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APRIL 2025



İSTANBUL
GELİŞİM
ÜNİVERSİTESİ



Güzel Sanatlar
Fakültesi

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NATIONAL SOVEREIGNTY
AND CHILDREN'S DAY!



FROM IGU FFA

6



TÜBİTAK

PROJECT
2209-A!

TOTAL

21

TÜBİTAK SUPPORT



TUBITAK 2209-A

University Students Research Projects Support Program

GRAPHIC DESIGN

"BRAINY KIDS"

Project Consultant:

Lecturer İrem Fulya ÖZKAN

Project Team:

Aysegul Bildirgin

INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN

"ANALYSIS OF THE INTERIOR VISUAL COMFORT OF A BUILDING
USED FOR EDUCATIONAL PURPOSES: THE CASE OF ISTANBUL
GELİŞİM UNIVERSITY DESIGN STUDIO"

Project Consultant:

Assistant Professor Hande Apak

Project Team:

Betul Baskurt

INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN

"SUSTAINABLE SOLUTION PROPOSALS FOR ASSESSMENT AND
IMPROVEMENT OF INDOOR AIR QUALITY AND THERMAL COMFORT
WITHIN THE SCOPE OF USER COMFORT OF AN OFFICE BLOCK
CONVERTED FOR EDUCATIONAL PURPOSES"

Project Consultant:

Assistant Professor Hande Apak

Project Team:

Kubra Karak

INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN

"DEVELOPMENT OF A PROGRAM PROPOSAL TO INCREASE CONSCIOUSNESS AND AWARENESS ON RENEWABLE ENERGY RESOURCES"

Project Consultant:

Lecturer İrem Özpınar

Project Team:

Dursun Ediz Gunes

INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN

"DESIGN GUIDE PROPOSAL FOR SAFE EVACUATION OF DISABLED INDIVIDUALS IN EMERGENCIES AND DISASTERS"

Project Consultant:

Lecturer İrem Özpınar

Project Team:

Mustafa Gediklioglu Yusa

Malkoçoğlu

Irem Teksen

INTERIOR ARCHITECTURE

"DETERMINATION OF SUITABLE GLASS USING AHP MANAGEMENT IN SMART ACTIVE GLASS APPLICATIONS IN RE-FUNCTIONALIZED BUILDINGS AND ITS ANALYSIS IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT"

Project Consultant:

Assistant Professor Naz Katircioğlu

Project Team:

Nesrin Nazli Cakmak



SUCCESS



SUCSESSES

SUPPORT FROM THE MINISTRY FOR LECTURER KEREM YÜKSELOĞLU'S SHORT FILM PROJECT!

BU GECE DİĞERLERİNDEN FARKLI

YÖNETMEN KEREM YÜKSELOĞLU
SENARYO PERİHAN TAŞ ÖZ & KEREM YÜKSELOĞLU TAFSİSİ KORAY BEVİNDİ



Lecturer Kerem Yükseloğlu from Istanbul Gelişim University, Faculty of Fine Arts, Department of Radio, Television and Cinema has started working on his new short film project. Lecturer Kerem Yükseloğlu, who previously won the Short Film Production Award and Flod Color Award at the 5th Esenler Film Festival with his short film project titled Tonight is Different from the Others, has now taken his place among the projects that won the Short Film Production Support given by the Ministry of Culture and Tourism, General Directorate of Cinema.

Yükseloğlu stated that this support made the entire team very happy at a time when it was very difficult to find funding to make a short film and to complete a film.

We congratulate Lecturer Kerem Yükseloğlu and wish him continued success.



SUCSESSES

MINISTRY SUPPORTS THE 3RD INTERNATIONAL SHORT FILM, VIDEO AND PHOTOGRAPHY SYMPOSIUM!



The 3rd International Short Film, Video and Photography Symposium, organized in collaboration with Istanbul Gelişim University, Faculty of Fine Arts, Department of Radio, Television and Cinema and one of the external stakeholders of the department, Apart Art Association, was supported by the General Directorate of Cinema of the Ministry of Culture and Tourism, as it was last year.



Symposium Call to be Announced Very Soon

Assist. Prof. Dr. Emre Doğan and Res. Asst. Eda Türkay from the Department of Radio, Television and Cinema are on the symposium organization committee and are continuing their work on this year's symposium. The symposium sets out with a new perspective every year. The call text for this year's symposium, which evaluates this perspective as an emphasis rather than a theme, will be published very soon.



EXHIBITIONS

EXHIBITIONS

MODULAR FURNITURE EXHIBITION FROM IGU INTERIOR ARCHITECTURE DEPARTMENT



Istanbul Gelisim University (IGU) Faculty of Fine Arts (FFA), Department of Interior Architecture held its "Modular Furniture Exhibition" between March 26 and April 2.

The Department of Interior Architecture, Faculty of Fine Arts, Istanbul Gelisim University (IGU), has added an innovative dimension to its education, which focuses on developing students' creativity and design skills. The original and functional furniture designs of the students of the Department of Interior Architecture, within the framework of the Furniture III course, were presented to art lovers and design enthusiasts between March 26 and April 2 under the name of "Modular Furniture Exhibition".

