

JANUARY

**ŞİŞECAM**  
MAGAZINE

ISSUE  
**332**

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# EXPORT CHAMPION

IN FOUR CATEGORIES

TIM RAWLINSON, ECHOES OF LIGHT.



# GLASS IS A JOURNEY

STEPHEN ROLFE POWELL, LASCIVIOUS TORRID CLEAVAGE (DETAY).



Dear Colleagues,

Thanks to our 87 years of expertise and the inspiration we received from our founder, the Great Leader Mustafa Kemal Atatürk, we left behind a challenging year in which we passed our goals. Despite all the global uncertainties, geopolitical and macroeconomic fluctuations, 2022 was a year in which Şişecam once again demonstrated its strong performance under all circumstances thanks to its common sense-based management and effective cooperation approach. We also successfully proved our flexibility and ability to adapt to changing conditions. We are proud to conclude another year full of accomplishments, and entering a new year with more than 24,000 employees in 14 countries. We believe we will manage all the uncertainties, risks, and opportunities in 2023 with the same approach.

Şişecam is an institution started out its journey 87 years ago with only 400 employees, with no capital, human resources, or technology. It is the most significant entrepreneurship example of both Türkiye and the surrounding geographies. Thanks to its deep-rooted values in its DNA, it is not a coincidence that Şişecam has many achievements in its history. When I evaluate the year 2022, I see that we've once again contributed significant accomplishments to Şişecam's history. In 2022, we continued our smart technologies- and digitalization-focused projects without slowing down. We also crowned our work and achievements in the field of transformation with prestigious awards. We received the Alexander Hamilton Award, one of the most prestigious awards in the world, with our treasury transformation efforts. Another award we received in this field was the "SAP Digital Transformation Special Award of the Year" given to our comprehensive project, which is defined as one of the most complex digital transformation projects in the world by SAP.

2023 will be a challenging year in which uncertainties prevail on a global scale, and the importance of continuous and holistic risk management will increase in every field. Throughout the year, we will continue all our operations keeping in mind the macroeconomic and geopolitical possibilities while properly conducting risk-opportunity analyses and staying focused on ensuring marginal benefits and efficiency. Guided by all these approaches, in 2023, we will continue to strive toward our goal of achieving growth through value creation. We have entered a strategic year in which we will continue our growth journey by undertaking our investments without compromising our sustainability focus, while managing risks with an agile management approach.

Our new investments equipped with the latest technologies will accelerate us in reaching our goals. In this sense, we are planning to start operations at our glass packaging furnace investment in Eskişehir and our automotive glass furnace investment in Lüleburgaz in 2023. This year, we will top off our digital and functional transformation with our cultural transformation. We believe this cultural transformation will unify all our efforts and make them more resilient. In 2023, we will transform as we change, change as we transform, and continue to add value to all our geographies in which we operate.

2023 will once again be a year that'll be full of uncertainties on a global scale. Yet we, as the Şişecam family, will continue our journey of steady growth by working tirelessly with the inspiration we received from our founder. The strength of our unique culture, our risk management capabilities, our data-driven decisions, and our transformation power will ensure our sustainable success.

**Görkem Elverici**  
CEO



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TÜRKİYE  
BANKASI  
Company.

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## TURKISH COFFEE DAY CELEBRATED JOYOUSLY

PAŞABAHÇE MAĞAZALARI CELEBRATED TURKISH COFFEE DAY ON DECEMBER 5 WITH COFFEE TASTINGS IN SELECTED STORES.

Paşabahçe Mağazaları served coffee to its customers on Turkish Coffee Day, which is devoted to the beverage whose enjoyment, presentation, and conversation have made it a part of our culture for generations. On December 5, visitors of Paşabahçe Mağazaları's Göktürk and Erenköy stores got to double their joy of shopping as they sipped on traditional Turkish coffee, which has its own identity thanks to its flavor, foam, aroma, brewing, and presentation.

## FESTIVE CELEBRATIONS ON RETAIL EMPLOYEES' DAY

PAŞABAHÇE MAĞAZALARI CELEBRATED RETAIL EMPLOYEES' DAY WITH ALL ITS PERSONNEL ON DECEMBER 12.

Paşabahçe Mağazaları employees at both the headquarters and retail stores got together once again to celebrate Retail Employees' Day on December 12. Now in its 10th year, the Retail Employees' Day is celebrated by the Turkish Federation of Shopping Centers and Retailers to honor store employees who work in the retail field.



## PAŞABAHÇE MAĞAZALARI DESIGNS IN NEW YORK

A SELECTION OF DESIGNS FROM PAŞABAHÇE MAĞAZALARI'S BOUTIQUE COLLECTIONS WERE SHOWCASED TO ART LOVERS IN THE "ARTISTIC GLASS EXHIBITION" AT THE TURKISH HOUSE IN NEW YORK.

The Turkish House (Türkevi) in New York hosted the "Artistic Glass Exhibition," which took place as part of the United Nations' Year of Glass (IYOG 2022) and featured works by Turkish artists. Held concurrently with other events for the International Year of Glass—of which Şişecam is the main sponsor—and supported by the Turkish Ministry of Culture and Tourism, the exhibition included a selection of works from Paşabahçe Mağazaları's Boutique collections. Feridun Sinirlioğlu, Permanent Representative of Turkey to the United Nations, opened the exhibition, which welcomed visitors from December 1-11. Some of the most talked about works on display included the "Zafer" Helmet and the Tulip Woven Vase from Paşabahçe Mağazaları's Lost Treasures Collection, as well as the "İnandık" Vase, the "Mineli Kalkan" Vase, and the "Çeşm-i Bülbül" from its "Camda Dünya Mirası" Collection.



## WHAT'S IN YOUR JAR?

PAŞABAHÇE HIGHLIGHTED THE PRACTICAL AND CHIC ASPECTS OF GLASS JARS IN ITS DIGITAL CAMPAIGN FOR SOCIAL MEDIA.

Held between November 7 and December 7, Paşabahçe's "What's in Your Glass?" campaign focused on the multifaceted uses of glass jars. The social media campaign targeted users in Germany, Spain, and Italy as well as Turkey, promoting different areas of use for glass jars. In addition to their ability to keep food fresh and help with kitchen organization, other use cases for glass jars were promoted to consumers, such as sprouting grains and legumes, preparing body peeling mixes, and designing decorative objects. Users also got to learn about practical and healthy recipes that can be prepared in glass jars.



## TURKEY'S LEADING RETAIL BRANDS GET TOGETHER

TURKEY'S LEADING RETAIL BRANDS GOT TOGETHER AT THE UNITED BRANDS ASSOCIATION'S (BMD) CONSULTATION MEETING.

Operating with the aim of boosting the retail industry's efficiency and ensuring Turkey's brand economy transformation, the United Brands Association (BMD) held its consultation meeting at the Mandarin Oriental Bosphorus Hotel on December 16. The meeting was attended by the Minister of Trade Dr. Mehmet Muş as well as the senior-level executives of Turkey's leading retail brands, with Şişecam's Retail Director Esra Tokel also attending as a BMD Executive Board Member. Topics discussed during the consultation meeting included industry-specific issues and requests.



## MOBDER MEMBERS VISIT ŞİŞECAM

MEMBERS OF THE ASSOCIATION OF FURNITURE MANUFACTURERS AND EXPORTERS (MOBDER) VISITED ŞİŞECAM'S HEADQUARTERS.

In a visit to Şişecam Headquarters, 11 companies who are members of the Association of Furniture Manufacturers and Exporters (MOBDER) learned about flat glass products used in furniture manufacturing. MOBDER members were introduced to the wide range of flat glass products, designed to meet different needs when it comes to health, comfort, safety, security, aesthetic appearance, and sustainability. Following a presentation on different solutions that inspire the designs, MOBDER members also had a chance to experience the products in-person at the showroom.





## ŞİŞECAM LENDS SUPPORT TO RECYCLING EFFORTS

### ŞİŞECAM AND METRO MARKET COLLABORATE

Şişecam continues its sustainability-focused efforts by collaborating with Metro Türkiye. A deposit bottle station has been set up in the Metro Market parking lot to collect glass bottles, plastic bottles, and aluminum packaging. People who throw their empty packaging into the deposit bins receive 2 TL per 10 bottles. The glass packaging waste collected gets recycled at our plants as raw material, thus contributing to a circular economy.

### ŞİŞECAM SUPPORTS THE İZMİR-İSTANBUL GREEN ROAD PROJECT

In a collaborative effort among Otoyol A.Ş., Coca-Cola, Egeçev, and Karacalar Recycling, more than 50 glass recycling bins were placed in facilities and gas stations along the İzmir-İstanbul Highway to help collect glass waste. The glass waste collected in the bins are brought to Şişecam's Glass Recycling Plant, where they are turned into broken glass and reused in production. Each waste packaging product reclaimed through recycling is a step taken toward a sustainable world.



