

NOVEMBER 2022

**ŞİŞECAM**  
MAGAZINE

ISSUE

**330**

08

NEWS

Şişecam Showcases  
at the Eurasia  
Packaging Fair

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STORY

The International  
Year of Glass 2022

WE REMEMBERED ATATÜRK WITH A VERY SPECIAL FILM ON NOVEMBER 10:

**#PARAMPARÇA**

# GLASS IS TIMELESS







Dear Colleagues,

We take advantage of every opportunity to emphasize how glass has shaped 5,000 years of human history—from ancient civilizations to modern societies—and how important it is for the sustainable future of our planning, which is currently combating a global climate crisis. As you know, thanks to the efforts of the International

Commission on Glass (IGC)—and with great support from Şişecam—the United Nations (UN) declared 2022 as the International Year of Glass. As a company that's spent every day of the past 87 years developing technologies for the production and transformation of glass, Şişecam eagerly embraces its mission of promoting the superior qualities of glass and raising awareness on the matter.

Founded under the directive of the Great Leader Mustafa Kemal Atatürk to initiate the glass industry in Turkey, Şişecam draws great inspiration from its founder's visionary and innovative character. It is with this bond of affection that we commemorated the Great Leader with gratitude and longing on the 85<sup>th</sup> anniversary of his passing, as we do on every November 10<sup>th</sup>. Known around the world for his portraits created by striking glass with a hammer, Swiss contemporary visual artist Simon Berger created a one-of-a-kind Atatürk portrait for Şişecam. The portrait was created through 4028 hammer strikes, while the commercial depicting its process of creation, "Paramparça," was met with great interest both in the media and on social media. The commercial drew in millions of views and hundreds of thousands of comments. The work is currently on display at the Şişecam Headquarters, and you can read up on our interview with the artist of this unique work, Simon Berger, to learn more about the intriguing behind-the-scenes process.

We are proud to have completed yet another month where we received prestigious awards for our efforts in various business segments, where we boosted our visibility by attending leading expos and fairs, where we got together with our business partners to review the year and share our 2023 goals, and where we designed the future of glass with our 37<sup>th</sup> Glass Conference.

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

**Görkem Elverici**  
**Genel Müdür**



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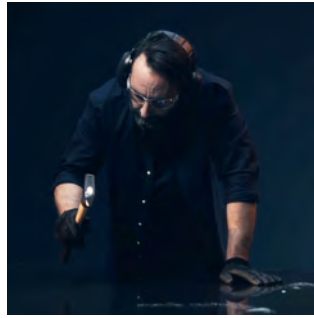
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TÜRKİYE ŞİŞECAM  
Company.

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## IT'S WORKSHOP TIME AT THE PAŞABAHÇE MAĞAZALARI ERENKÖY EXPERIENCE STORE

THE PAŞABAHÇE MAĞAZALARI ERENKÖY EXPERIENCE STORE ENRICHES GUESTS IN-STORE EXPERIENCE THROUGH WORKSHOPS.

The workshop space located on floor -1 of the Paşabahçe Mağazaları Erenköy experience store recently hosted colorful workshops. A "Zero Waste Workshop" for kids was organized in collaboration with the Mind Your Waste Foundation on September 11, in line with the Foundation's efforts to create a cleaner environment and more sustainable world by eliminating littering, minimizing waste production, and ensuring the proper disposal of waste. During the workshop, kids learned about the importance of recycling, as well as recyclable materials and sustainability. Afterward, the young ones had fun playing the Foundation's "Zero Waste" board game in groups of 3-4.

Later in the month, on September 28, an 8-person tasting workshop was held for Paşabahçe Mağazaları Club Card members, in collaboration with Boxx Coffee. Boxx Coffee founder Mert Soley shared his knowledge and expertise in coffee with the participants throughout the interactive workshop. There was a high level of interest among the participants as they learned about coffee culture, how to brew coffee well, choosing the right cup when serving coffee, and coffee tasting.



## NUDE BECAME A SPONSOR OF THE ELAZIĞ GRAPE HARVEST

NUDE became the product sponsor for MEY/Diageo's grape harvesting event in Elazığ, held from September 20-28. Eventgoers were separated into seven groups, with nearly 200 attendees overall—all of whom enjoyed the NUDE wine glasses used throughout the event. The moderator for the event was Ayça Budak, the manager of the International Wine and Spirits Academy (IWSA) and a WSET (Wine & Spirit Education Trust) Level 4 diploma holder. In addition to receiving praise from Budak for its glasses, NUDE also introduced its Stem Zero Vertigo collection at the grape harvesting event.



## NUDE MAKES

### AN IMPRESSION AT THE RESTAURANT & BAR DESIGN AWARDS

NUDE serve as the cocktail sponsor for the 14th Restaurant & Bar Design Awards, which honors significant hotel and restaurant designs in the gastronomy world. Held at iconic London restaurant Langan's Brasserie on October 19, the cocktail event drew great participation from the international hospitality sector, with hotel and restaurant owners as well as international designers in attendance. The NUDE glasses from different collections drew admiration from the nearly 120 invited guests at the event.



## THE BEST IN GERMAN GASTRONOMY AWARDED

PAŞABAHÇE SPONSORED THE PRESTIGIOUS FIZZ AWARDS HIGHLIGHTING GASTRONOMY IN GERMANY.

For more than 20 years, the FIZZ Awards have been keeping their finger on the pulse of Germany's food & drink scene by shaping trends as well as allowing industry professionals to form connections and share ideas. Paşabahçe became a sponsor of the FIZZ Awards, which also honor the top restaurants in Germany. Award recipients in different categories got together at the awards ceremony in Frankfurt.



## PAŞABAHÇE COLLECTIONS IN THE GLOBAL MEDIA

Paşabahçe continues to promote its beloved products and collections through advertisements in both national and industry-specific magazines across the globe. In September, French magazines showcased the Elysia Golden Touch collection in all its elegance. In October, Paşabahçe's Estrella and Patisserie collections were featured in prestigious magazines throughout the U.K., Italy, and Russia.





## ŞİŞECAM SHOWCASES AT THE EURASIA PACKAGING FAIR

ŞİŞECAM PRESENTED ITS INNOVATIVE TECHNOLOGIES AS WELL AS ITS EXPANSIVE PRODUCT RANGE AT THE 27<sup>TH</sup> EURASIA PACKAGING FAIR.

Şişecam attended the 27<sup>th</sup> Eurasia Packaging Fair, which was held at the TÜYAP Fair and Congress Center from October 12-15. Şişecam held a booth at the event, where fair-goers were introduced to the company's expansive product range geared toward various industries from food to medicine, as well as its innovative technologies. Şişecam shared important information with industry professionals on topics such as safe packaging, the advantages of glass packaging, and glass packaging production methods. During the fair, Şişecam also introduced its ultra-light mineral water bottle weighing 110 grams, which has a 15% lower carbon footprint in line with the company's environmentally friendly approach to reducing its use of energy and natural resources. Şişecam continues to operate in glass packaging across 4 countries—Turkey, Georgia, Russia, and Ukraine—with 10 production plants and an annual production volume of 2.6 million tons.





## ŞİŞECAM ATTENDS THE TURKISH COMPOSITES SUMMIT

ŞİŞECAM WAS A PART OF THE TURKISH COMPOSITES SUMMIT, WHICH WAS HELD AT THE ISTANBUL LUTFI KIRDAR INTERNATIONAL CONVENTION AND EXHIBITION CENTER FROM OCTOBER 6-8.

Forging ahead on its mission to meet the Turkish composite sector's demand for high-grade products, Şişecam attended the Turkish Composites Summit, which brings together industry professionals operating in the chemicals, laboratory, and technology fields. With 45 years of experience in the glass fiber market, Şişecam not only offers high-quality input for the industry but also serves as a solution partner. During the fair, visitors got to learn about the company's glass fiber product range, which includes chopped strand mats, multi-end rovings, single-end rovings, and chopped strands for industries such as wind power, electronics, automotive, construction, piping, infrastructure, marine, defense industry, and engineering plastics.



