

Adding a “plus” to your life

ELGIN&KANE GROUP PUBLICATION

05  
OCTOBER  
2006

The investments are thrilling us



Elginkan Group  
celebrates  
the 83<sup>rd</sup> year of our  
Republic with respect

## “My Spiritual Heritage is Wisdom and Science”

“I am not entrusting you any verse, any frozen or rigid rules as a spiritual heritage. My spiritual heritage is science and wisdom.

The ones following me shall confirm that we perhaps could not achieve all our goals against the tough and fundamental challenges but we never made concessions and always considered wisdom and science our as guide.

Time is moving so fast.

Even perception of happiness and unhappiness by the nations, societies and persons is changing.

Claiming to have established constant judgments in such a world would be a denial of the development of wisdom and science.

Those which I want to perform and succeed for the Turkish nation are obvious.

Those who wish to adopt me may turn out to be my inheritors if they accept the guidance of wisdom and science on this fundamental rotation.

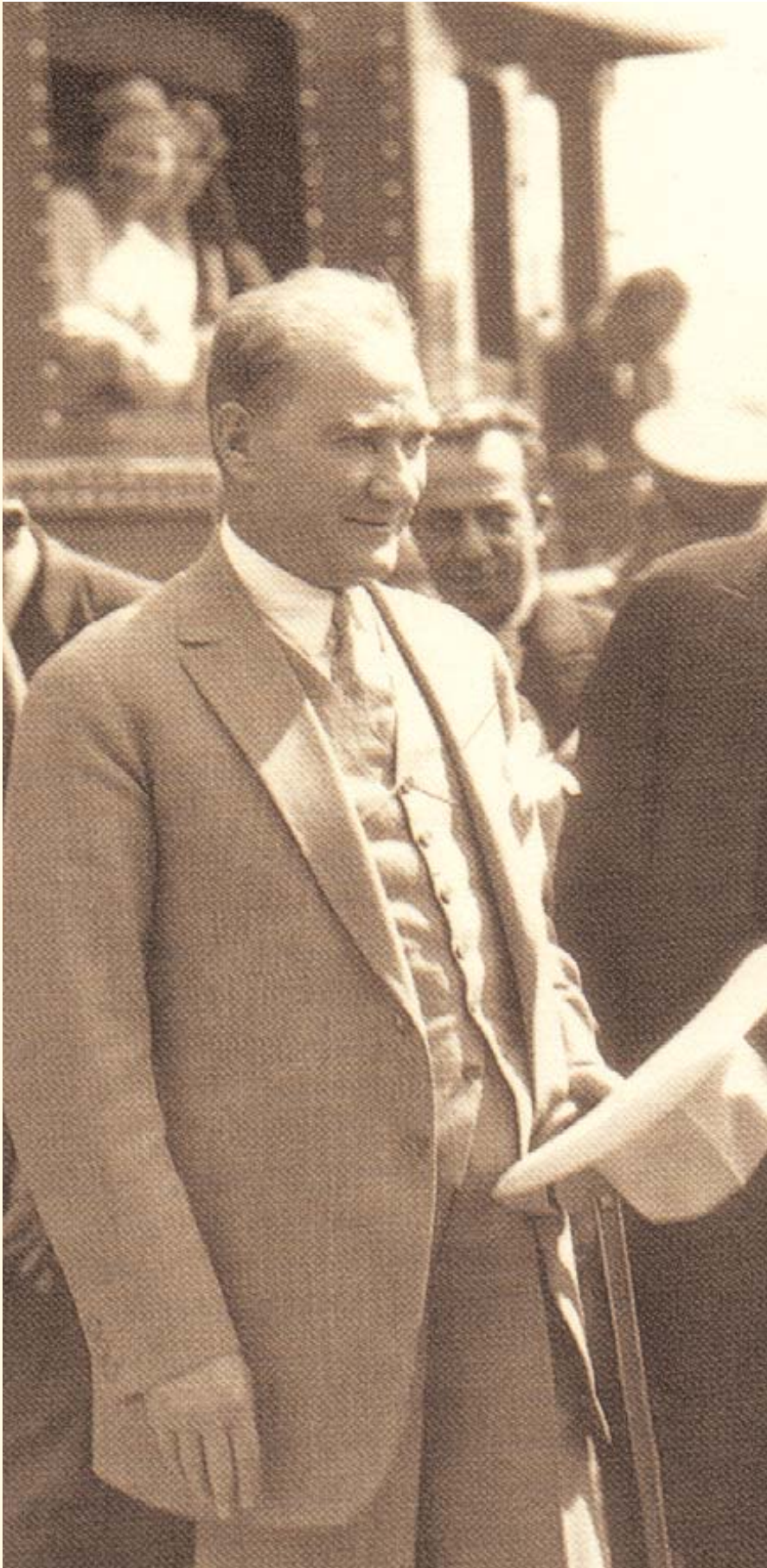
Republican regimen refers to a form of a government governing with the democracy system.

We established the Republic system.

The Republic system should enforce all the requirements of democracy when necessary.”

Mustafa Kemal

(1933, cited from his Speech on the Republic Day)



## contents

- 4** **Murat Adaş:** “In 2007, the Heating Group is going to make a rapid growth in export”
- 6** **From the Foundation**
- 7** **Research&Development** Base in ODTÜ-Teknokent
- 9** **Perfect bathroom comfort** with SEREL Renata®
- 10** **The first domestic** condensing type combi boiler supported by TUBITAK/TTGV: E.C.A. Confeo Premix
- 11** **A country-wide training** by EMAR-EMAS
- 14** **E.C.A. brand** make a rapid growth in England
- 15** **ODÖKSAN is progressing firmly** in the international markets
- 16** **A master** who writes the history of architecture by producing images: Julius Shulman
- 17** **A Turkey-lover French intellectual:** Albert Gabriel
- 18** **IDW 2006** hosted spectacular number of designs in İstanbul
- 21** **Doç. Dr. Serkan Anılır:** “Turkey should not loose time with unnecessary arguments”
- 24** **Ahmet Bilgili:** The “Number One” of Manisa aims to become the Number One in the world
- 26** **Cihat Aşkın:** “Violin is like one of my organs”
- 29** **Osman Şengezer:** “I was discovered by the foreigners, it was only after that when I was recognized in Turkey”
- 32** **Lisbon: The city that** comes into life from a medieval tale
- 35** **Agenda**

Dear +1 Readers,

Our magazine Plus One, which we introduced to you at the same period of the last year, completed its first year. Looking back at our previous studies, we enjoy the pleasure of having performed successful and efficient works.

In this issue of our magazine which, in new each issue, we carry one step forward with the support of your opinions and views, we aimed to add more values to our lives. Due to beginning of a new period and our first anniversary, we made another step on our cover page and in our contents. We believe that we made Plus One a publication that reflects the dynamic, innovative, growth-focused and responsible aspects of our Group.

There is a new time period ahead which is full of hopes and new objectives. We want this new period to be a period during which the industry will be further improved through investments to develop the economy of our country and enhance the power of employment and welfare. In line with the “Return whatever you receive from the society back to the society” philosophy that presents the distinctive difference of our Group that aims to acquire something more of value to be used for significant purposes, we again initiated important investments during the past three months period. One of the most important one of these was perhaps the Research-Development base of Elginkan Araştırma Geliştirme Ticaret A.Ş. (TAREL) that we established in METU (Middle East Technical University) Teknokent. We believe the information in our pages which are related to the said investment and the new project initiated under this extent will be as exciting for you as for us. Our investments which are of vital importance to us stimulate our desire to implement our principle which is based on adding more values to our group and to our country. For 2007, we plan to further increase our investments that support the requirement to become a “world company” for achieving success in the challenging conditions of the global economy. Based on this vision, SEREL, having started the modernization process as of October 2006, and ODÖKSAN, making investments for the machinery and automotive sectors, are aiming to become recognized brands in the world market. During our conversation, Ahmet Bilgili, Factory Manager of VALF Sanayii A.Ş. in Manisa, emphasized their determination about the matter by particularly mentioning the importance of E.C.A. brand.

In this issue of Plus One, we gave place to the violin virtuoso Cihat Aşkın, the Turkish scientist Serkan Anılır working at JAXA and the stage designer Osman Şengezer, each of whom retains plus values which they increase with each passing day and contribute to our country. We believe the conversations we had with these precious names will expand our view of life to a wider extent.

\*\*\*

As you know, every society and every institution has a life rhythm and this rhythm slows down or accelerates to the extent our ability to implement innovations is developed. Welcoming the 83<sup>rd</sup> year of our Republic by celebrating the national holiday of October 29<sup>th</sup>, we ask ourselves this fundamental question; “How much contribution did we make in our society since the beginning of our existence and do we have a strong energy for the future?”. Seen from this perspective, we see the “comforting” results for our Group. We believe that we should seek the present dimension of the affection felt for Atatürk who says “We have done a lot in short time” and for the Republic not in bright words but in the works we perform with the awareness of our responsibility to do a lot in short time. We exist as much as the rhythm in our business life pursuing these goals is high.

We wish you a pleasant reading and a happy Ramadan and Republican Holiday...

Jülide Nemlioğlu

**Elginkan**

ELGINKAN GROUP

**Publisher**

Yücel İnan  
Kemeraltı Cad. 71/5 34425  
Karaköy-İSTANBUL

**Chief Editor**

Jülide Nemlioğlu  
Kemeraltı Cad. 71/5 34425  
Karaköy-İSTANBUL

**Editorial Board**

Ahu Sedel, Arif Pakkan, Aylin Alagöz, Banu Özbir,  
Ekrem Erkut, Habibe Akşit, Hakan Ürün, Halit  
Alpdoğan, Tuna Yalçınkaya, Zafar Sağlam

**Editor**

Tuğçe Altınsoy

**Coeditor**

Zeynep Kasapoğlu

**Art Director** / Nihal Atatepe

**Translator**

Didem Turşin

**Copy Editor** / Ercan Yaşa

**Assistant Art Director** / İbrahim Timur

**Production**

Kesişim Yayıncılık ve İletişim Hizmetleri Ltd. Şti.  
Tel: + 90 (0 212) 337 51 99

**Printing-Binding**

ELMA BİLGİSAYAR VE BASIM  
İkitelli Organize Sanayi Bölgesi, Keresteciler Sitesi,  
Blok 14, No: 1, İkitelli-İstanbul,  
Tel: +90 (0 212) 670 05 25

**Contact Address**

Elginkan Holding A.Ş.  
Kemeraltı Cad. 71/5 34425  
Karaköy-İstanbul  
Tel: +90 (0212) 293 30 00 www.elginkan.com.tr

**Type of Publication** / Periodical

**Edition Date** / October 2006





The Elginkan Heating Group currently provides a significant amount of added value in the Turkish economy through its exports to almost 90 countries. Murat Adaş, coordinator of the Heating Group that has recently been addressing the international markets, emphasizes that they aim to become the fifth leading company in Europe within the next ten years. Having 30 years of experience in the Group, Adaş attributes this commitment to the Group's approach towards equity and its corporate identity that observes social responsibility and supports development of its employees. Here are the objectives of the Heating Group, the sectoral assessment and the brand differences in Adaş's words...

#### When and how did you join the Elginkan family?

In 1979, I graduated from Industrial Engineering department of METU (Middle East Technical University). In May 1980, I started work in the Elginkan Group, in ELSEL which is also my first workplace, as a quality-control chief. After giving a 4 months break in 1982 for my military service, I began to work in our EVAR (cutting tools company) in Tekirdağ. In this company, I worked as the Manufacturing and Planning chief for two years, after which I was transferred back to ELSEL as the Machinery Workshop Chief. In 1986, we established an investment group within the structure of ELSEL for production of natural gas related products, and with this group, we participated in the tender for construction of the first natural gas distribution network of Istanbul with our German consortium partner. We were not awarded the tender for having placed the second best offer. Natural gas was then quite a new sector for Turkey. Our aim was to produce those natural gas related products we had to import in Turkey. Even if we could not obtain the tender contract, we made all the investments for the products such as natural gas meters, regulators, valves, stoves and combi boilers. After completion of the machinery investments of the natural gas meters, valves and regulators which I was personally responsible for, their

Elginkan's Heating Group is one of the important actors of the heating sector in Turkey that presently holds the third position in Europe. The Group is led by a person who has started his business life in Elginkan Group: Murat Adaş. Acting as the Heating Group Coordinator of Elginkan Group, Adaş considers year 2007 as a period during which further investments are going to be made in order to take an active role in the global markets.

license and patent procedures and production-sales activities and establishment of a 50%-50% joint venture agreement with the licensor company in 1997, I was appointed as the Company Manager of the Group's foreign trade company ELEKS. In addition to this assignment which I have been currently executing, I also act as the Heating Group Coordinator of the Elginkan Group.