## ŞİŞECAM BECOMES A SPONSOR OF BUILDING OF THE YEAR!

ŞİŞECAM BECAME A SPONSOR OF THE BUILDING OF THE YEAR AWARDS CEREMONY HELD IN BULGARIA.

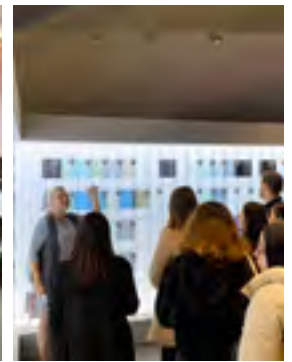
Organized under the leadership of Bulgaria's Ministry of Regional Development and Public Works, the Building of the Year national competition was held on December 15. The awards ceremony for the competition—which draws a great deal of attention from architects, investors, construction firms, and other industry professionals—was broadcast on Bulgaria's national television, BNT 1. Following the assessment of 33 jury members, the Building of the Year Award was given to the Blocks Health and Social Care Rehabilitation Hospital which recently opened in Sofia. One of the sponsors of the awards ceremony, Şişecam had a chance to get together with industry professionals for the competition.

## ŞİŞECAM MEETS UP WITH UNIVERSITY STUDENTS

ŞİŞECAM IS MEETING UP WITH STUDENTS FROM TURKEY'S LEADING UNIVERSITIES TO INTRODUCE ITS INNOVATIVE TECHNOLOGIES.

Şişecam continues to meet up with students from Turkey's prestigious universities at special events. In honor of the International Year of Glass (IYOG) 2022, the Flat Glass Showroom hosted 30 students from Istanbul Technical University's (ITU) Chemistry Club, introducing them to flat glass products and allowing them to experience their advantages in person. During their visit, students also got a chance to ask questions to Flat Glass executives.

Another one of Şişecam's university events saw architecture students from Middle Eastern Technical University (METU) visit the Şişecam Flat Glass Ankara Plant. Prior to a tour of the plant, the Plant Manager and Architectural Projects Manager informed the 100 students in attendance about new flat glass products, project-based glass consultancy, and Şişecam's BIM Smart Objects. During the plant tour, students and academics inspecting the flat glass and laminated glass production lines got to receive detailed information. In another event, a group of 9 third-year architecture students from Yıldız Technical University (YTU) visited the Flat Glass Showroom for a project in their Architectural Design class. Students received information about flat glass products and their features, as well as receiving expert feedback on glass selection for projects. Yet another university gathering took place with third- and fourth-year students from Konya Technical University's Faculty of Architecture and Design. The 70 students and academics who attended the Right Glass Solutions for Different Requirements presentation learned about flat glass products, mobile applications, Şişecam's BIM Smart Objects, and recommended solutions for reference projects. Following the presentation, university representatives presented Şişecam with a certificate of thanks.



## ŞİŞECAM SUPPORTS DISABILITY EMPLOYMENT INITIATIVE

ŞİŞECAM MET WITH POTENTIAL RECRUITS AT THE CAREER DAYS WITHOUT BARRIERS.



The 15<sup>th</sup> Career Days Without Barriers was organized with the leadership of the Presidency as well as the collaboration of the Ministry of Family and Social Services and the Ministry of Labor and Social Security. Held as part of the EYAF EXPO "Accessibility Fair and Awareness Summit" at the Istanbul Fair Center, the Career Days Without Barriers saw Şişecam meet with 80 candidates living with disabilities, in line with the company's principles of diversity and inclusivity.

# ŞİŞECAM PROUDLY PRESENTS

## The Lightest Mineral Water Bottle of Turkey!

Our mineral water bottle is now 15% lighter. Combining our advanced technology with 87 years of experience, we now produce 110 grams

**ULTRA LIGHT-WEIGHT MINERAL WATER BOTTLE.** With this innovation, we reduce the use of natural resources & raw materials and achieve cost advantages both in production and transportation processes.



## ŞİŞECAM BECOMES AN EXPORT CHAMPION IN FOUR CATEGORIES!



ŞİŞECAM RECEIVED AWARDS IN FOUR DIFFERENT CATEGORIES AT THE 4TH CHAMPIONS OF EXPORT AWARD CEREMONY HELD BY THE CEMENT, GLASS, CERAMICS AND SOIL PRODUCTS EXPORTERS' ASSOCIATION.

Şişecam emerged with four awards from the 4<sup>th</sup> Champions of Export Award Ceremony organized by the Cement, Glass, Ceramics and Soil Products Exporters' Association (ÇCSİB). The ceremony saw exporters rewarded for their 2021 performance, with Şişecam receiving the "Company with Highest Exports" award in the "Flat Glass," "Glassware," and "Glass Packaging" categories. Şişecam also received the "Company with the Most Increased Exports" award in the "Flat Glass" category.

Şişecam's Chief Sales Officer Ebru Şapoğlu received the awards on the company's behalf at the awards ceremony, which drew great interest from the public sector, industry representatives, and executives of exporting companies. Şapoğlu received Şişecam's awards from the Turkish Exporters' Assembly Chairman Mustafa Gültepe as well as the Central Anatolian Exporters' Association (OAİB) Cement, Glass, Ceramics and Soil Products Exporters' Association's Chairman Erdem Çenesiz and Deputy Chairman Tansu Kumru.



## PAŞABAHÇE MAĞAZALARI ERENKÖY EXPERIENCE STORE RECEIVES AWARD

Paşabahçe Mağazaları received an award for its first experience store in Erenköy at the German Design Award, one of the world's most respected awards in architectural design. Designed and executed by Demirden | ilio, Paşabahçe Mağazaları's Erenköy experience store received a Special Mention in the Excellent Architecture and Retail Architecture categories at the German Design Award. Paşabahçe Mağazaları's Erenköy experience store offers visitors an innovative and interactive shopping experience. The store's warm and environmentally friendly design incorporates natural and sustainable materials such as iron, wood, straw, glass, and terrazzo. The store occupies an area of 1,200 square meters throughout three floors, with the most salient design features being the glass installation extending from the bottom floor to the top.

## ŞİŞECAM STANDS OUT AT IF DESIGN AWARDS



Held since 1953 and welcoming more than 10,000 designs from around the world each year, IF Design Awards will be one of the most prestigious awards in design. In 2022, the awards welcomed more than 10,000 submissions for commercially available designs, with the pre-evaluations held during the week of January 9-13. The year's best designs will be chosen following the final evaluation in Berlin on March 28-30. Şişecam's Head of Glassware Design

Değer Acıloğlu is one of the jury members for IF Design Awards 2023. As one of the people who will pre-evaluate the 262 products in the Household and Tableware categories, Acıloğlu will also have a say in determining the best products that pass the pre-evaluation and move on to the finals.

## 3 AWARDS TO ŞİŞECAM AT GOLDEN LEADER AWARDS

THE GOLDEN LEADER AWARDS  
RECOGNIZED TURKEY'S MOST ADMIRED  
LEADERS IN AN AWARD CEREMONY.

Şişecam received "Golden Leader Awards" in 3 different categories at the Golden Leader Awards, which are organized by KREA M.I.C.E. and determined based on votes from the business world. More than 46,000 businesspeople voted in the Golden Leader Awards, where Şişecam CEO Görkem Elverici, Şişecam Chief Human Resources Officer Şengül Arslan, and Şişecam Chief Sales Officer Ebru Şapoğlu received the highest votes, earning them the Golden Leader Awards in the CEO, CHRO, and CMO categories, respectively.



# “PARAMPARÇA” LEFT ITS MARK ON 2022





FILMED FOR NOVEMBER 10TH, ŞİŞECAM'S "PARAMPARÇA" COMMERCIAL CONTINUES TO MAKE AN IMPACT. THE COMMERCIAL WAS RANKED AMONG THE YEAR'S MOST EFFECTIVE DIGITAL CAMPAIGNS ACCORDING TO MARKETING TÜRKİYE'S RESEARCH, AS WELL AS RECEIVING AN AWARD FROM YILDIZ TECHNICAL UNIVERSITY. THE INSPIRATION BEHIND THE COMMERCIAL, SIMON BERGER'S GLASS WORK IS ON DISPLAY AT THE RAHMİ M. KOÇ MUSEUM UNTIL MARCH 1.

#### "PARAMPARÇA" RECEIVES AWARD FROM YTU

The film "Paramparça" received the "Most Popular Commercial of 2022" award at the Stars of the Year Award Ceremony organized for the 21st time this year by Yıldız Technical University's (YTU) business administration and career club, the YTU Management Club. Şişecam's Corporate Brand Communications Manager Şenol Gündüz received the award on Şişecam's behalf from YTU Yıldız Technopark General Manager Orhan Tanışman.