## ŞİŞECAM CHEMICALS

## AUTHORIZED DEALERS GET TOGETHER

A Şişecam Chemicals tradition, the Turkish authorized dealers' event was held at the Turkish Republic of Northern Cyprus from September 29 to October 2. Bringing together the managers of the Soda Ash, Chromium, and Oxyvit product groups with authorized dealers from around Turkey, the event saw the new company structure being unveiled to business partners as well as new collaboration opportunities being discussed. A former coach for teams like Anadolu Efes, Ülker, and Fenerbahçe, Çetin Yılmaz—the current Chairman of the Turkish Basketball Coaches Association (TUBAD)—delivered a talk on "Team Building, Teamwork, and Leadership."



## ŞİŞECAM GLASS PACKAGING RECEIVES TWO AWARDS AT ONCE

ŞİŞECAM CONTINUES TO WIN PRESTIGIOUS AWARDS FOR ITS INNOVATIVE GLASS PACKAGING DESIGNS.

Şişecam won two prestigious awards at the 10<sup>th</sup> Crescent and Stars of Packaging Competition for its Sirma Eco-Friendly Glass Bottle and Kazbegi Lemonade Bottle designs. The Sirma Eco-Friendly Water Bottle and Kazbegi Lemonade Bottle designs received two silver awards in the "Beverages" category. There were gold award-winning glass packaging designs in the competition.







## PAŞABAHÇE HONORED AT THE HAMMERS AWARDS

The Hammers Awards 2022 saw the marketing teams of Turkish companies assessed and rewarded for their success by a jury of Turkey's leading CMOs. The assessments are based on criteria such as whether the marketing teams made a meaningful contribution to the company's reputation, sales, or profit performance; their successful management of processes; strong teamwork; and a participatory and effective style of management. Organized for the third time, the event saw the contenders receive their awards on October 18. Paşabahçe received the bronze award in the "Best Marketing Team in the Retail Industry" category.



## TURKEY'S SUPER BRAND PAŞABAHÇE

PAŞABAHÇE SUCCESSFULLY STANDS OUT AT SUPERBRANDS TURKEY 2022, HELD IN TURKEY FOR THE 7<sup>TH</sup> YEAR.

Operating throughout 98 countries since 1993, the Superbrands brand ranking program's Turkish edition, Superbrands Turkey, was held for the 7th time. For the ranking, 1,248 out of 4,200 brands were first determined as candidates according to Superbrands criteria. Then, these brands were subjected to a public vote. The voting saw a total of 2006 people participating in Ankara, Istanbul, and Izmir. At the end, Paşabahçe once again proved itself as one of Turkey's super brands.



## ŞİŞECAM WAS THE TOPIC OF INTEREST AT SHARE SOFIA

Şişecam attended the SHARE International Architecture and Engineering Forum in Bulgaria, which brings together architects operating in the European market as well as façade consulting and glass professionals. The event in Sofia drew nearly 250 attendees, who got to brainstorm on new ideas, applications,

and projects. During the event's conference segment, Şişecam introduced its Flat Glass products as well as reference projects that utilize these products. The products and reference projects were also shown at the Şişecam booth, where they drew great interest.

## ŞİŞECAM ATTENDED PERSPECTIVE EUROPE 2022

ŞİŞECAM GOT TOGETHER WITH INDUSTRY PROFESSIONALS AT PERSPECTIVE EUROPE 2022, HELD IN VENICE FROM OCTOBER 16-18.

Held in Venice, Perspective Europe 2022 brought together architects, façade consultants, real estate investors, and representatives from building material firms. Şişecam held one-on-one meetings with industry professionals to introduce Flat Glass products and reference projects that utilize these products. Şişecam also shared information on project-specific glass consultancy and BIM Smart Objects with attendees, as well as discussing current projects with architects.



## WORLD ARCHITECTURE DAY CELEBRATIONS

### AT PAŞABAHÇE MAĞAZALARI

Paşabahçe Mağazaları's first experience store in Erenköy hosted a special event for World Architecture Day. A flower workshop was held specifically for architects at the Erenköy experience store, which was developed through digital innovation to bring a breath of fresh air to the Turkish retail space. During the event, 15 women architects and interior designers got together in the store's floral spaces to create their own arrangements of fresh, vibrant flowers.



## ŞİŞECAM RECEIVES THANK YOU PLAQUE FROM THE TURKISH ASSOCIATION OF ARCHITECTS IN PRIVATE PRACTICE

THE ARCHITECTURE AWARDS BY THE TURKISH ASSOCIATION OF ARCHITECTS IN PRIVATE PRACTICE WERE HANDED OUT IN A CEREMONY IN ANKARA ON OCTOBER 8.

Organized by the Turkish Association of Architects in Private Practice (TSMD) during World Architecture Week, the biannual Architecture Awards was held for the 15th time at Ankara Piasera. The 15th Architecture Awards included five categories: Grand Prize, Building Award, Contribution to Architecture Award, Media-Press Award, and Jury Special Prize. During the ceremony, Şişecam Architectural Glass Projects Assistant Product Manager Yudum Demirkol received a thank you plaque on behalf of Şişecam, given for the company's contributions to architecture.



## ISICAM'S HOME RENEWAL MOVEMENT

ISICAM SYSTEMS' HOME RENEWAL MOVEMENT CAMPAIGN HIGHLIGHTS THE IMPORTANCE OF REPLACING OLD WINDOWS AT HOME.

Isicam Systems invites consumers to replace their old windows with the "Home Renewal Movement." The campaign focuses on the energy efficiency advantages of Isicam Systems' S and K series. Now through November 30, consumers who replace their existing home windows with Isicam Systems' S and K series receive a gift certificate of 600 TL for purchases of 10-19.99 m<sup>2</sup>, or 900 TL for purchases of 20-35 m<sup>2</sup>, on the condition that these purchases are covered with a single certificate of warranty and are installed at the same location.

Isicam's K and S series feature high-grade Şişecam Solar Control Low-E Glass. Isicam S lowers heat loss by 50% compared to standard double-pane windows, thus reducing heating costs. Additionally, its high transparency value allows for maximum use of solar heat. Isicam K, on the other hand, comes with a special coating that reduces heat loss by 50% and solar heat gains by 40%. Providing maximum heat insulation and solar control, Isicam K lowers heating costs in the winter and cooling costs in the summer.



## ŞİŞECAM IS THE OFFICIAL SUSTAINABILITY SPONSOR OF GLOBAL MARKETING SUMMIT

ŞİŞECAM BECAME THE OFFICIAL SUSTAINABILITY SPONSOR OF THE GLOBAL MARKETING SUMMIT, TURKEY'S BIGGEST INTERNATIONAL MARKETING SUMMIT AND EXPO.

Şişecam became the Official Sustainability Sponsor of Turkey's biggest international marketing summit, the Global Marketing Summit. In doing so, the company once again underscored its commitment to sustainability. Held as a hybrid event from October 18-21, the summit also saw Şişecam CEO Görkem Elverici give a talk. Speaking on the panel "Şişecam's Sustainability Journey" on October 19, Elverici discussed Şişecam's journey as a brand, its sustainability efforts, as well as the importance of glass in combating global warming and climate change.

Şişecam CEO Görkem Elverici emphasized that glass has been shaping human history for 5,000 years. Fluid enough to take any shape and endlessly recyclable, glass leaves its mark on every aspect of life, from transportation to housing, lighting to transportation—from the thin-waisted Turkish tea glass to the universally used automotive glass. What's more, thanks to scientific and technological advancements, glass continues to find brand new areas of use. Elverici stated this as the reason why the company refers to our current age as the "Age of Glass," reminding the audience that the whole world is currently celebrating the existence of glass, as 2022 was declared the

International Year of Glass by the United Nations, with the leadership of the International Commission on Glass and the support of Şişecam. According to Elverici, on a global scale, glass makes up a massive industry, with 1200 companies, more than 2000 glass production facilities, and an annual production of over 209 million tons. However, he noted that recycling only occurs at a rate of 9%, emphasizing that we need to increase this rate for the future of our planet.

### THE ŞİŞECAM OF THE FUTURE

Şişecam continues to grow in line with its "Global Excellence" strategy and powered by an inclusive approach that supports the development of its entire ecosystem with the aim of creating a more sustainable world. Successfully navigating both a digital and organizational transformation, Şişecam plans all its operations in line with "CareForNext," its sustainability strategy for 2030, in line with the UN's Sustainable Development Goals. With a focus on "Protecting the Planet," "Empowering Society," and "Transforming Life," Şişecam undertakes ambitious projects to achieve these goals in all areas, from raw material supply to production, technology development, and sales.







