

Living and Sustainability: An Environmental Critique of Design and Building Practices, Locally and Globally

Abstract / Initial Proposal Form:

1. Paper / Proposal Title:

Are the Branded-Gated Community Model sustainable? Istanbul as a Case Study

2. Format:

Written paper -verbal presentation

3. Author(s) Name:

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4. University or Company Affiliation:

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5. Abstract (300 words):

Istanbul is a fairly unique city whose structure survived many centuries. At present, the city is going through extensive change as the economics burst since the start of the 21st century, resulting in an exponential immigration of middle and upper comes. All this increased interest from public and private investors as the city underwent many

development projects. Gated communities with their artificial concepts or grouped apartment blocks became a major planning issue.

Housing policy allows big scale projects in many different types that are not integrated into Istanbul urban fabric. More importantly, companies start to invest projects to aiming at a creative new behavioral pattern and an identity over each community models. Venice-Istanbul is just one of the examples of branding gated community with the architectural footprint taken exactly from Venice. The project claims to experience similar to living in Venice. The problem is the identity of the community itself transformed into the marketing strategy as a brand. Thus, the process is diluting the social and physical sustainability, which is the recollection of the previous city image and the citizens with its historical past.

The image of Gated Community as imagined by the urban designer or planner not always matches up with the traditions of the target audience. The dream of lifestyle as represented in marketing schemes fall apart when forced to stand against the core culture of the societal group in question. This paper aims to explore Gated Communities through the evolution and implementations in different cultural context. Moreover, this study underlines changing dynamics in residential unit aspect of social life, as a result, physical environment. Questions arise as to; Are the Western-based gated model sustainable in nonWestern-based cultural contexts?

6. Author(s) Biography (200 words each):

Derya Erdim is a Ph.D. candidate in Architecture, Built Environment, and Construction Engineering Department at the University of Politecnico Di Milano. Her dissertation entitled; "URBAN MOSAICS" NEIGHBORHOOD UNITS IN ISTANBUL". Study focus at identity and space in the neighborhood context. She carried out her bachelor studies in Turkey, at the Istanbul Kultur University in 2010. Afterward, she continued her Academic career at Istanbul Technical University, with a Master Degree in Architecture. She studied at KTH Royal Institute of Technology, Stockholm, for one year as an exchange student. Her master project was based on research that to explore the various scales of the relation between human activity and its impact on the environment in case of Hong Kong.