner peace.

A new chapter had begun in Taylor's life. Having been featured in Time Magazine's Time 100 list of the 100 most influential people in the world, Taylor devoted herself to showing us the beauty of the brain.

### WHAT IS THE IDEA BEHIND THE FOUR CHARACTERS?

As part of her post-recovery work on helping us understand our brain better, Taylor published her second book, "Whole Brain

Living: The Anatomy of Choice and the Four Characters That Drive Our Life," in 2021. In this book, Taylor states that there are four distinct modules of cells in our brains that determine who we are. In other words, there are cells in our brain responsible for our abilities and our life choices. In simple terms, Taylor suggests that our brains are comprised of four different characters, and she lists them: Character 1 - left brain-thinking, Character 2 - left brain-emotion, Character 3 - right brain-emotion, Character 4 - right brain-thinking.

According to Taylor, different brain cells are responsible for these four distinct characters. Therefore, each character's abilities, emotions, and thoughts

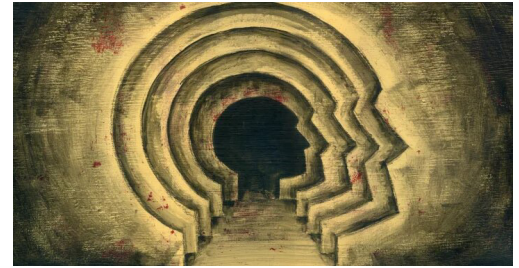
are different from the others'. This doesn't mean each person is one of these four characters. To the contrary, these four characters are present in all of us. In her book, Taylor explains how we will recognize these four characters, how they impact our daily life, and how we can learn to form a relationship with them. She also gives recommendations on how to help these four characters communicate with one another. When faced with a certain situation, you can activate one of the four characters in your brain to benefit from its strengths. In short, by getting to know our brain's makeup and abilities more closely, we can improve our daily lives. This is exactly what Taylor wants to teach us.

### THE FOUR CHARACTERS' ATTRIBUTES

Let's take a brief look at the attributes of these four characters.

**Character 1:** The part of the left hemisphere responsible for thinking. This is the rational and perfectionist side of the brain, and its most important skill is setting order. This is also the part that dictates what is right or wrong, good or bad. If you want to be more productive in daily life, you must focus on and nourish the cells in this part of your brain. When Character 1 isn't sufficiently developed or your life doesn't have the order you would like, it is a matter of time before you switch to Character 2. When that happens, you may feel anxious and get the sense that you can't keep up with everything.





**Character 2:** The part of the left hemisphere responsible for emotions. This is the side of the brain that causes you to fear the unknown—a fear which is triggered by past traumas and the feeling that your life is out of control. Character 2 is the part encompassing the greatest fears and emotional wounds. People can sometimes choose less-than-healthy ways of escaping the negative emotions brought up by this part. For instance, they may blame others for the deficiencies in their life. When you notice Character 2 becoming activated in your brain, you must do something to help it relax. To do this, you have

to know this character and how to calm it down using the other strong, compassionate characters. It's important to get to know and make peace with Character 2's pain, but we shouldn't get stuck on this character.

**Character 3:** The part of the right hemisphere responsible for emotional experiences. This is also the side of the brain that enjoys communicating with people and going on adventures. Character 3 is the part that appreciates each moment and enjoys sharing life with others.