#### You have been working for this organization since 1980. How would you explain the reason of this commitment? Could you give us three main reasons?

First of all, the most interesting thing was that Elginkan Group had pronounced a salary which was higher than what I requested. In my opinion, this was an indication of a corporate attitude and it was very impressive for me. Secondly, you need to have some kind of a problem to change your job. Third is that our Group always supports those who work with an attitude aimed at being creative and

make endeavors for sharing opinions. These were the most motivating factors for me.

#### What are your determinations about the progresses Elginkan Group has made so far?

The 1980s were the years when we were still making advances. The 1990s were a period which was focused on specialization, as mentioned by our President with the term "vertical growth". During the period following year 1990, we started to work focusing on professionalization in the areas we believed we were successful. The form of growth changed. We grew vertically while narrowing down horizontally. The most important difference between that period and the present time is that the domestic market was of vital importance in those years. The "external market" concept almost did not exist. It is quite the contrary of today. Now there is no such concern as the domestic market. We are presently experiencing the "leaping" growth period. In the past, there was not such an intensive competition. Now, on the contrary, there are almost 40 brands only in the combi boiler market of Turkey. Speed is one of the requirements of success today. You have to reach that speed level with your services, product developments, investments and capacities.

#### How do you evaluate the current status of the heating sector?

The heating sector in Turkey holds the third position in Europe in terms of business volumes. The biggest is England, which is followed by Germany. In the last four years, the sector has been growing faster than the economy, and this growth is going to continue. However, we expect more modest growths in the domestic market. There might not be such high-leaping growths as in the recent years.

#### What are the objectives of the Heating Group for the following year?

We do not address the domestic market in Turkey only, we now have such a position that extends to the world markets. In some of our companies, we export 65% of the production to the external market. This year, EMAS initiated the first combi boiler launches in global markets. We have been experiencing the first process of having established structuring in the global markets. We are going to make a greater leaping movement next year mainly in England and Germany. Consequently, we have such short-term objectives as becoming further globalized and concentrating on the scale economy. We have several technological projects planned for this purpose. In addition to new designs, we may also come up with plans like establishing company acquisitions, production investments and partnerships outside the country. We have strong competitors centered in Germany. These are companies that have 200 or 300 years of experience in the sector. Though we are a young group, we have such a target as becoming the third big company of Europe in 10 years.

#### What investments do you make in Research&Development in order to avoid the harm that the production technologies and the use of energy cause to the environment?

Our product group employs environment-friendly natural gas

weighted energies. Likewise, we use environment-friendly systems during the production processes. Being an environment friend is no more a difference; this is one of the indispensable rules of this business. Therefore, I believe the Research&Development department will have an even more increased responsibility in the future. Factors such as being an environment friend, being technological and being able to adapt to the new energy resources are crucial conditions for a company that pursues such goals on the international platform.

#### Are you going to seek new energy resources?

Seeking new energy resources require huge investments. At this point, such solutions as establishing strategic partnerships with those who have found new energy resources come up to the agenda. We make such studies on our products that suggest use of the solar energy as a secondary resource in addition to the natural gas. Likewise, we have new plans such as producing electricity using the solar energy. As a result, diversification of energy means diversification and expansion of the product range.

#### Why should the users choose the brands of Elginkan Group?

First of all, our products are under our responsibility even after expiration of the warranty period. We have no such approach as ceasing service to a customer or a partner just because their warranty period is over. From an outsider's point of view, I would consider this group as my own property. Because, the Elginkan institutions are foundation-owned institutions. Therefore, the Group Companies cannot have any approach or intention that goes beyond creating employment, making progress and sharing the earnings with the society. ■



**"Our Group contributed many pioneer advances in Turkey"**

The Elginkan Heating Group brought technological products in Turkey by creating import substitution. For the first time in Turkey, we carried out production of natural gas meters, regulators, valves and stoves. Likewise, we are among the leaders in the combi boiler area as well. For the coming periods, we are planning to get system supports from inside and outside the country in order to further enhance our competitive power and maintain our difference. We continue our consultations about these projections which we will soon reflect on our products.







From the Foundation



## The Ahmet Elginkan Occupational and Technical Education Center is coming into service

Always aiming to make contribution in improvement of production, efficiency and quality in the industry by expanding the occupational education facilities throughout Turkey, Elginkan Foundation is now introducing a new service with the “Ahmet Elginkan Occupational and Technical Education Center”.

The “Ahmet Elginkan Occupational and Technical Education Center” (AEMTEM), the third of the Elginkan Foundation Occupational and Technical Education Centers opened in Manisa and Bolu in 1994 and 2003 respectively, is soon coming into service at İzmit. Presently, the final preparation works are being conducted at AEMTEM prior to the opening that is planned to take place in November 2006.

The “Ahmet Elginkan Occupational and Technical Education Center” is going to be operated with the same model and system like the other education centers of the Foundation. As our Education Centers in Manisa and Bolu, AEMTEM will also provide the training courses required by the public and the employees in the industry. These training courses will be executed under three main headings as occupational training courses, professional development and compliance courses and total quality workshops. The training courses are aimed at pursuance of career, improvement of



occupational knowledge and skills, observation of the occupational and technical innovations and following up and teaching the new practices.

### Computer courses have started

In the Education Center situated on a 8.000 m<sup>2</sup> open area and a 4.080 m<sup>2</sup> closed area; there are computer, automatic control, PLC power circuit compensation, basic electronics, digital and industrial electronics, hydraulic-pneumatic, combi boiler natural gas and sanitary fitting and first aid laboratories.

In September 2006, AEMTEM started the first education period and is presently providing computer courses. There is also a welding workshop building inside the Education Center.

Companies/INVESTMENTS



## Research&Development Base at METU-Teknokent

The Elginkan Group believes that the technological researches, developments and new inventions make it possible to maintain continuous and leaping improvement in industry. With this perspective, the Group took a big step that would have a very important influence in development of the country and its companies and decided to upgrade the technological research studies to an upper level by establishing a Research&Development base at METU (Middle East Technical University) -Teknokent that is incorporated within the structure of the Middle East Technical University. The objective of the company was designated as “switching from producing technology to creating technology” in those areas where the Group displays business activities. Accordingly, TAREL Teknolojik Araştırma Sanayi ve Ticaret A.Ş. established on a 110 hectares area within the METU-Teknokent Technology Development Region with the contributions of the Elginkan Group Companies is getting prepared to sign innovative projects in Turkey for the purposes of technological advances.

The organization was established with the mission to develop any kind of research and development projects for the production and service sectors, encourage such projects, and design, produce and practice the technology necessary for the projects. One of the objectives of TAREL is carrying out the relevant engineering activities, at the same time working on development of such areas as technology, software and hardware.

For the purposes of the above mentioned objectives, TAREL Teknolojik Araştırma Sanayi ve Ticaret A.Ş. aims to display activities in the following areas:

- Marketing, selling and leasing the innovations, prototypes and production methods it produces and develops and purchasing similar items.
- Carrying out the relevant research and development activities, conducting and supporting market researches, economic, financial, social researches and other technical researches aimed at forming data and taking the relevant decisions.
- Developing, establishing, leasing, assembling, distributing, selling, producing the substructure facilities and equipments and having these

One of the latest projects introduced by the Elginkan Group following its accelerated investments in 2006 was TAREL Teknolojik Araştırma Sanayi ve Ticaret A.Ş. established at METU-Teknokent.

activities done by other institutions.

- Executing any kind of commercial, industrial and other procedures in line with the objectives, composing license, know-how, technical support, purchase, sales, leasing, financial leasing, service and other agreements related to the activities, and carrying out the export and import activities.
- When necessary, registering, acquiring, leasing or purchasing any kind of license, agreement, patent, know-how, privilege, brand and all the other intangible and/or intellectual property rights in whole or in part. Selling, leasing and transferring these rights to third persons and/or institutions in whole or in part or allowing use of these rights through license agreements, and taking over the said rights from third persons and/or institutions.
- Establishing collaborations and drawing up agreements with the local and foreign companies.
- Establishing new partnerships with the participation of local and foreign persons or legal persons.

### The first project was put into action

TAREL Teknolojik Araştırma Sanayi ve Ticaret A.Ş. initiated its first project under the leadership of Prof. Dr. Erdal Bayramlı from the Chemistry Department of METU Science and Literature Faculty, in line with its corporate objectives. The aim of the project named “Low Pressure Polymer Mold Research Project” is to develop polymer molds that could operate in low pressure or vacuum environment and substituted with plaster mold in production of ceramic parts. Prof. Dr. Erdal Bayramlı continues his studies in collaboration with the project team established together with TAREL.



## With its new investments, ODÖKSAN A.Ş. stands confident for 2007

As a company engaged in cast iron products and semi-finished products, ODÖKSAN is now investing in the machinery and automotive sector in addition to the bathtubs, radiators and sinks.

ODÖKSAN, established in 1973 and growing day by day, is getting prepared to make a rapid start for 2007. Aiming to obtain a melting capacity of 60,000 tons with its new investment, ODÖKSAN is progressing firmly on the way to becoming one of the major foundries of Turkey. As the single producer among the Elginkan Group Companies that concentrates on export with a rate of 98%, ODÖKSAN aims to enhance its competitive power in the global markets with this investment.

### The investments...

Having defined year 2006 as the year of decisions, investments, enforcement, introduction and focusing on new goals, and briefly "the year of forward looking preparations", ODÖKSAN has made the following new investments few months before year 2007:

- The 3000 kW, medium frequency VIP DUAL-TRAK supplying 5 tons capacity was ordered. The system which will be used in preparation of the alloyed metal for casting of the automotive and machinery parts and in spheroidal graphite casting, will also be utilized as a capacity increaser and a bottleneck remover.
- The 200 kW, 50 Hz, 5 tons capacity automatic casting furnace suitable for pig iron and spheroidal casting is capable of casting maximum 300 molds/hour. The furnace ordered from England will be used in the non-flask molding line III as a bottleneck remover and capacity increaser.
- The resin molding line supplying the capability to increase the production capacity and produce medium/large parts will serve as Line IV. The line having a mixer with a 30 tons/hour capacity is comprised of two sections. In the serial molding section, pig iron and spheroidal castings up to one ton can be molded and cast (die-casting) with a speed of 6-8 molds/hour. This line is also intended for use in casting of Victorian style bathtubs which cannot be cast in Line I. With the 2000x1000x850/850 mm mold sizes and the molding speed, the said line is the biggest resin molding line in Turkey. In the manual molding



section, it is planned to produce one-piece pig iron and spheroidal castings up to 25 tons.

In addition to these investments, ODÖKSAN is also executing improvement works examining its existing production lines. Among these works are;

- Transforming the screwing heads in Line I into multi-piston screwing heads,
- Complete revision and re-commissioning of Line III, which is a non-flask molding line, and
- Sand preparation system of Line III.

### The investments will exceed 4 million dollars

Producing radiators and bathtubs for the domestic and international markets since its incorporation date, ODÖKSAN is now increasing its production capacity and expanding its product range with its new and improvement-focused investments. The investments made in 2006 for this purpose are expected to exceed total of 4 million dollars together with the improvement efforts. ODÖKSAN, standing as Turkey's one and only and the world's fourth apron bathtub producer, included two new bathtub models and a sink model in its product range as a result of the efforts initiated in order to expand the existing product range and offer authentic models to the market.