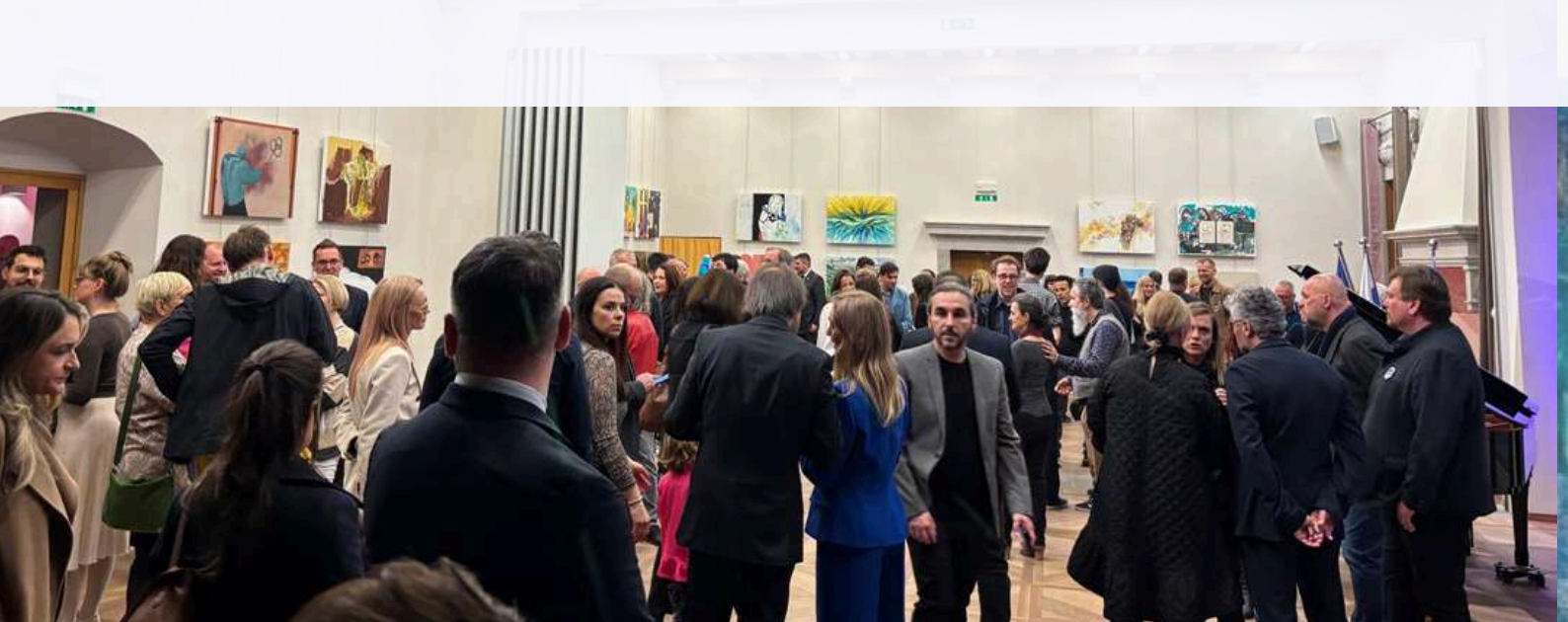


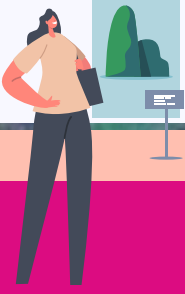
EXHIBITIONS

RES. ASST. DR. CEREN İREN REPRESENTED TURKEY IN SLOVENIA



Istanbul Gelişim University (IGU), Faculty of Fine Arts (FFA), Department of Graphic Design, Res. Asst. Dr. Ceren İren successfully represented our country by participating in the Art Circle International Art Workshop held in Slovenia. Her works inspired by nature and insect behavior attracted great attention at the organization held in cooperation with the Turkish-Slovenian Consulate.





EXHIBITIONS

IGU INTERIOR ARCHITECTURE DEPARTMENT STUDENTS' FALL SEMESTER PROJECTS EXHIBITED



Istanbul Gelisim University (IGU) Faculty of Fine Arts (FFA) Department of Interior Architecture held the "Interior Architecture Department Student Projects Exhibition", which included 2024-2025 Fall Semester student projects, at the J Block Foyer Area between April 7-11, 2025. The exhibition brought together the creative works of the students, including villa, restaurant and cultural center designs.





NEWS FROM FFA

**NEW GENERATION CURRICULUM FROM THE
DEPARTMENT OF VISUAL COMMUNICATION
DESIGN: ARTIFICIAL INTELLIGENCE, BRAND
AND DIGITAL FUTURE-FOCUSED EDUCATION!**

**OUR DEPARTMENT'S NAME
HAS BEEN CHANGED TO**

VISUAL COMMUNICATION DESIGN

**We're setting sail together toward
the future of design, artificial
intelligence, and digital storytelling.
In the new term, we're waiting for
you with updated content and
inspiring, creative courses!**

STAY TUNED!

Istanbul Gelişim University Faculty of Fine Arts has updated the name of its “Communication and Design” department to “Visual Communication Design” as of 2025. With the new name, the curriculum has also been redesigned according to technological developments and creative sector needs.

The curriculum, shaped around themes such as artificial intelligence-based production, brand communication, advertising campaigns, digital content production, UX design and sustainability, aims to help students gain versatile competencies.

WITHIN THE SCOPE OF "FUTURE SKILLS", THE "EXPAND YOUR SPHERE OF INFLUENCE: CREATING LEADERSHIP AND SOCIAL INFLUENCE" WORKSHOP WAS HELD!