#### "PARAMPARÇA" ALSO MAKES NOISE IN THE DIGITAL WORLD

Social media measurement and analysis firm Boom Social determined the most effective digital campaigns of 2022 for Marketing Türkiye. Relying on BoomSonar technology for its analysis, the "Most Talked About Digital Campaigns of 2022" also included the "Paramparça" commercial.

#### "PARAMPARÇA" VISITS THE RAHMİ M. KOÇ MUSEUM

"Paramparça" is on display at the Rahmi M. Koç Museum as of December 22, and will remain open to visitors until March 31, 2023.



Marketing  
Türkiye

# SENIORITY INCENTIVE CEREMONY

AT ŞİŞECAM

The Şişecam Seniority Incentive Awards Ceremony was held at Divan Asia Hotel on December 23. Drawing attendance from more than 300 Şişecam employees, the awards ceremony kicked off with an opening speech by Şişecam CEO Görkem Elverici. Afterward, Şişecam Chairman and Executive Member of the Board Prof. Dr. Ahmet Kirman also gave a speech. During the ceremony, 221 employees who've been at Şişecam for 10, 15, 20, 25, and 30 years received their awards. Journalist-author Emin Çapa was also an invited speaker at the event, where his technology and innovation-focused presentation welcomed great interest.



## PAŞABAHÇE AND FLAT GLASS BUSINESS PARTNERS GET TOGETHER

Şişecam Glassware and Flat Glass authorized dealers got together at an event held in the Turkish Republic of Northern Cyprus from December 12-15. The sales teams met with their clients to review the year and share their targets and expectations from the upcoming year. Collaboration opportunities were also discussed in the meetings, which kicked off with an opening speech by Şişecam's Regional Sales Senior Director Başar Tirpancı. Three-Cushion Billiards World Champion Semih Sayginer also gave a speech titled "How to Win the Game" at the event.







## CEO GATHERINGS EVENTS CONTINUE

ŞİŞECAM CEO GÖRKEM ELVERİCİ MET WITH YOUNG ŞİŞECAM EMPLOYEES AS PART OF THE 'CEO GATHERINGS' EVENT SERIES.

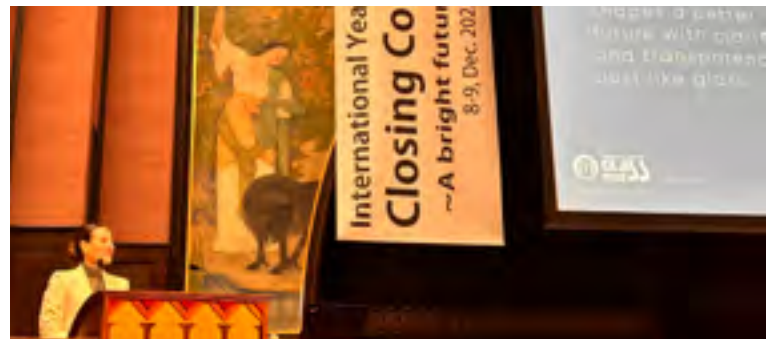
Şişecam CEO Görkem Elverici got together with young Şişecam employees in the 'CEO Gatherings' event series, which provides a platform for Gen Zers to voice their opinions and suggestions. Elverici met with Gen Z Şişecam employees working in the Strategy, Financial Affairs, Information Technologies, Communication, and Investment Coordination departments to hear their thoughts and recommendations.

## THE INTERNATIONAL YEAR OF GLASS DRAWS TO A CLOSE

THE INTERNATIONAL YEAR OF GLASS ENDED WITH THE IYOG 2022 CLOSING CONFERENCE HELD ON DECEMBER 8-9 AT THE UNIVERSITY OF TOKYO'S YASUDA AUDITORIUM.

The United Nations General Assembly declared 2022 as the International Year of Glass (IYOG) with the co-sponsorship of 19 nations as well as more than 1,500 supporters from 78 countries, including manufacturers, universities, museums, associations, and artists. After a year-long schedule of events promoting the importance of glass to the masses, the final event was the IYOG 2022 Closing Conference, which was held at the University of Tokyo's Yasuda Auditorium on December 8-9.

The IYOG 2022 Closing Conference brought together participants from around the world who work in different glass-related fields. The conference began with opening speeches by Prof. Reinhard Conradt, the President of the International Commission on Glass (ICG), as well as former ICG presidents Prof. Alicia Duran and Prof. Manoj Choudhary, before moving on to lectures by speakers from global companies and prestigious universities. Şişecam Science, Technology and Design Center Melting Technologies & Engineering Director Tolga Uysal was an Invited Speaker at the conference, while Executive Senior Researcher Gülin Demirok from the Melting Kinetics Management Department was invited as a Future Generation Speaker. In his lecture titled "Sustainable Glass Manufacturing; An Industrial Glass Manufacturer's Perspective; Drawbacks and Opportunities," Tolga Uysal discussed the importance of reducing CO2 emissions in glass production, the energy efficiency efforts at Şişecam plants, as well as Şişecam's various strategies toward renewable energy sources, waste heat recovery, as well as different energy and fuel options. Meanwhile, Gülin Demirok's lecture, "A Scientific Journey of Fiber Glass: From Natural Resources to End Products," focused on the raw materials used in Şişecam's glass fiber; the detailed analyses, melting experiments, and sizing efforts for raw materials and glass at Şişecam R&D, as well as impressive innovations currently under way in Şişecam R&D's glass fiber research.

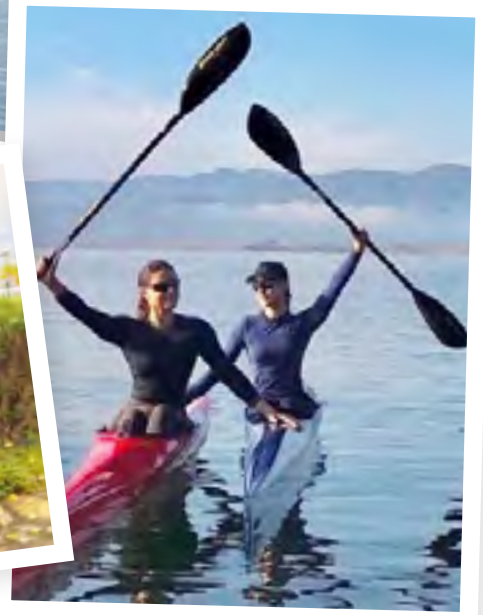


FROM US

ŞİŞECAM SPORTS CLUB

SUCCESSFULLY  
KICKS OFF  
THE YEAR





The Şişecam Sports Club continued to chase success across all its branches in 2022. The Club currently has 131 athletes in total, with 57 in the canoe division, 47 in the rowing division, and 27 in the sailing division. During the 2022 season, the canoe, rowing,

and sailing divisions took part in 22 national competitions, earning 26 gold, 35 silver, 28 bronze distinctions for a total of 89 medals and 25 trophies. Of the Club's athletes, 3 attended camps with the national team, while 1 took part in an international competition.

## DURGUNSU CANOEING CANDIDATES NATIONAL TEAM TEST COMPETITIONS

The Canoe Division of Şişecam Sports Club sent 6 of its athletes to compete in the Durgunsu Canoeing Candidates National Team Test Competitions, which are listed in the Turkish Canoe Federation's events calendar and which took place in Muğla, Köyceğiz, on December 10-11. The competition drew 75 athletes from 13 clubs, with Şişecam Sports Club Canoe Division athlete Ergün Vatan Baydemir being invited to the National Team Candidates camp due to his outstanding performance.

# 2023 TRENDS

IN THE DIGITAL WORLD





### INSTAGRAM ANNOUNCED THE MOST FREQUENTLY

#### USED HASHTAGS OF 2022

One of the most popular social media platforms, Instagram announced the most used hashtags of 2022. The company also shared a trend report for 2023. 2022 was a year in which Instagram released many new features and competed with TikTok on updates. As a result of the contest between Instagram and TikTok, we experienced a year where vertical videos dominated the content world, regardless of platform.

#### HERE ARE THE HASHTAGS USED MOST FREQUENTLY AROUND THE WORLD ON INSTAGRAM IN 2022

#TaylorSwift, #MahsaAmini, #StandWithUkraine, #FIFAWorldCup, #NFT, #Airfryer, #StrangerThings, #SPYXFamily (a popular anime in recent years), #Bookstagram (users sharing the books they read, along with short reviews of the books on Instagram through captions and videos), #JamesWebbSpaceTelescope

#### WHAT DOES 2023 HOLD IN STORE FOR INSTAGRAM?

Instagram's 2023 trend report relied on a survey of Gen Z users. The results revealed three key

concepts for 2023: Healing, Energized, and Main Character Energy.