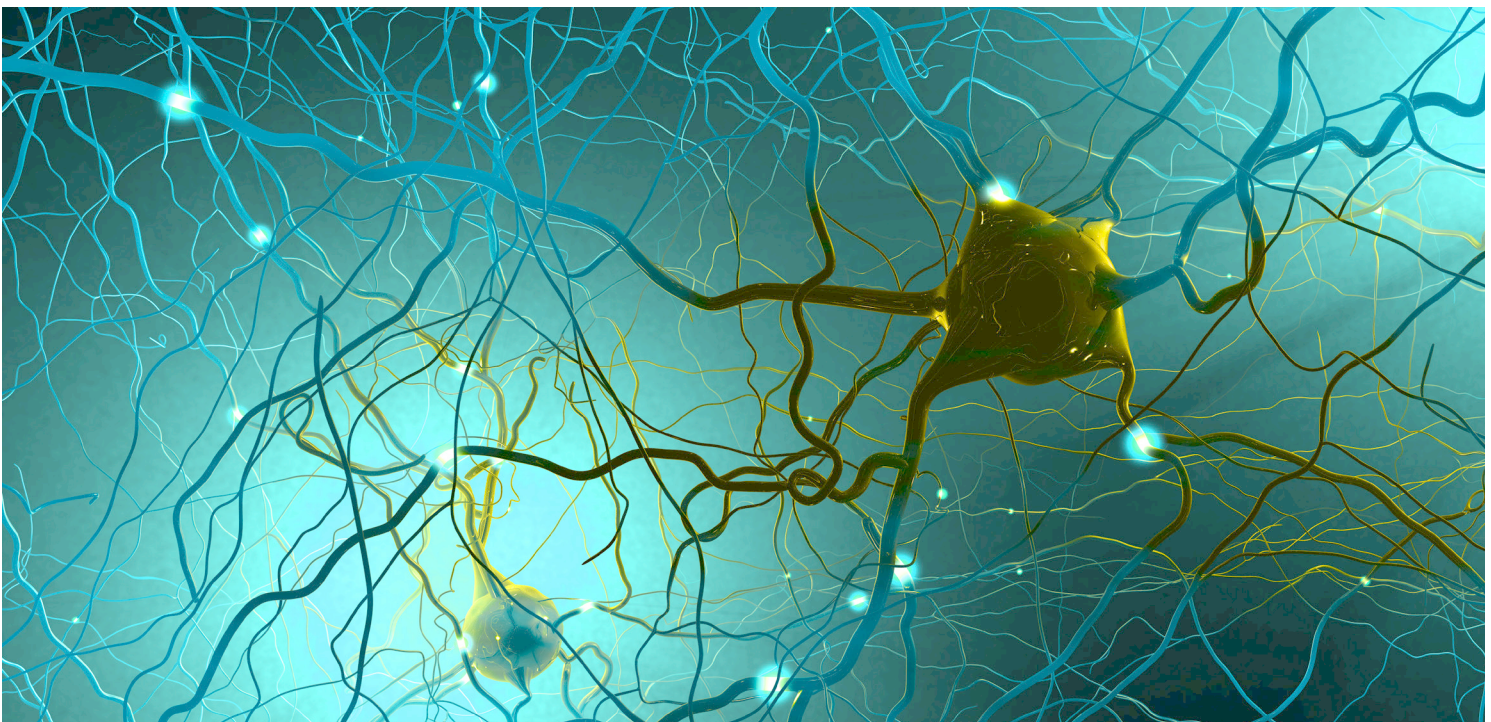
**Character 4:** The part of the right hemisphere responsible for

thinking. This is also the most peaceful and loving side of the brain. It is focused on living in the moment and accepting what life brings with gratitude. When you're praying or meditating, you can push Characters 1 and 2 to the backburner and access Character 4's inner peace. Don't forget that Character 4 is always present in your brain; all you have to do is know how to access it.

**WHAT DO THESE CHARACTERS MEAN?**

Taylor describes herself as a "brain enthusiast," and recommends that all people discover and name their own four characters. The better

we know our four characters, the more control we can have over our thoughts, emotions, relationships, and lives. What Taylor essentially says is that each of us actually has the power to determine who we are and how we want to behave. The way to do that is to know the four above-mentioned characters. When we successfully get to know our brain's characters intimately and find a balance among them, we can achieve inner peace and make our lives easier. For those interested in neuroanatomy and psychology, we recommend reading "Whole Brain Living" as a roadmap for the journey.



## AGENDA



## concert

Travis

**OCTOBER 19**

ZORLU PSM  
TURKCELL STAGE

One of the top bands in Brit rock, Travis is back in Istanbul. The Scottish group is revisiting the city to perform their hits as well as tracks from their iconic third studio album, 2001's "The Invisible Band." The band's been around for more than 30 years, so if you haven't had a chance to hear them perform live before, don't miss this show.



## theater

Forget Herostratus!

**OCTOBER 29**

ZORLU PSM TURKCELL  
STAGE, ISTANBUL

Respected in the theater world not just for his acting but for his translation projects as well, Haluk Bilginer now performs "Forget Herostratus!" for theatergoers. The year is 356 B.C. A Greek citizen named Herostratus burns down the Temple of Artemis, one of the Seven Wonders of the World. But why? Was it a game? Was it arson? A conspiracy? Love of fame? And how did the burning down of the Temple ignite a fire in the world of the oppressors and the oppressed? The answers to all these questions are in the play...