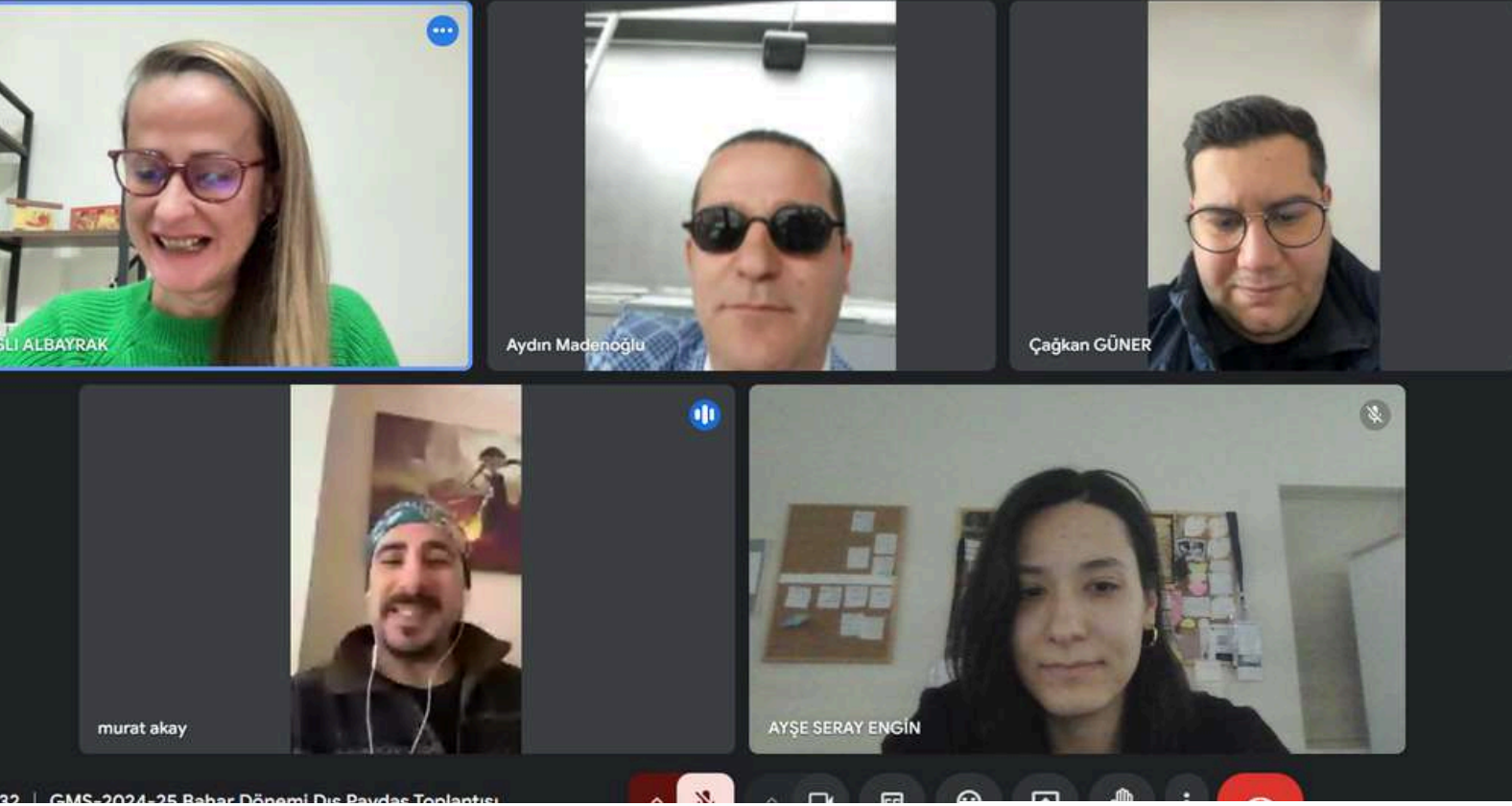


Istanbul Gelişim University, Faculty of Fine Arts continues its series of events aimed at developing students' 21st century skills within the scope of the "Future Skills" project. The project hosts events covering critical thinking, problem solving, digital literacy and professional competencies as well as social skills such as leadership, communication and creating a sphere of influence. In this context, the 5th week event was held with the workshop titled "Expand Your Sphere of Influence: Creating Leadership and Social Influence" moderated by Assoc. Prof. Dr. Aslı Kasar. The event was held on Thursday, March 27, 2025 at 10:00 in Classroom No. 606 with a high level of participation. In the workshop, where students and academic staff actively participated, the concept of leadership, strategies for creating social impact and decision-making processes were discussed in practice. During the workshop, participants were presented with a pre-designed story and within the framework of this scenario, one of them was selected as the leader and asked to manage a specific problem.



NEWS FROM FFA

GASTRONOMY AND CULINARY ARTS DEPARTMENT EXTERNAL STAKEHOLDER MEETING HELD!



The Gastronomy and Culinary Arts Department of Istanbul Gelişim University (IGU), Faculty of Fine Arts (FFA), held an important collaboration meeting with leading representatives of the sector in order to prepare its students in the best way for the competitive business world of the future. The meeting, which took place online on March 21, 2025 at 14:30 via the Google Meet platform, was attended by the valuable academic staff of the department, external stakeholders of the department and respected names of the gastronomy world such as Murat Akay (Orman Lezzetleri) and Aydın Madenoğlu (Et Yiyelim).





NEWS FROM FFA

“INDUSTRY 4.0 AND THE KITCHEN OF THE FUTURE: A GUIDE FOR FAMILIES” TRAINING HELD!



Assoc. Prof. Dr. Murat Doğan, one of the Vice Deans of Istanbul Gelişim University (IGU), Faculty of Fine Arts (FFA) and one of the academic staff of the Gastronomy and Culinary Arts Department, made a presentation containing guiding information to the parents of candidate students within the scope of “Career Development Academies”.

