

LOVE AND LOBBY & ME.ALCHEMY  
presents



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LOVE AND LOBBY & ME.ALCHEMY

## What is Ladies First

Below the tip of the iceberg

- \* a subjective, yet consistent cartography of contemporary Turkish talent
- \* carefully curated content for international, badass headhunters in search of fresh, educated, sparkling creatives, from a wide range of disciplines, with proven results
- \* a lobby tool for Turkish's reputation abroad, via some of its remarkable citizens & their contribution to the world
- \* a microfiber cloth to wipe clean the clichés of this country and its people
- \* an alternative to Lonely Planet for people willing to explore Turkey's coolest places through the lens of the recommended designers
- \* a light, subtle way to bring harmony & equal amount of attention to both talented men and women

## What is not:

- \* a movement that wants to ignore, downgrade or extinct men
- \* an attempt to resurrect the women warriors' empire

the magazine

a concept by  
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MIGDALOVICI**

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Cosmetics

photos courtesy of their respective owners



vicky habif

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# ON BEAUTY

TEODORA  
MIGDALOVICI

In the 20ies, a popular gig among the circus people was to keep in perfect equilibrium as many chicken eggs as possible, on a blade. The probability for the eggs to end up in a liquid omelet was considerable. Our reality nowadays is quite close to this scenario: uncertainty & fragile equilibrium. To preserve the complex beauty of our world and its structural integrity, we need to look beyond the noise of those screaming the loudest and to celebrate each note, vibration and sound that turns the composition into harmony.

## LoveAndLobby the story

This is how #LoveAndLobby Middle East ignited: a labor of love, out of fear; the fear of losing something precious, disappearing under my very eyes. Through the screens – tv or phone – one could hear about terrorism and oppressed women hidden under the veil, but nothing about wise scholars, art, inventions, joy or sisterhood. What is the meaning of five thousand miles, in the Voyager Era? Crumble bread in the beard of a wise man having his evening meal. Here is the paradox of our times: we've send robotic probes to find out precise info about the interstellar space, yet, in the vast majority, people judge on presumptions the reality of others, living few hours flight from their home. Wherever I went in the West, I could see the distorted perceptions sinking implacably the richness of those worlds, under the dome of ignorance. This ceiling glass had to be broken. If not now, when? If not us, who?

## eureka moment

By documenting the Middle Eastern edition, to other people's surprise and to my intuition's delight, creatives coming from countries that are under political tension declared, all, they are willing to meet their counterparts and build projects together. They are all, in favor of peace and they dislike, all, the dogma. Go figure. The language of art, design and empathy for intelligent ideas was enough to build bridges, in places where disinformation would otherwise put them at risk. What a beautiful world.

## TURKEY the unknown, but not hidden

Did you know women had their right to vote in 1930, 15 years before their French counterparts? In the first 100 years of secular Republic, Turkish women did more than vote – they became highly influent business figures. That's the reason we adapted the initial concept of the magazine. In the Turkish edition both men and women are recommending remarkable stories of creative female leaders. Oh, and men supported their female counterparts warmheartedly. A highly emancipated business culture laid under my eyes.

## keyhole access into the culture

For the designer section – this Lonely Planet niche of the magazine tailored for creative travellers – people were encouraged to recommend contemporary talents still in touch with their country traditions. What a delight to discover the stories of highly educated young creators, respectful of their business family traditions, but daringly opting for their own voice. How enchanting to have access to self-thought artists, that never set foot in a formal education institution and yet being exquisite.

## generations-long passions

Many of the designer stories are legacy related – be it the legacy of a family lifetime work, like in the case of Gorbon Tiles or Somer brothers, the yacht builders; the legacy associated to history celebration, like in the case of the 16th century splendid revamping of the Kilic Ali Pasa Hamami or the responsible kind of legacy, in its attempts to save from extinction and restore through a contemporary twist, millennia-worth traditions. For this – see the kilim making via Begum Cana Ozgur or the oya crochet via Rumisu.

## against all odds

By reading those lines, one might think Turkey is the land of milk and honey. We all see in the news: the economy is plummeting and the inflation is in bloom. But what I found glorious is the gifted people determination to keep going, by bringing new values into the world. Extraordinary here is not the inflation you hear about in the evening news, but the way people choose to face daily provocations.

## life management at its best

It is the way they still get up in the morning, have their famous tea over the day, dream big, risk even bigger, do stuff in a natural trial-and-error pace – so very often with their very hands. Oh, yes, this is a nation that didn't abandon itself to technology just yet and it is still very much in touch with things their ancestors used to do millennia ago. The way they still resist depression, anxiety and the couch potato temptation after work is extraordinary. They still find the energy to go out in the evening, meeting friends, having great conversations, fishing on the Bosphorus shore, laughing from the bottom of their hearts or just enjoying a meaningful silence in each other's company, playing tavla. Istanbul is filled with music at every corner. Simple people, some probably having very little to put on their evening table, sing and dance like there is no tomorrow. They are here and now for a moment of pure joy and that's all that matters. Those people cultivate their talent because it is the right thing to do, no excuses. They are still in touch with their soul and relate to others from this frequency on.

## watch and learn

Take a good look at the simplest hairdresser in the corner of the street – no English, but he feels people and knows what you need just by looking into your eyes. You are in the land of people doing passionately their job, because of the quality of their relationship with the other, whomever this might be – foreigner, local, Muslim, Christian, Jew, Armenian, Greek or ET. Want to know what harmony within diversity is? Forget about Amsterdam. Have a trip to Istanbul. And that, my friend, should be the very definition of a highly evolved society.

## wait, there is more?

Let's discover the very finest. The well-schooled class is exceptionally educated. Speaking few languages and having a master degree in the Ivy League is the norm. They are not accolade collectors, they simply learn passionately. One can taste the exquisiteness of their intellect in conversation, where it matches brightly their heart.

**Tedi Migdalovici** is the founder of MEALCHEMY.COM &  
CANNES LIONS AMBASSADOR



## EPILOGUE

A famous Turkish writer, the daughter of a diplomat, shared in a TED talk her student experience in an international school in Madrid. "Politics, Cigarettes and the Veil" was everything her young colleagues knew about Turkey – clichés that passed the test of time until nowadays. What have I found out about Turkey, first hand, after almost two months spent with their creative community? A sophisticated industry where the gender topic is almost obsolete, since women are in power as much as men, based on their competence. A territory where handmade lives alongside technology, where millennia old traditions fit impeccably in 21st century interpretations, where the brightest intellects match great souls and an immense emotional palette. Other parts of Turkish society might have different data, but if there is a niche speaking about the best of this nation, this is the creative one.



#### THE GENTLEMAN\*

1

An influential professional gentleman recommends an outstanding lady in the creative industry. (award-winner, talented, bright & able to handle international projects).  
\*For the Turkish edition, we invited also women to recommend female talent.

#### THE LADY

2

She has her portrait taken in Turkey designed location of her choosing, tells us about herself and gives a mini-interview (see questions below).

#### THE DESIGNER

3

A Turkish designer's work is presented, as endorsed by the lady.

how it works

# a map of Turkish talent

**1. What makes your soul sing?**

**2. A childhood story that announced the creative person you are today:**

**3. Best context ever for inspiration was:**

**4. The project you loved most:**

**5. The project others loved most:**

**6. The best thing about Turkish creativity is:**

**7. Best statement of Turkish humour:**

**8. Advice for international head-hunters, related to Turkish creatives:**

**9. Best place in Istanbul:**

**10. Best place in Turkey:**

# KARPAT POLAT

## the icebreaker

He was the prodigy kid of Turkish advertising, managing, from an early age, to win first-time Cannes Lions ever for Türkiye İş Bankası, the largest bank of the country. He worked for Istanbul agencies like JWT, Rafineri, DDB and celebrated influential leadership positions. While a teen, his dad bought him a Mac and he started creating posters, designs and cartoons. In his 20s, he applied for an art director job, but he evolved into a fine copywriter. The experience within the legendary DM9DDB Sao Paulo proved him cultures resonate with each other, regardless their surface differences. That's being human. Years after managing other people's agencies, he decided to go entrepreneurial and launched K A R P A T, his own creative shop, working for Coca-Cola, New Balance or CNN. He thinks the biggest risk for a creative is fear, alongside with ego. "Stay as a kid" is his solution.

KARPAT

VICKY

ALEV



## LIONS FESTIVALS

23x **LIONS**

+ 100x **SHORTLISTS**

2005 **Global Digital Agency of the Year/ DM9DDB**

3x **Top 10 Most Awarded Creative Directors Globally**

2009 **DDB Istanbul / #3rd Global Agency of the Year**

[www.karpat.com](http://www.karpat.com)

[linkedin.com/in/karpat-polat/](https://www.linkedin.com/in/karpat-polat/)

**WHY** I recommend  
VICKY HABIF

She is a legendary figure.







