

FOR IMMEDIATE RELEASE

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Istanbul announced as host city of 2013 IDA Congress

Montréal (Canada) – Istanbul, Turkey, has been unveiled by the International Design Alliance (IDA) as the host city of the 2013 IDA Congress. The city was selected unanimously by the IDA Executive Committee based on the strength of its bid, led by Istanbul Technical University (ITU) during an international competitive bid process.

“Istanbul is a living design lab,” says Dr. Alpay Er, Head of the Department of Industrial Product Design at ITU and leader of the 2013 bid. “The city is experiencing a ‘design renaissance’ characterised by increasing internationalisation, rapid expansion and the diversification of design education. All of this is being built on 19th century roots, when our fine and applied arts schools began to flourish, and an even longer tradition of a ‘design gate’ as East and West met in Istanbul to trade not only goods, but styles and trends, between civilisations for ages. The IDA’s selection of Istanbul and ITU is a moment to celebrate. We are deeply excited and fully dedicated to hosting the IDA Congress in our beloved city.”

The IDA Congress is the primary event for dialogue between designers and non-design stakeholders in a summit format. The aim of the IDA Congress is to bring together the unified voice of designers around the world in a themed framework to advance the vision and mission of the IDA by engaging government leaders (commerce, trade, culture, etc.), INGO’s, business, science and technology, education and the social sciences (ethnography, sociology, etc.).

Istanbul was selected by the IDA Executive Committee, which consists of nine representatives from the three international partner organisations: Mark Breitenberg, Icsid President (United States); Russell Kennedy, Icograda President (Australia); Shashi Caan, IFI President (United States); Prof. Soon-In Lee, Icsid President Elect (Korea); Julia Leimei Chiu, Icograda President Elect (Japan); Joe Pettipas, IFI President Elect (Canada); Michelle Berryman, Icsid Board Member (United States); Iva Babaja, Icograda Vice President (Croatia); and Madeline Lester, IFI Past President (Australia).

“With more than 3000 years of history, Istanbul is a crossroads for culture, finance and industry,” says Mark Breitenberg, Icsid President. “The IDA Executive Committee was impressed by ITU’s lively bid presentation and the weaving of this north/south, east/west intersection into a compelling theme, ‘Design Dialects’.”

Established in 1773, ITU provides technical education within a modern environment and accomplished faculty, and is strongly identified with research and design education in Turkey. Since its inception and foundation under the Ottoman rule, ITU has constantly led the way in reform movements, and in the latter era of the Republic of Turkey has assumed pivotal roles in the reconstruction, modernisation and administration of the country.

The Rector of ITU, Dr. Muhammed Şahin, stated “Today, ITU is extending its leading role in engineering education and research into design. Hosting the 2013 IDA Congress in Istanbul is proof of our university’s determined commitment to innovation and design in the broadest sense.”

ITU’s Department of Industrial Product Design has a strong track record of collaboration with local and global partners, including Belgium, Estonia, Finland, Germany, Greece, India, Italy, Korea, Sweden and the United Kingdom, amongst others. Its research strength includes more than 100 post-graduate students of diverse design and professional backgrounds. ITU has been an Icsid member since 2001 and has been an active contributor to the World Design Survey™.

“The Istanbul bid team demonstrated a clear understanding of the IDA Congress objectives through design-based collaboration across and between disciplines,” says Russell Kennedy, Icograda President. “Throughout the selection process, they captured our imagination and impressed us with their thinking. Under the banner of the Istanbul Design Alliance, they are aiming to unite not only design practitioners and educators, but also government, key industry players and NGO’s to carry this thinking forward.”

“It is significant that we will meet in Istanbul,” says Shashi Caan, IFI President. “2013 marks IFI’s 50 anniversary. Through the IDA Congress, we bring our core expertise as a community of design specialists committed to enabling positive transformation by and through design, to an even broader audience.”

The 2013 IDA Congress bid was supported by a wide range of leading design stakeholders and figures from the region, who comprise the congress organising committee. ITU would like to thank Nihat Ergün, Minister for Trade & Industry on behalf of the Turkish Advisory Council of Design (TTDK); Kadir Topbaş PhD, Mayor of Istanbul; Bülent Eczacıbaşı, Chairman of Eczacıbaşı Holding Co. and Enis Turan Erdoğan, CEO of Vestel Electronics Co. for giving valuable support from the beginning of the bid process both as individuals and for the institutions they represent. In addition, the Chamber of Interior Architects of Turkey (TMMOB İÇMO) and the Turkish Society of Graphic Design (GMK) as well as, the Turkish Patent Institute (TPE) as the secretariat of Turkish Advisory Council of Design (TTDK) strengthened unity and interdisciplinary representation during the bid, which led to Istanbul’s designated right to host the 2013 IDA Congress.

Following the signing of a formal Event Agreement at the upcoming April meeting of the IDA Executive Committee in Montreal, ITU officially will begin international promotion. ITU will present the 2013 IDA Congress to more than 3000 delegates at the inaugural [2011 IDA Congress](#) from 24-26 October in Taipei, Taiwan (Chinese Taipei), including presentations to the General Assemblies of each of the IDA Partners.

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About the IDA Congress

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About ITU

ITU, as a leading state university, defines and continues updating methods of engineering and design education in Turkey. It provides its students with modern educational facilities while retaining traditional academic values, as well as using its strong international contacts to mould young, talented individuals who can compete in the global arena. ITU, with its 18 150 undergraduate and 6500 graduate enrolled students, has 37 departments in 13 faculties, six different graduate schools and 11 research centers. Almost all undergraduate programs has been accredited by international bodies like ABET, EUA, NAAB, IMO. The vision of ITU is to rank among leading research universities globally. www.itu.edu.tr/en

About the International Design Alliance (IDA)

Established in 2005, the International Design Alliance (IDA) is a strategic venture between Icsid, Icograda and IFI, the international organisations representing design. The IDA serves as the collective voice for all disciplines, advocating the mutual interest of all design professions.

About the IDA Partners

Icsid – The International Council of Societies of Industrial Design (Icsid) is a non-profit organisation that protects and promotes the interests of the profession of industrial design. Founded in 1957, Icsid serves as a unified voice of over 50 nations through which members can express their views and be heard on an international platform. Since its inception, Icsid has continued to develop its wide-reaching network of students and professionals devoted to the recognition, success and growth of the industrial design community. Together, professional associations, promotional societies, educational institutions, government bodies and corporations create a comprehensive and diverse system on the forefront of industrial design education and progress. www.icsid.org

Icograda – The International Council of Graphic Design Associations (Icograda) is the world body for professional communication design. Founded in 1963, it is a voluntary assembly of organisations concerned with graphic design, visual communication, design management, promotion, education, research and journalism. Icograda promotes communication designers' vital role in society and commerce and unifies the voices of graphic designers and visual communicators worldwide. The vision, mission and core values of the Council are collectively embodied in the statement 'leading creatively' and manifested through our Members' diverse activities to use design as a medium for progressive change. www.icograda.org

IFI – The International Federation of Interior Architects/Designers (IFI) is the global voice and authority for professional interior architects/designers. As the sole international federating body for interior architecture/design organisations, IFI acts as a global forum for the exchange and development of knowledge and experience, in worldwide education, research and practice. IFI works to connect the international community of interior architecture/design in order to further

the impact, influence and application of the design of interiors, promote global social responsibility, and raise the status of the profession worldwide. Founded in 1963, as a not-for-profit, limited liability Company, to expand the international network of professional interior architects/ designers, IFI now includes member associations, institutions and schools in every continent, collectively representing practising interior architects/ designers worldwide. www.ifeworld.org