In this context, Assoc. Prof. Dr. Murat Doğan, one of the academic staff of the Gastronomy and Culinary Arts Department, gave a presentation titled “Industry 4.0 and the Cuisine of the Future: A Guide for Families” to the parents of candidate students at the Career Development Academies, and he discussed in depth the effects of Industry 4.0 on the culinary sector.

CREATIVITY WORKSHOP WITH LAVI TECHNIQUE TOOK PLACE



Istanbul Gelişim University (IGU), Faculty of Fine Arts (FFA) has signed a new event that encourages students to produce art. The Lavi technique workshop, conducted by Assoc. Prof. Dr. Aysun Cançat, a faculty member of the Graphic Design Department, turned into an interdisciplinary art environment with the participation of students from different departments. While the participants discovered the forms of expression made with tone differences, they both acquired technical knowledge and had the opportunity to freely express their own creativity.





NEWS FROM FFA

**RESEARCH ASSISTANT DR. GÖKÇE UZGÖREN
WAS HOSTED AT MUĞLA SITKI KOÇMAN
UNIVERSITY AS AN INVITED SPEAKER!**



Dr. Gökçe Uzgören, Research Assistant from the Department of Interior Architecture and Environmental Design, Faculty of Fine Arts, Istanbul Gelişim University (IGU), was hosted as an invited speaker within the scope of the CRP-4002 Planning Studio course conducted by the Department of Urban and Regional Planning, Muğla Sıtkı Koçman University in the Fall Semester of the 2024-2025 Academic Year.



NEWS FROM FFA

ISTANBUL GELISIM UNIVERSITY INTERIOR ARCHITECTURE DEPARTMENT SUPPORTS ITS STUDENTS WITH ITS ACADEMIC CONSULTANCY SYSTEM!



Istanbul Gelisim University (IGU), Faculty of Fine Arts (FFA), Department of Interior Architecture 2025 Spring Semester Academic Advisory Meetings were held with the contributions of advisor faculty members.

In the Department of Interior Architecture, academic advisors assigned to each class level directly contribute to the educational process of students.

In the Department of Interior Architecture, academic advisorship is carried out by different faculty members at each class level:

- 1st Classes: Assist. Prof. Dr. Naz Katircioğlu
- 2nd Classes: Assist. Prof. Dr. Gökhan Balcioğlu
- 3rd Classes: Assist. Prof. Dr. Amil Faruk Gezen
- 4th Grade: Lecturer Muhammed Said Erdem Onar

ARTISTIC DEVELOPMENT WITH "ARCHITECTURAL FLOOR PLAN PAINTING" WORKSHOP AT IGU INTERIOR ARCHITECTURE



The event titled "Architectural Floor Plan Painting" was held by Istanbul Gelisim University (IGU) Interior Architecture Department Assistant Professor Minel Kurtuluş within the scope of the Student Dean's Office's Artistic Development Workshops on March 25, 2025.



NEWS FROM FFA

RES. ASST. BAŞAK LALE WAS A GUEST AT THE PROJECT INTERM JURY!



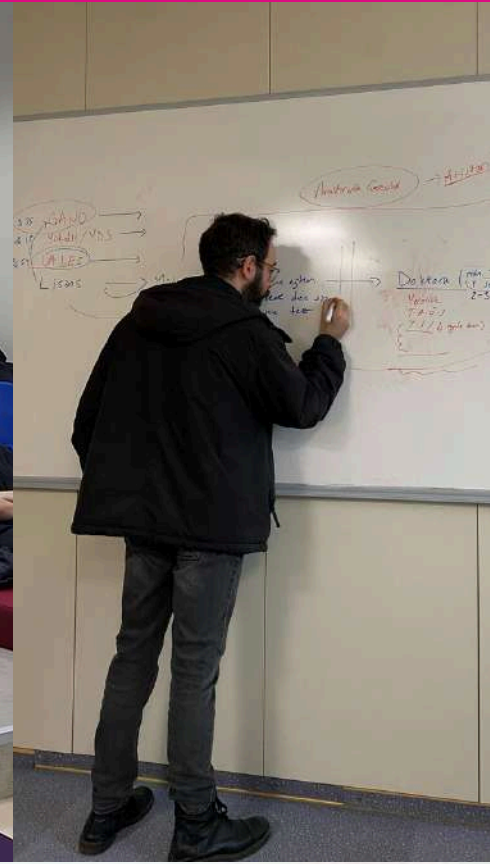
Istanbul Gelisim University (IGU), Faculty of Fine Arts (FFA), Department of Interior Architecture Res. Asst. Başak Lale took part in the mid-term jury of the 2024-2025 Spring Semester graduation project of Istanbul Bilgi University, Department of Interior Architecture as an invited jury member. The project, which included the structure known today as “Blind” in the Asmalı Mescit district within the scope of the mid-term jury of the graduation studio coded IND402, allowed senior students to present their final design ideas before graduation.

We would like to thank Res. Asst. Başak Lale and wish her success in her academic studies.



NEWS FROM FFA

“HOW CAN I BECOME AN ACADEMICIAN?” EVENT WAS HELD WITH FULL SCHOLARSHIP STUDENTS



The Department of Radio, Television and Cinema supports mentoring of full scholarship students in their sectoral and academic career journeys. An event titled “How Can I Become an Academician?” was organized for full scholarship students in the 2024-2025 Academic Year to provide information about academic career possibilities and plans. The event was moderated by the Department Head of the Department of Radio, Television and Cinema, Assist. Prof. Dr. Emre Doğan. Doğan met with the full scholarship students and listened to their career plans; provided information about academic careers that they could include in their career planning.