KARPAT

VICKY

ALEV

#LADIESFIRST

# VICKY HABIF

## her nickname is The Queen

People call her The Queen. And for a good reason: she inspired the entire Turkish market to win in Cannes, with style, determination and grace, for the last 18 years. Before being a Cannes Lions Ambassador, Vicky Habif was in the strategy and top management positions in Lintas, Saatchi & Saatchi and Grey. She studied at the prestigious Robert College and then Advertising and Social Sciences at Strasbourg University. While her two kids were still young, her passion for film led her to the Cinema studies, at the Tel Aviv University. Beyond her expertise, Vicky had an inner eye for good people: it's enough to look at the Turkish jurors or young lions over the years: Exquisite.

1

My children make me happy. Small things make my soul sing.

2

I've tried new things, new ideas. They were never good enough.

3

Friends, people, books. If nothing inspires me, I dream.

4

The Arcelik brand for small appliances. I wrote the strategy. I thought then it was unique. I still love it.

5

I guess, the story of how I became The Representative for the

Cannes Lions Festival, in 2001. Total coincidence, I just grabbed it.

6

The people. This geography inspires, threatens and allows its people to find solutions to problems never heard before.

7

'ayranı yok içmeye...' Challenging to translate. Essentially it says: even though one owns nothing, acts as if he does and in a festive mood, makes a big show with trumpets and bells to announce where he is going.

8

Knock. Knock on any door.

So many creative people, so many talents. They simply don't have the luxury of their counterparts in Europe and the West. Therefore, they have more answers. They know how to overcome barriers.

9

The Bosphorous.

10

Cappadocia.

**Knock on  
any door.  
So many  
talents. They  
simply don't  
have the  
luxury of their  
counterparts  
in the West.**

# CANNES LIONS AMBASSADOR

SINCE 2001

[linkedin.com/in/vickyhabif](https://www.linkedin.com/in/vickyhabif)

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KARPAT



VICKY



ALEV



TURKISH DESIGNER: Vicky says you should explore the story of

# ALEV CILIV

## dreams come true, literally

"Every person walking on Via Montenapoleone was stylish. Our retina wasn't exclusively trained within the Institute. The street itself was a lesson", recalls Alev her years of design education at the Marangoni Academy. Back in Istanbul, Beymen produced her Diploma capsule collection, after she won the first prize at the high-end retailer's competition. After the design entrepreneurship effervescent period, as the mind and soul of the Polo US brand for more than a decade, she was grateful to focus exclusively on the creative process. In finding ideas, her subconscious always played an interesting role. No wonder few years ago, literally following the calling of a repetitive dream where colorful clutches were joyfully raining from a tropical sky, she launched "The happiest clutch ever", a label that's rapidly sold out with every new collection, ever since.



[thehappiestclutchever.com](http://thehappiestclutchever.com)



# GUNEY SOYKAN

## the hand behind “The Next Rembrandt”



In high school he coincidentally created a website which later became the main source of fantasy literature and role-playing games in Turkey. “By choosing a career in stomatology, I was on my way to be a bad dentist who was good at drawing”, he admits. After couple of years and some cavity fillings, he decided to quit and study Graphic design instead. The rest is history. He has worked for DDB&Co. and TBWA Istanbul and contributed to their way to Cannes. He also won Turkey’s only Film Lion.

In 2014, he moved to The Netherlands with his wife. As part of the JWT Amsterdam, he won 18 Lions, including 2 Grand Prix, in two years, while the company won the Innovation Agency of the Year in Cannes. His favorite project he contributed so far remains “The Next Rembrandt”. He is currently working at Wieden + Kennedy Amsterdam. Gune finds cooking therapeutic; he is interested in political communication and how the universe works.

[guneysoykan.com](http://guneysoykan.com)

GUNEY

ZEYNEP

ZEYNEP

## LIONS FESTIVALS

#3 ART DIRECTOR: Cannes Lions Global Creativity Report 2016

CANNES LIONS    2x **GRAND PRIX**  
7x **GOLD**  
8x **SILVER**  
9x **BRONZE**  
26x **SHORTLIST**



**WHY** I recommend  
ZEYNEP ORBAY

She’s highly talented.





GUNEY

ZEYNEP

ZEYNEP

#LADIESFIRST

# ZEYNEP ORBAY

## an overachiever with heart

She was an absolute performer during her education years: the first in the Faculty of Art, Design and Architecture in Bilkent University, then a Fulbright Scholar in New York, at the School of Visual Arts, for her master. She completed the program with Paula Rhodes Award for Exceptional Achievement in Design. After interning with Milton Glaser and Paula Scher – Pentagram – she worked as a designer for the New York City Ballet and as an art director at McCann Erickson NY. Once an overachiever, always an overachiever: in her work as senior art director at TBWA Istanbul and later on, at Wieden+Kennedy Amsterdam, she kept winning international awards in One Show, D&AD, Cannes Lions, Eurobest and a Grand Prix in design category. She currently produces work for Nike, Facebook, Airbnb and Corona.

1

Being with people I love.

2

When I was 2, I painted a weird circle, which kind of looks like a snail, on my moms new bedroom furniture with white nail polish. It stayed there for more than twenty years till they moved to a new place. I am still proud of that white snail.

3

Looking at old, yet iconic work always inspires me to come up with the new ones.

4

A calendar I designed for Land Rover.

5

The film we made for Nike Turkey Women.

6

Turkish creatives have hunger and ambition to do good work despite the challenging market conditions

7

There are so many ingredients to cook with, you can't go wrong with Turkish humor.

8

Turkish creatives may not always have the most polished work in their books in terms of the production value, but they are fast problem solvers thanks to the great volume of work they create.

9

Bebek, as it is where home used to be.

10

Kas, a small beach town that I really love.

**Turkish creatives may not always have the most polished work, in terms of the production value, but they are fast problem-solvers thanks to the great volume of work they create.**

# LIONS FESTIVALS

CANNES LIONS    2 x **GOLD**  
                         **SILVER**  
                         **BRONZE**  
                         7x **SHORTLIST**

zeyneporbay.com

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TURKISH DESIGNER: Zeynep says you should explore

GUNEY

ZEYNEP

ZEYNEP

# ZEYNEP MURSALOGLU

## heirlooms with a contemporary touch

Zeynep studied in Mimar Sinan Fine Arts University, worked as a freelance fashion designer in London, had her master's degree in Polimoda Florence and while working as a designer, she continued her studies on design culture and management in Bilgi University. By launching her own fine jewelry line, Projebir, she wanted to tell her personal stories by small pieces that are new, but not over designed. Projebir is using 14 karat gold, diamonds and semiprecious stones, as they are valued and tend to be heirlooms with a fresh touch. Projebir has been selling at most prestigious spots in Istanbul and Zeynep's design studio in Ortakoy, by appointment. Projebir is favored by creative insiders of the industry, mostly known for her signet rings with a refined design language and initial necklaces.



Photo credits: Jacqueline Roditi

[www.projebir.com](http://www.projebir.com)



# CIHANGIR GUMUS

a good idea is like sperm



CIHANGIR



OZGE



ERDEM



After a short performing arts adventure at Mimar Sinan State Conservatory, he took his basic education from M.A.T. High School of Fine Arts in Graphical Design and continued the Fine Arts road, at the University. He has started his career in 2000, at Grey Istanbul and continued as Senior Art Director at Publicis Worldwide and Alaaddin Adworks. In 2011, he moved at DDB&Co, the most awarded agency of Turkey at that time. After a while as Creative Director in Vietnam, he came back in Istanbul, for the same position at Publicis. In his awards portfolio there are trophies from Cannes Lions, Epica Awards, Eurobest or Effie. He thinks a good idea is like sperm. You produce millions, yet only one comes alive.

## LIONS FESTIVALS

CANNES LIONS 3x **BRONZE**  
3x **SHORTLIST**

EUROBEST **SILVER**  
**BRONZE**  
6x **SHORTLIST**

**WHY** I recommend  
OZGE GUVEN

She's surprisingly  
refreshing.





CIHANGIR

OZGE

ERDEM

#LADIESFIRST

# OZGE GUVEN

## polite in behavior, barbaric in thought

Just like her name, meaning "distinct, unique", Ozge's work is refreshingly uncommon, while connecting the viewer with universal truths. An interesting mixture of delicacy, innocence, bright intelligence and well-articulated opinions, Ozge is an oxygen-kind of personality. With a master diploma in Graphic Design, plus studies and practice in Netherlands, she managed to nail down the first design Lion for TBWA Istanbul, in 2018, from her role as Design Director. The projects infused with her visual DNA are also constantly celebrated from Cannes to D&AD. She is the brain and the retina behind the Istanbul Design Biennale, the Istanbul Fear and Fantasy Festival while in her spare time she creates publishing statements with a definitive magnetism attached.