Indeed, recycling and sustainability are two concepts that stand out in reports on Gen Z and the world overall. Video trends popularized in Turkey and around the world at the end of 2022 include recycling and DIY videos. Topics such as climate change, environmental issues, and the madness of consumption will continue to be on the forefront of social media. To this end, one of the topics Instagram users care about the most—and in connection with sustainability—is clean products. We see that people will care even more about products that respect the environment, are recyclable, and are not tested on animals. According to experts, this year the theme of sustainability will shape makeup videos and new beauty standards which rose to prominence due to the emergence of Instagram and the growing importance of image in society.

Other concepts that entered the discourse in 2022 were the Metaverse, avatars, and artificial intelligence—all of which grew even more popular in the year's last quarter. Everyone created their AI avatars and bought land in the Metaverse all year, with brands competing to hold meetings and carve out their own space within the Metaverse.





Expectations are that 2023 will bring more realistic action on this front. As social media platforms improve their AI and Metaverse optimization, we can look forward to a more realistic virtual world in 2023.

One long-term goal is to get to know different cultures and embrace a more integrated view of culture, with food expected to become a global focal point in the long term. Food videos that became increasingly popular in 2022 on Instagram specifically are expected to continue their rise in 2023.

Following the pandemic in 2020, our lives have become more hybrid in many ways. Accordingly, 2023 is expected to be a year of hybrid communication, where digital experiences are offset by increased face-to-face interaction.



#### TIKTOK

One of the fastest-growing platforms in recent years that has earned itself a place in the mainstream by now, TikTok experienced the height of its popularity in early 2022. The company's "Year on TikTok: 2022" report included the following stats:

#### THE YEAR'S MOST POPULAR SONGS

Ginseng Strip 2002 - Yung Lean, Sunroof - Nicky Youre & dazy, Wait a Minute - WILLOW, Beat Automotivo Tan Tan Tan Viral - WZ Beat, Cool for the Summer - Demi Lovato, Jiggle Jiggle - Duke & Jones & Louis Theroux, Me Porto Bonito - Bad Bunny & Chencho Corleone, About Damn Time - Lizzo, L\$D - Luclover, Una Noche En Medellin - Cris Mj

#### THE YEAR'S MOST POPULAR CELEBRITIES AND CONTENT CREATORS

Bad Bunny, Iran Ferreira, Chef Bayashi, Dylan Mulvaney, Samantha Cristoforetti

#### 2022 TRENDS

It's Corn!, Jiggle Jiggle, Renaissance Eyes, Horace, Waves

#### TIKTOK'S "WHAT'S NEXT" REPORT AND 2023 FORECASTS

TikTok's report starts out with an assessment of 2023 before focusing on topics such as changes to traditional life, focusing on time and slow living, and a shift in workspaces. Forecasts suggest that these

topics will influence changes in 2023. Similar to other platforms, we can see a growth in trends focused on global problems across TikTok, as well. TikTok sums up 2023 as a year where the climate crisis, inflation, health, and personal values will be at the forefront.

As compared to other brands, TikTok defines itself as a less personalized, more community-focused space that's fit for everyone. According to the company, 2023 will be a year in which TikTok offers people opportunities to test out more products, experiences, and behaviors. To this end, TikTok is focusing on new improvements in e-commerce. Expectations indicate that the company will position itself as a platform where people communicate with one another to enjoy a product or experience.

At the start of 2023, TikTok collaborated with a video editing program, integrating it into the platform as part of its 2023 mission to focus on easy content production through more pre-made templates as

well as highlighting videos that feature AI. TikTok also aims to be a more popular platform for brands.

Similar to other platforms, one of the key themes to emerge on TikTok is users' increased focus on themselves and working on their personal values in a post-pandemic world. TikTok forecasts that people will place even more priority on these topics, and that all platforms will lean into this theme even more. We can expect more content focused on personal care, core values, and healthy living in 2023. On a related note, small, low-budget luxuries are expected to be a hot topic.



#### YOUTUBE PUBLISHED ITS 2022 CULTURE & TRENDS REPORT

YouTube released its Culture & Trends Report 2022, which analyzes hundreds of global trends. The report reveals that we are past the era of viral trends, and today's digital pop culture is more personalized. This suggests that, similar to other





platforms, more personalized content will be at the forefront of YouTube in 2023. Following its assessment of 2022, YouTube is focusing on 3 trends in the new year: community creativity, multi-format creativity, and responsive creativity.

YouTube was one of the platforms that embraced the vertical short video trend in 2022. According to global use data for YouTube Shorts, short content is effective in garnering views for long content, and that intriguing, curiosity-evoking content can provide an opportunity for long video content production.

**HIGHLIGHTS FROM THE YOUTUBE CULTURE & TRENDS REPORT**

- 85% of people have watched a live stream in 2022 that evoked a feeling of togetherness.
- Since 2020, real-time content such as "...With Me" videos have been watched globally more than 2 billion times.
- 67% of users watch YouTube content on a TV screen with others in the room.
- 79% of people report forming deeper connections with people while watching YouTube together.
- Additionally, 82% of people watched videos to help them learn

how to do something at least once a month.

- ASMR videos are still among the most viewed. Other sensory-based formats emerged, such as video podcasts (51% of people watched at least one video podcast in the last 12 months), audio-focused, or cinematic first-person videos similar to plays.
- Personally contributing to video "meme"s and trends by creating content on the subject has also become a popular form of social entertainment.



**PINTEREST**

Pinterest released its Pinterest Predicts: 2023 Trend Forecast report, which is based on search trends and includes trend forecasts in multiple categories. With 80% of its forecasts coming true over the past three years, Pinterest's report focused on user behavior such as saved pins, user-created boards, and overall search activity. In the report, the company offers its forecasts across the 4 categories of fashion, home, celebrations, and health.

**FINE DETAILS, COLORFUL HAIR, AND MICRO MAKEUP**

In the world of fashion, styles dubbed as "airy" on Pinterest—featuring details like lace,

fringe, feathers, and ruffles—are expected to become more popular, specifically among Gens Y and Z. Just like every other year, it looks like we'll experience a return to retro in certain aspects in 2023, as well. Micro makeup trends will favor short everything: short nails, short braids, short hair, you name it. Rave culture is expected to be the defining fashion of 2023.

**THE YEAR OF THE OCEAN-BASED DIET**

As we've seen on other platforms, topics such as health and self-care are trending on Pinterest, as well. Some even suggest that 2023 will be the year of ocean-based nutrition. Based on all the chlorophyll water videos we've seen on both Pinterest and other platforms starting in late 2022, it looks as though we'll be seeing a lot more content of this nature.

**FUNGI EVERYWHERE!**

This year, mushrooms are expected to be a big part of interior décor. According to Pinterest—which bid farewell to blue in 2022—orange will be the dominant color across all themes in 2023.

**2022 EVENTS IMPACTING 2023**

The report suggests that, based

on search trends, more and more people want to know what the first step is in starting to work out. As our addiction to screens is now on a global scale, trends also indicate searches for exercises targeting neck pain. Topics such as healthy living, a return to self, and self-care stand out on this platform, as well.

As is the case with other platforms, 2023 Pinterest trends are also impacted by the inflation and overall economic crisis we've been experiencing since the pandemic. Forecasts suggest that, in a bid to boost financial literacy, Gen Z will gamify its efforts to overcome budget challenges, with concepts such as artificial intelligence, the Metaverse, and NFTs becoming more relevant. Savings challenges are some of the most searched for content on the platform.

Overall, we see that all platforms' 2022 reviews and 2023 forecasts follow a similar path, with similar results. The climate crisis, the economic crisis, sustainability, a focus on personal life, self-care, healthy living, more experiences... In light of all these forecasts, we are hopeful for a better, healthier, and more sustainable year than the one before.

# TECHNOLOGY



# TECH FAIRS

ON OUR RADAR





WE TAKE A LOOK AT EVENTS THAT SHAPE TECHNOLOGY TRENDS, LIKE THE CONSUMER ELECTRONICS SHOW AND THE MOBILE WORLD CONGRESS.

Each year, events are organized all around the world which are highly anticipated by brands, professionals from different parts of the tech sector, and fans of technology. While many of these events appeal to attendees by allowing them to discover various technologies which haven't yet been released to the public, they also give brands an opportunity to see, in real time, how users and other members of the industry react to new products. Now, join us as we take a look at upcoming events in the 2023 tech calendar which are expected to shape industry trends.