## ŞİŞECAM FEATURED AS A TOPIC IN THE LOCAL EDITION OF THE CFA INSTITUTE LOCAL RESEARCH CHALLENGE

WITH NEARLY 200,000 MEMBERS ACROSS MORE THAN 150 COUNTRIES, THE CFA INSTITUTE ORGANIZES THE CFA INSTITUTE LOCAL RESEARCH CHALLENGE WITH THE AIM OF GROOMING TALENTED YOUNG FINANCIAL ANALYSTS. THIS YEAR'S LOCAL EDITION OF THE CHALLENGE SAW ŞİŞECAM AS THE RESEARCH TOPIC. THE TEAM THAT BEST ANALYZES ŞİŞECAM WILL PROGRESS TO THE NEXT ROUND OF THE COMPETITION.

Aiming to promote the highest standards of ethics, education, and professional excellence in the investment profession, the CFA Institute organizes the CFA Institute Local Research Challenge, where Şişecam was this year's topic in the local edition. Organized for the 15<sup>th</sup> time to groom young talents with global qualifications for the Turkish capital markets, the challenge highlighted Şişecam's role as both a global player and a company with a sustainability approach, investments in the next generation, and the motivation to foster a qualified workforce. Being publicly listed and successful management of investor relations were other factors that helped Şişecam stand out as a topic for research.

The Turkish edition of the challenge began in 2009, with this year's application period ending on October 16. This year saw 41 teams from a total of 28 universities in Azerbaijan, Georgia, the Turkish Republic of Northern Cyprus, and Turkey compete in the CFA Institute Local Research Challenge. To date, teams participating in the challenge have had the chance to attend online seminars on macroeconomics with İş Asset Management Executive Vice President Nilüfer Sezgin; on sustainability with Şişecam Environment and Sustainability Specialist Aslı Fırat and Şişecam Environmental Sustainability Manager Efe Çağlayan; and on digital transformation with the Head of Transformation Management Office at Şişecam, Arda Eroğlu.

### LOOKING FORWARD TO THE GLOBAL FINALS

The competition began with a kick-off meeting at the Şişecam Headquarters on Friday, November 4. After visiting the Şişecam production facilities in Kırklareli on November 11, the students submitted their questions for Şişecam in writing until November 15. The students will complete their reports by January 6, 2023, and the finalists will be announced on January 20. Teams that make it to the finals will present their findings during the final meeting from February 20-24. Teams that win the presentation round will progress through the sub-regional, semi-regional, and regional finals—and if successful, they will move on to the global finals with their report on Şişecam.

An international organization with a 75-year history, the CFA Institute is represented in Turkey by the CFA Society Istanbul. Since its inception in 1962, the Chartered Financial Analyst® (CFA®) Program has become the most respected initiative to uphold ethical and professional standards for investment and financial professionals. With nearly 450 members—300 of them being CFA charterholders—the CFA Society Istanbul continues to work toward improving the Turkish financial sector and fostering a qualified workforce for the market.

WE REMEMBERED ATATÜRK WITH A VERY SPECIAL FILM ON NOVEMBER 10:

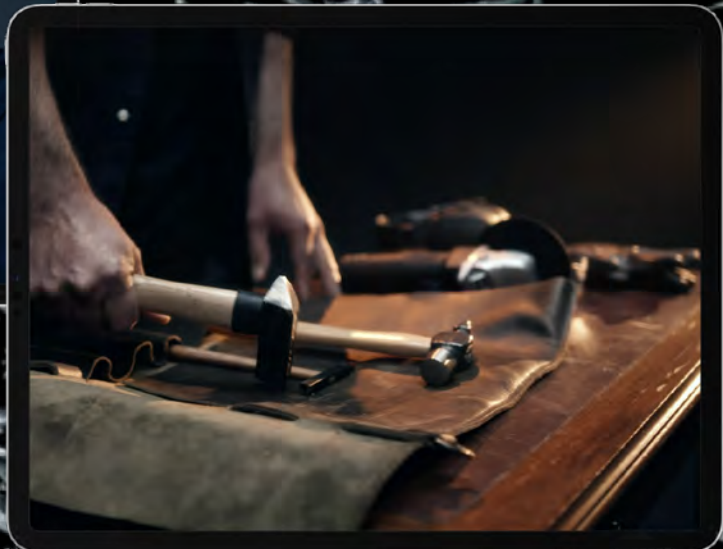
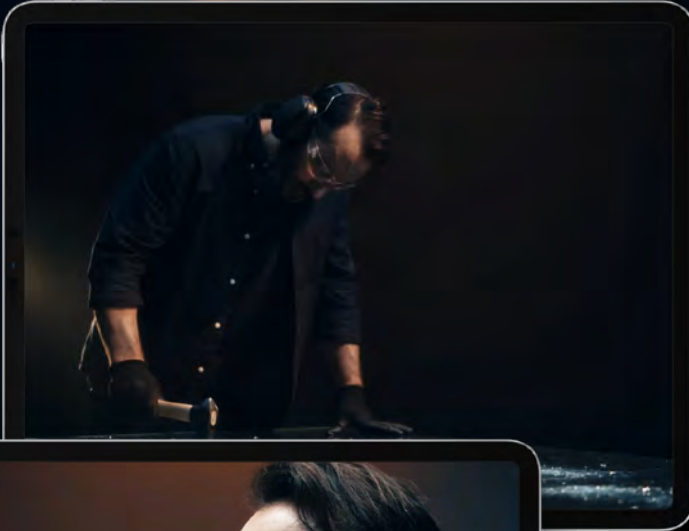
# #PARAMPARÇA





ŞİŞECAM COMMEMORATED THE GREAT LEADER MUSTAFA KEMAL ATATÜRK—WHO PLAYED A PIVOTAL ROLE IN THE COMPANY'S FOUNDING—WITH NOVEMBER 10 COMMERCIAL.

Founded with Mustafa Kemal Atatürk's decree in 1935, Şişecam once again commemorated November 10 by sharing its gratitude and longing for the Great Leader with millions. This year, Şişecam paid its respects to Mustafa Kemal Atatürk with a very special work of art as well as a commercial inspired by the work. Known worldwide for creating portraits by breaking glass with a hammer, Swiss contemporary visual artist Simon Berger used his extraordinary technique and talent to create a special Atatürk portrait commissioned by Şişecam. Berger brought the iconic Atatürk portrait to life with 4028 hammer strikes on glass, which served as the inspiration for Şişecam's commercial for November 10, "Paramparça."



# INTERVIEW

GLASS CANVASES:

# SIMON BERGER





ŞİŞECAM COMMEMORATED MUSTAFA KEMAL ATATÜRK—WHO PLAYED A PIVOTAL ROLE IN THE COMPANY’S FOUNDATION—WITH AN UNPARALLELED NOVEMBER 10 COMMERCIAL. WORLD-RENOWNED FOR CREATING PORTRAITS WITH JUST A HAMMER AND A PANE OF GLASS, THE SWISS CONTEMPORARY VISUAL ARTIST SIMON BERGER CREATED **AN EXTRAORDINARY ATATÜRK PORTRAIT**. BROUGHT TO LIFE WITH 4028 HAMMER STRIKES, THIS ONE-OF-A-KIND PORTRAIT INSPIRED ŞİŞECAM’S NOVEMBER 10 COMMERCIAL, TITLED “PARAMPARÇA.” WE SPOKE WITH SIMON BERGER ABOUT HIS ARTISTIC CAREER AND HIS COLLABORATION WITH ŞİŞECAM.

**How did glass become a part of your story? What did you do beforehand?**

I developed this technique through long years of extensive research. I discovered glass while experimenting with different materials. Before that, I used wood, and I did graffiti. Once I discovered the timelessness, the purity, and the power of glass, both the audience and art lovers responded positively.

**What are some of the reasons why you chose glass as a material? Could you tell us about your favorite aspects of working with glass?**

I love that glass is a timeless and architectural element.

**How did you cross paths with Şişecam? What was the experience of working together like?**

I was introduced to Şişecam through this project. It was a great experience; the Şişecam team was one of the kindest and most professional teams I’ve worked with.

**We would like to hear the story, in your own words, behind the work you created for Atatürk Memorial Day to commemorate Mustafa Kemal Atatürk, the founder of both the Turkish Republic and of Şişecam.**

When Şişecam contacted me, I was very excited to hear that I would be creating a portrait of the founder of the Turkish Republic, a world-renowned and respected leader. When I also learned that he was the founder of one of the world’s major

producers of glass—the core material for my art—it was all settled for me. It was a unique experience for me to create the portrait of such an iconic and significant historical figure in a magical city like Istanbul. It was also a great responsibility where I didn’t allow myself to make a mistake.

