



## MEDesign: Forms of the Mediterranean

### Participation of ITU Department of Industrial Product Design in MEDesign by 2 Exhibitions

Date: November 5<sup>th</sup> – December 12<sup>th</sup> 2004,

Place: Palazzo della Borsa (Palace of Stock Exchange), Genova, Italy

Web: <http://www.gud.unige.it/medesign.htm>

As Genoa has been selected as the European Cultural Capital of 2004, “MEDesign: Forms of the Mediterranean” event is organized by the School of Architecture of the University of Genoa through its research center, GUD Genoa University Design, with the collaboration of the network of SDI, Sistema Design Italia. The show will take place in the nineteenth-century Stock Exchange Building in Genoa with related events in display spaces throughout the city, and it will involve visitors with a multimedia anthology to present, with images, sounds, projects and installations, works explicitly related to the concept of Mediterranean culture and in keeping with the themes of place, contemporaneity, and design.

“The Mediterranean that unites and divides” is the central theme of the show that displays the multiplicity of aspects of contemporary life bound to ways and objects of daily life. It is intended to exhibit Mediterranean design, design *for* the Mediterranean, as an expression of the plurality of cultures that have developed on the edge of a sea that also bears common values and expressions. These cultures break down and come together in various ways, infecting each other and hybridizing themselves into different identities. Therefore, the objects in the exhibition are selected among commercially available daily, conventional or modern objects that determine today’s Mediterranean identities and design culture.

In the exhibition, Turkey shall be represented by Istanbul Technical University, Department of Industrial Product Design and Marmara University, Department of Industrial Design.

The selected products and objects shall be exhibited under eight different themes. ITU Department of Industrial Product Design shall be participating with two different stands under the themes indicated in the table below.

“MEDESIGN: Forms of the Mediterranean” Exhibition Themes	Participation of ITU Department of Industrial Product Design in the Exhibition
<b>Icone contemporanee</b> <b>Contemporary Icons</b> investigates the identities of different countries from Turkey to France, from Morocco to Egypt through the objects used in daily life.	The exhibition where “ <b>Turkish Tea Culture</b> ” has been promoted.
<i>Abitare</i> (To Live)	
<b>Emporio</b> (Emporium) <b>Emporio</b> ; is a section where samples from packaging, graphic and communication design as part of the development of agricultural local and typical food products.	“[is]tainers [con]tanbul: An exhibition of student projects for “ <b>New Packaging Design Solutions for Traditional Turkish Food Products</b> ”
<i>Itinerary</i> (Itineraries)	
<i>Contaminazioni</i> (Contaminations)	
<i>Mediterraneo del design</i> (The Mediterranean of Design)	
<i>Genova del design</i> (Genoa of Design)	
<i>DI point</i>	

### **“Turkish Tea Culture” Exhibition of ITU, Department of Industrial Product Design:**

In the stand of ITU Department of Industrial Product Design where "Turkish Tea Culture" is promoted, a series of products shall be exhibited including various tea glasses and saucers as an extension of Turkish tea brewing and drinking habits from past to present and teapots ranging from the most ordinary ones to the electrical tea maker. The theme of the Exhibition is based on the fact that in spite of having the same typology and performing the same function, each teapot is distinguished from the others with regard to material, technology and design features and that all teapots are “different”. Similarly, the variations in classical tea glasses and saucers are striking because they represent the local differences and wealth specific to Turkey in the variety-based structure of the Mediterranean culture. Ala Çaydanlık, Arzum, Bayiner, Arçelik, Hisar, Jumbo, Korkmaz and Paşabahçe companies have contributed to this Exhibition by sending their products.