### ODÖKSAN does not make concession quality

In addition to its capacity increasing investments, ODÖKSAN also conducts the necessary investment efforts for maintaining high quality. For this purpose, ODÖKSAN aims to obtain the ISO/TS 16949:2002 Quality Management System Certificate necessary to serve as a supplier industry to the automotive sector, until the end of 2006. Making efforts to provide the necessary trainings to the human resources in order to achieve its goals with its proactive and vision-holder employees, ODÖKSAN also utilizes the facilities of EMAR company. ODÖKSAN initiated studies to supply the non-destructive inspection equipments such as ultrasound, endoscope, crack control and spheroidization control devices, as well as the tensile testing machine, hardness tester suitable for serial production, casting simulation system and metal temperature control system. Having started its studies in the middle of 2005 to create innovative projects which will raise its added value within the Elginkan Group and introduce novelties to the casting sector in 2007, ODÖKSAN is advancing rapidly towards its goals.

## SEREL is increasing its competitive power through modernization

SEREL, always acting with the vision to become a world company, is now getting prepared to make a fundamental modernization attempt in order to be able to maintain the competitive power that it needs to increase in direct proportion while sharing a challenging market with the constantly increasing number of players. With this attempt, SEREL aims to;

- Establish more efficient production units to replace the existing ones,
- Increase production by more effectively using the existing capacity, thus being able to respond to the market and customer demands within the shortest time possible,

- Reduce the costs to retain more flexible and stronger advantages in the market,

- Create more effective operating conditions indexed to sustainable production quality and establish a more reliable process chain that ensures confidence of quality in each stage,

- Reduce the use of natural sources and energy with the help of technology, thus contributing ecological values to life and to society.

The modernization movement that is planned to be initiated in October 2006 is projected to be completed in each production stage by the end of 2007.



## Perfect bathroom comfort with SEREL Renata®

With "Renata" which means "rebirth" in Latin language, SEREL offers the market a brand new design and an extraordinary esthetic concept in ceramic sanitary wares.



The bathroom sets that represent SEREL's "image" are designed on the basis of the changing consumer requirements in the changing world and the "future" concept that people wish to experience in the bathrooms just like in each and every other area of life. Always acting with the mission to lead the way for the "requirements occurring in the course of time" and the "ordinary analytic approaches" in

preparation of new bathroom sets, SEREL offers an ideal solution for the consumer's esthetic and extraordinary bathroom requirement with the Renata model it has recently included in its product range.

### A more perfect and simple design

SEREL's new style created with its new bathroom set Renata and other new generation sets which are planned to be launched in the near future tend to develop towards more perfect and simple forms that are beyond the conventional stabile figures. The changing requirements of the consumers who are fed up with the "sharp edges" are understood from the developments made in the other sectors as well. Constantly making efforts to create such products which are beyond the expectations of the

consumers, SEREL offers integrity in the bathrooms with the pieces taking place in its new generation sets among its production scale.

### Compact solutions by Renata

All the pieces of Renata Bathroom Set offer the desired integrity in the bathrooms. Even when the pieces are examined separately, it is seen that the same esthetic analysis is protected despite all the standard limitations of the forms that create identity of the set and exhibited within a whole in a continuous manner.

Similarly, absence of a full pedestal in the set also eliminates a conventional limitation. And the half pedestal option makes it easier to notice to esthetic harmony particularly created by the wall-hung sets.

The "Mono-Block Cistern" which is a first in the market constitutes a unique category that is beyond the conventional ceramic cistern concept. With its built-in internal mechanism, easy assembly and user-friendly features, the "Mono-Block Cistern" adds a sophisticated look to the wet space where it is used as a whole. With its extensive knowledge and experience, SEREL always aims to be one step forward in its designs.





## The first domestic combi boiler supported by TÜBİTAK/TTGV: E.C.A. Confeo Premix

The “E.C.A. Confeo Premix, which is the first condensing type combi boiler provided with Research&Development support by TÜBİTAK and the Turkish Technology Development Foundation (TTGV), was launched by EMAS, the producer of the E.C.A. brand products of the Elginkan Heating Group, in September 2006.

Since the Research and Development studies of “E.C.A. Confeo Premix” are conducted by the Turkish engineers, EMAS retains any kind of information about the condensing technology. This distinguishes EMAS and the “E.C.A. Confeo Premix” among other companies and products.

### The difference-making pioneering products...

- “E.C.A. Confeo Premix” increased its safety system to 17 while the conventional combi boilers have 6 to 14 systems. With this feature, the condensing type E.C.A. combi boiler makes a difference among its peers, while at the same time drawing attention with its compact form and esthetic look.
- “E.C.A. Confeo Premix” has an increased consumption water capacity. While a conventional 24 kW combi boiler heats the consumption water at 24 kW, the first condensing type domestic combi boilers produced by EMAS heat the consumption water up to 26 kW and 31 kW with 24 kW and 30 kW devices respectively. Thus, the consumption water capacity of a 24 kW device is increased to 12 liters per minute while the same capacity of a 30 kW device is increased to 14 liters per minute. Accordingly, the consumption water capacity was increased by 20% with the “E.C.A. Confeo Premix” compared to the conventional combi boilers.
- “E.C.A. Confeo Premix” is capable of learning the consumption water

The “E.C.A. Confeo Premix” produced by EMAS A.Ş. was introduced during the local press meetings organized in five provinces.

habits and records the consumer’s habits of the last 24 hours. The device estimates the consumption water demands that may occur within 24 hours and prepares the hot water according to the previously obtained information. Thus, it becomes possible to supply consumption water in short time.

- Another advantage of “E.C.A. Confeo Premix” is the maximum length of the hermetic flues used with the combi boilers. The length of the waste gas flue which normally extends from 60 centimeters to 12 meters cannot be used with most of the long flue lengths. The condensing type combi boiler of E.C.A. makes it possible to use the 12 meters horizontal and 12 meters vertical flue without impairing the emission values. In addition, the twin flue feature (the waste gas and the fresh air suction pipes are apart from each other) allows use of 32 meters flue lengths.
- The E.C.A. Confeo Premix has three different models: the model that provides consumption water through a plated heat exchanger, the wall type model that is solely used for heating purposes and the type that allows connection of an external boiler in cases where there are excessive consumption water requirements.

E.C.A. Confeo Premix was introduced to the public opinion through the local press meetings organized in Bursa, İzmir, Eskişehir and Konya. In his speeches, EMAS Company Manager Önder Kıratlılar pronounced that EMAS, by having produced the first Research&Development supported condensing type combi boiler, initiated efforts to establish a new combi boiler factory in Manisa with a budget of 50 million dollars.

## The E.C.A. dealers are earning gifts through their e-assembly points

EMAS A.Ş., one of the Elginkan Heating Group companies, introduced the Assembly Point system it has been practicing since 2002 into the internet through its e-assembly point software. Starting from May, the E.C.A. dealers collect points by making data entries through the internet for each installation they make, and thus earn gifts.



The e-Assembly Point initiated by EMAS A.Ş. arouses attention for being the first internet-based dealer grading system in Turkey. The system is operated by entering the information into a private database following the assemblies of all E.C.A and EMAS

brand combi boilers (hermetic and/or flued), condensing type combi boilers, central heaters, hermetic or flued natural gas stoves, which are carried out by the contractor companies and E.C.A. dealers. A certain e-Assembly point is obtained in return for each assembly information entered into the database. The dealers and contractor companies collecting these points may, at any time, select gifts using their points. The commitment based e-assembly system is aimed at establishing a communication platform among the E.C.A. business partners, as well as keeping up-to-date customer database.

## The E.C.A. Combi Boiler Maintenance Campaign is still in progress

Considering customer satisfaction as a primary concern, EMAR A.Ş. continues its studies in this area. For this purpose; the discounted maintenance campaign being held since 2002 will, this year, be held between August 1st and October 31st, in order to increase brand loyalty of the customers and the activities at the territory of the authorized EMAR services and to ensure long-lived and trouble-free operations of the products by increasing the maintenance demands.

The campaign addresses the users of combi boilers and central heaters in the cities with natural gas installation (such as İstanbul, Ankara, İzmit, Bursa, Eskişehir, Konya, Kayseri, Çorum, Kütahya, Tekirdağ, Erzurum, Kırşehir, Zonguldak, Düzce and Balıkesir) and in İzmir and Manisa where use of natural gas will soon be started.

During the campaign, EMAR offers its customers a %20 discount for combi boiler maintenance labor costs and a %10 discount for possible spare part replacements during maintenance. EMAR keeps in touch with the 100,000 customers in its database by contacting 75,000 of them by letter and 30,000 by telephone.



## A country-wide training by EMAR and EMAS

The training programs initiated by Elginkan Group for the E.C.A. brand Heating Group products are carried on throughout the country.

The domestic sales company EMAS A.Ş. and the after-sales company EMAR A.Ş. of the E.C.A. brand products are organizing planned training programs throughout Turkey from the beginning of 2006.

In July, August and September of 2006, trainings and workshops were organized in Manisa, İzmir, Sivas, Malatya, Kahramanmaraş and Gaziantep for the dealers who introduce the E.C.A. brand Heating Group products (combi boilers, radiators, natural gas stoves, panel radiators, central heating systems, steel and cast iron boilers, air conditioners and natural gas meters) to the customers, as well as the engineers and installers, natural gas distribution companies and consumers. The said trainings were designed in installation, work safety, assembly rules, fuel saving and customer satisfaction areas in order to provide information about the natural gas devices, introduce the latest technologies and establish a conscious understanding about the safe use of burning devices.

During the activities carried out in the relevant regions, the assembly training was attended by 187 installers, the engineering training was attended by 62 mechanical engineers and the product workshops were participated by 478 persons involved in the sector.

The training and workshop programs for the October-December period are planned to be carried out in Niğde and Nevşehir.



## E.C.A. and SEREL aroused great deal of interest in Antalya

E.C.A. and SEREL, the pioneering brands of the construction sector, participated in the “Ancera, Mediterranean Ceramic, Bathroom and Kitchen Fair” between September 7<sup>th</sup> and 10<sup>th</sup>.

E.C.A. and SEREL came together with the professionals of the sector and the visitors in the second “Ancera Mediterranean Ceramic, Bathroom and Kitchen Fair” that was held at Antalya Expo Center, and displayed their difference-making products in a 196 m<sup>2</sup> stand. In the fair which brought together the brands that shape the construction sector, the latest designs “E.C.A. Lotus Series”, “Serel Renata Bathroom Set” and “Serel Orca Series” drew great interest from the participants.

The hygienic E.C.A. products made a difference

The “E.C.A. Lotus Series” displayed in E.C.A. and SEREL stand attracted the visitors with its single hole basin mixer, single hole swan neck sink mixer and bath mixer, as well as the hygiene certificate holding components used in the series and the features that do not allow transmission of toxic substances to the water and cause formation of micro-organic contaminants. As in all the other series, the raw material used for the “E.C.A. Lotus Series” is produced by ELSAN in accordance with



the US NSF 61, German W 270 and French ACS standards.

Great interest in SEREL Renata ve Orca

The “SEREL Renata Bathroom Set” that was first launched with washbasins, half-pedestals, closets and cisterns and then with the wall-hung closets and closets with built-in cisterns, took place among the favorite products in the fair with its different design and silently closing seat covers. Serel’s ultimate design “Orca Series”, on the other hand, received great deal of interest as well. With its extraordinary original form, the Orca Bathroom Set offers two different washbasin options and wall-hung and floor-mounted closets fitted with a built-in cistern. The Orca closets are made more functional with the silent-close seat covers, as in all the other new products of SEREL.

## High-class and Hygienic Lotus Series of E.C.A.

Always leading the novelties in kitchens and bathrooms, E.C.A. added one more sanitary fitting series to its wide product range: The E.C.A. Lotus Series. The modern design series offers the consumers hygiene and safe use.

Like all the other E.C.A. sanitary fittings, the E.C.A. Lotus Series provides high-level added value to the consumers by offering the high product quality with a cost-effective price structure.

The Lotus Series employs Ø40 mm ceramic cartridge. The series being produced in accordance with TS EN 817 standards stands out with its hygienic features, as all the E.C.A. sanitary fittings. All the components used in the series hold hygiene certificates and do not transmit toxic substances to the water or lead to formation of micro-organic contaminants. As in all the other series, the raw material used for the E.C.A. Lotus Series is produced by ELSAN in accordance with the US NSF 61, German W 270 and French ACS standards. These standards are considered as the processes ensuring maximum hygiene conditions worldwide.