1

The energy of being motivated.

2

In first grade, I was home alone and trying to draw a circle. I could do beautiful flowers, trees and houses, everything that kids usually draw, but not a complete, plane circle. I started to cry. My dad is a math teacher. When he found out about it, he created a perfect circle with a compass, then he did it again with a coin. Then I thought "I am stupid and he is god". Later on, my dad admitted, "I was worried about you, then I realized drawing it was your passion."

3

Whenever I start a new project. I always work well when I am on the go – be it bus, plane or train. I like to listen travel sounds, they inspire me.

4

My posters for Ikea, where the typography was created out of socks icons.

5

Fear and fantasy festival.

6

It is unexpected. There is nothing common. We are not from Europe, but we are not from the Middle East either. There are not clichés in our thinking.

7

Turkish people are really funny by nature. Even during a protest we use humor as our favorite tool.

8

Turkish creatives are hard working people and they have a funny way of looking at life. They might being perceived as coming from the Middle East if they go in the States or Europe, but they understand the western culture.

9

For a coffee – Cihangir. For gold jewelry, ask for the Armenians in the Grand Bazar. For a cheese cake – Besiktas.

10

Kas – a small fishing town, on the seaside, in Antalya.

**Even during a protest  
we use humor as our  
favorite tool.**





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## LIONS FESTIVALS

**BRONZE** / Design  
4x **SHORTLIST**

[linkedin.com/in/ozge-guven](https://www.linkedin.com/in/ozge-guven)





TURKISH DESIGN: Ozge says you should explore the world of

CIHANGIR

OZGE

ERDEM

Like his home city Istanbul, where thoroughly modern ideas and traditional practices exist side-by-side, Erdem's philosophy is based on the tension between opposites: fabricated vs. hand-made, tradition vs. avant-garde, craftsmanship vs. technology. For him, design should balance or amplify this tension. His signature endorsed objects for the Istanbul Modern and MoMa and he is the creator of #EastMeetsWest, where the typical iconic Turkish tea and glass-jars receive an

# ERDEM AKAN

## where design talks activism



## awards

Elle Deco Designer of the Year  
Plus X for NORCOOL

## featured in

Vogue  
Istanbul Modern  
MoMa Store  
Milano Trienal  
Ornamenta Les Ateliers de Paris  
Istanbul Design Week  
Pasabahce Stores

[www.erdemakan.com](http://www.erdemakan.com)



upgrade in function, while the look is gaining and almost Swedish touch, in terms of simplicity. Erdem blends cultures and disciplines: before design, he studied engineering. Beyond his work for Vitra, Ford, Villeroy&Boch, Absolut, Nike or Missoni, he is a curator and a lecturer for the finest design academies in New York, Switzerland and Istanbul.





# ARDA ERDIK

## took a career break to travel the world

Arda started his career in advertising as a copywriter in 2001 and joined the DDB Istanbul Group in 2006. In 2012, he took a career break to travel the world. After the break, he returned to Istanbul and joined Tribal Worldwide Istanbul as Executive Creative Director. Under his creative leadership, a re-structured Tribal Worldwide Istanbul became one of the most creative and fastest-growing agencies in Turkey, working with leading global and local brands such as IsBank, Netflix, Audi, Unilever, Turkish Airlines and Vodafone. Tribal Worldwide Istanbul was named the "Next Generation Agency Of The Year" 3 times in last 5 years. In 2016, he became the president of the agency. He is a member of the board of the Turkish Association of Advertising Agencies. Since 2011, he has also acted as a lecturer of Copywriting in Advertising at Kadir Has University, in Istanbul. Currently he lives in Istanbul with his wife, dog and two cats.

ARDA

MERVE

DOOZIE

## LIONS FESTIVALS

CANNES LIONS

2x **BRONZE** / Outdoor

2x **SHORTLIST** / Outdoor

EUROBEST

7x **SHORTLIST** / Outdoor

[linkedin.com/in/ardaerdik/](https://www.linkedin.com/in/ardaerdik/)

**WHY** I recommend  
MERVE SELAMET

She is one of the brightest creative minds in this market.





ARDA

MERVE

DOOZIE

#LADIESFIRST

# MERVE SELAMET

## she can see beyond here and now

Merve Selamet comes from a family of sailors, entrepreneurs, designers and artists. She studied German, philosophy, psychology, piano and serious swimming. With such a diverse background, vast culture, effervescent imagination and an eye that could see beyond here and now, she built some iconic campaigns in her career at Havas, Grey and DDB. Check out, for instance, the Harold Feinstein Coney Island photomontage in the 60ies becoming a grand prix winner for the Acik Radio campaign Merve created. A darling of the finest international competitions, Merve impressed the most exigent juries, from Cannes to D& AD. When she is not serving as the Tribal senior copywriter, she enjoys her spare time alongside her little nieces, writing together exciting adventure novels.

**1**

The co-writing process with my 5 years old nieces that are also the art directors of our novels – this makes me happy.

**2**

My grandfather was a calligraphy artist and a sailor, he taught me interesting things. I was an unstoppable kid. He traveled with me and he brought me to the places where the history happened. Inspired by all this knowledge and by my family past, I entered a competition about the mysteries of Istanbul with a sea adventures novel and I won.

**3**

My mom's paintings. She is an artist, so shy, but so wise.

**4**

"Music of the people", for Acik Radio. I contacted then 80 years old Harold Feinstein to use the Coney island photomontage he first published in 1952, for a campaign celebrating the 20th anniversary of the independent Radio. The random silhouettes in the Feinstein composition looked to me like musical notes on a piano sheet. I randomly found the picture one day and it fit perfectly with the station's brand values. After Feinstein gracious acceptance to build the campaign around his work, the rest was history.

The campaign won a bunch of awards, golds and Grand Prix included.

**5**

A fictional documentary, "Orcs among us", for Netflix Turkey. I love Tribal because a copy is not just a copy and an art director is not just an art. Although a word person, I can contribute with visual concepts and they get approved, just like in this project's case.

**6**

Is coming from goodness.

**7**

We have fun, even when we are in trouble.

**8**

We think with our hearts. Turkish people are so emotional and we are kind to each other. It reflects into our work.

**9**

Bebek and Caddebostan.

**10**

Gocek.

**My grandfather was a calligraphy artist and a sailor.**



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## LIONS FESTIVALS

**SILVER** / Outdoor

2x **BRONZE** / Outdoor, Media

2x **SHORTLIST** / Outdoor, Radio

[linkedin.com/in/merve-selamet](https://www.linkedin.com/in/merve-selamet)





TURKISH DESIGN: Merve says you should should explore the art of

ARDA

MERVE

DOOZIE



## featured in

Meeting of Styles Germany  
2012 - 2018

Meeting of All Styles

Turkey 2011 - 2013 - 2014

Living Walls - Graffiti &

Kulturevent Frankfurt 2013

Epica Awards - Silver/  
Print

Juror: Red Bull Graffizm  
Battle 2012

# DOOZIE DOZER

## the walls are his best canvas

Although he studied graphic design at the Fine Arts Faculty and he currently makes a living as an awarded art director, he prefers "the graffiti artist" public status. Beyond screens and papers, trains and citywalls are the best medium to express his ideas. While producing graffiti statements, his creative process is being affected by urban, not by human. "One throw-up a day keeps the doctors away!", he is humourously replying, when asked about what pushes him to generate content. For Doozie, "launching visual statements into the world it's relaxing. This is the most enjoyable part of life, a way of forgetting those existential struggles". Doozie is fascinated by the hazard associated with the graffiti artwork on a moving train.

Behance/anildarinc  
ig: @dooziedozer

Artwork done in collaboration with Pixel Juice





# EBRU OZGUC

## the remarkable client



EBRU



AYSE



ORHAN



Vodafone is Turkey's telecom Cannes Lions winner brand. Behind the leadership wheel is Ebru Ozguc, its Director of Brand and Strategy. She did her MBA in Paris and later on worked there, as the European Marketing Manager for 3M, covering the Europe & MEA Region. For almost a decade, she was in leadership roles back in Istanbul. In 2012 she joined Vodafone, playing a major role in the company's determination to lead the digital transformation of Turkey's business sector.

By her courageous initiatives, supporting the open conversation around gender gap issues and women rights, the brand she is responsible for won, thanks to the perfect collaboration with Y&R, the very first Grand Prix Media Lion in Cannes. She is currently the Global Head of Brand & Digital Marketing for Vodafone Business, based in London HQ.

Ebru is the mother of 13-year-old twin sons.