**How did it feel to create this portrait of Mustafa Kemal Atatürk on glass—a one-of-its-kind piece? Could you tell us about the significance of this work within your artistic journey?**

This project was a significant experience for my artistic career, and a huge accomplishment. Once the commercial featuring the artwork was screened, the feedback from art lovers was astounding. I still smile whenever I remember that day.

**What are your thoughts on Şişecam?**

I have great respect for such important and well-established companies. Turkey should feel lucky to have a company like Şişecam.

**Your glass working technique is highly unique. Could you tell us how you developed this technique?**

I developed this technique through long years of extensive research.

**Glass isn’t a commonly used material for artists looking to create a portrait. What do you think about the connection between glass as a material and**

**portraits as a theme? What are some elements of glass that make it unique, that strengthen your artistic expression?**

I think the connection between beauty and destruction is universal, so everyone can understand the art I create.

**Could you tell us about the process behind one of your works, from the planning to the production stages?**

First, I look for a model that has a strong photographic expression. Then, I reinforce the whole image by shattering the glass with a hammer.

**Some of your works also overlap with street art. What does the street mean to you, in the artistic sense?**

I like to make artistic interventions on public spaces. Through these interventions, art becomes something everyone can see, love, or critique. Street art also boosts visibility and broadens your horizon.

**What are you working on these days? What is on the horizon for you?**

These days I’m working on an installation to be exhibited at Basel, and I’m also preparing for Miami Art Week, where a few of my works will be shown. In addition to all that, I am continuing to prepare for my next museum exhibition, which will take place in Murano.

**Glass is a 100% recyclable material. How does it feel knowing that the material you work with plays a role in**

**leaving a more livable world to future generations?**

The fact that it is recyclable is one of the many positive attributes of glass, and this aspect plays an important role in my artistic expression.

**Do you have students of your own? Who all have you trained to date?**

I currently have two students, both of whom serve as my assistant. The technique I use requires advanced skills, and mastering this technique takes a long time.

**What is your artistic goal or ideal?**

To create a portrait on the glass pyramid at the Louvre Museum in Paris...

**As a glass artist yourself, what glass accessories are must-haves in your home?**

Every type of accessory to do with food and drink, as well as any type of architectural element. My plan is for my future home to be all-glass.

**Have you had a chance to explore Şişecam’s product range? Which collections intrigued you the most?**

All the products created through research and development, particularly the new glass collections’ composition really intrigued me, and I was deeply impressed. Additionally, I really love cars, and it makes me very happy that Şişecam produced automotive glass for some of my favorite car brands around the world.

## STORY

THE INTERNATIONAL  
YEAR OF  
GLASS 2022

IYOG2022.ORG

MAJOR SPONSOR



FOCUSED ON THE STRATEGIC IMPORTANCE OF GLASS FROM THE PAST TO THE PRESENT—AS WELL AS ITS VALUE FOR A SUSTAINABLE FUTURE—THE INTERNATIONAL YEAR OF GLASS 2022 CONTINUES WITH THE SUPPORT OF ŞİŞECAM.

With a 5,000-year past that's shaped the entire course of human history—from ancient civilizations to modern societies—glass is a strategic material that leaves its mark on all areas of life. And due to the global climate crisis and the need to use resources effectively, glass continues to become more important each day as an indispensable part of a vision for a sustainable future. Thanks to the efforts of the International Commission on Glass (IGC)—and the extensive support of Şişecam—to highlight the technological, scientific, and economic benefits of glass as well as its strategic importance for a sustainable world, the United Nations (UN) declared 2022 the International Year of Glass. With the belief that the modern age is truly the "Age of Glass," Şişecam proudly celebrates the International Year of Glass 2022.

#### **ŞİŞECAM SHARES THE MIRACLE OF GLASS WITH THE WORLD FOR THE INTERNATIONAL YEAR OF GLASS**

Having played a pivotal role in the United Nations declaring 2022 as the International Year of Glass, Şişecam—which forges ahead with production by continuously innovating glass technologies for nearly a century—Şişecam shares the miracle of glass with audiences through a great many communication projects and special events. Working every day for the past 87 years to improve production and technology for the transformation of glass, Şişecam has made it its mission to notify

different target audiences about the advantage of glass and to raise awareness on the topic for a sustainable future. Having served humanity for 5,000 years and paved the way for the rise of civilizations, glass is a 100% recyclable material that can be recycled countless times without losing its quality. With its healthy, environmentally friendly composition; its aesthetically pleasing, chic, and elegant look; and its creativity-boosting nature, glass is perhaps the most important asset we have for the future. The vision of a sustainable world is why Şişecam has adopted the mission of introducing the whole world to the magical power of glass and to raise awareness via different communication projects. Şişecam uses all opportunities and communication channels—from symposia to commercials, installations, workshops, exhibitions, and fairs—in its effort to reach different target audiences and share the journey of glass with the world.

#### **ŞİŞECAM PROUDLY CELEBRATES THE INTERNATIONAL YEAR OF GLASS 2022**

As one of the few organizations that help bring glass to life, Şişecam has made it its core purpose to introduce glass in its different forms to future generations as a miraculous, environmentally friendly material. In doing so, the company contributes to the transformation of life. It is with this responsibility and awareness that Şişecam continues to share what a valuable material glass is with anyone it can reach across any platform.

#### **SCIENTISTS AND PROFESSIONALS OF THE GLASS INDUSTRY MET IN İSTANBUL**

For 37 years, Şişecam has held glass symposia to advance glass science and play an important role in the industry's scientific development. This year, the company once again unites the global glass industry at the Şişecam 37<sup>th</sup> International Glass Conference, held in Istanbul from November 7-18. The conference brings together students, academics, industry professionals, and scientists from all over the world, offering a platform to discuss the future of the glass industry as well as new technologies. A key player in the advancement of glass science, this year's conference takes place with the theme "Inspiration for Tomorrow: Celebrating International Year of Glass 2022."

#### **A SUSTAINABLE FUTURE LIES BEHIND THE GLASS**

Şişecam produced a special promo film to draw attention to glass, based on the idea that "there is a better future behind the glass." Additionally, the company launched outdoor advertisements based on the same theme. Seeking to raise awareness of the important role glass plays in every aspect of our daily lives, Şişecam focuses on the strong connection between glass and a sustainable future. With this commercial and the entire advertising campaign across different channels, Şişecam encourages large segments of society in Turkey, Italy, and Bulgaria to adopt conscious production and consumption habits in their daily lives, and to celebrate this miraculous material.

## DELIGHTING NEWS FROM THE 10<sup>TH</sup> ANTAKYA INTERNATIONAL FILM FESTIVAL

DIRECTED BY ŞİŞECAM GLASS PACKAGING EXPORT SALES MANAGER MEHMET FATİH DESTEĞÜLOĞLU, THE MOVIE "REASONS AND ROADS" RECEIVED TWO AWARDS AT THE FESTIVAL.

Hosted by the Antakya Municipality with the support of the Ministry of Culture and Tourism, and co-organized by the Ansam Cultural Association and Fotofilm Art Center, the 10th Antakya International Film Festival concluded with an awards ceremony at the Hatay Governorate Meclis Culture and Arts Center. Directed by Şişecam Glass Packaging Export Sales Manager Mehmet Fatih Destegüloğlu, the movie "Reasons and Roads" received the Best Screenplay award and the Special Jury Award at the festival.



## TREE PLANTING FESTIVAL AT ŞİŞECAM GLASS FIBER

Şişecam Glass Fiber's Tree Planting Festival took place on October 20. During the ceremony, Şişecam Glass Fiber Plant Manager Ahmet Bay delivered the opening speech and planted the first sapling. Afterward, 60 Şişecam Glass Fiber employees planted 140 olive trees. Employees had a great time at the Tree Planting Festival.



## NEWS FROM THE ŞİŞECAM ÇAYIROVA SPORTS CLUB

THE SAILING DIVISION OF THE ŞİŞECAM ÇAYIROVA SPORTS CLUB WAS SUCCESSFUL AT THE OCTOBER 29 CUMHURİYET CUP YACHT RACES.