The E.C.A. Lotus Series that offers the consumers high quality with reasonable prices consists of the following functions: Single Hole Basin Mixer, Single Hole Swan Neck Sink Mixer and Bath Mixer. The sink mixer of the Lotus Series provides ease of use thanks to its long swan shaped body.

## E.C.A. and SEREL came together with the sub-dealers in Uşak meeting

E.C.A. and SEREL organized another “meeting” in order to share their knowledge and experience with the sector.

The “Uşak Meeting” was organized on September 15<sup>th</sup> at Değirmen Restaurant in Uşak. The E.C.A. and SEREL managers came together with the professionals of the sector in the meeting which was joined by almost 250 persons consisting of the sub-dealers and installation workers. The event also created an effective communication platform between the participants.

The products managers of E.C.A. sanitary fittings, SEREL Ceramic Sanitary Wares and E.C.A. Technical Products in ELMOR’s marketing department introduced the new products such as the E.C.A. “Human and Environment Friendly Sanitary Fittings”, and the new “E.C.A. Lotus Series”, “SEREL Renata Bathroom Set” and “SEREL Orca Bathroom Set”, which are all going to be launched soon. The meeting that was colored with various questions of the participants created a very efficient atmosphere for each participant.



## The E.C.A. brand is expanding all around the world

Having accelerated its brand positioning studies outside the country, E.C.A. continues to provide full support to its partners in the target markets.

Laying special importance on brand image and recognition in the international markets, E.C.A. provides marketing supports to its partners in the two main target countries, Ukraine and Azerbaijan.

### E.C.A. is progressing on the way to becoming an established brand in Ukraine and Azerbaijan...

An advertising and publicity campaign was launched with the support of E.C.A. under the brand studies which were initiated together with the Ukrainian Vybor-K company that ELEKS A.Ş. has been collaborating with since 2001. Quite a lot of positive responses are received through the campaign which is supported by combi boiler-panel radiator advertisements in the sectoral magazines and newspapers published in Ukraine, as well as leaflets and billboards. It is anticipated, at the end of the first stage of the campaign which will continue until the end of the year, that there will be an increased level of brand recognition in 2007.

The brand studies initiated with the “Turkish Construction” company in Azerbaijan, which is one of the most important partners of ELEKS, are currently being continued in a very comprehensive manner through sectoral magazines, newspapers, TV, radio and billboard advertisements. The “Turkish Construction” company which is engaged in introduction, marketing and sales activities of the E.C.A. brand through three different stores in Azerbaijan, raised the sales of E.C.A. and SEREL brand products and increased brand recognition to a very large extent.

ELEKS aims to continue such brand positioning studies also in other target countries during the coming period, thus making E.C.A. a global brand.



## E.C.A. and SEREL delighted a newly established family



The gift campaign “Otobanyo” organized by E.C.A. and SEREL delighted a newly married couple by gifting them a car.

Among those who joined the “Otobanyo” campaign between June 5th and July 8th by purchasing products over 199 YTL from E.C.A. and SEREL sales points throughout Turkey, Alp Günel from Bursa won a 2006 model Renault Megan Sedan Authentique 1.5 dCi Diesel car. Having received the car key from ELMOR Company Manager Hakan Günderen, Günel expressed his feelings as follows: During our marriage preparations, we made a two months research for restoration of our kitchen and bathroom. We finally decided to buy E.C.A. and SEREL products. Thus we received a very nice wedding gift. My spouse and I are very happy.”

Among the participants of “Otobanyo” campaign, two persons won Renault Megane Sedan, 20 persons won an Arçelik brand plasma television, 10 persons won E.C.A. combi boiler and 20 persons won E.C.A. air conditioner.

## E.C.A. brand make a rapid growth in the English market

Advancing firmly with its partners abroad, ELEKS A.Ş. is now receiving the positive results of this stability in the English market with the E.C.A. brand.

ELEKS A.Ş. is now receiving the fruits of its long-term collaboration with Ak Ticaret, its main distributor in England, it has been maintaining for almost 15 years. The business relation that was initially based on the Building Group products seems to have expanded in the subsequent years in a way that covers the entire product range. In line with the existing relations, changing trends and market demands, ELEKS continues its wide-spread Heating Group products related activities carried out in collaboration with Ak Ticaret through the professional channels and DIY stores.

### The English market is growing

There has been a significant development in the heating products sector in English market since the 1990s. The heating products market which was negatively influenced by the low prices of the restoration projects and house prices at the beginning of the last decade, maximized the sales of heating products with the increase in the house prices and the number of restoration projects. The support provided by the government to the domestic authorized



boiler dealers in the leasing arrangements entered into with the intermediary institutions made a significant contribution in improvement of the sector.

Among the future projections defined for the English market due to the emission regulation put into force on April 1st 2005, are reducing the market share of the conventional combi boilers and water heaters and increasing the use of condensing type combi boilers due to their high efficiency. The condensing type combi boiler market in England is predicted to reach to 1.3 million pieces.

### The market share is anticipated to grow in 2007

The E.C.A. Confeo Premix” condensing type combi boiler launched on the market by EMAS in September is expected to raise the market share of EMAS in the English market which accounts for %31 of its total export. Relying on this prevision, ELEKS and its main distributor Ak Ticaret welcome 2007 in full faith.

## ELEKS A.Ş. provides training to its international partners

ELEKS A.Ş. continues to expand recognition of its high-class E.C.A. brand products on the international platform. For this purpose, ELEKS not only introduces products to its worldwide partners but also keeps on providing support for technical training programs.

In order to enhance recognition of the E.C.A. brand in the international markets, ELEKS A.Ş. continues its uninterrupted marketing activities in the target countries.

In order to further strengthen the solid relations ongoing for three years with the Gorgia company located in Georgia and to improve the quality level, ELEKS organized a combi boiler training including the Calora, Confeo Digital and Fortius models between September 5th-7th 2006 for three sales and marketing employees, two of whom are engineers, and three purchasing employees of the company. During the training carried out at the place of EMAR A.Ş., these authorized persons were provided detailed information about the safety systems and accessories. This was followed by practical introduction of the components of the device and the technical service training.

The authorized people of the company also found the opportunity to visit the dealers in Turkey and pronounced that they were quite impressed by the training and the dealers.

ELEKS A.Ş. is going to proceed with its training programs in the coming period with its partners in such target countries as Azerbaijan, Ukraine and Romania.



Focusing on such processes as establishing decisions, making investments, execution, publicity, maintaining concentration on the new product targets and their implementation throughout year 2006, ODÖKSAN is now one step closer to its rivals with brand new products.

## ODÖKSAN A.Ş. is progressing firmly in the international markets

Following the investment plans it will complete until the end of 2006, ODÖKSAN concentrated on the new product designs and publicities. After having successfully completed three new bathtub and sink designs, ODÖKSAN is now progressing firmly in the target markets such as Ukraine and Russia.

Having penetrated to the market with two new bathtub models, ODÖKSAN made a difference among its competitors with the standardized AA quality enamel it heavily uses for its new products. The hygienic feature, smooth surface and soft touch, round lines and authentic designs of the new designs attract the buyers.

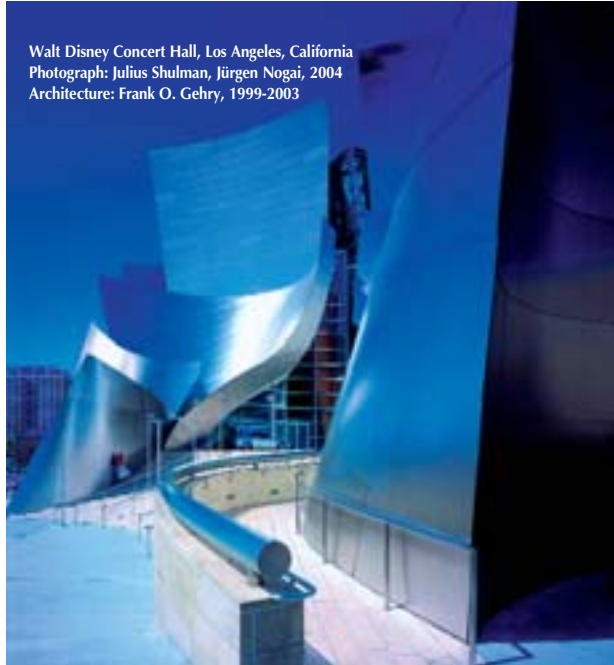
### A pioneer product in Turkey: The Apron Bathtub

The Apron Bathtub that is produced by only four producers in the world is designed for the first time in Turkey by ODÖKSAN’s experienced design team. ODÖKSAN pioneered another new product with its standardized AA quality enamel and its unique single-piece panel.

The Apron Bathtub that first was introduced in KBIS 2006 Chicago fair acquired great interest and accepted in the market as a design model. In addition, ODÖKSAN once more demonstrated its innovative and modern approach in the international market with its AA quality enameled sinks it began to produce for the US market with an authentic and elegant design.

ODÖKSAN is also producing, in addition to all the new products, spheroidal graphite cast-iron for the automotive sector together with its investments in production of parts. And with this new investment, ODÖKSAN proved success also in the automotive sector. ODÖKSAN is getting ready to make a very assertive start for year 2007 with all these investments and new models.






Walt Disney Concert Hall, Los Angeles, California  
Photograph: Julius Shulman, Jürgen Nogai, 2004  
Architecture: Frank O. Gehry, 1999-2003

## A master who writes the history of architecture by producing images: Julius Shulman

one of the icons of the modernist architecture in USA. Shulman takes the photographs of the house and hands them to Neutra. Neutra likes them a lot and gives Shulman assignments and introduces him to other architects.

### Backstage of the exhibition

The exhibition that takes place in İstanbul was organized in the German Architecture Museum last year. The idea to exhibit those photographs that serve as an extraordinary document in relation to development of the 20<sup>th</sup> century's architecture in and out of USA, in various countries of the world was established few weeks before the Getty Research Institute took over almost 100,000 negatives from Shulman's archive of 260,000 photographs in December 2004. Prior to the transfer of the archive to the institute, the German Architecture Museum was entitled to make selection among the photographs and display them in a Shulman exhibition out of USA. One of the stops of this international exhibition turned out to be İstanbul that became one of the cultural centers of our age. 

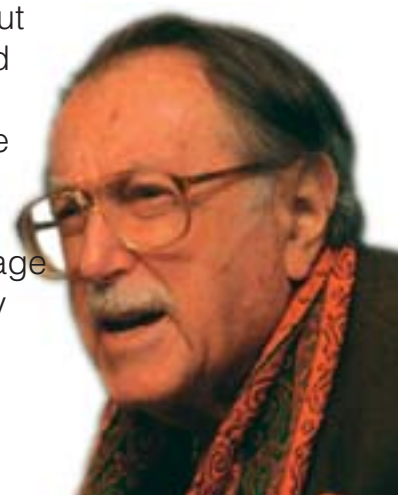
Among such contemporary photograph artists of the 20<sup>th</sup> century as Henri Cartier-Bresson, Berenice Abbott, Larry Fink, Lynn Geesaman, Kenneth Josephson and Nadav Kander, Julius Shulman is a master who makes difference with his studies on the architectural buildings. Garanti Galerî brought the famous artist to the agenda with the exhibition "A Life Dedicated to Architecture: Photographer Julius Shulman" held between August 1<sup>st</sup> and September 16<sup>th</sup>. In the exhibition, an extensive anthology consisting of the photographs of the architectural photography master Shulman that document the modern architecture of California, was displayed. The exhibition which was held by the German Architecture Museum (Deutsches Architektur Museum, Frankfurt am Main) in Frankfurt presented a wide range of photographs taken by the professional photographer since the 1930s and displayed the advances in architecture.