**CONSUMER ELECTRONICS SHOW (CES)**

An event which defines itself as "the most influential tech event in the world", the Consumer Electronics Show (CES) does its slogan justice by playing an important role in shaping the future of the tech sector. The event showcases breakthrough consumer technologies, providing a platform for some of the world's biggest brands to meet new collaborators and introduce



HyperX, Cloud Alpha Wireless gaming headset



Samsung, environmentally friendly Eco Remote



The heart rate-measuring Movano Ring

themselves to the inventors of our day. Held in Nevada from January 5-8 this year, CES drew attendees from nearly 200 countries. The ideal platform for brands to promote their innovative products to the whole world, CES topics this year included 5G, accessibility, artificial intelligence, augmented and virtual reality, gaming and esports, digital health, cryptocurrencies, robotics and drones, smart homes, startups, and more. Some of the tech marvels promoted at this year's CES included Samsung's AI-powered smart oven, startup Variowell's temperature-adjusting smart mattress, LG's picture frame

air conditioner, Citizen's smart watch with sleep tracking functionality, and Canadian startup Glükkind's autonomous smart stroller, Ella.



#### MOBILE WORLD CONGRESS (MWC)

Set to be held in Barcelona from February 27 to March 2, the Mobile World Congress (MWC) is an event that targets end users in the mobile technologies sector. Noted as the meeting point for technology, society, and commerce, MWC is an international event that welcomes attendees from

many different walks of life, from mobile phone operators to device manufacturers, infrastructure providers to tech fiends. Some of the primary topics chosen for this year's MWC are 5G and finance technologies. MWC will also feature discussions on topics of global interest such as the concept of money in the Metaverse, NFTs, transforming digital payments, and whether 5G will appeal to everyone. In addition to offering an illuminating conference program and opportunities to meet key figures in the industry, MWC is also known for showcasing the technologies of the future. This year, many brands will once again have their own

booths where they promote products and ideas focused on various topics like gaming, the Internet of Things (IoT), climate and the environment, cyber security, e-commerce, and AI. One of last year's most talked-about innovations at MWC was Xiaomi's robot dog, CyberDog.

#### AI & BIG DATA EXPO

**AI & BIG DATA EXPO**

An intriguing conference series focused on artificial intelligence and big data, the AI & Big Data Expo will hold its North American edition in California on May 17-18, followed by its European edition in Amsterdam on September





26-27. The event showcases next-generation enterprise technologies and strategies from the world of AI and big data. Expo-goers get to experience practical, successful applications that can help take their company to the next level. The AI & Big Data Expo is also notable in that it is held concurrently with the IoT Tech Expo, the world's leading Internet of Things-focused event. In addition to the latest advancements in AI and big data, the AI & Big Data Expo also serves as a discussion platform for various digital transformation opportunities. Conferences taking place as part of the program will bring together under one roof all the brands, key figures from international companies, entrepreneurs, as well as fans of AI and big data. By giving attendees a chance to explore

how various technologies from automation to machine learning can help businesses, the AI & Big Data Expo will continue to inspire the industry this year, as well.

**WEB SUMMIT**



Held in Lisbon, the tech conference Web Summit will be held from November 13-16 this year. Europe's biggest tech conference, Web Summit has quite an extensive sphere of influence, thanks to events held in Rio de Janeiro, Toronto, and Hong Kong. These events bring together heavyweights in the web world, who rewrite the rules of the ecosystem. The core aim of the event

series is to bring together the right people at the right time. Web Summit conferences see inspiring speakers meet with promising startups, multinational corporations, and investors. Web Summit speakers include representatives from the likes of Apple, Amazon, and Airbnb, with one of last year's most notable speakers being the linguist Noam Chomsky.

**DUBLIN TECH SUMMIT**



Set to take place from May 31 June 1, the Dublin Tech Summit is a conference series for businesses. Hosted in Dublin—one of the world's most bustling tech hubs—the event

brings together key figures from the technology and business spheres who inspire us all with their ideas. The Dublin Tech Summit also offers opportunities for industry professionals who want to raise the bar for their own company or startup, with some of last year's participants including speakers from companies like Google, Spotify, and Huawei. Another notable speaker at last year's Dublin Tech Summit was Christopher Wylie, who uncovered the Facebook-Cambridge Analytica data scandal by sharing information with the public. This year's event will also serve as a meeting point for professionals looking to reinforce their position in the European technology arena.

# INNOVATION





## NEW URBAN OASES:

# POCKET FORESTS

WE ARE HAPPY TO INTRODUCE YOU TO AN EXCITING PROJECT AIMED AT PROVIDING BREATHING ROOM IN CITIES LOOKING TO OFFSET AIR POLLUTION. MEET THE **SUGI PROJECT**, WHICH HAS CREATED MORE THAN 100 POCKET FORESTS IN OVER 20 CITIES TO DATE.

The benefits of green spaces and forests are too many to count. A source of oxygen and home to many living species, forests undoubtedly have a positive impact on our mental health, as well. Experts specifically recommend for city-dwellers to relax by spending time in nature. Scientists also stress that a single tree can absorb 22 kgs of carbon dioxide each year, thus underscoring the importance of forests. This is also why we must accelerate our efforts to expand green spaces in cities.

### MEET SUGI

SUGi was founded as a nonprofit organization in 2019 with the aim of improving biodiversity, healing the ecosystem, and helping people connect to nature. The Switzerland-based organization strives to create forests in urban spaces throughout the

world which can support local species and thus contribute to biodiversity. SUGi's focus on biodiversity is due to it being the key to success in afforestation projects. In forests where many different species coexist, trees grow faster, allowing for 6% greater carbon absorption. The reason lies in photosynthesis, pollination, and increased biodiversity. The team behind SUGi also note that, while various people and initiatives around the world are planting trees like crazy to combat air pollution and the climate crisis—and each of these efforts is valuable in its own right—some of them unfortunately fail to meaningfully contribute to environmental protection or sustainable living. One reason is that they are insufficient at protecting the health of the soil, the living species, and the ecosystem, or at preserving the social ties.



In other words, it's not enough to just plant trees; we must tackle the issue from a much wider perspective. As a result, the team at SUGi is adamant about promoting "biodiversity in forests" through its efforts, as biodiversity is essential when it comes to maintaining balance across all local ecosystems on the planet. A healthy ecosystem has countless benefits, including the ability to renew itself following natural disasters. Additionally, a healthy ecosystem provides sources of income for people, as well as balancing the climate. A healthy ecosystem also plays an important role in combating environmental pollution and preserving natural resources.

The team behind SUGi has made noticeable impact so far,

creating 124 pocket forests in 29 cities to date. So, how exactly do SUGi pocket forests work.

#### HOW ARE POCKET FORESTS FORMED?

SUGi collaborates with city residents and young locals, calling on them to help protect the environment by creating pocket forests in their yards or contributing to ongoing afforestation projects. All users have to do is download the SUGi app via App Store or Google Play, or visit SUGi's website ([www.sugiproject.com](http://www.sugiproject.com)). Users who want pocket forests to be installed in empty lots or abandoned spaces throughout their city—or just in their own yards—can easily send in their request to the SUGi team using the app. The rest is up to SUGi, as the team picks trees native





to the locations where the users live, and then gets to work creating a space where local species can thrive, in line with its goal of biodiversity. The best part is that these pocket forests don't require large spaces—the team at SUGi are able to create a pocket forest in an area of just a few square meters. Those looking to grow fruits and vegetables in their garden or create a new habitat for different species can also apply to SUGi. Users can also gift pocket forests to other users. The pocket forest requesting aspect of the project is currently only available to users in the United Kingdom.

But the team behind SUGi has other, more extensive projects, as well. For example, there is the South Park Forest project in Seattle, United States. Through this project, South Park—an industrial zone with a high amount of estimated environmental pollution—will be transformed into a park that low-income residents can enjoy. Similarly, the Greek Oak Restoration project in Athens, Greece, aims to restore oak trees that were lost in forest fires.

In creating pocket forests, SUGi relies on the Miyawaki Method, which was developed

by Japanese botanist and plant ecologist, Professor Akira Miyawaki. This method favors plant species that are likely to grow in a certain location if there were no humans. As a result, Miyawaki forests grow 10 times faster than other forests, and they include 100 times the biodiversity. Miyawaki forests only need to be maintained for 2-3 years after planting, and they occupy as little as 3 square meters of space—enabling them to potentially play an important role in combating the climate crisis. What's more, this method with proven success gives trees

a rather high chance of survival. Those who want to contribute to SUGi's ongoing afforestation projects around the globe can also donate to the organization using the app. You can check out SUGi's pocket forest projects and offer financial support via the app. Donation options include one-time, square meter-based, or monthly. Inspiring social initiatives like SUGi give us hope as to the future of our planet. We hope to see more of these environmentally focused, awareness-building, sustainable projects in the future.