We would like to thank our students who participated.



NEWS FROM FFA

A MEETING WAS HELD BETWEEN RTC AND THE DEPARTMENT'S EXTERNAL STAKEHOLDER KADRAJ YAPIM



A meeting was held between Istanbul Gelişim University (IGU), Faculty of Fine Arts (FFA), Department of Radio, Television and Cinema and the department's external stakeholder Kadraj Yapım regarding external stakeholder relations.

At the meeting, Assist. Prof. Dr. Emre Doğan requested feedback by talking about the department's new term plans and operations. The department's curriculum's compatibility with the sector, the program outcomes for graduate students and whether these outcomes find a response in the sector were discussed; evaluations were made based on the potential of our students who were doing their internships and working at Kadraj Yapım. The meeting ended after the new term activity plans were made.

We thank Mr. Hasan Köroğlu for his participation.



NEWS FROM FFA

ASSIST. PROF. DR. RABIYA SALTİK DUVAN WAS A GUEST AT THE ARTISTIC DEVELOPMENT EVENTS

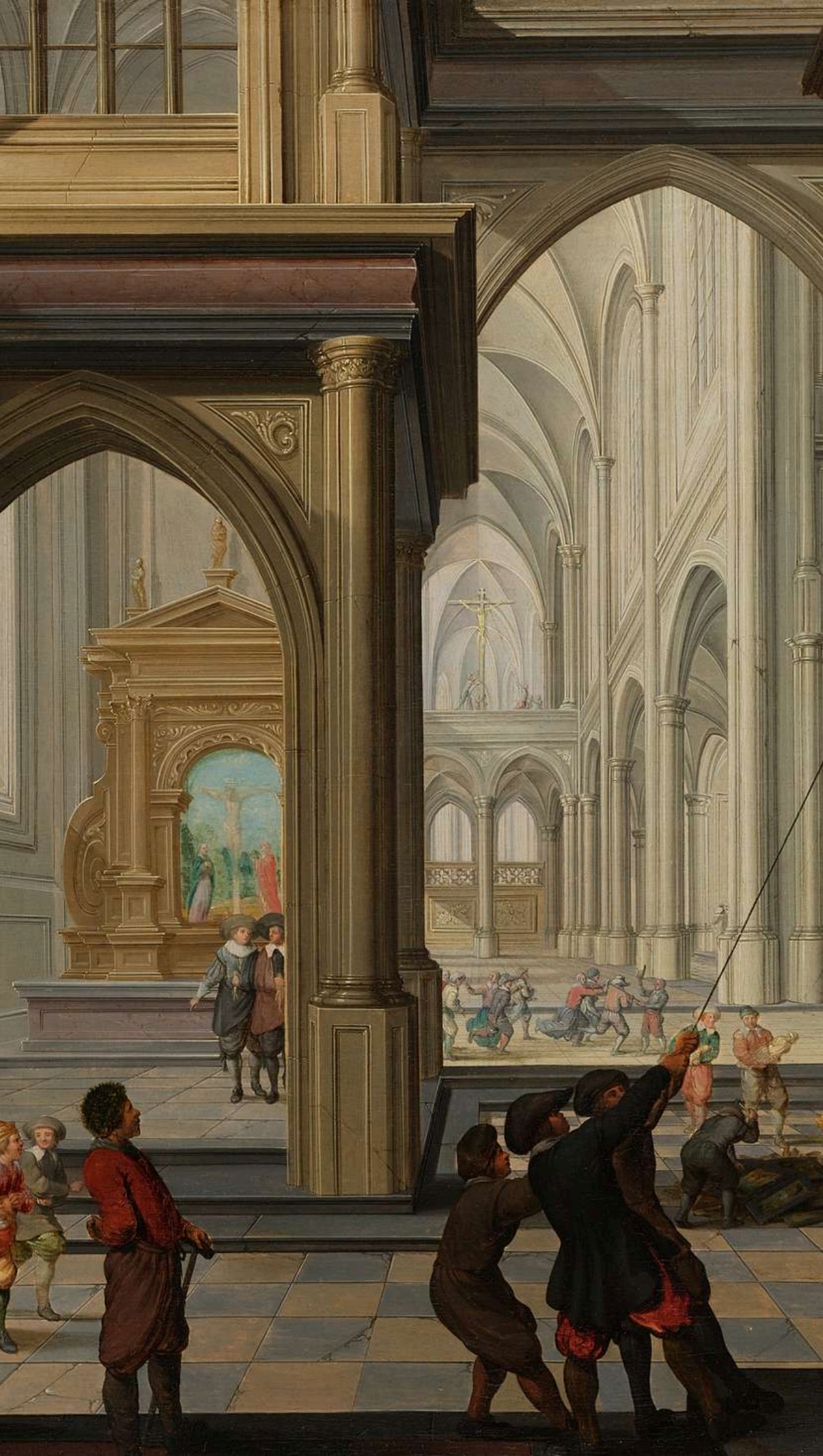


Assist. Prof. Dr. Rabiya Saltik Duvan, one of the academicians of Istanbul Gelişim University, Faculty of Fine Arts, Department of Radio, Television and Cinema, was a guest at the Digital Marketing Techniques talk within the scope of the Artistic Development events organized by the Dean of Students unit of the university. The event attracted the attention of the students.