One of the events featured on the Turkish Sailing Federation's yearly calendar, the October 29 Cumhuriyet Cup Yacht Races were hosted by the Şişecam Çayırova Sports Club on October 29-30. Athletes from the Şişecam Çayırova Sports Club received two first-place rankings, one third-place ranking, and one fifth-place ranking at the races, taking home the second-place cup in the Optimist classification and the third-place cup in the ILCA classification. In the Optimist Overall Classification, Alperen Ağma came in first place, while in the Optimist Junior Girls, Zeynep Eylül Karaduman came in third place. Meanwhile, in the ILCA 4 General Classification, Yağız Aşçıoğlu came in first place, while Defne Uçal came in fifth.





## ŞİŞECAM EMPLOYEES CAME TOGETHER IN FAMILY MEETUP AT ŞİŞECAM!

Aimed at bringing together Şişecam employees' family members, the Family Meetup at Şişecam! events took place in the 14 countries where Şişecam operates. A total of 33 events were held in various locations, drawing in nearly 22,000 people. Eventgoers got to have fun with entertaining and educational activities as well as learning about Şişecam's production journey.





# TECHNOLOGY







## EVERYTHING YOU NEED TO KNOW ABOUT

# 5G

YOU'VE HEARD A GREAT DEAL ABOUT 5G, BUT DO YOU KNOW EXACTLY WHAT IT WILL OFFER US? HERE, WE SHINE A SPOTLIGHT ON THIS NEW-GENERATION COMMUNICATION TECHNOLOGY WHICH WILL LIKELY IMPACT JUST ABOUT EVERY ASPECT OF LIFE.

### WHAT IS 5G?

5G is an abbreviation of "fifth generation," which stands for the fifth generation of wireless communication technology. In development since 2019, 5G technology will take the infrastructure of the cellular networks used by our devices to a much higher level. Coming on the heels of 1G, 2G, 3G, and 4G, 5G is expected to serve as a global breakthrough that changes our lives in many ways. So, what does this all mean? Indeed, the answer to that question lies in the advantages offered by 5G, dubbed the communication technology of the future.

### WHAT ARE 5G'S ADVANTAGES AS COMPARED TO PREVIOUS TECHNOLOGIES?

The infrastructure of mobile networks has been redesigned with 5G. As a result, it's become much easier not just for phones and smart watches but also automobiles, objects, and machines to efficiently connect to one another. 5G can nearly 100 times the speed of 4G. Offering faster uninterrupted connection, 5G also has lower latency as compared to previous mobile network technologies. This results in more efficient and practical user experience.



As most people know, there are certain limitations when it comes to transmitting data over radio waves. 5G also boosts capacity on this front, enabling more people to access data faster and without interruption. It's possible to experience connection problems in crowded spaces such as concerts or sports games, where thousands of devices are connected to a limited number of cell towers and thus sharing the total capacity. 5G solves this exact problem. With 5G technology, 1 million devices can be used in every 1 square kilometer—a truly astounding number. To cut a long story short, 5G technology is rewriting the rules of the mobile ecosystem through

its extraordinary speed, low latency, and incredibly broad capacity.

#### HOW WILL IT IMPACT OUR LIVES?

Of course, 5G won't just improve our opportunities for communicating and learning; many industries—from shopping to entertainment, transportation to agriculture—will also make incredible strides thanks to the possibilities this technology offers.

Let's take a look at a few examples to understand how 5G technology will change our lives. The advanced tech will enable you to download a

high-resolution video to your device within seconds, even if you're in a crowded space. Mobile games—which make up a large segment of the gaming industry—will also undoubtedly make the most of 5G's potential. Thanks to its speed and capacity, 5G will enable us to easily play high-quality, multiplayer games on our mobile devices. The merging of 5G and cloud technologies is expected to pave the way for important developments in the field of VR (virtual reality) games, as well.

5G will also be utilized extensively in the digitalization of the agriculture sector. By switching to technology for

repetitive tasks that require labor, it is possible to reduce agriculture's dependence on manual labor. The use of autonomous robotic vehicles connected to one another over 5G in the agriculture sector can seriously raise the bar in terms of productivity.

For instance, imagine a tractor fitted with AI-equipped cameras, with the farmers controlling the tractor remotely via a mobile app. A smart tractor with the ability to recognize obstructions and gauge the distance ahead can easily complete tasks on behalf of the farmer. The farmers can monitor the process via the app through videos, images,





and data. The use of such smart agriculture technologies requires fast connections.

5G technology is also expected to raise the bar for the transportation sector. For instance, it looks like the use of autonomous vehicles—a topic that's ever-present in public discourse—may become more prevalent thanks to 5G. Once real-time data transfer without latency is enabled via 5G connection, autonomous vehicles will be able to monitor traffic conditions minute by minute. In other words, the increased rate of data transmission and reaction times measured in milliseconds will make autonomous vehicles

safer. We will also be able to use navigation apps more efficiently. Additionally, since it will be easier to monitor demand and supply for public transport in large cities real time, the management and operation of public transport vehicles may also become more efficient. Now, let's talk about shopping... The use of 5G is expected to increase across many U.S. stores in the upcoming years. Studies show that customers also expect digital options for in-store shopping to increase. The ability to pay without a cashier, mobile apps that offer features for in-store use, and virtual dressing rooms are only a few of the 5G-supported


technological developments that may make consumers' lives easier. In fact, we've already started to encounter some of these developments in our daily lives, and they may grow more advanced and prevalent thanks to 5G. The technology can also make life easier for store employees by enabling real-time inventory management and electronic shelf labeling.

5G is also poised to reshape the healthcare industry. To sum up, 5G technology can prove beneficial in many different areas, from real-time patient monitoring to remote surgery, the use of robots in patient care, and the transmission of large patient files.

#### **WHERE IS 5G CURRENTLY USED?**

Although anticipated to be groundbreaking, this wireless network technology cannot yet be used comfortably worldwide. 5G is currently offered in countries such as the U.S., Japan, and China, and is only available in Turkey at the Istanbul Airport. If you have a 5G-compatible phone, you can use 5G technology in countries where your cell phone provider is licensed to operate. We will have to wait a bit longer for 5G to become more prevalent in the world and in Turkey. We curiously await all the innovation this new-generation communication technology will add to our lives.

# INNOVATION



THE RISE OF  
FOLDABLE  
PHONES





AS VARIOUS BRANDS CONTINUE PRODUCING FOLDABLE PHONES AT FULL SPEED, GOOGLE GEARS UP TO JOIN THE FOLDABLE PHONE MARKET, AS WELL. SET TO BE LAUNCHED IN THE FIRST QUARTER OF 2023, THE DEVICE WILL BE NAMED PIXEL FOLD. JOIN US AS WE TAKE A LOOK AT THE PIXEL FOLD AS WELL AS THE OVERALL ADVANTAGES OF FOLDABLE PHONES.

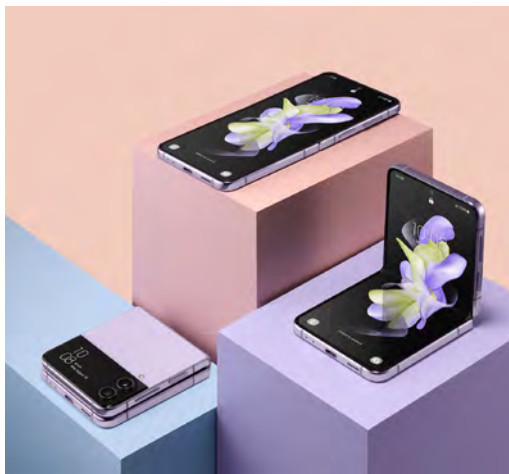
Once an enthralling feature of sci-fi movies or shows, foldable phones have now become a tech device we encounter frequently in our day-to-day lives, thanks to the rapid advancement of technology. There are almost no major tech firms that haven't entered the foldable phone market: Samsung, Xiaomi, Oppo, Microsoft, Huawei, Motorola, Vivo... Many firms—except Apple—have been working on developing foldable phones since they first entered the market in 2019.

If we take a short trip through recent history, Samsung's Galaxy Fold was the first foldable smartphone that generated buzz. Following

Samsung's Galaxy Fold, Huawei also made an ambitious move with its Mate X device. The brands Samsung and Huawei continue to dominate the foldable phone market.