## LIONS FESTIVALS

CANNES LIONS

**GRAND PRIX**

**GOLD** / Glass

2x **SILVER**

6x **BRONZE**

**WHY** I recommend  
AYSE AYDIN

A rare combination of  
competence and kindness.





CEM

AYSE

BICEM

#LADIESFIRST

# AYSE AYDIN

## reality is bigger than any fiction

She has sweetness, a kindness, a down-to-earth and a sense of humor approach that's hard to ignore. By walking into the VMLY&R offices, where she is currently the Executive Creative Director, one can feel the same vibe all around. Under her guidance, Ayse lead her team for success, VMLY&R being, till date, the only Turkish agency with a Grand Prix in Cannes. She started her career at Rafineri and continued in DDB, both being remarkable ad schools. Ayse thinks ego is killing creativity and she is encouraging people to set their soul radar to find memorable ideas.

1

My daughter's smile is making my soul sing.

2

While in primary school, I have entered a poem award show. It was 23 April, the Child National Day. The last words were: "Its 23 of April, so it's my birthday". I got the Grand Prix. The jury was very impressed by my emotional approach to this official moment in the calendar. The blunt truth, however, was another one: 23rd was my birthday for real. I have been thinking, ever since, that reality is the best source of inspiration for creativity. Being a real person beats everything in the world. Ideas that are coming from real stories rock in every area. "Real" is bigger than any fiction.

**Turkish creatives:  
You can't realize how good they are, until you see them working. They are used to deliver close to deadline.**

3

Reality is bigger than any fiction. Also, when you are sad, never stop, thinking you fucked things up, just keep walking and see what's happening next.

4

Red Light App Campaign. Which has the first and only Grand Prix for Turkey in Cannes.

5

I think it's the same.

6

Miracles do come true in Turkey.

7

Laugh loudly. It's very natural in Turkey.

8

You can't realize how good they are, until you see them working. They are used to deliver close to deadline.

9

My home.

10

My home.



# 25

## LIONS FESTIVALS

CANNES LIONS

**GRAND PRIX  
GOLD**

2x **SILVER**

2x **BRONZE**

16x **SHORTLIST**

EUROBEST

**SILVER**

[linkedin.com/in/ayse-aydin](https://www.linkedin.com/in/ayse-aydin)







EBRU



AYSE



ORHAN



[instagram/ gorbontiles](https://www.instagram.com/gorbontiles)



TURKISH DESIGN: Ayse says you should explore the world of

# ORHAN GORBON

## a legacy to live for

In 2015 he decided to continue his grandfather legacy by re-launching Gorbbon Tiles, a highly respected handmade ceramic tiles brand that made history in Turkey, for over 60 years. His favorite clients are compromise-resistant architects, aiming for the best. As a kid, he used to sail with his grandfather over weekends. Spending time on sea with interesting people, sharing stories and inspiring each other, remained a lifetime passion. He is as much a champion of splendid handmade tiles, now adorning spaces in Oman, London, Dubai or New York, as he is a champion of the sea, in international sailing competitions. He has studied Psychology at the Bosphorus University and Management in New Jersey. "I am not much of a creative, but I run a business creatively", he modestly said. But by curating remarkable work, he is an outstanding creator himself.





# ALI BATI

## a pioneer, wherever life takes him



Ali Bati is the Chief Creative Officer of Leo Burnett Bucharest. During his first year at Leo, Ali and his team won the agency's first Cannes Lion after several years, while helping the business grow rapidly by winning several major pitches. He worked in Turkey, Italy, the UK and US. He has won over 100 national and international awards. His work has also been recognized for effectiveness with several Effies.

He played a major role in DDB Istanbul ranking #3 as the Agency of the Year in Cannes. His work brought Turkey the first Grand Prix in an international festival, which helped his agency win the title of the Agency of the Year at Golden Drum. Ali was ranked as the #1 art director in the world by Luerzer's Archive. He served as a jury member at Eurobest, Golden Drum, Red Dot Design Award and Crystal Apple.

ALI

AYSE

ELIF



## LIONS FESTIVALS

4x **SILVER**/ Outdoor, Print

4x **BRONZE**/ PR, Outdoor, Print

12x **SHORTLIST**

[linkedin.com/in/alibati](https://www.linkedin.com/in/alibati)

## WHY

I recommend  
AYSE BALI

She is a constant inspiration,  
for the last 20 years.





ALI

AYSE

ELIF

#LADIESFIRST

# AYSE BALI

## the power of soft power

In her office with large windows, opening into an inner garden, Ayse looks like a contemporary Audrey Hepburn. But as soon as one meets her, the charm of her cinematic appearance makes room for her personality to shine. For more than 18 years, Ayse Bali, the vicepresident of Rafineri, was a role model. Her leadership style, a rare mixture of empathy, sensibility and inner power inspired people. There is no wonder the agency she co-founded became the most influential independent structure of its kind. In her Creative Director career, Ayse won over 100 awards, Lions included, being also a juror in Cannes and Eurobest. More importantly – she tutored generations of future creative leaders. For the market and beyond, Rafineri became a star nursery and the passcode for educated talent.

**1**

A true moment of inspiration.

**2**

When I was asked a question, even a very simple one, I would think of hundreds of different ways to answer it. That process before the answer would take so long that people would think I was either dumb or mute. I went into advertising to prove that I was neither.

**3**

London bookshops.

**4**

Design Alla Turca, a project that I created and curated with my team at Rafineri. It is a line of products that explore both traditional and

contemporary Turkish cultural quirks. The line was initially produced for the design supplement of Mediacat Magazine and later turned into an exhibition in an art gallery.

**5**

Ottoman Empire t-shirts, a brand that I created and designed years ago. It was a hip t-shirt brand with traditional Ottoman motifs set against quirky English phrases and pop designs. Immediately gaining recognition among the city's bohemian bourgeois, the tiny Ottoman Empire shop attracted thousands of tourists in search of trendy fashion items. Ottoman Empire had its share of fame from the pages of Italian Elle Decor to the New York Times. After about 5 years, I was

simply bored and I've let it go, since it was like telling the same joke over and over again.

**6**

It is goal-driven.

**7**

The local humor employed in the Gezi Park Protests, one of the most widespread protests in the history of modern Turkey. The widely circulated graffiti in the social media during the Gezi Park protests used humor and wit as a form of resistance.

**8**

Stay away, the creative migration is one of my biggest problems these days, who am I going to hire if you keep on hiring Turkish talent?

**9**

Everywhere with a great view of the Bosphorus.

**10**

Cappadocia, a fairytale landscape.

**Who am I  
going to  
hire if you  
keep on  
hiring  
Turkish  
talent?**





# 29

## LIONS FESTIVALS

2x **SILVER** / Outdoor

2x **BRONZE** / Outdoor

**JUROR** in Cannes & Eurobest

[www.rafineri.net](http://www.rafineri.net)







ALI



AYSE



ELIF

TURKISH DESIGNER: Ayse says you should explore

# ELIF KALKAN

## telling stories in the life frame of a second

Born in Ankara, in 1988, Elif is a natural born advocate for the Generation Z. Through her short films, one can suddenly get the vibe and the sensitivity of misunderstood people. Although young herself, her taste for expressive characters and faces that tell stories in the life-frame of a second, is exquisite. Beyond her studies as graphic designer and film maker, her passion – video storytelling as way to capture ephemeral feelings – led her to directing and production jobs that now engulfed her life completely. In the last 3 years as commercial director, she was constantly part of award winning teams. Those results have confirmed what many would just guess: Elif is an ingredient for success.



[vimeo.com/elifkalkan](https://vimeo.com/elifkalkan)



# ALEMSAH OZTURK

## the start up mentality: reset and win

Alemsah Ozturk, Chief Happiness Officer, co-founded 41? 29! In February 2007. For those who wonder, the name of the agency is an allusion to Istanbul's latitude and longitude. In the first 5 years, 41? 29! has become the most awarded and successful digital advertising agency of Turkey. Acquired by WPP in 2012, the agency was in bloom. Before 41? 29! Alemsah founded several startups, which brought him the youngest creative director title, at the age of 24. USA VP Joe Biden acknowledged him as the entrepreneurial example of Turkey. As business angel, he invested into more than 15 startups and he was mentoring young entrepreneurs. While he isn't working on creative projects, he tries to finish his next book, writes articles for Harvard Business Review and plays games. He is a dedicated father and his interest in spirituality is expanding the boundaries of his world.

ALEMSAH

GORKEM

ECE



## LIONS FESTIVALS

**GOLD** / Print & Publishing

**BRONZE** / Media

6x **SHORTLIST** / Cyber, Mobile, Direct, Promo and Activation

[linkedin.com/in/alemsah/](https://www.linkedin.com/in/alemsah/)



**WHY** I recommend  
GORKEM MERT

She has a brilliant mind.