# SUSTAINABILITY





# THE MICROPLASTICS EPIDEMIC

EVERYTHING YOU NEED TO KNOW ABOUT THE  
MICROPLASTICS THREATENING OUR HEALTH AND  
THE FUTURE OF OUR PLANET...

Although we've known about the existence of microplastics for a long time, these tiny plastic particles became a hot topic following the publication of a news story in 2022. Studies by Dutch scientists revealed microplastics in human blood for the first time. We already knew that microplastics could enter our body through food, but this was the first scientific study looking into whether these tiny plastic particles could reach our circulatory system. One reason for a lack of previous studies was that the tools used for research included plastics, which could potentially influence the results. That's why the Dutch scientists first produced special glass

and steel equipment before testing for microplastics in human blood. Afterward, they conducted various blood tests on the 22 research participants and found that 17 of them had microplastics in their blood. Scientists believe these microplastics in blood may originate from plastic bottles and food packaging.

Another study, this time from 2020, revealed that microplastics could enter the placenta surrounding a fetus in its mother's womb. Experts suggest that the microplastics may have entered the placenta through the food consumed by the mother, as well as the air she breathes.





Marine biologist  
Richard Thompson

Since placenta is the source of oxygen and nutrients for fetuses in their mother's womb, it is of course within reason to expect that microplastics may have been absorbed into babies' bodies, as well. These studies and their highly concerning results elicit a great deal of anxiety surrounding microplastics.

#### WHAT ARE MICROPLASTICS?

Plastic particles with a diameter of less than 5 millimeters are called microplastics. Since they are so tiny, it's hard to see microplastics with the naked eye. The first use of the term microplastics in scientific circles dates back to 2004. In an article published in Science Magazine, marine biologist Richard Thompson became the first

scientist to use the now-world-renowned term "microplastics", defining them as microscopic plastic particles that accumulate in nature. Thompson and his team conducted various research projects to study the potential for microplastics to pass through the bowels and enter the circulatory system, as well as its role in the spread of chemical pollution.

Founder of the Marine Sciences Institute at the University of Plymouth, Thompson's research has contributed to the global awareness of plastic pollution. For instance, Thompson and his team revealed that washing one item of clothing can result in more than 700,000 microfibers being released into the environment, while face wash products can include up to 2.8 million

microbeads. They also proved that supposedly recyclable plastic bags can remain in useable condition for up to 3 years after they are dumped in soil or water. It was also thanks to Thompson's work that we learned plastic waste makes up the biggest portion of waste encountered by marine species. "We don't yet know how long it takes plastic to degrade in the natural environment," Thompson says. "We've only been mass producing plastic for around 60 years and the likelihood is that all of the conventional plastics we've ever made are still with us on the planet, unless they've been incinerated."

#### IMPACT ON THE ECOSYSTEM AND ORGANISMS

The pollution of our oceans and seas with microplastics

has become one of the most critical environmental issues of our day. Faced with microplastic pollution, many marine species die. According to another study, juvenile fish that feed on microplastics are less intelligent and have a reduced chance at survival. We then absorb the microplastics in our seas through the food chain. Also known to enter our body through the air we breathe and the products we use, microplastics increase the chance for illnesses such as cancer and hormonal imbalances. What makes microplastics even more dangerous is that they can remain unaltered in nature for many years. Microplastics can form any time a piece of plastic is broken into parts smaller

**SOME SOURCES OF MICROPLASTICS**



Nylon



Polyethylene



Synthetic Rubber



Cellulose Acetate

than 5 millimeters—a fact which reveals just how easy it is to encounter these particles. We have to remember that we can ingest microplastics even when we're drinking water out of a plastic bottle. There are countless components that potentially contain microplastics—from waste water to fertilizers—which threaten the livelihood not just of humans but of other land-dwelling species, as well. Other harmful substances can also easily attach to microplastics, making them even more dangerous, as these substances can threaten the health of organisms after a certain threshold. To date, we haven't had sufficient studies

that explore exactly how microplastics impact human health. We must ensure that more research is done on the subject to take the proper precautions against the threat of microplastics.

**A BATTLE THAT MUST BE FOUGHT**

It is quite promising that research results are motivating people to take action against plastic pollution. Reducing our use of plastic bags is one of the first important steps to take in combating plastic pollution. As you probably know, shoppers in Turkey have been charged a fee for plastic bags since 2019. According to a statement

released recently, this initiative has prevented 550,000 tons of plastic waste.

You, too, can contribute to this global fight by eliminating single-use plastics such as plastic bags from your life. Another step consumers can take is to avoid buying cosmetic products that contain microbeads. Although these microbeads can help us thoroughly cleanse our skin, experts suggest that these water-insoluble particles contribute to microplastic pollution. That's why many cosmetic brands either no longer use microbeads in their formulations, or they

are searching for alternatives. Thanks to the efforts of the cosmetics industry, there was a significant reduction in microbead pollution between 2012 and 2015.

You can also contribute to the fight against plastic pollution by recycling your household waste. You can gather the packaging of products you use and take them to the nearest recycling bin. If you simply must use plastics, we recommend recyclable plastics. We must remember that every step we take to keep microplastics from seeping into the environment will have a positive impact on the future of our planet.



## ART

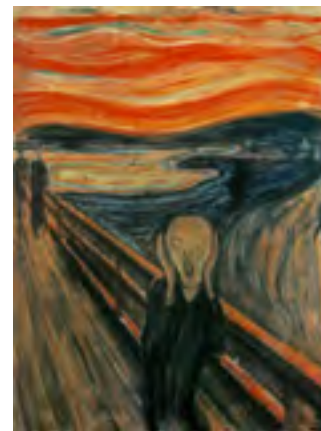
FRESH  
MUSEUMS

FROM AROUND THE WORLD





FROM THE FELLINI  
MUSEUM IN ITALY  
TO THE MUNCH  
MUSEUM IN NORWAY,  
THESE BRAND-NEW  
MUSEUMS STAND  
OUT WITH THEIR  
UNIQUE THEMES—  
AND ARE WAITING  
TO BE EXPLORED BY  
VISITORS.



## MUNCHMUSEET, NORWAY

Prior to opening in Oslo's Bjørvika neighborhood in 2021, Munchmuseet—or the Munch Museum—was located in a different part of Oslo named Tøyen. As the name suggests, the museum focuses on works by the Norwegian Edvard Munch, and is home to numerous incredible pieces, including the legendary artist's iconic work, "The Scream." In a will composed four years prior to his passing on January 23, 1944, Munch bequeathed all his possessions to the city of Oslo. The museum dedicated to the artist opened in 1963, but as the number of personnel quickly grew, it shortly became apparent that the museum building was insufficient, and a new building was needed. This was how the foundations were laid for the new museum building in Bjørvika. The museum's collection is the most comprehensive selection of works by Munch, explored across four categories. There are nearly 28,000 works at the museum, with more than 1,000 Munch paintings, 7,050 drawings, 18,322 prints, 842 motifs, and 14 sculptures, as well as original photographs, prints, letters, and personal belongings. The museum also has ongoing efforts to digitize its collection.



## FELLINI MUSEUM, RIMINI, ITALY

The Fellini Museum celebrates the life and works of Italian director Federico Fellini, whose unforgettable films include "8½," "La Dolce Vita," and "Nights of Cabiria." Housed in Rimini, where the artist was born and raised, the museum was financed by the Italian Ministry of Culture, and it opened its doors in 2021 as a rather comprehensive art center devoted to the genius of Fellini. In fact, it just might be the biggest museum dedicated to a director. This striking museum was initially set to open its doors in 2020, on the 100th anniversary of Fellini's birth, but unfortunately the COVID pandemic prevented that from happening. The Fellini Museum consists of three sections, with works amassed from public archives, private audio-visual archives, and with the support of directors. Museum visitors not only get to watch Fellini movies and interviews, but they can also check out the famous director's screenplays, drawings, as well as costumes and décor from his movies. Part of the museum is housed in the Castel Sismondo, a castle that dates back nearly 600 years. Meanwhile, the Palazzo Fulgor section is home to the Fulgor Cinema, where Fellini would watch movies. The Malatesta Square section greets visitors with shows and installations. Offering quite a comprehensive look at Fellini's works, the museum gives visitors the perfect opportunity to discover the director's boundless vision and genius.