#### WHAT DO FOLDABLE PHONES OFFER TO CONSUMERS?

Before we take a look at Google's Pixel Fold, let's briefly explore the features of the current foldable phone models on the market. Launched last summer, Samsung's Galaxy Z Fold 4 stands out with its 50MP camera. With an updated taskbar that makes it easy to switch between apps, as well as a wider screen that improves user





experience, Galaxy Z Fold 4 is one of the first foldable phone models to come to everyone's mind. Another popular model is the Huawei Mate Xs, which comes with numerous benefits like vibrant colors, camera quality, and long battery life.

Generally, the biggest advantage foldable phones have to offer users is the ability to own a smaller phone without compromising on screen size. For instance, with a foldable phone, you can easily watch your favorite shows on a large screen while commuting to and from work, then just fold up your phone and put it your pocket. This is also the major advantage foldable phones have over tablets. Yet another benefit to foldable phones is that they allow

users to complete different tasks simultaneously. With a foldable phone, it's inevitable that you'll feel as if you're working with two separate screens on your phone. For instance, you can open up your messaging app in one corner as you watch YouTube in the next. Foldable phones are also certainly more practical for people who tend to drop their phones often. Not only are these phones produced out of flexible materials, but the screen is also better protected when they are in their folded form, thus reducing the likelihood that it will break.

#### **NOW LET'S TALK ABOUT THE PIXEL FOLD...**

There is certainly plenty of curiosity regarding what innovations a tech giant like Google





can bring to foldable phones. Since the device has yet to be officially announced, all that we know about the Pixel Fold is based on information leaked from Google. Although experts estimate that the Pixel Fold will be released in the first quarter of 2023, its release date and name are still very much subject to change. As a matter of fact, Google had been working on foldable phones for quite some time. The company's efforts in this arena were initially reported on back in 2019, when the first foldable phone was released. Since then, tech fans have been keeping a close eye on Google's efforts, and trying to get their hands on details that may provide hints about the device.

Following the rollout of Android 12L, an investigation of the feature drop's source codes ignited discussions around the Pixel Fold. According to information leaked thus far, there are two other names being considered other than Pixel Fold: Pixel Notepad and Logbook. Some have also suggested that the code names used for the device within the company are "Jumbojack" and "passport." As far as we know, the Pixel Fold will have a long exterior screen like a smartphone and an internal display like a tablet. Additionally, the device is estimated to have a 123 x 148mm screen and a 1840 x 2208 resolution camera.

Although we don't yet know when it will be released or what exactly it will look like, it is clear that Google will shake up the competitive smartphone market by adding a foldable device to the Pixel family. We can't wait to see what surprising features are in store for us with Google's foldable phone.





# SUSTAINABILITY





INSPIRING

# CLIMATE ACTIVISTS

CLIMATE ACTIVISTS WORKING TO HIGHLIGHT HOW THE CLIMATE CRISIS THREATENS THE FUTURE OF OUR PLANET ARE GENERATING GLOBAL BUZZ.

The changes and challenges posed by the climate crisis—whose effects are felt more intensely around the world with each passing day—will affect the children and youth of today most of all. As such, it has certainly become unavoidable for the new generation to make some noise about the climate crisis. The movement initiated in recent years by Greta Thunberg grew more powerful and global, with more and more young people fighting to combat the climate crisis each day.

With the inclusion of people of all ages, various groups continue their work to raise awareness on the topic. Join us as we get to know some of the figures who are on a mission to fight the climate crisis..

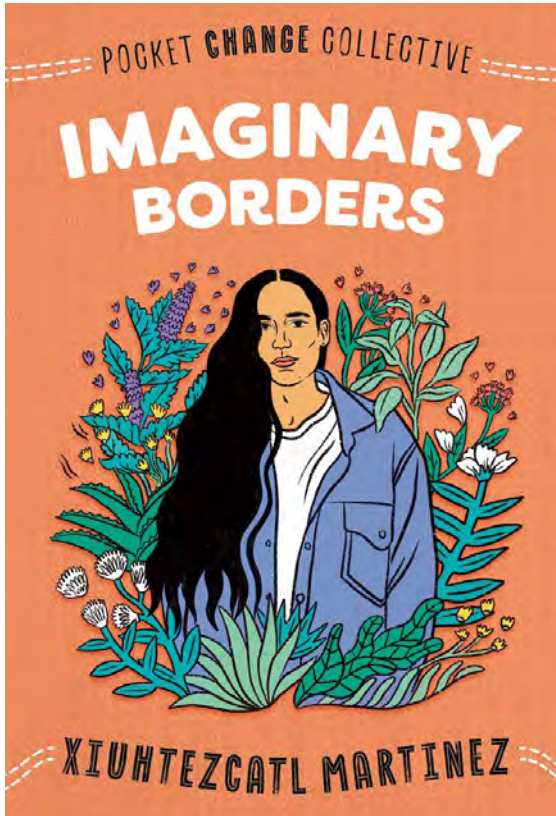
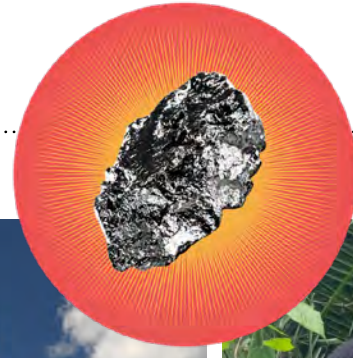
## GRETA THUNBERG

When it comes to climate activism, the first name to spring to mind is undoubtedly the young Swedish activist Greta Thunberg. Born in 2003, Thunberg made a name



Greta Thunberg





for herself worldwide after starting her school strikes in 2018. Thunberg was alone when she started skipping school to draw attention to the climate crisis, but she had a clear purpose: ensuring that Swedish government officials sprang to action to combat climate change following the incredibly hot summer the country experienced. Over time, Thunberg inspired other youths, and the Fridays for Future movement—where students around the world skipped school on Fridays to highlight the climate crisis—was born. In fact, Thunberg's influence grew so much that the media began referring to it as the "Greta effect." Famed for calling out world leaders for their insufficient efforts in combating the climate crisis, Thunberg will turn 20 in

January. She continues her work with the same enthusiasm as day one, with her most recent project being the release of "The Climate Book." Published recently with the contributions of more than 100 experts, the book details the changes seen around the world and what needs to be done about them. Since the book's copyrights belong to the Greta Thunberg Foundation, she will not earn any personal proceeds from the book.

#### **XIUHTEZCATL MARTINEZ**

Born in 2000, Xiuhtezcatl Roske-Martinez is both a climate activist and a hip-hop musician, as well as a staunch supporter of indigenous communities' rights. Especially outspoken about the effects of fossil fuels, Roske-Martinez has spoken at the United

Nations many times to date, highlighting the critical role played by the climate movement in combating injustice and inequality. In 2015, Martinez—along with 21 other young people—sued the United States for ignoring climate change and continuing to use fossil fuels. Published in 2020, Rose-Martinez's book "Imaginary Borders" provides a moving account of why the climate crisis must not be ignored.

#### **NYOMBI MORRIS**

24-year-old Ugandan climate activist Nyombi Morris is the founder of Earth Volunteers, a non-profit where Morris currently serves as the CEO. A few years ago, flooding caused by climate change destroyed the Morris Family's source of livelihood, forcing them to leave their home.

This tragic event also ignited Morris's interest in activism. Although he has been calling world leaders to take the climate crisis seriously since then, his activism journey has not been without its setbacks. Last year, Morris was subjected to threats during climate protests, and had his cell phone confiscated. After speaking about the deforestation and logging practices in Uganda on television, his Twitter account was suspended. In spite of all these constraints and threats, Morris unrelentingly continues to plant trees, combat plastic waste, and work on many other environmental projects. Considering the extent of the flooding disasters in Uganda this past summer, as well as the country's vulnerability in the face of climate change, Morris's efforts certainly become even more important.





## Friends of the Earth

### FRIENDS OF THE EARTH

Friends of the Earth is an international network that brings together environmental groups from more than 70 countries under one roof. The organization's many projects include fighting dirty energy, advocating for alternative energy sources, and calling for climate justice. The team behind Friends of the Earth invite all countries and large corporations to switch to renewable energy sources, tirelessly underscoring that changing the energy system is the most important step towards reducing the effects of the climate crisis. The organization also has projects geared toward gender equality and food sovereignty, and donations can be made via their website.