ALEMSAH

GORKEM

ECE

#LADIESFIRST

# GORKEM YEGIN MERT

## from Sorbonne to London, via Istanbul

Passionate for unlocking the brands and people's potential alike, Gorkem Yegin Mert is a Creative Strategist, at the Facebook Creative Shop, collaborating with agencies and clients to create memorable work on social media platforms. After graduating from Sorbonne, Gorkem worked 13 years in the advertising as a "hybrid creative" doing both traditional and digital work for Rafineri, Tribal Worldwide, Grey Istanbul and finally as a Creative Director for 4129Grey. She worked for local and global brands like Unilever, P&G, Eti, Ulker, Boyner, Teknosa, Pegasus, Mercedes-Benz and NGOs like Darussafaka and Amnesty International. Her list of accolades includes more than 70 awards in different categories including Gold Effies and Gold Lion at Cannes.

1

Good books. Good coffee.  
Good food. Good ideas.  
Doing good. Art. Flowers.  
Brainstorming sessions.  
My dogs. Sea. Sunshine.  
Yoga. Places I love. People  
I love. Love.

3

Being around inspirational  
people.

4

"You Can Do Without"  
(Olmasa da Olur)  
Campaign for Darussafaka

6

Hacking. With so much  
ambition and not so many  
means, we know how to  
find solutions.

**Good books. Good coffee. Good food.  
Good ideas. Doing good. Art.  
Flowers. Brainstorming sessions. My  
dogs. Sea. Sunshine. Yoga. Places  
I love. People I love. Love.**

2

I remember preparing  
handmade magazines with  
my friends when I was 9 or  
10. We were writing and  
drawing every page of it  
including ads. I still keep  
them.

5

"The Insiders" (Iceriden)  
Campaign for Amnesty  
Turkey

7

Humor is Turkey's social  
glue.

8

Give fictional briefs with  
limited timings to see the  
real superpowers of  
creatives.

9

Moda.

10

Gumusluk, Bodrum.

# 33

## LIONS FESTIVALS

CANNES LIONS

**GOLD**

**BRONZE**

3x **SHORTLIST**

EUROBEST

**JUROR**

[behance.net/gorkemyegin](https://behance.net/gorkemyegin)

The shoot took place at the Yapi Kredi gallery.





ALEMSAH



GORKEM



ECE



TURKISH DESIGN: Gorkem says you should explore the world of

# ECE GOZEN

## when science meets fashion



After graduating from Textile and Fashion Design at Mimar Sinan Fine Arts University, Ece was invited to participate in MUUSE X VOGUE TALENTS Young Vision Award 2012, with her graduation Project 'Illusional Harmony'. She received the title of 'The Most Visionary Designer' by Sara Maino, the senior fashion editor of Vogue Italia. In 2016 she was selected by CFE London for Yota program and invited to London. For half a year, she got the opportunity to work with British consultants to develop her brand. After returning to Turkey, Samsung featured her in the Galaxy Note campaign, under the slogan 'If you believe in yourself, you can do it'. In 2018 she re-brand her label as Gozen Institute. Currently she is teaching fashion and she is collaborating with scientists to create new world's sustainable materials for the textile industry.

[ecegozen.com](http://ecegozen.com)

## awards

The Most Visionary Designer  
Vogue Italia

## featured in

[notjustalabel.com](http://notjustalabel.com)  
[muuse.com](http://muuse.com)  
[vogue.it](http://vogue.it)



# DEMET IKILER

she has the power and knows what to do with it



## LIONS FESTIVALS

CANNES LIONS

**GRAND PRIX**

10x **LIONS**

100x **SHORTLISTS**

[linkedin.com/in/demetikiler](https://www.linkedin.com/in/demetikiler)

ME.ALCHEMY

Demet is leading WPP Turkey, the biggest and most comprehensive communication network, with 28 companies including VMLY&R, Ogilvy, Wunderman Thompson, 4129Grey, Mindshare, Mediacom, Wavemaker, Wanda, C-section, Landor, Burson Marsteller, Hill + Knowlton and Geometry. She has started her career from the kitchen of the business, with media planning, 25 years ago. Now she is in the top 10 Most powerful women leaders list. After running Mindshare, Turkey's biggest media agency, for 10 years, she took GroupM CEO role and since 2014 she is also the country manager of WPP Turkey.

She is one of the chosen mentors in WPP and she is actively supporting women empowerment in workplace and gender equality. As part of UN Women's Global Compact board she is a strong influencer and leader of the communication World.

**WHY** I recommend  
NESLIHAN OLCAY

She is always eager to  
adapt and innovate.



DEMET

NESLIHAN

EBRU





DEMET

NESLIHAN

EBRU

#LADIESFIRST

# NESLIHAN OLCAY

## Turkey's brightest media brain

A living encyclopedia, Neslihan's passion for knowledge is probably surpassed only by the joy of sharing it. Her involvement in GroupM's talent development academy, the media planning courses at Istanbul University and Galatasaray University and IAB's trainings are the proof. For the biggest part of her professional life, she was in leadership roles – Mindshare, GroupM, Maxus or Wavemaker, where she currently serves as CEO. In 2017, she became the chair of IAB Europe Education & Training Committee. Her commitment to creativity and innovation recommended her for the IAB Mixx or Cannes Media Lions juries. In 2019 she was elected president of IAB Turkey. She has a passion for strategy games, a great sense of humor and when she laughs, the room lights up.

1

Learning something new every single day. I equally love teaching.

2

My childhood was all about reading all kinds of genres, including encyclopedias. I liked drawing people's portraits. I loved playing with color and oil painting. My mom's home is full of my drawings. In high school I wrote poetry. I explored all kinds of creative expressions.

3

Solitude surrounded by nature. That's when I love reflecting on ideas. *aliquip ex ea commodo consequat. Duis autem vel*

4

We created a partnership for Renault with Getir mobile app to bring the test drive to people's homes. I like it because it was based on solid consumer insight, involved technology and partnerships, and it reflects our agency's vision from the ideation to the execution.

5

Typo domains by Nescafé, shortlisted in Cannes.

6

It depends on humor and self irony. Its essence comes from the culture itself. Combining culture with humor is the recipe for success.

7

Nasreddin Hodja jokes and tales.

8

They come from what's hard, so when you are in such an environment, it's not creativity for the sake of it, you need to be an everyday creative. That makes people more efficient in their daily lives. Therefore, Turkish creatives can thrive and flourish in different ecosystems, because they made it first in a territory of hardship.

9

Enjoying Bosphorus and the pleasure of sitting by the sea. Remember, Bosphorus is not a river, is a sea.

10

Cesme, in Izmir. In only 30-45 minutes by car, the scenery can change dramatically: different sea, different beach, different sand color.

**Turkish creatives  
can thrive and flourish in  
different ecosystems,  
because they made it in a  
territory of hardship.**



37

## LIONS FESTIVALS

1 x **SHORTLIST**  
**JUROR** / Cannes

[linkedin.com/in/neslihanolcay](https://www.linkedin.com/in/neslihanolcay)







DEMET



NESLIHAN



EBRU

TURKISH DESIGNER: Neslihan says you should explore

# EBRU BAC

## conscious art is therapy

Ebru is the creator behind JustPaper, a brand of handcrafted objects produced in the papier-mâché technique. Setting an example for up cycling, Ebru utilizes waste paper as raw material to bring new objects to life. She is an İstanbul-based designer who studied economics and had worked in corporate communications area for more than 20 years, until she realized she is looking out for a life of her own. By discovering the papier-mâché technique, JustPaper emerged almost organically, also nurtured



[paperjustpaper.com](http://paperjustpaper.com)



by her brand building expertise. She loves passing her joy for sustainable life, by organizing workshops on the craft. "This project's gift is to learn how to un-plug from the frenzy of the hyper-connected life and enjoy quiet time", Ebru confessed.

Ebru's shoot was made at Noi Design Studio.



# SAMI BASUT

## his dream is to win an Emmy



SAMI

ZEYNEP

CANA

Over the holiday, in his teen years, he used to run the family's fashion shop. He was so pissed off for not enjoying properly Buyukada's beaches, where they had a summer house. Nowadays, he's grateful. His first campaign, in the primary school, targeted his dad, requesting an Amiga computer. Sami would hide persuasive messages in the most unexpected places. No wonder he evolved, years after, into Turkey's CD of the Year. A member of the JWT Creative Council, he has been a keynote speaker at Brandweek and Creative Circle in Berlin. Since 2010, he is a treasured mentor within the legendary Bosphorus University. The results of his "why not" and anti-cliché attitude, alongside the cultural impact strategies, brought him over 200 trophies and generated mentality changing campaigns for the world's largest brands. Sami is currently the Executive Creative Director of JWT Istanbul.