HASAN KÖROĞLU WAS THE GUEST AT THE MASTERS EVENT



Hasan Köroğlu, the founder of Kadraj Yapım, an external stakeholder of the department, was the guest of the Masters event, which is an event series of the Istanbul Gelişim University (IGU), Faculty of Fine Arts (FFA), Radio, Television and Cinema Department. At the event, which attracted great interest from students in the department, Hasan Köroğlu talked about how he founded Kadraj Yapım and explained his journey in the sector. Sharing the current dynamics of the sector with the students, Köroğlu talked about how and in what way artificial intelligence will find a place in the sector. Sharing his predictions and expectations about artificial intelligence, he advised students not to be afraid of artificial intelligence and to look for ways to use artificial intelligence effectively. We would like to thank Hasan Köroğlu for sharing his valuable experiences with the students.



SCIENTIFIC STUDIES



SCIENTIFIC STUDIES

**A NEW ARTICLE BY ASSOC. PROF. DR.
MURAT DOĞAN HAS BEEN
PUBLISHED!**



The article titled “Effect of street food vendors’ food safety knowledge, attitudes, and practices on the microbiological quality of street foods” by Assoc. Prof. Dr. Murat Doğan, Vice Dean of Istanbul Gelişim University (IGU), Faculty of Fine Arts (FFA) and Lecturer in the Department of Gastronomy and Culinary Arts, has been published. The article was published in the International Journal of Gastronomy and Food Science. In the study, published in English, Doğan and Ay aimed to evaluate the food safety knowledge, attitudes, and practices of street food vendors in touristic areas of Istanbul.

We congratulate Assoc. Prof. Dr. Murat Doğan and wish him continued academic work.



SOCIAL RESPONSIBILITY

SOCIAL RESPONSIBILITY



“AUDIO BOOK FOR THE VISUALLY IMPAIRED” SOCIAL RESPONSIBILITY PROJECT COMPLETED!



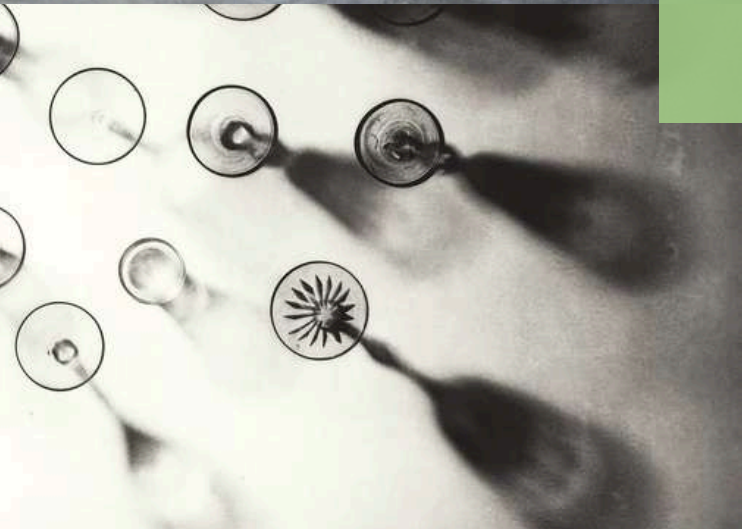
The "Audio Book for the Visually Impaired" social responsibility project organized by Istanbul Gelisim University (IGU), Faculty of Fine Arts (FFA), Department of Interior Architecture and Environmental Design (English), and Department of Radio, Television and Cinema has been successfully completed. Among the academic staff who provided academic support to the project were Res. Asst. Okan Kırbacı from the Department of Radio, Television and Cinema, Res. Asst. Mustafa Dalli and Res. Asst. Tuğçe Öztürk Dalli from the Department of Interior Architecture and Environmental Design (English). Volunteer students who participated in the dubbing activities were Fatma Nur Gözübenli, Rümeysa Çelik, Feymenur Yılmaz, Yaren Safa, İlayda Sağlam, Binnur Süreyya Bostan, Abdülsamet Çil, Hamid Shaaf, and Tuba Yavuz. The students completed the dubbing of the books they selected from the list of books prepared by the project coordinators in accordance with the event calendar.



ARTISTIC ACTIVITIES



CORNELIA PARKER, 1956



Cornelia Parker is a contemporary conceptual artist born in England in 1956. Her art focuses on the idea of destruction and re-creation. She cuts, explodes or crushes objects, and then re-constructs these pieces. Her best-known work is *Cold Dark Matter: An Exploded View* (1991), in which a garden shed is exploded and its pieces are suspended in space. Parker thinks about the meanings attributed to transience, memory and matter. She was honored with the Order of the British Empire in 2010 and had a retrospective at Tate Britain in 2022.





THE LEGEND OF PROGRESSIVE METAL WITH EMOTIONAL DEPTH



Pain of Salvation is one of the most creative and emotional bands of the progressive metal scene, formed in Eskilstuna, Sweden in 1984. The brain, vocalist, guitarist and main composer of the band is Daniel Gildenlöw. Gildenlöw laid the foundation of the band with the name "Reality" when he was only 11 years old, and the band took the name Pain of Salvation in 1991.

The band is known for technical musical structures, dramatic themes and theatrical vocals. Their music offers a rich palette, drawing from genres such as metal, rock, funk, classical, electronic and folk. Their lyrics often deal with philosophical, political and personal issues. Each album is almost a concept album, meaning that all songs tell a single story or theme. The biggest feature that distinguishes Pain of Salvation from other progressive metal bands:

- Lyrical depth and personal narrative
- Musical diversity (from ballad to djent, from funk to ambient)
- Storytelling with concept albums
- Theatrical, passionate vocals and charismatic leadership of Daniel Gildenlöw

The band's music is not just a display of technical virtuosity; it also:

- It is an expression of personal pain, social collapse, philosophical searches and human fragility.
- It is not like listening to a song; it is like going on an inner journey.

