TANGIBLE - INTANGIBLE HERITAGE(S): AN INTERPLAY OF DESIGN, SOCIAL AND CULTURAL CRITIQUES OF THE BUILT ENVIRONMENT

• Paper / Proposal Title:
Re-reading The Tools and Actors: Commodification of Urban Space In The Case of ‘New’ Istanbul

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• Presentation Method. I would like to:
present in person (with/without a written paper)

• Abstract (284 words):
In the city of Istanbul, design and construction practices, urban and social patterns adapt themselves to the phase of current global structures of the “age of complexity”. The spatial, social and economic dilemmas that have arisen due to globalization, migratory movements and the fragmentation begun to manifest themselves through the City. The city of to-day exposes an experimental field of the means of commodification, production and consumption. Architectural representatives of the contemporary urban ideology play role as the catalysts for political discourse. The representation through media
communication tools have legitimized this transformation by marketing the metamorphosis of the city. This study investigates the tools of transformation and their representatives on the ‘new’ city form of Istanbul. Projects become realisation of new urban policies that dwell on commodification of the tangible and intangible heritage(s) of the city and new ways of social construction. In this way they represent “economic contrivances” marking out the interest of capital by policy makers, contractors and architects.

This study examines the forces of urban ideology that are re-shaping the ‘new’ city of Istanbul in which authentic urban experience is eliminated and imagery and illusionary ‘stages’ are constructed over the local texture.

The conceptual framework will be based on a critical re-reading and analysis of Tafuri’s (1969) seminal work entitled “Toward a Critique of Architectural Ideology”. The focus of our debate will be on reflections of Tafuri’s statements within the local socio-spatial context of Istanbul as (1) the commodification of heritage in “new” city of Istanbul, (2) their representation through media. The study will be constructed through re-mappings of the new urban texture, written and visual media advertisements and the design briefs of the representatives of the new city form.

• Author(s) Biography (200 words each):

Demet Mutman

Demet Mutman, teaching at the Faculty of Architecture and Design of the Özyeğin University, Mutman focuses mainly on the evolution and deformation of the urban public spaces and alternative city readings. She has worked in the Stiftung Bauhaus Dessau in Germany from 2005 to 2008 on an alternative urban planning approach for the post-war city of Mostar together with W. Hackenbroich, M. Kuc, K. Vöckler, and in 2008 she had been part of the curatorial team with U. Achternkampf and A. Baltchun of the international Archilab Orleans exhibition 'Archilab Europe Strategic Architecture' in France. She was the project coordinator of the Urban Age Award Istanbul in 2009, which is a joint project of the London School of Economics and the Deutsche Bank. She is the author of the 'Istanbul' section of the book 'Handmade Urbanism', published in 2013 by Jovis Verlag, on which the book focused on five Urban Age Award Project cities and local initiatives. Mutman and A. Mussche, have a jury special prize from the Ares International Competition for Renewable Energy
Sources & Bioclimatic Architecture for Shells to shelter People affected by Natural Disasters of UIA Torino meeting of the year 2007.

**Derya Yorgancıoğlu**

Dr. Yorgancıoğlu obtained her B.Arch. from Yıldız Technical University, Department of Architecture in 2000, M. Arch. in Architecture from Middle East Technical University in 2004, and Ph.D. in Architecture from Middle East Technical University in 2010. She worked as research student at the Unit for Strategy Development in Education and Research, of the Research and Implementation Centre for Built Environment and Design (RICBED) of METU Faculty of Architecture between 2006-2010. After completing her Ph.D., she joined Istanbul Kemerburgaz University, Department of Architecture in 2011 where she coordinated the establishment of the Department as Chairperson and worked until 2017. Dr. Yorgancıoğlu is teaching at the Faculty of Architecture and Design of the Özyegin University. She conducted research studies at Queen’s University of Belfast, Center for Educational Development (CED) as a visiting researcher in 2017. Her areas of specialty are in the fields of theory and research in architecture, architectural design, architectural education, architecture-phenomenology relationality, learning space design, scholarship of teaching and learning in higher education, architecture and children studies.