## LIONS FESTIVALS

EUROBEST 3x **BRONZE**  
**SHORTLIST** / Glass  
**JUROR**

[linkedin.com/in/samibasut/](https://www.linkedin.com/in/samibasut/)

**WHY** I recommend  
ZEYNEP EREKLI

She's a beautiful soul and  
a talented writer.







SAMI

ZEYNEP

CANA

#LADIESFIRST

# ZEYNEP EREKLI

## investigating impossible scenarios

Independent editor and content creator Zeynep Erekli is best known for her arts & culture, travel writing and make-it-happen skills. She worked for Time Out Istanbul, Travel + Leisure, Vogue Turkey, GQ Turkey, among others reputed magazines. After working for 6 years as the publishing director for trend & travel monthly Bone Magazine, she went freelance. Her latest work – "This Girls's Tale" – received a shortlist in Eurobest/ Glass. She is currently working as co-editor for 212 Magazine, a large format international biannual magazine focusing on arts, culture and society. She lives and works in Moda, Istanbul.

1

A very good film and a very good novel makes my soul sing. My husband, my baby, family, friends and traveling make me happy.

2

Asking many questions, all the time. The craziest, most ridiculous, open-ended questions. "Mom, If I had a dinosaur as a pet, what would we do in your free time?" Investigate impossible scenarios.

**Mom, If I had a dinosaur as a pet, what would we do in your free time?**

3

The best inspiration comes from interacting with people.

4

This Girl's Tale; the short documentary series we made with PToT Films and Manajans JWT, for Unilever Turkey. Amazing, inspirational stories about 9 real girls facing real issues and getting successful in their field, no matter what.

5

At the times I was working for Time Out Istanbul magazine, I started a workshop series: "Time Out Writing Seminars". In this seminars, interns and people from other fields who were interested in creative writing, came to explore how to write well structured, compelling articles. It has been quite a while but I still hear people saying how happy they are about the seminars we did together.

6

It's increasing despite the monarchy-like government.

7

Gezi protests. In 2013, hundreds of thousands of people took to the streets in Turkey to protest Erdogan's authoritarian policies. The

Gezi protests had a very special energy. It was about rebellion, but also humor. It was our hope for a different society.

8

Humor.

9

My beautiful neighborhood: Moda.

10

Mardin, on the border of Syria, is an antique city standing up to time and the ferocity of civilization. The city dates back to the Neolithic Age and has been home to more than a dozen civilizations and multiple religions. It's located on the slope of a hill looking down south to the Mesopotamian plains. The air you breathe makes you feel alive.



41

## LIONS FESTIVALS

EUROBEST **SHORTLIST** / Glass

[linkedin.com/in/  
zeynep-erekli-vefa](https://www.linkedin.com/in/zeynep-erekli-vefa)







SAMI



ZEYNEP



CANA



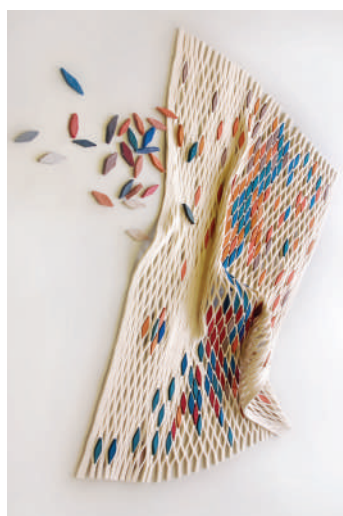
TURKISH DESIGN: Zeynep says you should be amazed by

# BEGUM CANA OZGUR

## saving from extinction the ancient art of kilim

Studying interior design at Bilkent University and later on, refining her master education at the Cranbrook Academy of Art, in the 3D design department, Cana was attracted by the textiles ability to tell versatile stories, using both visual and tactile languages. Returning to Istanbul, she opened her design studio in 2014. Among other designs, while playing with different weaving techniques and exploring the endless world of colors, Cana realized the potential of the idea for kilims, an art on the verge of extinction in Anatolia. She proposed contemporary designs for ancient techniques, and met with talented craftswomen to produce them. The result was special. She opened her design studio in 2014, giving herself one year to succeed. Nowadays, she is one of the most admired designers of her generation.

[begumcanaozgur.com](http://begumcanaozgur.com)





# OZGE COLAKOGLU

## the courageous client shining on in Cannes

As the IKEA Turkey Marketing Communications Manager, Ozge Colakoglu shapes the company's all external communication strategies. The team she leads has helped IKEA Turkey grow exponentially and become one of the most awarded Turkish clients at the Lions festival. The work delivered on home furnishing under her leadership ignited interest in IKEA Brand, changing historical Turkish buying habits. A business graduate of Bilgi University, she's chosen a career in marketing because she loves telling stories to the world - and she's been telling IKEA's ever since. She loves spending time in the Nature and is a proud board member of Maya Foundation, which helps children who have suffered psychological trauma."



## LIONS FESTIVALS

**BRONZE** / Print, Publishing  
**SHORTLIST** / Outdoor, Design

[ocolakoglu@ikea.com.tr](mailto:ocolakoglu@ikea.com.tr)

**WHY** I recommend  
ILKAY GURPINAR

Top notch creative talent,  
true strategic thinking and  
constant client focus.



OZGE

ILKAY

RUMISU





OZGE

ILKAY

RUMISU

#LADIESFIRST

# ILKAY GURPINAR

## be good and make your own destiny

One of the most influential creative directors of the TBWA network nowadays, Ilkay became a reference name among those catalyzing pop culture and new mentalities in Turkey. She is a fierce competitor and in less than two decades, her team became the most awarded Istanbul-based agency in Cannes while she served as a juror for the Lions and Eurobest alike. She is the founding member of 212, an international bi-annual arts and culture magazine, celebrating the best of humanity through the lenses of interesting photographers and content creators. She thinks that "Being a woman in advertising here, means that one really makes her own destiny: you just need to be good".

**1**  
Working with people I love.

**2**  
I designed birthday cards using origami, fresh writing and collage. People loved it and my parents constantly encouraged me to follow my artistic instincts.

Whatever I did, they supported me unconditionally and that's a very secure feeling for a child to receive. Also, being raised in a small town gives you a very interesting point of view and allows you to read everything through a different lens than the rest of the people growing up in the same cluster.

**3**  
Travelling and meeting new people.

**4**  
My kids.

**5**  
Our first Design lion.

**6**  
The society has a taste for humor and the clients as well. In our history and culture is good to play on that.

**7**  
There are very funny phrases; we have a so many and so humorous that we have a dedicated dictionary.

**8**  
It's in our blood to understand a variety of cultures simultaneously. Not to mention the enormous effort Turkish creatives are ready to make in order to keep up with the world. They search more, they study more, they know more. Somehow, the feeling of inferiority makes them better in the end.

**9**  
Nisantasi, for being an interesting mixture of established and contemporary vibe.

**10**  
Cesme, close to my home-town, Izmir, on the Aegean Sea.

**Turkish creatives search more, study more, know more. Somehow, the feeling**



# 45

## LIONS FESTIVALS

2x **GOLD** / PR

4x **SILVER**/ PR, Media, Print and Publishing

15x **BRONZE**/ Outdoor, Design, Media,  
Film, Print and Publishing, Direct

47x **SHORTLIST**

[linkedin.com/in/ilkay-gurpinar](https://www.linkedin.com/in/ilkay-gurpinar)







OZGE



ILKAY



RUMISU

TURKISH DESIGN: Ilkay says you should explore the scarves from

# DENIZ & PINAR YEGIN

## celebrating culture one scarf at a time

From Monocle to Vogue Italy, Rumisu silk accessories conquered the world. The brand was founded by Deniz and Pinar, two sisters with exquisite education, one in visual arts, at the Pratt Institute and Polimoda, in Florence, the other in economics and finance, at Harvard and Wharton. The family business, a yarn manufacturing, was both a school and an inspiration. However, in 2011, they opted for something new: a line of ethically manufactured design accessories that give back to their community. The original visual statements of their scarfs come along with reinterpreted versions of oya, a type of ancestral Anatolian crochet, created by local craftswomen.

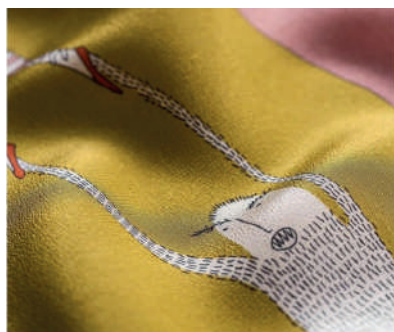
[rumisu.com](http://rumisu.com)



For the rare mixture of contemporary design, impeccable execution and cultural celebration, Rumisu is applauded in the world's fashion epicenters, from Pitti Uomo to Harvey Nichols HK.