### "Everything started by chance"

Julius Shulman's response to the question about how his career started reminded us of the opening sentence of a fairy tale: "Everything started by chance." What made the young man become an architectural photographer in his twenties is indeed a coincidental incident. The other characters of this story are Shulman's sister and a young technical painter who stayed in her house as a lodger. In fact, it is this technical painter who brought Shulman together with his future boss, the Austrian-American architect Richard Neutra. This meeting that changed Shulman's destiny happens to take place in 1936, when Neutra was putting the finishing touches on the Kun House in Hollywood, which is

He is 96 years old, but he is still creative and productive ...

Julius Shulman is one of the living legends of our age, whose photographs encourage and inspire discovery of the "special" in architecture of the cities.



Albert Gabriel is a painter, an architect, an archeologist and a traveler who has spent most of his life in Turkey rather than in France. In short, he is an intellectual who dedicated his life to his studies in Turkey...

## A Turkey-lover French intellectual: Albert Gabriel




Albert Gabriel (1883-1972) is a personality who is almost forgotten in his mother country France despite his bright career. Dr. Pierre Pinon of Paris University, who is the curator of the "Albert Gabriel (1883-1972): Painter, Architect, Archeologist, Traveler" exhibition being held in Yapı Kredi Culture Center Kâzım Taşkent Gallery until November 11<sup>th</sup> and also a lecturer of the Paris University, attributes this to the fact that Gabriel does not live so much in France but stays in Turkey every year from April until October. The

exhibition displaying the artist's works which are mostly focused on Turkey involved architectural drawings, 50 photographs covering the regions from Amasya to Mardin and from Bursa to Diyarbakır, watercolors portraying Turkey, Greece, Middle East Europe and the Rhodes Island, large space patterns and designs, patterns portraying the Bosphorus residences, mosques and medresses of Mardin and Anatolia, works performed for the Fine Arts School, and materials used in his works and his personal belongings. These works were discovered by Pierre Pinon in Gabriel's house at Bar-sur-Aube, which is not being used since 1973.

### What Gabriel contributed to Turkey...

Albert Gabriel is a teacher at Collège de France and also a member of the Academy of Fine Arts, and he is generally recognized with his specialty in Islam archeology. Not only did he lead the Art History chair of İstanbul University between 1926-1930, but also he established and directed the "İstanbul French Archeology Institute" which was then named as "French Anatolian Researches Institute". His book "Voyage Arcéologiques Dans la Turqui Orientales" which included his Hasankeyf researches and photographs was published in Paris in 1940. Between 1930 and 1940, he prepared monographs about the major historical buildings in Anatolia and İstanbul. He examined the Ottoman works in İstanbul and Anatolia. Among Gabriel's works concerning the Ottoman architecture is also a book he prepared for Bursa.



Having organized more than 40 journeys in Turkey between 1908 and 1959, Gabriel also performed numerous works on exploration, protection and restoration of the historical buildings from 1925 until 1960s at the request of the Turkish government. He, in time, established an intellectual bridge between the young Turkish Republic and France and helped many Turkish researches receive education in France, and also held numerous conferences in İstanbul and published numerous articles. The Turkish art historians regard Gabriel as the "father of the Turkish art history researches", while Henri Prost, producer of the first city plan of İstanbul, refers to him as "France's real ambassador in Turkey". 





“Design” is undoubtedly the leading trend of the 21<sup>st</sup> century. The İstanbul Design Week which was held in September involved everything related to “design” that is referred to by the futurist John Naisbitt as one of the four major trends that shapes the picture of the future.

## IDW 2006 hosted spectacular number of designs in İstanbul

The İstanbul Design Week (IDW), the second of which was held between 12<sup>th</sup> and 17<sup>th</sup> of September on the ancient Galata Bridge at Balat under “the Future of Design” title, brought the producer companies, designers, young talents, professionals and the design addicts together under the same roof in these days when visuality is increasingly gaining importance. The world’s most famous designers comprehensively discussed design during the IDW 2006 which was colored with workshops, panels, conferences and exhibitions.

The organization that aims to position İstanbul - Europe’s “Cultural Capital” as announced by the EU -as the world’s corporate and experimental center of design in 2010 introduced the new perspectives of “design” that complements the products meeting the consumers in various sectors from fashion to furniture, technology to architecture and publishing to food sectors. In IDW 2006, the upper floor of the ancient Galata Bridge was reserved for the outstanding works of the design offices and the stands of the participating companies. The



KABUK KOLTUK (THE ARMCHAIR )

Our secret is as delicate as sand...  
The more we try to hide it,  
The more it gets eager to reveal itself...  
Defensive on the outside,  
Watcher of the wind in the inside...  
Host of a break and of a breath...  
Yesterday's habit, today's portrait...

ABA ASKI (THE HANGER)  
Easy to understand for those who wish to understand  
Easy to describe for those who wish to describe  
Simple... natural... strong... approaches  
We loved it and touched it...  
We shaped it with our hands...  
We put our soul in it...  
We bent against its power...  
We protected its fragile spirit ...  
We collated it with the past and interpreted it with industry...

lower floor was organized in the form of sections for the independent designers, exhibitions and symposiums. Plus 1 magazine uncovered the “plus values” in our inner world by making interviews with the Turkish designers who produce works to the world brands and the young talents who participated in the Design Week that grouped the different areas of design under such titles as the industrial products, communication, fashion, environment, engineering.

### THE OUTSTANDING PERSONALITIES THAT ACQUIRED INFLUENCE DURING THE DESIGN WEEK

#### İsmail Öklügil - Interior Designer

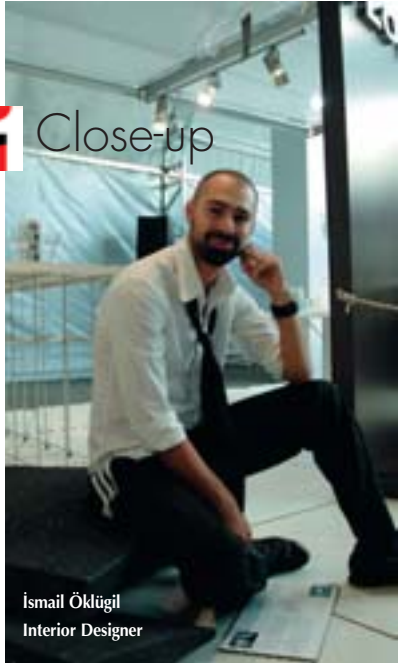
Among the promising designers of IDW 2006 was İsmail Öklügil, who graduated from Anatolian University, Faculty of Fine Arts and the Interior Design Department of Mimar Sinan University with high rank degrees. Having achieved success in several fields despite being only 27 years old, Öklügil has also earned a master's degree in design from the Domus Academy in Milano with the scholarship of Domus Academy and the Turkish Education Foundation. He is currently working both in İstanbul and in Italy. In the Design Week, Öklügil introduced two designs under the







## Close-up



Ismail Öklügil  
Interior Designer

“Traveler’s Designs” main heading; the “Aba Askı” (hanger) and the “Kabuk Koltuk” (armchair).

The principal starting point of the designs is the fragile journey from the Anatolian civilizations to today’s technology... The leading role player of this journey is a traveling shepherd who is also a philosopher. Öklügil, having designed a hanger named “Aba” for the shepherd traveling around the various zones in his own region, makes reference to the saddlebag on the shepherd with the bends on the end parts of the hanger. “Kabuk Koltuk” (armchair), on the other hand, is a metaphor that symbolizes shepherd’s sitting in the desert.

Ismail Öklügil says that organization of a design event in İstanbul is an exciting fact for him and for the other designers. Öklügil aims to create a question mark in the minds of people and make them wander “what he is trying to tell” by offering them different view points.

Saying “The place where I can express myself is my homeland. What matters is to design and produce”, Öklügil notes that he is just at the very beginning of his cause and that there are still many things he wants to do for Turkey.

### Aykut Erol - Industrial Designer

After having graduated from the Industrial Products Design department of Mimar Sinan

University, Aykut Erol has been engaged in design of stands and spaces until 2000. In 2000, he has turned his stand design into a modular system named Irox. He is currently creating store, stand and showroom designs for many international organizations.

In his stand in IDW 2006, Erol displayed his urban furniture design. His products are designed for use in houses, gardens and parks. The designer has also incorporated grass silhouettes into his stand and designed the garden armchairs in a way that conceals the person sitting on the armchair. The unit mounted on the wall addresses the young



Aykut Erol  
Industrial Designer

audience. The design that covers a one centimeter space on the wall after being folded includes a hanger on which clothes can be hung, a shelf on which books can be laid and even a section where a bottle can be placed. The purpose of this design is to meet all the house requirements on a single line.


Aykut Erol says that, among all the organizations including the previous ones he participated, the one he enjoyed most was this year’s event which was held through the coordination of Prof. Önder Küçükerman. His unique wish is to see more designers attending Design Week in the coming years.



Ramazan Murat Erkan  
Industrial Designer

### Ramazan Murat Erkan - Industrial Designer

Ramazan Murat Erkan is a graduate of the Industrial Products Design department of Mimar Sinan University. His design in IDW 2006 refers to a society that lacks communication. Erkan has produced a design that particularly addresses the couples with a conception that highlights the significant loss of communication among people. In his design named “Muhabbet” (conversation), the designer has created a sitting environment that enables the woman and the man to maintain a face to face position, in order encourage people to talk and communicate with each other. He says “Even when you do not talk about anything specific, you can read the book or magazine you can place on the special apparatuses of “Muhabbet” to each other, and thus have such objects that encourage you to maintain communication”, and notes that he tries to tell people something about communication with the help of this product. The white and black colors of the product refer to the gulf between man and woman.

Ramazan Murat Erkan desires something for development of industrial design: to bring together all the young graduates working in this area under the same roof. Because Erkan attributes the major deficit in this profession to the lack of feeling of unity. 

## Academic view

# “Turkey should not loose time with unnecessary arguments”



Ass. Prof. Dr. Serkan Anılır is the only Turkish and the only foreign scientist working at JAXA (Japan Aerospace Exploration Agency). The scientist who is also an architect was first discovered by NASA and then by Japan through his “Space Elevator” project named “ATA”. He is currently making efforts to pass on the experience and knowledge he gained abroad to the young Turkish generation.

Ass. Prof. Dr. Serkan Anılır is a 33 year old young scientist. Anılır came to Turkey with a team consisting of Japanese students and academicians in order to give a conference within the context of the Design Week 2006 and inform the students about the advances in space technologies area. In addition to his assignment at JAXA, he is presently working as an associate professor at Tokyo University. His principal goal is to constitute a good example that would motivate the students in Turkey. For this purpose, Anılır visits the schools everywhere he goes, gives conferences and answers the questions of the students. He says; “The world and the technology are constantly advancing, so should Turkey”. Ass. Prof. Dr. Serkan Anılır answered our questions during his short stay in Turkey.

### We first would like to know how you managed to get into JAXA in such a country as Japan which has a very closed cultural structure?

My entry into JAXA is actually a very interesting story. Because normally it is impossible for a foreigner to get a job in a government agency in Japan. However, I earned a scholarship at Tokyo University with my “Space Elevator” project as I named “ATA” by inspiring from Atatürk.





## Academic view

During my education at this university, I won the first rank with “ATA” in the space stairs project which NASA was working on and was made the chief of the SISCA team at NASA. The reason why JAXA accepted me was because they wanted to make use of my experiences in such projects as the solar antennas and pneumatic systems. Thus, I became an associate professor at Tokyo University at the age of 30.

### Did you encounter any difficulties for being the only foreigner at JAXA?

I can say that I definitely had hard times; because Japan is a very closed society. They have their own rules. For instance, the employees found it very odd that there were older people working in my sub-staff. There is an age hierarchy in Japan. But now I have very good relations with everyone except those I have disagreements with.

### What kind of reactions do you receive from the students in Turkey?

In Turkey, I receive the greatest support from the students. They share their opinions with me and tell me that they want to come to Japan. And I try to provide them with news and ideas through the articles I write for some publishing organizations. For instance, I make a children’s program in Japan. Unfortunately I could not find the opportunity to make a similar work in Turkey. But I try to respond to each demand I receive. Before coming to Turkey, I received an e-mail from a teacher in a vocational high school telling me that they want me to give a speech in their school. I accepted it right away. After our meeting, I will go there to talk to the students. In fact, my biggest desire is to pass my knowledge and experiences on to the young people. This is what I consider success. My position does not make any sense unless I do this.