Album Journey

1. Entropy (1997)

- The band's first album and the beginning of a concept story.
- It is based on themes of family, war and system criticism.
- It attracted attention as a brand new breath in progressive metal.

2. One Hour by the Concrete Lake (1998)

- It deals with themes such as industry, environmental destruction, and man's conflict with nature.
- It has a darker and more sophisticated structure, both musically and lyrically.

3. The Perfect Element, Part I (2000)

- It deals with deep themes such as youth trauma, sexuality, abuse, and psychological collapse.
- It is widely considered Pain of Salvation's masterpiece.

4. Remedy Lane (2002)

- It is a personal story about love, infidelity, the search for identity, loss and existential emptiness.
- Contains Daniel Gildenlöw's most heartfelt and frank words.

5. BE (2004)

- The band's most experimental and ambitious album.
- It revolves around cosmic and philosophical questions such as God, humanity, and the existence of the universe.
- It has been exhibited in theatrical performances at concerts.

6. Scarsick (2007)

- The critique of modern society is filled with topics such as media, consumer culture, and individual alienation.
- Musically, it has a more aggressive, groove-influenced and political tone.

7. Road Salt One (2010) & Road Salt Two (2011)

- More retro, blues and rock influenced albums.
- They deviated from Pain of Salvation's classic progressive metal style and presented more emotional, simple and analog-toned songs.

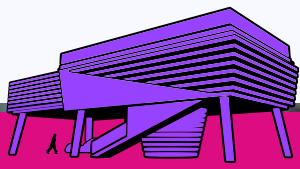
8. In the Passing Light of Day (2017)

- It was written while Daniel Gildenlöw was struggling with a serious illness (streptococcal infection).
- A very sincere album about death, life, loved ones and regrets.
- Highlights include “On a Tuesday” and the 15-minute masterpiece “The Passing Light of Day.”

9. Panther (2020)

- Topics such as exclusion for being different and not being able to conform to social norms are covered.
- It is an innovative album, with more experimentation with electronic elements.





