Archimedes Istanbul

Ravza Kavakci Kan
Final Conference in Beirut
November 18, 2008
Istanbul Study Area
Çemberlitaş-Mahmutpaşa-Yeni Cami Axis

- The Eminonu District is located in the Historical Peninsula area in Istanbul.

- The selected axis, located in the Eminonu District starts at the `Column of Constantine’ which is on the northern side of ‘Divanyolu’ and ends at the `Eminonu Square’ which is next to the sea shore and at the entry of Golden Horn (Halic).

- This path provides an access to the sites and historic heritage accumulated throughout the Byzantium and Ottomans eras.

- This path, together with its surroundings has been an active commercial district all throught out history and still continues to be one of the most commercially active areas of Istanbul.
Study Area: Çemberlitaş-Mahmutpaşa-Yeni Cami Axis

- The axis is located at a very popular area for tourists, but at the same time it is not a well known axis.

- In the study area, there are numerous historical and cultural buildings and complexes from different eras.

- From the architectural point of view, the best examples of hans, posing distinctive features and essential characteristics, are situated in this area.

- Buyuk (Grand) Valide Han, the biggest han in Istanbul is located on the axis.
Istanbul Pilot Project Goals and Objectives

Overall Objectives

→ Exploit the tourism potential of the Hans District.

→ Preserve the socio-economic character of the district.

Specific Objectives

→ Develop a plan for sustainable protection of the cultural heritage of the district

→ Promote economic development and tourism.
Istanbul Local Working Group Members

- Members of related departments of IMM,
- Representatives from Union of Municipalities of the Marmara Region
- Officials from Eminönü Municipality
- Culture and Tourism Department of Governorship of Istanbul,
- Regional Administration for Foundations,
- Han representatives,
- Business owners’ representatives,
- Local authorities (muhtar),
- NGOs: Istanbul Chamber of Commerce, Tourist Guides Association, Turkish Travel Agents Association, Istanbul Tradesmen and Craftmen’s Association
- Universities: İstanbul Technical U., İstanbul Commerce U., Yıldız Technical U.,
- İstanbul Metropolitan Planning Project officials from Hanlar area.
Istanbul Local Working Group Experience

- The Local Working Group was instrumental in the development of the SWOT analysis that was prepared for the selected axis.
- They were supportive during the development of the pilot activities.
- They volunteered valuable information.
- Helped with the dissemination of activities.
- Enhanced public and private partnership.
Hans Region
Cemberlitas- Mahmutpasa- Yeni Cami
Tourism Development Axis
Strategic Plan

A comprehensive Strategic Plan was prepared based on the SWOT analysis study done with the contribution of the Local Working Group.
Istanbul Pilot Project actions

- Feasibility Study (Büyük Valide Han)
- Tourism Itineraries (Informative and Direction boards)
- Book on Legends and Talismans of Istanbul
- International Conference
- Eminonu Guide
- Eminonu Municipality Training
Pilot Project Actions – Feasibility Study for Restitution of Grand Valide Han

→ Built in 1651
→ Biggest han in Istanbul
→ Only caravansaray of Istanbul with the total of 210 rooms and three Courts
→ Wonderful view of the Bosphorus and the Golden Horn Area

Study includes current situation and feasibility for restitution

Current situation:
→ Sociological, economical, historical development
→ Old photographs, maps, land surveys
→ The architectural structure, ownership status, socio-cultural texture

Restitution Study
Pilot Project Actions – Feasibility Study
Grand Valide Han

Cross section view

Restoration study
Pilot Project Actions - Tourism Itineries
Design of Informative and Direction Signboards

Cultural tourism itineraries created:
→ Design of informative sign boards for 25 historical structures on the axis
→ Design of sign boards directing to the axis.

Research done for the 25 structures on the axis
→ Sample designs for signboards produced
Pilot Project Actions - Eminonu Guide

→ A guidebook on the axis was published

→ Aim: development of Cemberlitas-Mahmutpasa-Yeni Cami Axis as a tourism axis

→ Provides information on the buildings on the axis
Pilot Project Actions- Eminonu Guide

- information on 25 historical structures on the axis
- photographs of the 25 structures on the axis
- English
Pilot Project Actions- Book on Legends and Talismans of Istanbul

➔ A book on the legends and talismans of Istanbul was published

➔ Title: Talismanic City Istanbul

➔ Some copies distributed free of charge at the international conference

➔ Aim: to draw attention of the locals and the tourists to the forgotten historical buildings in the pilot area
Pilot Project Actions - International Conference

- Conference took place at the final day of International Symposium on the Historical Peninsula (June 13-15)
- Purpose: internationally promoting the axis
- Discussing the historical, cultural, sociological, economical aspects of the axis
- 9 speakers/presentations
- Conference presentations published
Pilot Project Actions- International Conference

- The Minister of Culture and Tourism of Turkey and prominent academicians were among the attendees of the Symposium.

- EuroMed and MED-PACT Programmes and the Archimedes Project was discussed.

- The tourism axis was introduced in detail.

- The axis and its vicinity was presented in detail from sociological, economical, historical, architectural, touristic perspectives.
Pilot Project Actions- Training for Eminonu Municipality Staff

Aim: Capacity building on the historical, cultural and artistic value of the axis among the staff of municipality of Eminonu (where axis is located)

Seminars will be directed to municipal staff that is responsible of the protection-control, promotion and planning departments of the municipality
Pilot Project Actions- Training for Eminonu Municipality Staff

Current situation:
- Preliminary planning completed
- Separate training sessions for:
  → Municipal police and urban planning departments
  → Culture and press directorates
  → Top management staff
- Training Topics: Sociological, historical, architectural characteristics

Expected to take place: late November 2008