## exhibition

After Utopia:  
The Birds

**UNTIL  
FEBRUARY 28**

SADBERK HANIM MUSEUM,  
ISTANBUL

The Sadberk Hanım Museum hosts glass artist Felekşan Onar's solo exhibition "After Utopia: The Birds," which was a multidisciplinary collaboration between the artist and writer-curator Arie Amaya-Akkermans. The museum's first initiative in contemporary art, the project touches on the disciplines of sculpture, theater, film, archeology, and field research. The exhibition centers around three main components: works from the museum collection dated from the Bronze Age to the Ottoman era, and the glass sculptures that form a dialogue with these works, as well as a contemporary theater play and an exhibition monograph.







## festival

212 Photography  
Istanbul

**OCTOBER 6-16**

VARIOUS VENUES,  
ISTANBUL

212 Photography Istanbul revitalizes the city by creating an interdisciplinary platform for dialogue in its fifth year, as it embraces various disciplines in addition to photography. The comprehensive festival program includes exhibitions, workshops, discussions, and panels, showcasing over 500 works by more than 60 artists across nearly 15 venues for 10 days. In addition to photography, the festival program also encompasses disciplines like new media, video, and sculpture.



## concert

Borusan Istanbul  
Philharmonic  
Orchestra and  
Olga Scheps

**OCTOBER 27**

İŞ TOWERS CONCERT HALL

İş Sanat kicks off the season with a concert by the Borusan Philharmonic Orchestra with Principal Guest Conductor Patrick Hahn. The soloist is talented young pianist Olga Scheps, who is known for her incredible technique. We are excited to see Scheps perform. To learn more about the other exciting events hosted by İş Sanat this season, visit [issanat.com.tr](http://issanat.com.tr).



## festival

Culture Road  
Festival

**UNTIL OCTOBER 23**

VARIOUS VENUES, ISTANBUL

The Beyoğlu district is abuzz with excitement over the Culture Road Festival. Held across five cities, the Istanbul leg of the Festival hosts more than 6,000 artists across 45 venues. The Festival will see Spanish musician Buika perform at the Atatürk Cultural Center (AKM) Opera Hall, as will the duo of Yavuz Bingöl and Ali-Reza Ghorbani. Meanwhile, AKM Gallery hosts Devrim Erbil's solo exhibition. The Single Dome (Tek Kubbe) building at Tophane-i Amire is also home to an exhibition featuring handwritten manuscripts by literary figures including Behçet Necatigil, Oğuz Atay, Tomris Uyar, and Orhan Pamuk. Meanwhile, the Atlas Cinema and Istanbul Cinema Museum hosts a Stanley Kubrick exhibition. Çukurcuma plays host to an antique festival and various auctions, and the program also includes a Puppet Festival featuring kid-centric events like theater plays and workshops geared toward young ones.



With Isicam, energy savings have totaled

**15.5 billion m<sup>3</sup>**

of energy has been saved so far, and an Isicam forest the size of more than

**30,800**

football fields or

**5** Lake Sapanca has been created.



By using coated insulating glass instead of single-glazed glass in a residence,

**2 oak trees**

are recovered each year, while the use of coated insulating glass instead of double-glazed glass recovers

**1 oak tree**

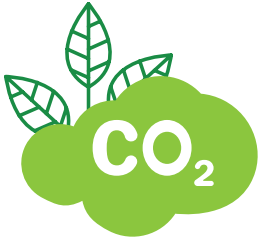
per year.



Thanks to is coated insulating glass, Isicam saved

**33 million**

trees to date.



By using coated insulating glass,

**7 million**

tons of carbon emissions can be reduced each year.



**ŞİŞECAM,  
ISICAM**

BRAND CONTINUES  
TO SUPPORT

**THE ENVIRONMENT  
IN THE FIGHT  
AGAINST CLIMATE  
CHANGE.**



The Isicam brand produced nearly

**220 million**

square meters of Isicam glass in 49 years.



GRAEME HAWES, HANDBLOWN GLASS SCULPTURE.

# GLASS ROUSES IMAGINATION