## THE ACADEMY MUSEUM OF MOTION PICTURES, USA

Opened in Los Angeles in 2021, the Academy Museum of Motion Pictures pays homage to the art of cinema and those who perform it. Hosting exhibitions and events that shine a light on the magic of motion pictures, the museum explores film in both its artistic and technological aspects, as well as their historical and social impact. Designed by Pritzker Prize-winning architect Renzo Piano, the seven-story museum includes exhibition halls as well as dedicated spaces for learning and private events. The museum greets visitors with a year-round roster of film screenings and symposia. Meanwhile, the museum collection includes items that would excite cinephiles, such as the ruby slippers Dorothy wore in "The Wizard of Oz" or the typewriter used by Joseph Stefano when writing the screenplay for Alfred Hitchcock's "Psycho".





## HONG KONG PALACE MUSEUM, HONG KONG

The Hong Kong Palace Museum is a brand-new museum established with the aim of becoming the most recognized cultural institution when it comes to Chinese arts and culture. Opened in 2022, the museum also aims to form a dialogue among civilizations across the world through international collaborations. Designed by Rocco Design Architects Associates Limited, the museum building puts a contemporary spin on traditional elements from Chinese art and architecture. The Hong Kong Palace Museum showcases more than 900 priceless works from the Palace Museum in Beijing. Most of these works are shown for the first time in Hong Kong, while others have never been shown before. The Hong Kong Palace Museum's collection—which is home to many treasured gold and silver objects, ceramics, paintings, and furniture—also welcomed contributions from Hong Kong-based collectors. These collector-donated works include porcelains dating back to the Ming and Ching dynasties.







## MUSEUM OF THE FUTURE, UAE

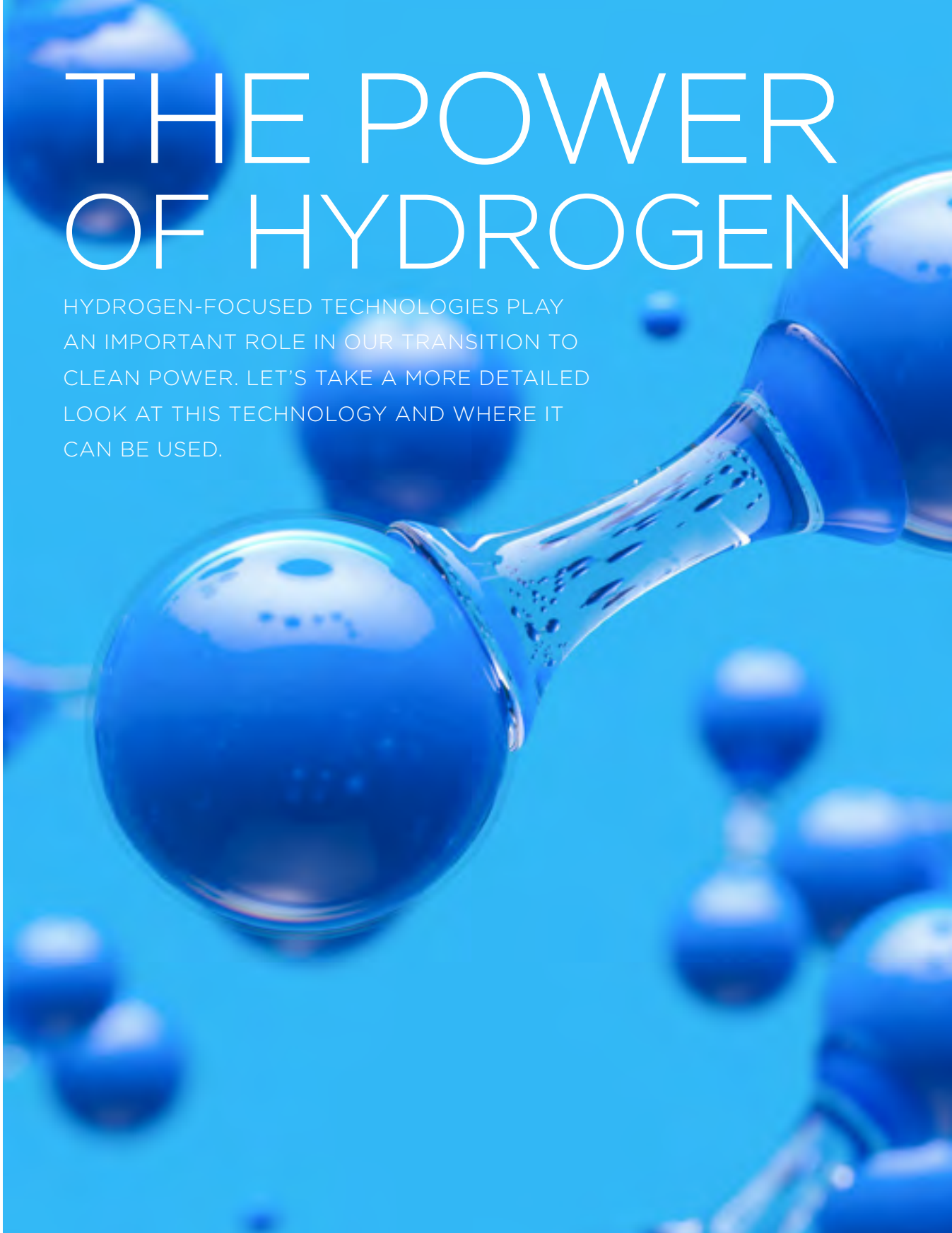
Opened in Dubai in the winter of 2022, the Museum of the Future inspires visitors through innovative ideas and technologies. The Museum of the Future invites visitors of all ages to interact with the technologies of the future through numerous multi-sensory experiences. There are many things to do here, from witnessing the healing power of movement, meditation, and water to experiencing space travel or the effects of the climate crisis. A mixed-reality recreation of the Amazon rainforest allows visitors to observe the interaction among different species and explore details they normally wouldn't be able to see with the naked eye. Offering the chance to witness the world as it will be decades from now, the museum also activates its visitors' imagination.



## TREND

# THE POWER OF HYDROGEN

HYDROGEN-FOCUSED TECHNOLOGIES PLAY AN IMPORTANT ROLE IN OUR TRANSITION TO CLEAN POWER. LET'S TAKE A MORE DETAILED LOOK AT THIS TECHNOLOGY AND WHERE IT CAN BE USED.





Experts remind us, every chance they get, that one of the steps we must take in combating climate change is to switch to clean power, meaning energy sources that don't generate carbon emissions. While wind and solar power might be the best-known sources of clean energy, the recent success of hydrogen power—obtained by transforming hydrogen gas—has reshifted our focus. Although not a natural energy source, hydrogen stands out as a source of sustainable energy that's produced from different raw materials and can be used in many different areas from electricity production to heating systems.

#### **WHY IS IT IMPORTANT TO SWITCH TO HYDROGEN POWER?**

Experts state that clean hydrogen production and the use of hydrogen-based fuels will help reduce greenhouse gas emissions. As a result, hydrogen has the potential to rewrite the rules of energy systems around the globe. Although potential uses for this colorless, odorless, flavorless, transparent element have the energy sector abuzz with excitement, it's important to underscore the idea of "clean hydrogen." According to experts, during hydrogen production carbon is released into the atmosphere, so we must use sources that don't cause carbon emissions during production. You may be asking

yourself why we don't just use renewable energy sources if that's the case. And it's because renewable energy sources such as solar and wind power aren't continuously accessible. The lack of solar or wind power could disrupt power production, which is where hydrogen power comes into play.

Today, most hydrogen is produced from natural gas. By contrast, no carbon emissions are generated when green hydrogen is obtained via electrolysis from renewable energy sources like solar or wind power. With the electrolysis method, electricity produced from renewable sources separates water into hydrogen and oxygen atoms. To sum it up, we could say that what's really important nowadays isn't to increase hydrogen production but to increase green hydrogen production. However, the process of switching to clean hydrogen isn't taking place as fast as it should. According to experts, given the current state of affairs, it may not be so easy for the world to achieve its goal of zero carbon emissions by 2050. It is also concerning that green hydrogen production accounted for only 0.1% of global hydrogen production in recent years.

# EXCITING HYDROGEN- BASED TECHNOLOGIES

AS THE WORLD CONTINUES TO EXPLORE WAYS OF SWITCHING TO CLEAN HYDROGEN, MANY EXCITING IDEAS HAVE ALREADY EMERGED AS TO HOW HUMANKIND CAN BENEFIT FROM HYDROGEN. LET'S EXPLORE HOW WE CAN TAKE ADVANTAGE OF HYDROGEN POWER IN THE FUTURE.