**[is]tainers** |  
**[con]tanbul** |

### **New Packaging Design Solutions for Traditional Turkish Food Products ITU Department of Industrial Product Design Student Projects Exhibition**

In the stand for “New Packaging Design Solutions for Traditional Turkish Food Products” where student projects are exhibited, “[is]tainers [con]tanbul” slogan is used to exhibit examples of new packaging design developed for products which have been identified with local culture, such as candied chestnuts, dried fruit pulp, Turkish delight, *salep*, sunflower seeds, tea and Turkish coffee. The exhibited packaging designs aim to add value to these products by giving them a new identity and to reach different users in domestic and foreign markets. The particular packaging design projects that are exhibited, are chosen among the designs generated in the context of a second year design studio course EUT212 Product Design IV at the Dept. of Industrial Product Design, Istanbul Technical University which was led by Associate Professor Dr. Ozlem Er, industrial designer and part-time instructor Ali E. Bakova and research assistants Cem Alppay, Pinar Yalcin Celik, Turgut Cirpanli, and Sinan Odekan. The aim of the project was to generate packaging and display design solutions to some selected traditional food products of Turkey for the end users in domestic and foreign markets. The project was conducted in collaboration with the Packaging Manufacturers Association of Turkey (ASD). The names and designers of the packaging designs for traditional agricultural food products are:

- A** - “Twisting Candies” for candied chestnuts by Maral Kinran;
- B** - “Active Energy Food” for dried fruit pulp by Akin Bacioglu;
- C** - “Easy Coffee” for Turkish coffee by Renk Dimli;
- D** - “The Last Pawn” for *salep* (a traditional hot drink powder) by S. Koray Ozsoy;
- E** - “Rolly” for sunflowerseeds by Secil Ugur;
- F** - “Turkish Delight” by Berrak Karaca;
- G** - “Turkish Tea” by Yekta Gurel.

Apart from these two stands, ITU, Department of Industrial Product Design shall also be participating in the Conference on November 5<sup>th</sup>-6<sup>th</sup> 2004 with the presentation of Assist. Prof. Dr. Şebnem Timur titled “Forms of the Mediterranean and Turkish Design Identity”.

**The Exhibitions of the ITU Department of Industrial Product Design in MEDesign: Forms of the Mediterranean event have been organised by the project team consisting of Assist. Prof. Dr. Sebnem Timur, Assoc. Prof. Dr. Ozlem Er, Instructor Ece Ariburun, Research Assistant Turgut Cirpanli and 7 participating students: Maral Kinran, Berrak Karaca, Koray Ozsoy, Akin Bacioglu, Yekta Gurel, Secil Ugur, Renk Dimli.**

Two basic activities have been organised during MEDesign Exhibition:

- **Mediterranean, Design and Education (November 5<sup>th</sup>-6<sup>th</sup> 2004)**  
Meeting of design schools of countries on the Mediterranean with the objective of promoting a reciprocal awareness and establishing the possible research collaborations and educational exchange. Presentation of design school instructors and researchers from Mediterranean countries (Turkey, Spain, Israel, Egypt, Croatia, Serbia Herzegovina, Slovakia, Lebanon) and from Italy.
- **Medesign- Urban Mobility (November 26<sup>th</sup>-27<sup>th</sup> 2004)**  
Having been organised to review the role of design in the changes that occur in historical centres of Mediterranean, this conference shall address topics such as analysing the contribution of design to local identities within the framework of “Mediterranean System” and identifying the new concepts that have been formed by the changes in historical texture according to the sustainability model.  
Among the speakers attending this conference are famous designers such as Vanni Pasca (moderator), Vico Magistretti, Alessandro Mendini, Ettore Sottsass, Ezio Manzini, Defne Koz, Dante Donegani and Stefano Giovannoni who has recently come to Istanbul for ADesign Fair.

For detailed information:

Istanbul Technical University  
Department of Industrial Product Design  
[www.design.itu.edu.tr](http://www.design.itu.edu.tr), [www.tasarim.itu.edu.tr](http://www.tasarim.itu.edu.tr)

For information about Medesign:

[www.gud.unige.it](http://www.gud.unige.it)  
<http://www.gud.unige.it/medesign.htm>

#### **SPONSORS:**

Main sponsors for the Exhibitions of ITU Department of Industrial Product Design in MEDesign are the Association of Packaging Manufacturers (ASD), TÜYAP and Istanbul Packaging Fair.