### EXTINCTION REBELLION

Born in the United Kingdom in 2018, the Extinction Rebellion movement strives to draw global attention to the climate crisis via nonviolent acts of civil disobedience. Extinction Rebellion activists often undertake acts that generate as much buzz as possible. Having organized two-week protests across the globe in 2019, the team once again got together in London this year to undertake a widespread, days-long protest. Throughout London, Extinction Rebellion activists closed off busy streets and heavily traveled bridges, urging authorities to end new investments in fossil fuels. Advocating that the zero-carbon goal must be reached by 2025, Extinction Rebellion looks poised to continue their efforts to convince authorities to look into these topics.



Friends of the Earth



Extinction Rebellion



## ART





# THE MAGICAL WORLD OF MODERN GLASS ART

MANY ARTISTS AROUND THE WORLD USE GLASS AS A MATERIAL IN THEIR WORKS. HERE, WE EXPLORE GLASS ARTISTS WHO CREATE IMPRESSIVE WORKS...

Celebrated for its transparent and malleable form, glass is the material of choice for many present-day artists who create both colossal works and small-scale installations. Museums around the globe house collections that showcase the history of glass art. Examples of modern glass art have also found a place for themselves in contemporary art museums. When it comes to glass art, the National Glass Centre in the UK, the Museum of Glass in Washington, and

the Corning Museum of Glass in New York are some of the first places that spring to mind. Technique is certainly paramount in glass art. Today, some artists choose to re-adopt centuries-old techniques to create their works, while others develop brand-new methods of their own. Glass stands out as a material that allows for different artistic approaches. Join us as we get to know a few glass artists who create spectacular works.



**KRISTA ISRAEL**

Krista Israel is a Dutch multimedia artist whose works primarily highlight glass. A recipient of this year's Saxe Emerging Artist Award from the Glass Art Society, Israel enjoys dealing with social issues. With the belief that glass works don't necessarily have to be shiny and alluring, the artist emphasizes that this material can be used in wholly different ways. During the pandemic, Israel decided to imbue her works with an ironic sense of humor, enabling her to masterfully express her thoughts on the world and humanity via glass. To date, the artist has participated in various exhibitions in Belgium, Germany, Ireland, China, Japan, Poland, the United States, and the Netherlands.

**Krista Israel****FELEKŞAN ONAR**

With her exhibition "After Utopia: The Birds" currently on display at the Sadberk Hanım Museum, Felekşan Onar views glass as more than a tool for production. According to the artist, glass offers a living history full of cultural and social references. A lover of glass since her childhood by her own account, Onar began working with glass out of a private studio and training at the Glass Furnace in Istanbul after leaving behind her corporate career. Having mastered techniques such as blowing, molding, fusion, as well as hot and cold bending, Onar continues to design functional artworks, sculptures, and lighting units at her own Fy-shan Glass Studio.

**AUSTIN STERN**

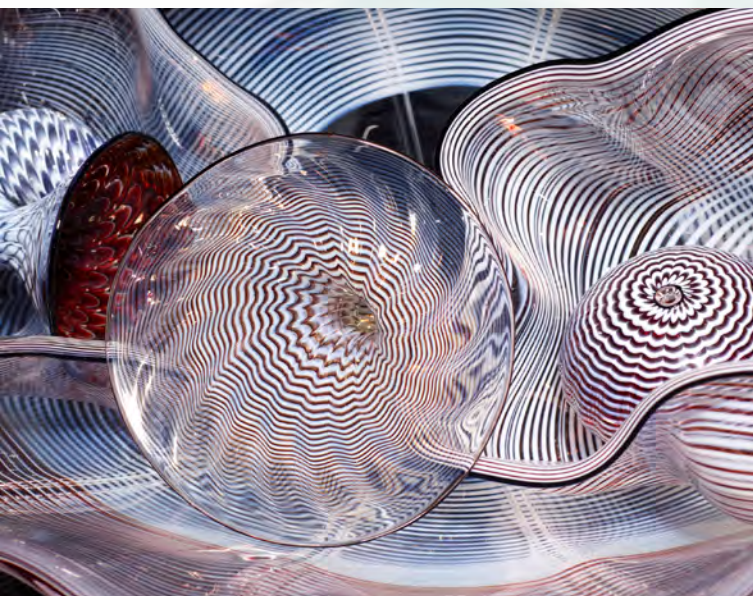
Introduced to the magical world of glass as a mere high schooler, Austin Stern continues his work out of Seattle. Having participated in exhibitions across the globe, Stern also worked as a teacher in the U.S., Thailand, and Sweden. According to the artist, his eye-catching glass works are inspired by the bright and saturated colors of the toys

**Felekşan Onar****Austin Stern**





Dale Chihuly



and cartoons from his childhood. Stern also draws inspiration from the patterns seen in nature and in the world of fashion. Although his works deal with serious themes such as relationships, mental health, and our ways of dealing with our anxieties and fears, Stern is known for doing so through colorful characters. The artist's "Little Monsters" series is a great example of his approach, giving us a glimpse of cartoonish characters interacting with their anxieties.

#### DALE CHIHULY

One of the most famous glass artists in the world, Dale Chihuly has been pushing the limits of

contemporary art through his use of both old and new techniques in a career that spans nearly 50 years. Inspired by numerous things in his environment, the artist uses colors and forms to reflect his boundless imagination. Chihuly views trial and error as part of the creative process, and is never afraid to fail. Challenging the focus of traditional glass making on symmetry and perfect shapes, the artist allows molten glass to take shape organically, thus placing asymmetry at the center of his works. Chihuly also creates spectacularly immersive experiences by utilizing color, lighting, and space when presenting his works.



**RUI SASAKI**

Japanese artist and educator Rui Sasaki mostly uses glass when creating her works, which focus on the connection between the body and its environment. With her mesmerizing work "Liquid Sunshine / I am a Pluviophile" for the Corning Museum of Glass group exhibition "New Glass Now," Sasaki depicted the gathering of a crowd through glass. To date, the artist has received accolades such as the Jutta Cuny-Franz Memorial Award and the Irvin Borowsky International Prize in Glass Art, as well as having her works featured in the permanent collections of various museums in Germany, the U.S., and Denmark.





**Geoffrey Mann**



**GEOFFREY MANN**

A graduate of the Royal College of Art, the Scottish artist Geoffrey Mann has received the World Craft Council Prize for Glass. He was also dubbed a “designer of the future” by Newsweek magazine back in 2012. As an artist who values the connection between digital media and physical form, Mann’s core aim is to reflect the transient nature of both time and movement in his works. Based in the United Kingdom, the artist continues to challenge the distinction between art, craftsmanship, and design through his studio practice.

**JULI BOLAÑOS-DURMAN**

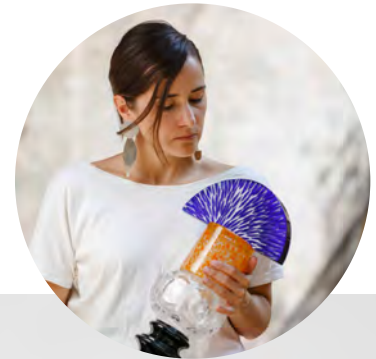
Originally a graphic designer, Costa Rican Juli Bolaños-Durman has recently developed an interest in glass as a material, and believes her previous work gives her a multifaceted point of view. The artist enjoys utilizing found objects and transforming them into glass sculptures. Bolaños-Durman’s works highlight the playful side of post-modernism, with one of her glass pieces showcased at the Corning museum of Glass in recent years.

**JOHN MORAN**

Those who’ve watched “Blown Away”—the Netflix show about glass artists creating sculptures—will recognize John Moran. The politically and socially engaged American artist defines himself as a storyteller. Living and working out of Belgium, Moran’s pieces are based on anecdotes, references, and experiences. The artist’s works also allude to American pop-culture and politics.



**Juli Bolaños-Durman**



**John Moran**

# TREND







# ISTANBUL'S MICHELIN REPORT CARD

KNOWN FOR DETERMINING THE BEST IN THE GASTRONOMY WORLD, THE MICHELIN GUIDE HAS FINALLY MADE ITS DEBUT IN ISTANBUL. TAKE A LOOK AT THE CITY'S MICHELIN-RATED DESTINATIONS AND CHEFS.