### What do you think about the vision of the students in Turkey from your global point of view as a lecturer?

Unfortunately, the students in Turkey have very insufficient ex-

perience. And this is caused by the lack of facilities the teachers suffer. The teachers should spark the students’ interests and abilities. Even their meeting with me is an experience for them. Nobody gave me any vision when I was little. When I received good marks, my physics teacher at high school had said; “You are cheating. You’d better not deal with physics, you cannot make it”. Now I am the President of Space Physics Department at JAXA. The teachers must not discourage the students. I set a motivating example for them. They too can do what I did.

### You gave a conference within the scope of the Design Week. What are your thoughts about this year’s organization?

10 years ago, there was no such a thing as Design Week. They say there is high level of participation in the event but it is not me to decide whether it is successful or not. I just can say that they have not selected the right place for the organization. Because it is very difficult to arrive at Balat. It could be very successful if there was a metro network. The organization should have taken place at a location where everyone could reach easily. In my opinion, there are problems arising from the infrastructure of İstanbul. Such organizations entail very extensive studies. From the university students’ point of view, I can say that it is a good event despite everything.

### In the conference, you particularly mentioned protection of the natural life and utilization of the resources. What sort of studies are made in this area in Japan?

Japan is the number one in this area. At JAXA, we work on solar antennas. We try to accumulate the solar energy and direct it to a single point. This is the kind of installation we are projecting for year 2020. In addition to this, we have the “World Cities” project. For instance, there is an increasing formation of squatter housing in Japan and they have many serious infrastructure problems. They have no hygiene. We perform activities on improvement of this kind of housing. We work to create buildings with substantial infrastructures with the aim to provide better conditions for people. This project can be implemented in Turkey too but the government also has to reserve a budget for it. If the government destroys the squatter houses and builds better buildings, it will be a win-win situation.

### All these technological advances may just be as worrisome as they are exciting. After all, discovery of the nuclear energy had led to production of the atomic bomb. What kind of threats do you think the technological advances may give birth to in the future?

Technology is advancing so fast and I wonder where we will be 50 years later. Even now, there are amazing technologies. For example, I am very afraid of robot Asimo. The important thing is how you will use this technology. No matter how much effort we make to use it in the good way, there are always those who try to use them in the bad way. The fundamental reason of this is the lack of education. If we can expand education, technology will no more constitute danger and, instead, will facilitate our lives.



### The main purpose of “ATA” was not to send men to space but to transfer technology. So, what kind of innovation opportunities did “ATA” provide in this sense?

After “ATA” project, we had studies about the columns in the high buildings. “ATA” created a technology on strengthening the buildings with elevators. This even changed the materials used in the hotels. It also ensured long battery life. For instance, the batteries I use on my desktop computer can endure longer than everyone else’s thanks to the technology developed by “ATA”. However, it is still at the project stage and requires a very large budget. There are huge companies behind it and they demand long-lived batteries.

## Academic view



### Is it possible that, if, in the future, the water resources become scarce, waste water could be used to obtain drinking water?

We use advanced life support units in our studies we perform at the space stations. Since there is no infrastructure in space, we have to supply food, air, water and electricity all inside the station. For water requirement, urine is continuously being cleaned to be recycled. We can certainly clean the waste water as well, but there is no need for that at a place where drinking water is available. Besides, the water resources will not be used up. As the population in the world increases, food production is gradually decreasing. The increasing level of industrialization gives birth to mechanization. The natural resources are gradually becoming exhausted. We develop this sort of projects to be able to obtain drinking water in extraordinary situations as earthquakes. We may, for instance, practice these projects in the Southeast provinces. The people of that region should also have water or electric systems that would ease their lives and make them live like human beings. This is how technology should help people.

### Do you have any final message to the students and the young generation?

Our country is losing time with unnecessary arguments. The major reason why I admire Atatürk is that, beyond his world-wide respected personality, he used to lay special emphasis on science, wisdom and peace. These values bring happiness to humanity. The world and the technology are advancing but we make no progress. On the outside, we look like an underdeveloped country. But I believe in the young generation who hold personal vision. If we contribute them more vision, we can stand at a very different point 10 years later. We must have dreams. Many people in Turkey find certain things nonsense. But, in a country which lays emphasis on science and wisdom, the budget is prepared immediately to initiate production. A country that has vision will win. ■



### “I am the candidate to being the first Turkish astronaut”

In 2002, I completed my basic astronaut education at NASA. I graduated in 2004 by taking the practical astronaut education. At the moment, I am a candidate for nomination. But if Turkey will send astronaut to space, then we first need a space agency. This will probably come true with our accession to the EU. I am not willing to go to space, but there was this opportunity and I took it. Imagine the first Turkish astronaut going to space... That would be a great source of inspiration for the children. I have astronaut friends in Japan and they do not become close with people. Because they are so self-righteous. If I ever have that kind of chance, I would like to spend my life visiting a high school everyday.



## The “Number One” of Manisa aims to become the “Number One” of the world

Ahmet Bilgili has joined the Elginkan Group 27 years ago. Presently acting as the Factory Manager of VALF Sanayii A.Ş., Bilgili highlights that the prestige and reliability of E.C.A. brand has a great influence on their export sales, and he adds: “Our principal goal is to become a world company. For this purpose, we continuously make investments to increase the capacity and improve the technology.”

VALF Sanayii A.Ş. is the first factory that was established in Manisa, where one of the major organized industrial zones of the Aegean Region is located. That is the reason why VALF A.Ş. is rated as the “number one”. The factory which started operation in 1971 is currently making intensive efforts to become a recognized brand in the world markets. Total of 478 persons are employed within the company that is presently exporting products to almost 30 countries. During our conversation with the factory manager Mr. Ahmet Bilgili, we discussed everything about VALF A.Ş. that offers reliable environment-friendly and energy-saving products which have absolutely no harm for human health.

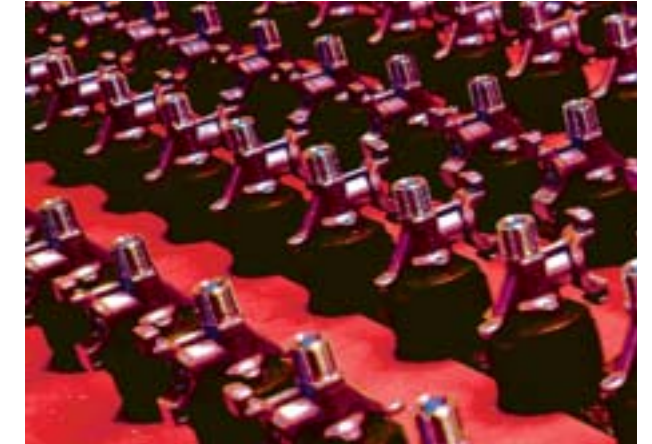
### Would you first tell us about the background of your relationship with the Elginkan Group?

My acquaintance with Elginkan Group dates back to my internship at the university. I graduated from the Mechanical Engineering department of the Aegean University. I stepped into the Elginkan Group in 1979 when I received a job as a Production Manager in Bursa branch of ELBA A.Ş. where I worked on various assignments for 21 years. And for six years, I have been working in VALF Sanayii A.Ş..



**“It is the Elginkan Group that established the quality concept in Turkey”**

When I started working, I was inexperienced as an engineer because I did not have practical knowledge. Beyond everything else, E.C.A. made me gain life experience. What impressed me most was the Group’s approach towards quality and quality systems. Long before the enterprises in Turkey introduced the ISO 9000 quality management systems into their organizations, the Group that identified the “quality” concept with the E.C.A. brand established a system based on its experience and knowledge in 1970 and began to practice this system in all the companies. We enjoy the rightful pride of working in such a Group that systemized this important concept in our country.



“VALF tripled its production compared to five years ago. We plan to triple this capacity within the next five years.”

### What kind of a strategy do you follow in order not to compromise your “reliability”?

VALF A.Ş. makes production in line with the values determined by the standards and the customers and lays particular stress on quality in each and every phase of production. In order to improve the existing quality level and enhance productivity, VALF A.Ş. closely follows the technological advances and invests in machinery equipments. In VALF A.Ş. where such approaches as “Quality is not controlled but produced” and “Making the right move at one time” are adopted, the data obtained after the production and sales activities are evaluated and shared with the employees.


### What influence does the E.C.A. brand have on your sales?

With its high-class products, E.C.A. is a long-established brand in Turkey that exists for 50 years. Since our brand is identified with quality, this quality assurance makes a great influence on our sales. VALF A.Ş., producing major part of its products under E.C.A. brand, makes export to a wide range of countries from Europe to South America,

Middle East to Africa and from Turkic Republics to Australia. The products produced by VALF A.Ş. in accordance with the relevant standards, are offered to the market under the quality assurance of E.C.A. brand and therefore preferred by the engineers and architects. In brief, those who do not compromise quality prefer the E.C.A. brand.

### What are your targets for 2007?

We overviewed our quality management system and set our primary goal as becoming a “world company”. Accordingly, our objectives also involved becoming a perpetual enterprise, acquiring market leadership and maintaining competitive power to

compete with the other major companies. The synergy that was created by introduction of gas products production at VALF A.Ş. in 2000 and by the consequently intensified team work, was adequately used in the market. And upon execution of the trainings and investments I mentioned above, VALF tripled its production and sales on quantitative basis in the last five years. Our growth plan for the next five years is to triple the existing values. Our aim is to sustain our fund-creation capability by increasing our competitive advantage in line with the above mentioned objectives, be able to employ the latest technology and make educational contribution with the help of the Elginkan Foundation. 







For the violin virtuoso, composer and academician Cihat Aşkın, playing violin is a life style; his violin is his closest friend, an integral part of his body.

# “Violin is like one of my organs”

He was a little child, one day his father Sami took him to Beşiktaş Improvement Association in İstanbul and introduced him to violinist Mesut Duran. When Duran began to play pieces from the Turkish music, the little child felt a strong desire to make the same sounds. His love for violin and his talent got him into the Turkish Music State Conservatory of İstanbul Technical University where he studied at the Special Training Section. He studied violin with Ayhan Turan. After graduating in 1989, he went to London and studied with Professor Rodney Friend at Royal College of Music where he received his soloist diploma. After that, he continued his studies with Prof. Yfrah Neaman at City University where he completed his MA and doctorate program in 1993 and 1996, respectively. Then he was awarded the Music Doctor title. After the academic studies he performed in 1998, he received the Associate Professor title and became a lecturer at the Turkish Music State Conservatory of İstanbul Technical University. That little child turned out to be one of the most precious violin virtuosos of the present day.

In all his concerts, Aşkın uses the Jean-Baptiste Vuillaume (1846) violin given to him by the Rectorate of İstanbul Technical University, and he attributes his current success to his awareness of his talent at a very young age, quite as much as to his studies. “We should foresee what we can do in the future at young ages. I was aware of it when I was 12 and I always worked hard in full consciousness of my responsibility” Aşkın says. We talked to him about music, his students and his violin in his room at the Graduate School of Advanced Musical Studies (MIAM) of İstanbul Technical University.



ELC İNKAN GROUP PUBLICATION



## The four requisites to become a musician: Ability, wisdom, morality and working

According to Cihat Aşkın, there are four fundamental requirements necessary to be a musician. These are a chain of rules he has adopted since his childhood and recommends to his students:

**1.** Above all, you have to have “ability”. According to some, ability is a congenital power and, according to others, it is something inherited through the genes. Some others believe that ability is something people can improve. I believe them all. Ability comes out with the influence of the environ-

ment and family. It also should come with the genes. It also has to be divine. You cannot do anything unless you have the ability.

**2.** Secondly, you need “wisdom”. So many talented people cannot implement their ideas because they are not capable of using their minds. In order to improve your ability, you have to use your logic and wisdom. Otherwise, you would waste your ability.

**3.** The third important requirement is “morality”. You have ability and you are very intelligent. But for what purpose are you going to

use them? It would not be moral if you use these values for temporary pleasures. The work you do should not be limited to lifetime only. It should remain in existence for 500 years just like a book. You have to create an important value for the human history. And this requires morality. If you can manage to guide and enhance your ability with your intelligence, then you will bequeath much better things for the future.