## featured in

Vogue  
Monocle  
Beauty Magazin  
Marie Claire  
Harper's Bazaar US  
Huffington Post  
Wall Street Journal



# ORHAN GAZI KANDEMİR

a man of his word



ORHAN

DENİZ

BİCEM



While watching the movie "What Women Want" in his teenager years, he said he would become an adman one day. However, with a constantly relocating family and international school experiences, he found himself a Trade Marketing Specialist. Few years in the corporate world were enough to reset and pursue his childhood dream. A man of his word, in the first year of his copywriting career, he won the first Gold Lion of Turkey, as he promised to his childhood friends, when entered the ad world. Since then, he kept winning Golds and Grand Prix in regional and national competitions alike. His work appeared in Luerzer's Archive, Campaign and the book "Hey Whipple, Squeeze This!" He believes that good ideas are unstoppable, unbreakable and they always shift the way people think, act and live. They seed themselves in one's brain and evolve like a virus. Currently he is Creative Group Head at the independent agency Alaaddin.

## LIONS FESTIVALS

CANNES LIONS

**GOLD**/ Outdoor  
**BRONZE**/ Print

[linkedin.com/in/orhangazikandemir](https://www.linkedin.com/in/orhangazikandemir)

**WHY** I recommend  
DENİZ DULGEROĞLU

She is smart and has a great sense of humor.





ORHAN

DENİZ

BICEM

#LADIESFIRST

# DENİZ DULGEROĞLU

## an oral surgeon turned copywriter

A creative soul who was trapped in an oral surgeon's body for years, Deniz decided to quit her job at 27 and started writing ads for a living. She is now a senior copywriter in Turkey's biggest independent advertising agency: Rafineri. In 2018, she has been selected to represent Turkey in the "See it, Be it" the career accelerator dedicated to young female creatives in Cannes. Later, the same year she had her first international speech in Belgrade, on the topic of imperfections that matter.

1

When I create something that resonates with other people I feel as if my soul finds other bodies to live in. It feels like hacking mortality.

2

I caught the attention of my parents creatively, by drinking an entire bottle of cough syrup, when I found out they intended to give some to a sick kid that was visiting our house.

3

Frustration. Curiosity turns me on, as well. When I sense a story starting, I can't resist rabbit holes.

4

I still haven't done it.

**I caught the attention of my parents creatively, by drinking an entire bottle of cough syrup, when I found out they intended to give some to a sick kid that was visiting our house.**

5

An ad for a global coffee-chain because I was the voice-over and people who know me were shocked to hear my voice when they saw the ad

6

Being Turkish is like you are being pulled from all the corners, so all that tension creates a whole within your core, and you have no chance but to fill it with your creativity. When you don't want to fall apart, you start building bridges.

7

Our minister of economy, making jokes about the economical crisis, that's the best statement of Turkish humor. Humor is a must-have coping

mechanism here. You have to be funny. If you are not, you are not good to make good conversation and have interesting friends.

8

They are very manipulative. They are trained in a market that has to sell impossible stuff; into a tough economy to people that don't have the means or the motives to buy them.

9

By night, on the steps on Cihangir looking towards the Bosphorus.

10

Robert College, my high school has a campus that could easily act as a scene to a fairytale.



# “SEE IT, BE IT” 2018

[linkedin.com/in/deniz-dulgeroglu](https://www.linkedin.com/in/deniz-dulgeroglu)

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ORHAN

DENİZ

BICEM

TURKISH DESIGN: Deniz says you should explore the tatoos created by

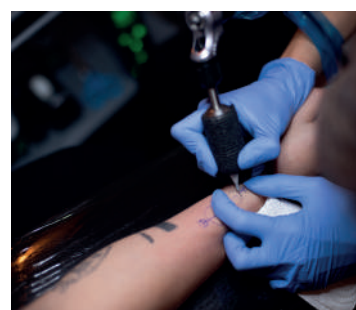
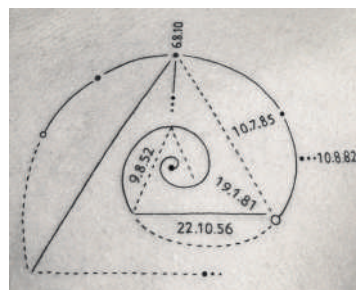
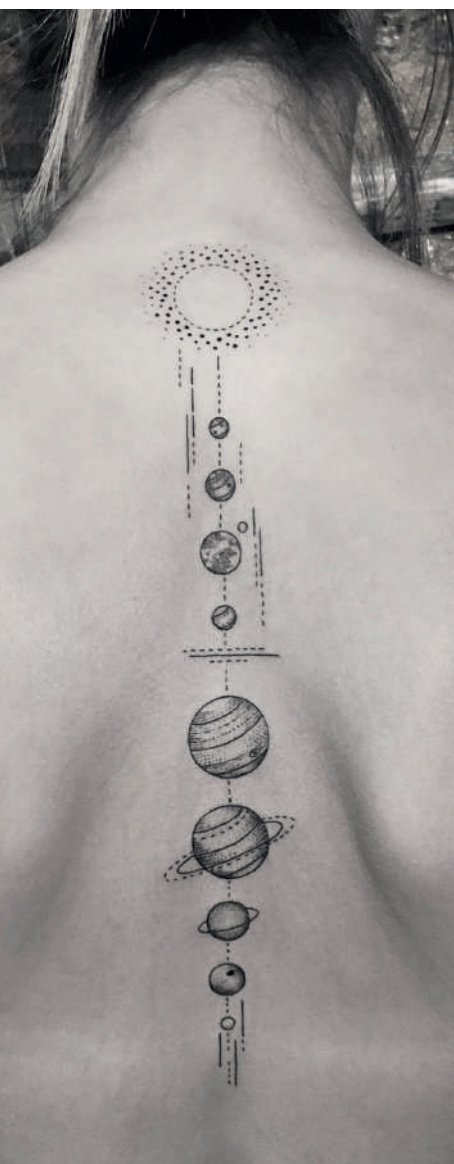
# BICEM SINIK

## geometry on skin

Bicem Sinik is an internationally appraised tattoo artist whose unique, geometric, delicate art became viral in the digital space. Although she has a stylish studio in Cihangir, she is travelling often abroad, where clients are patiently waiting for her to leave a unique mark on their skin. Born in a family of teachers, she moved against the flow, leaving Bursa for Istanbul. Her graphic design studies launched her into advertising, at Y&R. While learning and perfecting her art direction skills, she was already longing for something more meaningful. Initially despising the community for charging big bucks for no effort, after her first tattoo she understood there is nothing easy in this craft. What started as a hobby in 2016, evolved into passion and a way of life.



[bicem-sinik.tumblr.com](https://bicem-sinik.tumblr.com)



# ALI KEREM BILGE

## a magnet for talent



Being the second generation in an art collector's family, Ali Kerem Bilge has a genuine passion for discovering talents and helping them thrive. Following his career in technology companies and consultancy for projects like Great Festival of Creativity and Crystal Apple, Ali co-founded BASE in 2016. The young artists' platform is helping each year over 2000 graduates from Turkish universities to present their best work to the

world. More than 10.000 visitors each year - art collectors, curators, art institutions and enthusiasts - are exploring the new wave's promising work. The talks program hosts over 75 speakers in 4 dense days. Ali newest project of the field is a digital art festival, featuring international artists specialized in digital video and computerized craft.

ALI

EMINE

MANUK

## featured in

Vogue  
Selections/ Dubai

[www.base.ist](http://www.base.ist)

## WHY

I recommend  
EMINE CUBUKCU

She is a constant inspiration,  
for the last 20 years.







ALI

EMINE

MANUK

#LADIESFIRST

# EMINE CUBUKCU

## a love for lobby, from DC to Istanbul

With a background in sociology, she launched her career in advertising, PR and lobbying, initially in Istanbul and later on in Washington DC. Emine Cubukcu came back in her native land after a decade spent in the United States. She is currently the CEO of Ogilvy Istanbul in Turkey, coordinating a remarkable team, generously awarded in Effie, New York Festivals, Sabre, Mixx Awards or The One Awards, to name a few. She has a soft spot for pioneering acts, art and outspoken people. No wonder the agency she is managing is one of the most influential locally.

1

My 12 years old son is one of the essential sources of my happiness. His unfiltered questions stimulates my imagination, thinking and dreams about the future. Like all children, he is so innocently honest and direct. In his way, he nurtures me and help me to re-invent myself with his simplicity towards life.

