

İzmir Akdeniz Akademisi'nin daha yoğun ve uzun soluklu çalışmalar gerçekleştirmesi gerektiğini söylemeliyiz.

Tarih seminerlerin belirtilmesi gereken önemli sonuçlarından biri de tarihçilerle ilgilidir. Her ne kadar seminerlerin asıl amacı amatör tarihçilerin, insanların, mekânların, şehirlerin, sokakların hikâyelerini İzmir'i, kent bilinci ve kentlilik gibi kavramları Akdeniz perspektifiyle tarih disiplini içinde düşünmelerini sağlamaya çalışmak olsa da bu seminerler meslekten tarihçilerin de tarihçilik üzerine yeniden düşünmelerine vesile olabilecek bir araç haline gelmiştir.

Son yıllarda tarihe artan ilgi çerçevesinde tarih disiplini dışından gelenlerle iletişim yolları çoğu zaman tıkalı olduğu için "Tarih Araştırma Seminerleri" karşılıklı olarak yaratılacak ortak ve yeni bir dil arayışının ilk adımı olarak düşünülebilir. Bu nedenle İzmir Akdeniz Akademisi'nin bu çabaya önyak olması özgün bir örnek olarak önem taşımaktadır. Ancak bu yeni dil arayışının uzun soluklu bir maraton olduğunu ve akademik camiadan daha geniş bir katılım ile koşulması gerektiğini unutmamak gerekir.

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Raising Izmir Profile Through Design

Some countries have begun introducing the power of design as a governmental strategy. It is well known that Korea stated design as one of its governmental policies and attracted attention from other countries. China also focused on the industry of culture and design, and supported the renovation of historical areas and the de-

velopment of cultural capital.¹ It is trying to raise its position in the international market by introducing design. Taiwan was designated as a World Design Capital (WDC) in 2016, and it is also raising its presence in Asia rapidly.

I have instructed students and conducted research at Izmir University of Economics (IUE) on a Staff Exchange Program between Shizuoka University of Art and Culture in Japan and IUE from September 2016 to March 2017. Fortunately, I had the opportunity to join Design Turkey 2016 as a jury member, and the first Good Design Izmir² that was organized by the Izmir Mediterranean Academy as one of the organizers of the BUS workshop during my stay. I felt an energetic momentum of design in Turkey through these activities. While I was exchanging opinions with designers, who came from all over the world, I felt certain that if Turkey uses design power efficiently, it could improve quickly and show its presence to the world in the near future.

During these activities, I heard that people who are involved in design industry are interested in applying for WDC. Everybody would expect Istanbul can be improved by using design, because it has the attractiveness of a cultural world heritage and functions for business. However, while joining design activities in both cities, I realized that Izmir also has the potential to be a design city. Compared to Istanbul, the scale and population, and business of Izmir is smaller. On the other hand, it has more momentum. If Izmir works on the city development employing design power seriously, it can change drastically in a short period of time.

I will try to explore the high potential of Izmir to enhance its attractiveness from a design aspect and the benefits that WDC would provide to the city.

1 Komei Suzui, *Textbook for the Intellectual Property to Propel Global Businesses* (Tokyo: Syuwa Syatem 2013), 255 (Japanese).

2 İzmir Akdeniz Akademisi öncülüğünde 17-19 Kasım 2016 tarihleri arasında "Sen De Çık Gel" sloganıyla ve "Çıktı/Output" temasıyla düzenlenen İyi Tasarım İzmir / Good Design İzmir etkinliği, Türkiye'deki genel tasarım söyleminin çitasını yükseltmeyi amaçlıyordu. Farklı tasarım alanlarında elde ettiği ürünleri İzmirililerle paylaşan etkinlik, İzmir'i Akdeniz Bölgesi'nde tasarım yoluyla konumlandırma hedefine bir adım daha yaklaştırdı.

There are five main reasons that I think Izmir can enhance itself through the power of design. These are the unique historical and cultural background of the city; the rich resources for tourism; universities that can organize promotion, research and development of design; global and local companies that could benefit from design and support citizens and the government economically; and the great hospitality of Izmir citizens which is the best of all.