**4.** And the last requirement is “working”.

### First of all, how do you describe violin? Do you still see this instrument as a part of your body?

Violin was a passion to me during my childhood. At elementary school I decided to play violin. Violin is a life style for me. It is actually an instrument to be a human being. In those days when I don't play violin, I feel something is missing in me. And in such times, I feel remorse as if I am a saint who has not fulfilled his assignment. I absolutely see violin as one of my organs. I think playing violin must be a very natural thing to do. Therefore I distinguished violin by putting it in the daily needs category. If I viewed it in a separate category, it would be much more difficult to play it and I could not see it as a part of my body. Violin signifies love and serves as a friend to me. An asset that would never turn its back.

### What kind of discipline does it take to be in flawless command of an instrument at virtuoso level?

It requires a certain time of practicing everyday. The length of my practices can either be 15 minutes or four hours; this changes all the time. I have to make a long practice for a piece that lasts for 30-40 minutes. But if I have a certain goal, then I concentrate better.

### Fast and easy consumption became a trend of the day. We live with the seasonal songs and “stars” that become famous in a flash and then disappear. In this sense, how do you see pop music?

Everyone has a certain age of perception. We grow up and mature in many aspects. People have to acquire a certain level of knowledge until certain age. This is necessary in order not to remain “inexperien-

ced” someday when you are left alone. I see this “inexperience” in today's young generation. They have not improved their abilities and therefore their thinking capacity is quite low.

### Does popular music further incite this situation?

In my opinion, popular music is essential. We should also have such things in our lives that would meet our daily requirements. I don't mind if the music is a popular music or arabesque music, it is the quality of music that matters. However, there are so many examples of low-class works... These are injected to our society through the private radio and TV organizations. Thus, there emerges a young generation which is not capable of understanding their cultural, historical and human values. Today, when you look at popular music, you see “things” which are put together over certain patterns with nonsense words. What is the potential of this kind of culture to open or broaden the minds of people? Such lack of culture comes from the 1980s; since we were seeking to become a consumption society, we constantly used up these types of things. In the present time, everything is a consumption material, and this is accompanied by the agony of a society that is deprived of production. It is essential to produce as much as possible. For instance, look at the “boredom” commercials of a private GSM company. According to the concept of the commercial, a person who is listening to classical music gets bored and this company offers that person such options as arabesque music. This is evidently a commercial that tries to visualize the victory of low-quality music against high-quality music. However, there is something we must understand: classical music is not the product of the West only; we have classical music too.



**Is your academic position a result of your efforts to change the ongoing situation?**

In my opinion, everyone has to undertake such a mission. I became a researcher assistant after my graduation because that was the only way I could go abroad and attend the Master's and doctorate program. When I came back to Turkey, I started my academic career. One of the best parts of this job was to be able to be with young people. I train my students not only as musicians but also as persons of thought.

**Would you please tell us about the Master's Degree Program for Music that was opened by the Turkish Music State Conservatory of İstanbul Technical University?**


This program is executed at the Graduate School of Advanced Musical Studies of İstanbul Technical University. The program was initiated with the financial support of Dr. Erol Üçer. We have master's degree and doctorate program for music education. The program also involves English education because we want each student to represent us abroad. The education must surely be in Turkish but we do not want to face difficulties when we cross the border through Edirne. We also take into account the future of the children we train. We provide education in composition of essays, execution, musical theory, English and tone master branches. We have the third best studio in the Balkans and Middle East. We have very comprehensive resources in our libraries. We currently have 105 students, %70 of who are students of master's degree education, and the remaining %30 are doctorate students. Our program is open to students from all the provinces in Turkey. We accept the students through interviews. It is not compulsory to be a conservatory graduate. An elec-

trical engineer can also be a very successful sound engineer. Our students go all around Turkey, there are even those who go abroad. I think our organization achieved its goal although it has only been six years since the day of our establishment. We are one of the most prestigious musical education institutions in Turkey.

**What process do you follow for the cultural development of your students?**

I have students from different instrument groups. I train them about stage psychology, breathing, appearance in public. I have students from university, master's degree and doctorate levels. But the most enthusiastic one of these studies is the project I have been working on with the little children. I take more pleasure working with children between the ages of 8 and 10 because all they want is to play violin. I try to help them with their career. We also should help them acquire certain level of cultural knowledge and experience. I try to take them to the thematic events or activities. I tell them that the lessons they take at school would not be enough for achievement of their goals. They have to be nourished by the books, exhibitions and the life itself.

**What do you think is the reason we hear few things about the Turkish artists who have made international career?**

In France, the artists are local. With the exception of painting and literature, everything is intrinsic. Being good in your job is not enough to earn respect abroad. Those who are not good in their jobs hold good positions too. Because they receive financial support. Russia was different when it was powerful. Nowadays, if you make a good song and if you have people supporting you, then you can make a video and launch it immediately. If the criterion is becoming famous, that has a totally commercial appeal. There are very good artists in Turkey but we do not even know their names, because we have not developed the correct policy. If we had valued these artists, we would have been at a more respected point. We have successes on individual basis but they are so very inadequate. 



**“With CAKA, we discover new talents”**

With the “Cihat Aşkın and his Little Friends” (CAKA) project that we initiated in 2001 on a voluntary basis with 28 little students, we trained talented children from various regions of Turkey. In five years, almost 60 students benefited from this activity and the project grew in size and scope. However, I experienced a kind of disappointment at the termination of our sponsorship agreement. Because this is more of a social project. Now we will proceed with another sponsor. With CAKA, we discover talents on local basis and help them start their violin education. They all have their own teachers. When they reach a certain level, we organize concerts in the cities they live. We help these little talents go abroad and promote themselves on the international platform. Around 7 of our students give concerts at world standards and they also won awards. I believe we will continue to obtain good results.

**“I was discovered by the foreigners, after that I had been accepted in Turkey”**



These words of Osman Şengezer that we placed as the headline of our article demonstrate the struggle he made for the Turkish theatre as an artist trained in the kitchen of theatre learning everything from soup to nuts. According to the master who has dedicated his life to theatre, the Turkish theatre made quite a progress but the decorators still have limited facilities.

We were the guests of this house having its hall walls decorated with masks collected from different countries and its salon adorned with hundreds of books, CDs and archive documents on Taksim's Siraselviler Avenue that hosts the players, musicians, intellectuals and shortly all the masters who have dedicated their lives to culture and art. In this house which reflects its owner's identity with the art works in each corner, we had an interview with the stage designer Osman Şengezer, who is recognized with the long services he provided for the Turkish Theatre.

For Osman Şengezer, who has made a name with the décor and costume designs he has been creating since 1960, theatre represents his wife, child, friend, in other words his entire life.

Şengezer has worked for years with famous artists such as Haldun Dormen, Yıldız Kenter and Nisa Serezli. He is a master who has trained himself in the kitchen of theatre, opera and ballet. Having presented his décor and costume designs in many countries from England to Tunisia and from Egypt to Germany, Şengezer has so far prepared décors and costumes for almost 460 plays. We talked to him about his experiences, his contributions to the Turkish theatre and the importance of décor and costume.

**Was it among your plans to become a “stage designer” or was it just the flow of life that drove you to this area?**

I was always so fond of painting, poetry and theatre since I was a child. But I never thought of theatre as going on the stage or acting. I always wanted to be behind the stage; in other words, I had to be a person who thinks, does, designs and directs. And since I was also very interested in



## About the design world

painting and architecture, I preferred to take part in the creative staff of theatre; and I started to create décors. Then, bit by bit, I took employments in the private theatres. The German artist Ulrich Damrau, who was then the chief decorator of Ankara State Theatres, saw my working model and wanted to work with me. In 1960, I started to work as Damrau's assistant. During that period, I drew many technical paintings and prepared models and took lessons from Ulrich Damrau. Thus, I learnt decoration in the kitchen of the business.

### What do you think are the differences between learning the business in practice and learning it on an academic level?

In my opinion, the major problem of the fine arts academies in Turkey is the lack of practice. The students are trying to learn these works only on theoretical basis and without making practice. These children produce perfect paintings, however their décors do not survive long. In Italy and England, you cannot become a decorator unless you serve internship for two or three years after graduating. In short, you cannot perform this work without working in its kitchen.

### "I am a very satisfied decorator"



"There have been too many values I contributed to the Turkish theatre. For instance, for the first time in Turkey, I changed the décor in front of the spectator without closing the curtain and by only turning off the lights. Likewise, I made a significant progress about the colors. When I came back to Turkey, I saw that they only used contrast in arrangement of the colors in the Turkish theatre. For instance, if the décor was green, the woman playing the leading role always wore a red costume. In other words, they used to use contrast colors in order to bring the player in the foreground. I changed this tradition in Turkish theatre. I introduced the use of variety of color tones. I taught them that they should have a good knowledge of the derivatives of colors. Thanks to all these, I am a very satisfied decorator."



### In fact, you have an incomplete architecture education in your background. What made you think this education was necessary and how come did you quit it?

Since I was interested in art, my mother and father used to tell me to at least become an architect. And I studied hard for long time and earned the right to study at the Architecture Faculty of ODTÜ University. Because it was the time of Americans, the school was then called Middle East Technical University. In this department, I studied art history, architecture history, architecture theory and technical lessons for two years. I even established the ODTÜ Theatre Club with Abdullah Kuran. But then I understood that it would not work that way because I could not enjoy any lesson other than the art lessons, I mean I did not like the technical lessons. Therefore I left school, soon after which I started to work as an assistant. I worked with thinking and designing persons. After leaving Turkey, Ulrich was replaced by the famous decorator Refik Eren. He took me into his staff. I became the sole assistant of almost all the famous decorators in Ankara.

### Did your architectural education have any positive influence on your business?

Of course it did. Eventually you need to be capable of interpreting everything. In order to be able to express yourself, you have to be capable of drawing. But drawing is not enough to become a theatre artist. You also must know architecture and music. Theatre, opera and ballet all end up with interpretation. Therefore I first explore the author or the musician. For instance, I try to understand when and how the composer has written the piece. Then I try to understand what message this piece involves. My final objective is always to make a contribution to the said message. I think about this combination and think harder about how to communicate the message to the audience. Nowadays, some people I know want me to design wedding dresses. But I am not a fashion designer, I can only make interpretations.

### How many costumes and décors have you created so far?

I made drawings for 460 plays in Europe and Turkey. I can say I broke a

record. I went on many tours with Haldun Dormen and Yıldız Kenter. During my formative stage, I worked with foreign directors and famous persons. I learnt lots of things from these people. I went abroad, but people also came to me. For instance, Ninette de Valois, founder of the Britain's Royal Ballet who had important contributions to formation of the Turkish ballet, invited me to her country. I worked with her for long years. I was first noticed by the foreign people and then I was accepted in Turkey.

### Do you share your experiences and your mastery with young people? For example, do you have pupils?

In fact, I do not like educating so much. But I give seminars and conferences. I have written articles about the Turkish ballet and opera for long years. I have three books. I believe this is how education must be. It is always more effective to teach through general knowledge and background studies. Everything I do has an educative aspect.

### What do you think is the most enjoyable part of your job?

It is very pleasant to see your works on the stage after a very intense working process. What is particularly important to me is to measure the reaction of the spectator at the moment they see the décor. I do not say it for the critics, because the first thing the spectator sees other than the critics is the décor. They begin to look through the opening curtain and try to interpret the few things they see inside. Décor is the first interaction that takes place when the curtain starts to open and costume is the second. The same continues over the entire course of the play.

### What do you feel when people start applauding at the moment the curtain opens?

I do not care if people applaud or not when the décor comes into sight. Because, in my opinion, the décor has a graphic too. Just like the ballet, the décor also draws a graphic with the play and the stage management and then ends. In theatre, everything is a whole. If I receive applaud at the end, then that may count as a success. This job must have a mosaic. I like décors and costumes that live, improve and end with the play.