## PLANES

When we ask ourselves, "How can we best make use of hydrogen?" one of the first ideas to spring to mind is hydrogen-powered airplanes. The key to meeting the industry's mission of releasing zero-emission planes by 2035 is undoubtedly to take advantage of hydrogen. Airbus has already rolled up its sleeves to make the dream of hydrogen-powered planes a reality, with the company currently working on cryogenic tanks. The reason this aviation giant is focused on cryogenic tanks is because hydrogen must be kept at -253 degrees during flight. As a result, it seems inevitable that we'll need cryogenic hydrogen storage tanks. In fact, the idea of using liquid hydrogen on airplanes isn't new, as both the United States and the Soviet Union experimented with vehicles that could run on liquid hydrogen during the Cold War era. When we consider that more than 2% of carbon emissions are due

to the aviation industry, every step that can be taken to achieve zero-carbon flights is an important one.

## AUTOMOBILES

Although electric-powered vehicles are generally at the forefront of discussions on zero emissions, it's inevitable that carbon emissions are generated during the production of the batteries used in these vehicles. This is precisely why hydrogen-powered vehicles are positioned as another environmentally friendly alternative. These vehicles refuel at special stations and can produce their own electricity through chemical reactions in the battery. Afterward, this electricity powers the motor, with the car finally emitting water vapor instead of exhaust fumes. While electric-powered vehicles take a long time to charge, hydrogen-powered vehicles can refuel in just a few minutes. The automotive sector continues its investment in hydrogen-powered vehicles at full



speed. Toyota's sedan, named Mirai, is one of the most popular hydrogen-powered vehicles available, while test driving will begin for BMW's hydrogen-powered iX5 model in summer 2023.

### BICYCLES

Hydrogen-powered bicycles have emerged as an alternative to electric bikes that work with lithium batteries. In recent years, Netherlands-based design office Studio MOM collaborated with hydrogen battery manufacturer LAVO to develop a hydrogen-powered bicycle that could carry heavy loads across long distances. Similarly, French company Pragma Mobility recently introduced its hydrogen-powered Alpha Neo model bicycle, which can notably travel up to 150 km with a full tank.

### TRUCKS

It's likely that we'll encounter hydrogen-powered trucks more and more in the future. Companies that have invested in hydrogen-powered

trucks to date include Hyundai Motor, Daimler Truck, and Volvo Trucks. When compared to electric trucks, hydrogen-powered trucks can travel longer and with a heavier load, and they also require fewer stops to refuel. Toyota is also currently working on developing a hydrogen-powered semi-trailer truck.

### HEATING SYSTEMS

As you may know, the use of natural gas in heating systems is another one of the culprits behind carbon emissions. Studies indicate that natural gas accounts for 37% of carbon emissions in the United Kingdom. Of that amount, 18% belongs to homes. Energy company National Grid recommends using hydrogen produced from water and other renewable sources in heating systems, as well. Given the impact of the ongoing energy crisis, whether hydrogen could be used in heating systems continues to be a topic of discussion around the globe.



# THE HIGHLIGHTS OF 2022

ŞİŞECAM CONCLUDED A YEAR FULL OF IMPRESSIVE ACCOMPLISHMENTS AND SIGNIFICANT DEVELOPMENTS.



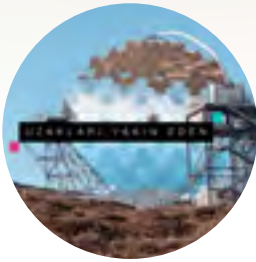
## January

■ With the support of Şişecam, the United Nations declared 2022 as the International Year of Glass.



## February

■ Şişecam concluded 2021 with successful financial results, as consolidated net sales grew to 32 billion TL.



## March

■ The 86<sup>th</sup> Şişecam Ordinary General Assembly took place with the theme "Proudly Towards the Future."



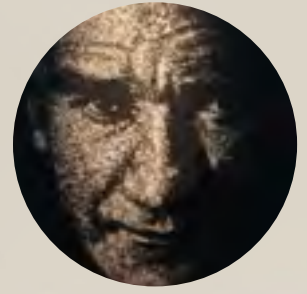
■ Construction broke ground on the first European Şişecam Glass Packaging plant in Hungary.



■ Şişecam acquired the Italian company Refel, one of the world's leading refractory manufacturers.

## May

■ Following a strong financial performance in the first quarter, Şişecam's investments reached 1.2 billion TL.

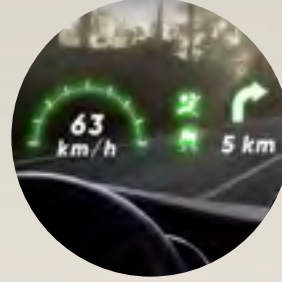


■ Şişecam designed Turkey's Most Lightweight Mineral Water Bottle, which reduces carbon footprint by 15%.

■ Şişecam commissioned an unforgettable work by famous visual artist Simon Berger to commemorate the Great Leader Mustafa Kemal Atatürk on November 10<sup>th</sup>.

## August

■ A groundbreaking advancement in green- and circular-economy, Basalia Bio-Circular Technology was tested for the first time at Şişecam's Mersin plant.



■ As part of its efforts to provide input for the automotive industry, Şişecam began manufacturing windows with Head up Display (HUD) functionality.



■ Şişecam received a syndicated loan of 240 million euro for its investments and operations in Turkey and Europe.

## July

■ Şişecam made the decision to invest in a frosted glass furnace worth nearly 3.4 billion TL, with a capacity of 600 tons, to be constructed on the same plot where the Flat Glass line is currently under construction in Mersin.



■ In the first six months of 2022, Şişecam's consolidated net sales grew to 40.2 billion TL.



■ Paşabahçe sponsored the restoration project for the certified historic Paşabahçe Ferry.



## December

■ Şişecam made the decision to increase the annual capacity of its investments in Mersin, boosting the capacity of its second frosted-glass furnace from 180,000 tons to 244,000 tons and its energy glass processing line from 20 million m<sup>2</sup> to 26.6 million m<sup>2</sup>.

■ Keeping its promise to donate saplings after the forest fires of 2021, Şişecam planted a nearly-100-acre Memorial Forest in Muğla, Yatağan

## September

■ The CareforNext microsite was launched to highlight Şişecam's sustainability efforts.



Care forNext

## November

■ The 37<sup>th</sup> Şişecam Glass Conference was held with the International Year of Glass as its theme.

■ Şişecam's Seniority Incentive Awards Ceremony saw 221 employees receive awards for completing 10, 15, 20, 25, and 30 years of service.





## exhibition

Paula Rego -  
The Story of  
Stories

**UNTIL APRIL 30**  
PERA MUSEUM, ISTANBUL

Renowned for her extraordinary imagination, the Portuguese-British artist Paula Rego is recognized worldwide for her groundbreaking works on female representation. Curated by Alistair Hicks, "The Story of Stories" presents works Rego completed in Portugal in the 1960s, as well as her emergence as a significant artist in London in the 1990s. The exhibition features works by Paula Rego from different disciplines.

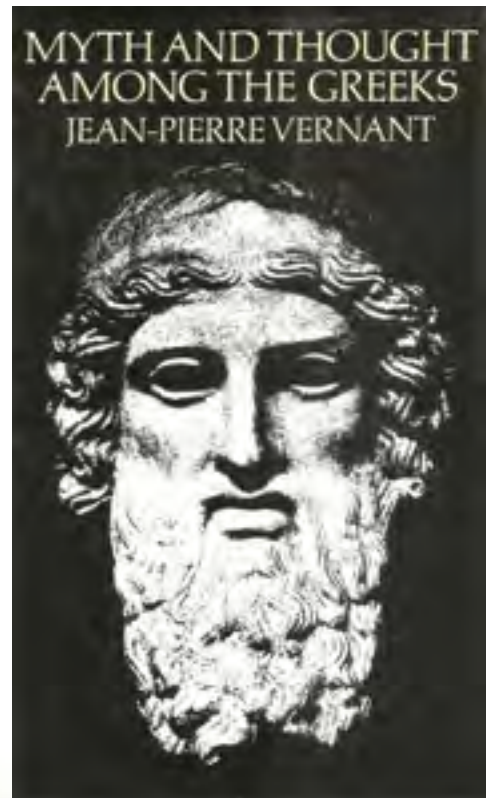


## book

Myth and Thought  
among the  
Greeks

**JEAN-PIERRE VERNANT**  
İŞ BANKASI CULTURAL  
PUBLICATIONS

A pioneering figure in Ancient Greek studies, French historian and anthropologist Jean-Pierre Vernant's book, "Myth and Thought among the Greeks" has been translated into Turkish for the first time. In it, Vernant embraces historical psychology to trace the history of thought in an ancient civilization. The author takes us on a multi-faceted journey from founding myths to mythological heroes, exploring the transition to city-states and the world of crafts as well as providing illuminating details about the evolution from mythological thought to rationality.





LINO TAGLIAPIETRA, METAMORPHOSIS.

# GLASS IS TRANSFORMATION