2

Since my early childhood I was always amazed by nature, and wonder around our backyard which was connected to a little forest at that time. Despite all the cautions by my parents to keep me away from trouble I always managed to escape from orchestrated childhood pleasures to the amazing lives and routines

of ants, bees and butterflies. Curiosity fuels creativity, I think... That's the feeling still leads my path, today!

3

Streets of Istanbul.

6

Despite constraints (limitations) like budget or timing, our ability to create insightful and fun stories... Stories talk both to the East and West!

7

It is witty & cunning, mostly contextual and ironic...

8

Well, if "they" can make it here, "they" can make it anywhere!

9

It is up to ones expectations. For me, Kuzguncuk is one of the most colorful neighborhoods of the Bosphorus. For centuries, it was the Istanbul's center for tolerance and harmony where Turks, Jews, Greeks and Armenians resided, their worship places shared a wall and life.

10

Istanbul is for me the most beautiful, romantic and surprising city on earth. There is nothing ordinary about the city. Almost everything is unexpected and very unique. In Istanbul you have art deco, art nouveau, Seljuk or Ottoman, eclectic or baroque architecture in perfect harmony.

**Turkish creatives: If they can make it here, they can make it everywhere.**



**53**

[linkedin.com/in/emine-cubukcu](https://www.linkedin.com/in/emine-cubukcu)



TURKISH DESIGNER: Emine says you should discover

ALI

# MANUK DURMAZGULER

## Manuk's Workshop: the raw diamond

EMINE

MANUK

He was the disciple of a jewelry master in the Grand Bazar, learning the craft of design, metalwork, stone language and people's psychology first hand. He was 13 when started his apprenticeship and for the next decade he cultivated his talent by working for regular customers and exclusive brands alike. In 2007 he opened his atelier and 5 years later Manuk's Workshop was launched in the space of a former Greek school, in Karakoy. At the ground floor, in a



minimalist space declining Manuk's interior design instincts, visitors can explore his universe – raw gemstones and unpolished diamonds, placed in delicate gold structures, in pieces of jewelry defying the regular timeline. Upstairs – the magic of the workshop itself, where the most sought after contemporary Istanbul jewelries are born. Seeking beauty in imperfections, the unpolished and unrefined results are flawlessly timeless.



[manuksworkshop.com](http://manuksworkshop.com)





# PINAR GEDIKOZER

## the soul reader

After graduation from the Middle East Technical University Department of Business Administration, she has worked as a system analyst for almost 10 years for big insurance companies. By the end of 2005, bored by the software universe and longing for human connection at a deeper level, she quit her job and became a disciple of the Swedish Photographer Anders Petersen during his photography master class in Kavala, Greece. Later on, she pursued her photography education in New York, with a focus on portraits at the International Center of Photography. "I'm always curious about the encounter of people at a given time and space. You never know what comes out. I try to be blank, ready to see that person with all the angles. I try to find the essence of their spirits and reflect this in the portraits" said Pinar on her work. While exploring her pictures, one can discover a sensitive retina, both empathetic and with a special sense of humor. She is constantly collaborating with top level publications, and currently she is focusing on "Faces and Spirits" a collection of portraits have come out.



PINAR



CEM



NECMI



ERGIN



**WHY** I recommend  
CEM SOMER

Esquisite.



**WHY** I recommend  
NECMI USTA

Unexpected.



**WHY** I recommend  
ERGIN IREN

Art legacy in a hamam.



TURKISH DESIGN / The Photographer cut: Pinar says you should discover

PINAR

# CEM SOMER

## exquisite craftsmanship for generations

CEM

Cem Somer comes from a family of architects with a long-life passion for the sea. Alongside his brother, Alp, he used to spend summers on the boat, rather than on land. Racers themselves from a young age, they knew from inside out what was necessary for a masterpiece: attention to the ultimate detail, outstanding resistance and incredible agility. They wanted to compete with an outstanding boat. To meet those exigencies, they had to translate the dream into reality and build it themselves. That's how their business has started. Inspired by their father legacy, that used to build his own yachts, Cem and Alp launched MAT more than 25 years ago, with the aim to

[www.mat.com.tr](http://www.mat.com.tr)



build performance sailing boats at the finest quality. Nowadays, clients from all around the globe are praising the finesse of their craft, while the boats enjoying their refined touch are competing and very often winning in the major naval contests worldwide. Cem and Alp are probably the only manufacturers in the world that first race a new custom made boat, before finally delivering it to the client.







TURKISH DESIGN / The Photographer cut: Pinar says you should discover

PINAR

# NECMI GUNES

## dancers of the world, in line for his shoes

NECMI



22 years ago, in Istanbul, handmade tango shoes were a rarity. And then, Necmi started to create them. Imagine the most amazing materials and shapes inspired by the ballroom dancing competitions he saw on tv. Nowadays, if you want to get in the Istanbul's inner circle, a tango night in the Perra Palace Hotel can be the shortcut. It goes, of course, with the right pair of

shoes, hand made at Necmi Gunes, in his modest atelier, in Pera. But from this humble place, where 5 people create shoes from dawn to dark, over a 100 pairs are made daily and most of them for the most sophisticated markets of the planet. Over 114.000 shoes touched somewhere in the world the dance floors, after Necmi worked his magic.







PINAR



ERGIN

TURKISH DESIGN / The Photographer cut: Pinar says you should discover

# ERGIN IREN

## a pasha hamam steps into 21st century



Ergin Iren was doing his MBA in Erasmus, Rotterdam. Refurbishing a few hundred years old hamam was his thesis topic. Besides the associated challenges – too many hamams in Istanbul and the Turkish bath practice becoming obsolete among locals – the idea was selected as the best business plan of the course. In a twist of faith Kilic Ali Pasa Hamam was for sale couple of months after. Five times more the initial investment, many local craftsmen, an encyclopedia-worth documentation and 7 years after the entrepreneur bought it, one of the oldest hamams in Istanbul, build in 1580 by the legendary architect Sinan, was open to public, restored to its former glory, with a subtle contemporary twist. The place was ranked number



1 from all the Istanbul hamams, celebrated in all major travel, architecture and design magazine all around the world and became part of a priceless legacy.

[kilicalipasahamami.com](http://kilicalipasahamami.com)



# LOVE AND LOBBY

#LoveAndLobby is a private diplomacy platform aiming to discover and promote nations of the world through their best talents, makers and inventors. By switching the gravity center from politics and over-drama to culture, art and good vibes, we create a new frame to relate with "the other", beyond clichés. "Where are you from", a question that carried within a consistent set of preconceptions to be activated immediately after the answer, is, for us, an expression of genuine curiosity for the fascination of the worlds we might know little about. If there is such a thing as the soul of the nations, #LoveAndLobby is in its quest, ready for this cartographic endeavor.

## MEALCHEMY.COM

Launched in 2000 as a pioneer in personal branding, ME.ALCHEMY is a success management set of instruments that help business people, public persons, entrepreneurs and top level multinational seniors to explore, find and express the best version of themselves and their projects within their companies and in the public space. Access to ME.ALCHEMY services is recommendation-based only and thanks to our very strict discretion policy, clients' names are not public. However, to offer a taste of our abilities, perspective, style and results, we develop public projects such as "Chapeau, Madame" (dedicated to business women) or "Ladies First". Clients from Switzerland, Singapore, Turkey, Cyprus, France and Romania enjoyed the results of the ME.ALCHEMY experience.

## CANNES LIONS ROMANIA

Cannes Lions Romania is the platform that successfully championed knowledge of creativity among seniors and young creatives via trainings, congresses and events throughout the past 15 years. Through The Alternative School for Creative Thinking, hundreds of youngsters had the chance to access international trends, as delegates at Cannes, Eurobest, Dubai Lynx. Gold in Design and Cyber, bronze in Print, 3 times gold in Roger Hatchuel competitions or a merit in Young Marketers, are the results of some well-schooled generations. The entire industry got energized by the local ambassador of the festival and her belief in the local creativity's potential to perform on the worldwide stage. The agencies understood that finding an anthropologically relevant insight, focusing on results, entering the right category with a well-designed case study – are all secrets of the trade. The number of entries has grown from 0 to 187, while Grand Prix at Eurobest and Titanium or Gold in the trickiest categories in Cannes have become a reality for the local industry.

## about the ambassador

The consistent track record of proven results accumulated by Teodora Migdalovici in her 18 years as a festival hunter, transformed her in an internationally sought-after creativity advocate in both public events and private trainings. Currently, she is helping agencies and clients from around the world to improve their creative skills and perform worldwide. At the same time, she is enabling business people to express their personality impeccably in the public eye, through MEALCHEMY.COM. Via the private diplomacy platform LoveAndLobby, she is focusing on creativity and cultures as ways to chart national ethos.