### Where do you think the Turkish theatre is going?

In spite of the fact that there is no industry for this area in Turkey, the Turkish costume makers and decorators perform extraordinary works. The government has workshops, and the theatres are beginning to have them as well. In Europe, when you need something, they bring it to you in ready-to-use status. Because there they have industry for this job. There are factories making production for décors and costumes. In Turkey, on the other hand, you have to discover your material too. Therefore we do not only perform art, we also have to know the techniques. But if you are abroad, you can think of only art. That is why Europe and America is more developed than us. When I started creating décors in Turkey, there was only black-and-white photograph. Even the glue was not good. Now we have broader variety of materials and faster communication. However, despite all, the Turkish decorators still have very limited facilities.

## About the design world



### You are also an overly exacting archivist and your archive shelters major part of the Turkish performing arts history. Is this attitude of collection, preservation and devotion to the past a requirement of the nature of your job?

I started archiving when I was too young. I have an extensive poster collection. I collect everything. I currently have more than 400 posters. Whenever I open my cupboard, something falls on me. I also collected everything related to opera and ballet. Documents, news, brochures... The journalists in Ankara provided substantial supports to me. In my young days, they used to call me "the Golden Boy".

### How long are you planning to continue this job?

It is the spectator who will decide for that. I never got tired of it and I plan to continue to perform my job until the day I die. I still work a lot. Because I believe this job is a life style. That is why I never got married and that is why I do not have children. And that was something I did on purpose. If you make your work a life style, they cannot take it away from you no matter what. And all I have is my career. ■





## Lisbon: The city that comes into life from a medieval tale

Lisbon is one of the most melancholic cities of Europe... The medieval buildings and bridges with damaged paints give the impression as if the city has come to the present time from a fairy tale. The capital that has become integrated with the history and culture of Portugal is also one of the biggest and wealthiest cities of the country.

With its different and peculiar atmosphere, ancient houses, narrow streets, legendary Fado music and the historical buildings, Lisbon has such an appearance that always looks melancholic but proud.

The capital Lisbon which is divided by the Tagus River is situated alongside the Atlantic Ocean. Despite being a quiet city, it is also a lively living unit with its crowded shopping centers and cafeterias... The cheerful voices coming from the fish sellers at meal times almost change the entire color of the city.

### Istanbul of Portugal

Just like İstanbul, Lisbon is also situated on seven hills. It is a city that fascinates people with its silhouette. This is the reason why people who have previously lived in İstanbul feel themselves as comfortable as if they are wandering around a city they already know.

One of the reasons that create this mood is perhaps the women who hang laundry out on the ropes extended from one house to another and chat from one window to another in the narrow cobbled streets. Another aspect of Lisbon that resembles İstanbul is that the city is divided in two sides by the Tagus River just like İstanbul is separated into two parts by the Bosphorus.

### Melancholic and proud melody of the city

One of Lisbon's known characteristics is the Fado music which has become a united whole with the city. The story of the emergence of this music is quite dramatic: The men in the sea country Portugal has always set out to the open seas throughout the history. The wives left behind have waited for their lovers everyday without getting tired of it, just like the mothers longing for the day their sons come back with the same ships they went away... That is why Fado is an elegiac, wistful

and also a proud music. It is unlikely a coincidence that fado means "fate" in Latin... In time, a proud expression has been added to this music; a seemingly sad expression that narrates strong love stories. This is the source of the melancholy existing in the atmosphere of the city.

### Al-Usbuna of once upon a time

Lisbon, standing as the capital of Portugal since 1260, has experienced its brightest period in the 16<sup>th</sup> century during the time of the Portuguese Empire. If we go further back in time, we will see that Lisbon has passed into the hands of Arabs. Lisbon's name in that period was Al-Usbuna. In those years, Arabs have built buildings peculiar to their culture and even today it is possible to see the traces of the Arabian culture in Lisbon.

### A Mediterranean city

The major reason why Lisbon hosts so many tourists is its historical buildings and the different melancholic identity of the city. The ancient city that is located in the center and covers also the Alfama district is one of the most important places to be visited. One of the major monuments of the city is the Belém Tower at Belém. The second important monument is the Jerónimos Cathedral. According to the rumors, Vasco da Gama has prayed here all night before setting off his journey to India. The cathedral also tells about the story of a poet who used to narrate Vasco da Gama and his journeys.

While wandering around the city, it is possible to come across with the house of the famous Portuguese poet Fernando Pessoa. Likewise, you can find yourself in front of the houses of the famous fado artists. Lisbon attracts the art-lovers also with its numerous museums. The most important ones of these museums are perhaps the "Gulbenkian Museum" which plays a major role in Lisbon's cultural life and the "Centro de Arte Moderna" (Modern Art Gallery). These art centers are located in a spectacular garden in the

## Teresa Salgueiro, the angel voice of Portugal



Fado music is not only listened to by the Portuguese people. This local music of Portugal is now recognized in many countries in the world. One of the most famous bands of this style is the Madredeus that joined various festivals in Turkey within the previous years. The band has so many fans in different countries of the world. The major reason of this admiration in the band is that their music makes it possible for the listeners to understand whatever they desire to explain in their songs without having to understand Portuguese, and of course, the other main reason is the heavenly angel voice of the lovely lead singer of the band, Teresa Salgueiro. While Salgueiro is singing her songs looking at the horizon as if she is waiting for someone or something, the other musicians accompany her in a dim corner of the stage.

Madredeus, also referred to as "Portuguese speaking adventure", has already been accepted as cultural value by the international art societies. The band which released its first album in 1987 pays special attention to give concerts at quiet places such as theatres, park and monuments. Perhaps Madredeus is doing this to take Lisbon's tranquility to those countries they go to give concerts and make the audience feel themselves in Lisbon where fado music was born. Madredeus and fado music are of the values that add plus one to our lives...



The bridge on the Tagus River, which divides Lisbon into two parts, is another aspect of the city that resembles İstanbul in addition to the seven hills...





The famous square in Lisbon; "Praça do Rossio".

"Fundação Calouste Gulbenkian" territory. We should not forget to mention Portugal's national gallery "Museu Nacional de Arte Antiga".

#### One of the wealthiest cities of the European Union

Lisbon is considerably a small city with its population that approximated 565,000 in 2001. The Lisbon Metropolitan Area that covers the capital city of Lisbon has a population of approximately 2,700,000. Lisbon's prosperity level that is above the average of the European Union makes the city one of the wealthiest regions of Portugal.

Lisbon's economical structure is mostly focused on the service sector. The head offices of many international companies in Portugal are located in Lisbon. The most industrially developed part of the city is the "Lisbon Metropolitan Area" that takes place at the south of Tagus River. Producing 45% of the Gross Domestic Product of Portugal, Lisbon seems to have no further need for the economical support it currently receives from USA. 



## ELMOR dealers were in Lisbon

ELMOR completed its tours that it organized abroad with the purpose of strengthening its relations with its dealers and sub-dealers and enhancing the commercial and corporate connections.



During the travels which took place in September, the dealers joined the Moscow, Yalta, Budapest-Prague and Lisbon-Madrid tours. The travel to Brazil is planned to be organized in November when there will be better climate conditions in the country while, on the other hand, another tour will be arranged on Lisbon-Madrid destination and joined by the other dealer group in November.

Madrid was the first stop of the dealer group that joined the Madrid-Lisbon tour, the first part of which was organized in September. The dealers spent their first day in the city by attending a city tour and wandered around the touristic and historical places of the city such as the Municipality Square, Puerta Del Sol Square, Neptune Fountain, Cibeles Square, Alcala Street and the Kingdom Palace.

On the second day of their Madrid tour, they went on a trip to "Toledo" which is characterized as Spain's outdoor museum city and considered as one of the most important historical center of the middle age. Toledo is situated on a rocky zone where Tagus River makes a curve and, in addition to its historical tissue, the culture of Toledo that shelters Islam, Christianity and Judaism attracted attention of the visitors. On their last day in Spain, the dealers visited the most ancient cities of the country, Segovia and Avilla. Having passed to the Portuguese capital city of Lisbon on the next day, the dealers visited the Rossio Avenue, St. Georges Castle and Alfama Square. The group also toured along the Tagus River until the Black Horse Square and found the opportunity to see the Belém Tower, Discoveries Monument and Jerónimos Monastery which are all the major examples of the city's living history. On the fifth day of the tour, the dealers stopped by the historical Sintra town that is listed on UNESCO's world heritage list, "Palacio de Vila" that is famous with its kitchen chimneys, "Cabo de Roca" on the west end of Europe, Guincho Cape, "Boca de Inferno" cliffs near Cascais, the fishing port in the center of Cascais and, on the way back from Lisbon, the Estoril that is famous with its casino. During these entertaining trips, the dealers and sub-dealers enjoyed the pleasant moments they spent in the cities that host the historical and cultural heritages.

## CONGRESS

### The 14<sup>th</sup> National Human Management Congress

**November 9<sup>th</sup> 2006**

Following the congress organized by PERYÖN (Personnel Management Association) under the main theme "Mosaic; Human Management is an Art" between October 4<sup>th</sup> and 6<sup>th</sup>, the Ankara branch of the association is going to organize another event named "EU and Human Resources" in November. On the third day of the congress, Habibe Akşit, the Human Resources Manager of Elginkan Holding A.Ş., will make a presentation under the main heading "Ethics in Business Life" which debates the corporate social responsibility studies of Elginkan Holding.

## COMPETITION

### The 53rd Annual Design Review

**Deadline: December 31<sup>st</sup> 2006**

The 53<sup>rd</sup> of the Annual Design Review organized by the international design magazine I.D., which is one of the long-standing and extensive design competitions in USA, will be open to the designers from all around the world. The competition will be organized in packaging, consumption products, graphics, equipment, space, concept and furniture categories. The award-winner designs will be published in August 2007 issue of I.D. magazine.

## EXHIBITION

### The 10<sup>th</sup> National Architecture Exhibition

**October 16<sup>th</sup>-18<sup>th</sup> 2006** / Balıkesir  
**November 9<sup>th</sup>-12<sup>th</sup>** / İzmir  
**December 1<sup>st</sup>-10<sup>th</sup>** / Konya

The National Architecture Exhibition, which is held every two years by the Chamber of Architects, started to tour the various provinces of Turkey following the award ceremony. The architecture works will be exhibited in Balıkesir between October 16<sup>th</sup> and 28<sup>th</sup> and in İzmir Construction Fair between November 9<sup>th</sup> and 12<sup>th</sup>. The exhibition, the next stop of which will be Diyarbakır, will finally meet the visitors in Konya for the first 10 days of December.

## FAIR

### The International "150<sup>th</sup> year of Dolmabahçe Palace" Symposium

**November 23<sup>rd</sup>-25<sup>th</sup> 2006,**  
Dolmabahçe Palace  
Medhal Hall

The International "150<sup>th</sup> year of Dolmabahçe Palace" Symposium will be organized by the Directorate of National Palaces of the Grand National Assembly of Turkey with the participation of local and foreign academicians, professionals and researchers. The symposium aims to provide a versatile review of the structure, the social and political environment and the traditions and rules of the palace throughout the 150 years from 1856, the opening date, until the present time, and to reinterpret the identity, position and importance of the palace during the time of the Ottoman Empire and the Republic years by evaluating the new studies about the palace which are conducted in different disciplines.

## MEETING

### "Professionals Meeting"

The "Professionals Meeting" being held by ELMOR A.Ş. since 2005 will be organized in Antalya, Trabzon and Bodrum during November. The participants of the organization which brings the professionals of the construction sector together will be informed about the E.C.A. and SEREL products, after-sales services, the ElmorClub system and the latest innovations.



# Why does music add a “plus” value to our lives?

Because it is the nourishment  
of the soul...  
(M. Kemal Atatürk)

Because it represents those  
which cannot be expressed...  
(Victor Hugo)

Because a life without music  
would be a mistake...  
(F. Wilhelm Nietzsche)

Because it is the  
stenography of feelings...  
(Leo Tolstoy)

Because it produces a  
pleasure which the human  
nature cannot do without...  
(Confucius)

**+1**

Sound of the water E.C.A. & SEREL...

**E.C.A.**<sup>®</sup>

**SEREL**<sup>®</sup>