The unique historical and cultural background of Izmir: There are many old Greek stone houses near Asansör that were built over a 100 years ago. They were renovated by contemporary designers, and turned into attractive, sophisticated houses that have maintained their original characters. Walls of bricks and stone, structural materials of wood and terra-cotta water pipes give residents an ancient historic atmosphere. In the morning, the gentle sunshine comes from the Izmir blue sky into the calm garden that is positioned on the basement. Residents must love to have breakfast in the garden while listening to the seagulls. I feel that these houses symbolize the attractiveness of Izmir's near history. Turkish culture is well known as one of the unique cultures because it is located at a crossing point between Asia and Europe. In addition, Izmir has flourished as a port-city and citizens always have been interested in the outside world and have the flexibility to accept new things into their culture. Most foreigners say that they feel very comfortable living in Izmir even though they are outsiders. The historical culture that has incorporated Roman, Ottoman and Greek influences is very attractive to visitors, and that has unlimited potential.

Rich resources for tourism: Although Izmir has attractive resources for tourism, it is not well known in the world. For example, the mosques in Istanbul and Cappadocia are well known by Japanese tourists. Unfortunately, few of them know the name of the city Izmir. In fact, I was one of them. However, there are many captivating places in the city. To name a few, Kemeraltı is very different from Istanbul bazaars and very attractive as a lively place

for citizens. Balçova has hot springs that many Japanese love and also has a lively shopping street. The great Efes is a world heritage site. Şirince has beautiful craft shops on narrow streets in the mountain. Selçuk has a beautiful and fun Sunday market on the narrow street between white walls... Every town has a different fascination. Access is convenient from the sea and air route. Izmir can be expected to invite visitors.

Presence of design oriented universities: It is design that can play a role to enhance and promote the city's attractiveness. The cities I mentioned at the start have focused on using design power effectively, attempted to solve problems in the society, enhanced their culture and promoted them. Design power raised their global profile. To carry out these activities, organizations that are capable of managing them are essential. Fortunately, there are several universities such as IUE, Dokuz Eylül University, Ege University, Yasar University and Izmir Technology University that engaged in research and education in design in Izmir. Design Turkey 2016 was a success. The first Good Design Izmir was held around the same time. It showed their organizational capacity. Young students, researchers, professional designers, and people from industries around Izmir got together and talked about possibilities, and the importance of design for Izmir at the venue. The action attracted the government, too. It must be the big first-step for the history of design in Izmir.

Local companies with a promising future: There are many global and local companies that have high potential in and around Izmir. They are the parties that can benefit directly by using design power on their products and services. However, during the Design Turkey 2016 Award event, I felt that despite having a high standard of ability for production and development, it is difficult to say that those companies have used design power as much as they could have. Well-designed products will be chosen by people for these products will make their life rich and comfortable. They activate companies and industries. This will eventually lead to economic

growth in Izmir. In addition, if companies that export their products introduced design power to their products and services, they would promote Izmir outside. Experiences through products could lead customers to Izmir someday.

Hospitality: The organizer of WDC states that one of things that can be expected through WDC is tourism. When people visit Izmir, they will be impressed by the hospitality of Izmir's citizens in addition to good scenery and food. Japan will be the venue for the 2020 Olympics. They expressed their hospitality using the word "Omotenashi". Based on my impression during my stay in Izmir, the hospitality of Turkish people is as good as or better than Japanese people. Especially, the character of Izmir citizens, which is tolerant and open minded would attract visitors. I feel that they are very charming when I see that they always give a seat for elderly people on a bus, treat stray cats and dogs gently on the street, and wink with smile. Sometimes people take design as superficial decoration, but design is more than that. It is important to know how design makes people feel by experiencing the products, services, and the system. Izmir will benefit by using design power.

WDC can be one of the opportunities. The program promotes and encourages the use of design to further the economic, social, cultural, and environmental development of the world's cities. The designated city holds the year-long city promotion program to showcase the accomplishments of the city that are effectively leveraging design to improve the lives of their citizens. The first three WDC cities before 2014, namely Torino (Italy), Seoul (Korea), and Helsinki (Finland), were in developed countries. Nevertheless, cities that have the possibility to solve problems in the society by using design were chosen as of Cape Town in 2014.

A theme is set on the WDC program for every city. To decide on the themes, the city has to first recognize its problems and strengths, and have the common consciousness among citizens to solve the problems and develop the strengths. In the case of Izmir, citizens also should consid-

er what are not changeable in the city, what they want to maintain. It is essential to design the identity of the future Izmir. The authentic experience can then be shared with visitors.

If the goal of design is properly established and spread among the community, it will have an influence on the areas of city planning, architecture, production, and services. The town can become a more beautiful, comfortable and enjoyable place to live. Culture and lives of citizens can be richer. The number of visitors can increase. Design can enrich the town and increase new residents. It can revitalize Izmir as a more attractive town. I hope that design can be the power that leads Izmir to become a vital city.

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