For a while now, there was a sort of nervous excitement brewing behind the scenes of Istanbul's gastronomy scene. After all, Istanbul entering the Michelin Guide—and consequently Michelin inspectors touring eateries throughout the city—had been one of the city's worst-kept secrets for some time. Both the gastronomy sector and Istanbulites who care about fine dining had been curiously awaiting to see which restaurants would receive a Michelin star. Finally, the wait was over, and the eateries deemed worthy of a Michelin star were announced in a ceremony this October. Now, let's first take a look at how the Michelin star was born before we explore the restaurants making history by entering the guide.

## **THE IMPORTANCE AND HISTORY OF THE MICHELIN STAR**

The Michelin Guide keeps its finger on the pulse of the global gastronomy scene by featuring only restaurants and chefs that meet a certain level of quality. Restaurants that earn the right of inclusion in the Michelin Guide not only attain a great deal of prestige, but they are also able to reach a wider customer base. The restaurants to be listed in the Michelin Guide are determined by Michelin inspectors who visit restaurants as regular customers and rate them. Quality of ingredients and harmony of flavors, mastery of cooking techniques, personality of the chef in the cuisine, and consistency of food are some of the criteria inspectors



# MICHELIN

## 2023

### ISTANBUL



**Michelin's  
co-founder brothers**



**Fatih Tutak**

look out for when assigning stars. Of course, losing a star is just as much a part of the business as is gaining one. As a result, earning a star is only part of the battle for restaurants—they must also work tirelessly to keep the one they've got.

First published in 1900, the Michelin Guide was initially a much different publication. Two brothers who co-founded the French tire company Michelin created the guide with the aim of encouraging people to drive. It should come as no surprise that boosting tire sales was the ultimate goal of this free guide offering practical tips to make life easier for travelers. Back then, the guide was full of information such as gas stations, road maps, and tire-changing tips—not restaurant

reviews. Over time, the guide started to be sold at a price, and restaurant reviews made up the bulk of the content. The first Michelin Guide rating restaurants by quality was published in 1926, with both the guide's prestige and impact growing day by day since then. Today, a Michelin star is synonymous with success for any restaurant, anywhere in the world. Reviewing more than 15,000 restaurants across three continents, the Michelin Guide is considered by many to be the holy text of the gastronomy sector, making inclusion in the guide all the more important.

#### **ISTANBUL'S MICHELIN-RATED RESTAURANTS**

The Michelin Guide's Istanbul selection includes 53 restaurants. Of these restaurants, one received

2 stars and four received 1 star. The most commendable restaurant on the list is undoubtedly TURK Fatih Tutak, which earned 2 stars. Opened by Chef Fatih Tutak in 2019, TURK does right by its name, reinterpreting Turkish cuisine with a sophisticated touch. A researcher in his own right with an interest in Turkish cuisine's roots, Tutak writes his own story in the kitchen—and he has scored an incredible achievement for the Turkish gastronomy sector by entering the Michelin Guide with a 2-starred restaurant. Every dish is like a work of art at TURK, where the tasting menu changes each day to highlight locally grown ingredients.

The restaurants entering the Michelin Guide's Istanbul selection

with 1 star are Mikla, Nicole, Araka, and Neolokal. Of course, it was no surprise that Mikla received the Michelin star—after all, it's been one of Istanbul's most successful fine dining restaurants for years, and was previously listed among the World's 50 Best Restaurants. Michelin inspectors were thoroughly impressed by the delicate balance of flavors on Mikla's menu, particularly the pickled green bean and purslane salad infused with apple vinegar. Over at Nicole—which serves contemporary Turkish cuisine under the leadership of Chef Serkan Aksoy—Michelin inspectors were captivated by the dolma. Offering views of the Historical Peninsula, Nicole gets its name from Agnès Marthe Nicole, a nun who was among the former





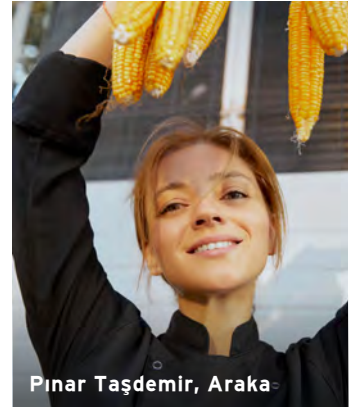
Fatih Tutak, TURK



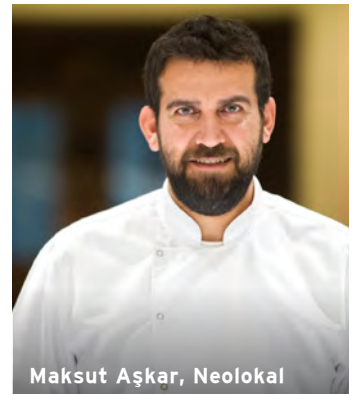
Mehmet Gürs, Mikla



Serkan Aksoy, Nicole



Pinar Taşdemir, Araka



Maksut Aşkar, Neolokal

owners of the building housing the restaurant. Then, there is Araka, Chef Pinar Taşdemir's restaurant in Yeniköy... Earning praise from the Michelin inspectors for her creative use of vegetables and herbs, Taşdemir focuses on seasonal ingredients to maximize the flavor of her dishes.

Another restaurant that received 1 Michelin star is Neolokal, where Chef Maksut Aşkar and his young team work their magic. Located in Salt Galata, Neolokal brings an innovative approach to local flavors using modern techniques—so much so that the Michelin Guide also emphasizes the restaurant's ability to bridge the old and the new. In addition to its Michelin star, Neolokal also received a Michelin Green Star. Awarded to restaurants

with a sustainable approach to gastronomy, the Green Star has been a part of the guide since 2020. The team at Neolokal—which received the Michelin Green Star thanks to its environmentally friendly and ethical approach—believes it is crucial to preserve the past, and their efforts to sustain traditions by adapting them to the present day did not go unnoticed by Michelin inspectors.

#### THERE IS MORE

Featuring affordably priced restaurants, the Michelin Guide's Bib Gourmand list includes the following restaurants: Pandeli, Karaköy Lokantası, Alaf, Aheste, Tershane, Giritli, Calipso, Cuma, SADE Beş Denizler Mutfağı, and Aman da Bravo. Additionally, Mürver Restaurant's Mevlüt Özkaya received the Young

Chef Award, while Sunset Grill & Bar's team received the Service Award. The guide also featured 38 recommended restaurants, including 1924 Istanbul for Russian, Çok Çok Thai for Thai, and Nobu for Japanese flavors.

The Michelin Guide's debut in Istanbul is undoubtedly a very significant development for Turkish gastronomy. It isn't hard to imagine that many restaurants will work tirelessly to make it into next year's list, which will drive up the level of quality across many restaurants throughout the city. Naturally, this will also be great news for gastronomy lovers who love to discover new flavors. You can access the full guide at [guide.michelin.com/tr/tr](https://guide.michelin.com/tr/tr) or via the iOS and Android apps.



Thanks to advanced broken glass control technologies enabling the use of high-grade broken glass, the Bursa and Eskişehir plants recycled a total of

**480,000 tons**

of waste glass in 2020-2021.



Şişecam aims to increase the level of external broken glass in glass packaging production to

**35%** by 2030.



By using 70% furnace-ready broken glass in green glass production, the specific energy consumption can be reduced to

**33%**

while greenhouse gas emissions can be reduced to

**46%.**



THE EVERLASTING  
JOURNEY OF GLASS:

## FROM BROKEN GLASS TO GLASS AGAIN

IN LINE WITH ITS SUSTAINABILITY GOALS, ŞİŞECAM FORGES AHEAD FULL SPEED WITH PROJECTS THAT FOCUS ON GLASS RECYCLING. THROUGH ITS EFFORTS TO USE BROKEN GLASS, ŞİŞECAM ENVIRONMENT SYSTEMS IS TAKING IMPORTANT STEPS TOWARD TRANSITIONING INTO A RECYCLE-ORIENTED SOCIETY.



Following an inspection by the Recycled Claim Standard in 2021, the Aware Collection received a certificate indicating it uses 100% recycled broken glass.



Extending the lifecycle of old glass products, the

## Aware Collection

is made out of recycled glass—which allows for a significant reduction in the use of energy and raw materials during the melting process. Natural gas use went down by

**39%**

while greenhouse gases were down

**41%.**

Since 2011, the broken glass collected from cities for the

## Glass and Glass Again

project provided

**26%** broken glass for

glass packaging furnaces.



# GLASS IS AESTHETICALLY PLEASING

STEPHEN ROLFE POWELL, BRAINY VORACIOUS THRUST, 2022.