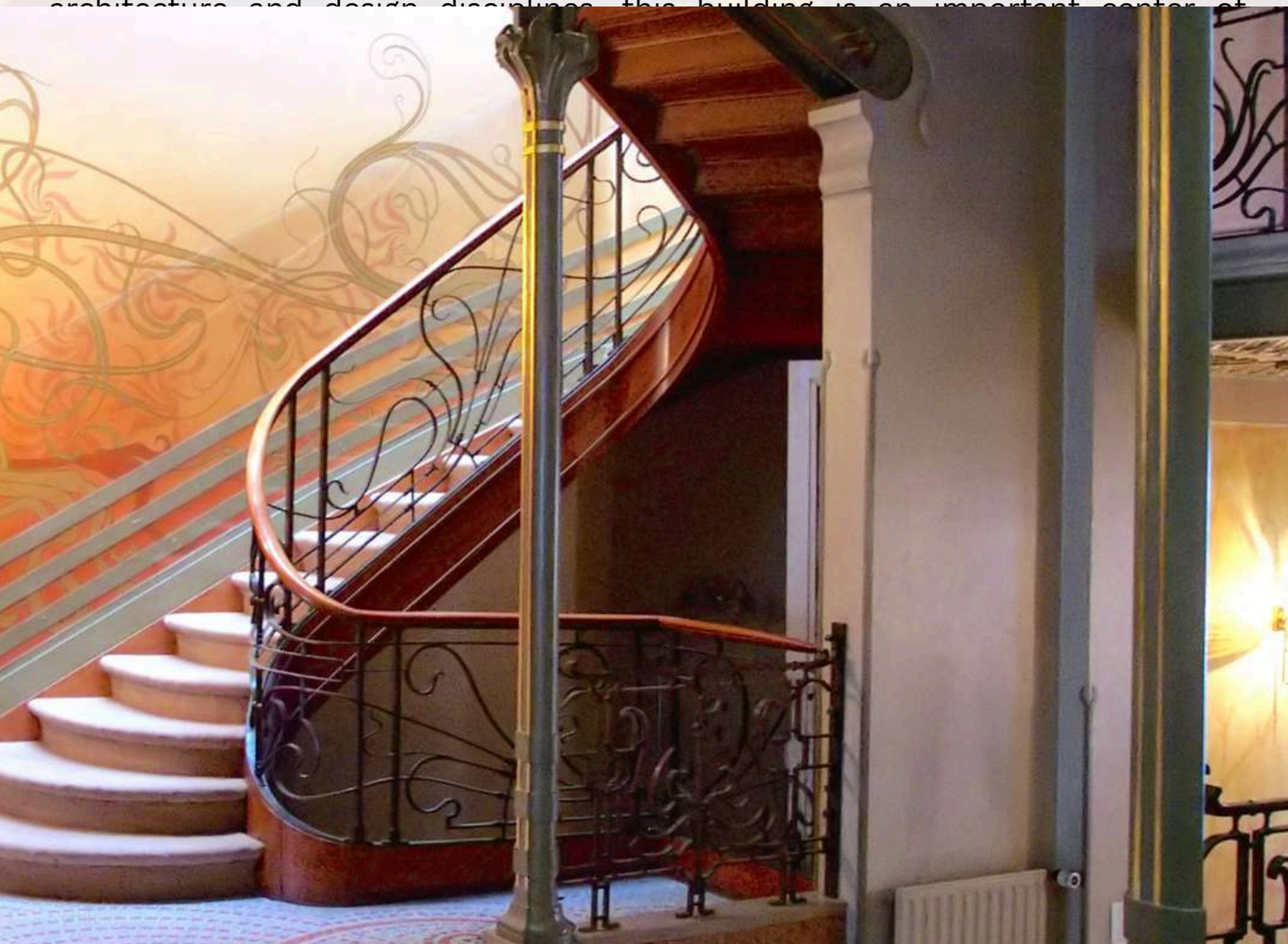
HORTA MUSEUM, AN ART NOUVEAU REPRESENTATIVE



The Horta Museum was designed by Victor Horta, a pioneer of the Art Nouveau movement, in Brussels, Belgium, between 1898 and 1901, both as his own home and studio. This structure is considered not only a residence but also an architectural manifesto, as it reflects Horta's artistic vision and the modern architectural approach of the period. The house, which heralded a major transformation in architecture at the beginning of the 20th century, draws attention with its innovative approach in the use of iron, glass and natural light. The structure, which was included in the UNESCO World Heritage List in 2000, is registered as a cultural heritage along with three other works by Horta.

The most striking elements in the architecture are the spread of organic forms to every corner of the building and the integration of ornaments with structural elements. Horta's interior design is a refined version of Art Nouveau down to the finest detail: wooden railings, cast iron staircases, stained glass skylights and specially designed furniture reveal a holistic design approach in every part of the house. Light spreads into the space with a dramatic effect, while the open-plan interior layout allows the volumes to flow together smoothly. The interior architecture of the building is also quite evident in motifs inspired by nature, wall paintings and color choices.

Today, the Horta Museum is open to the public as a museum dedicated to the life and works of Victor Horta. The building, which has been largely preserved in its original state through restoration work, is a unique stop for those who want to experience how Art Nouveau revolutionized the history of architecture. The museum is equipped with period furniture and drawings, and offers visitors the opportunity to directly observe both Horta's understanding of art and the lifestyle of the period. A reference point in terms of architecture, interior





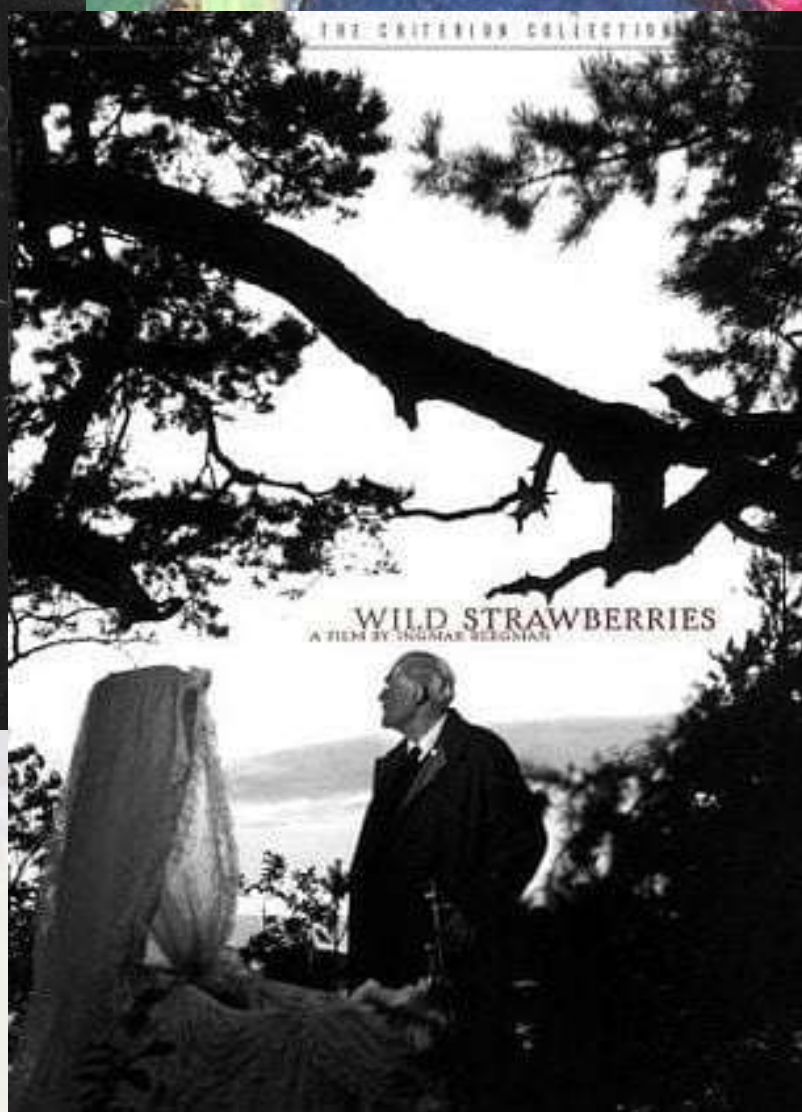
WE CHOSE A MOVIE!

AUTHOR: RES. ASST. EDA TURKAY

WILD STRAWBERRIES (SMULTRONSTALLET, INGMAR BERGMAN, 1957)



Ingmar Bergman's 1957 feature film *Wild Strawberries* has attracted attention with its story based on existential questions. The film, which has a philosophical background, presents an adventure in which an elderly professor, Isak Borg, describes his inner journey through a journey to the city where he was born. Isak is a cold and unemotional man who has avoided emotional ties throughout his life. However, this journey allows him to confront his past and begin to question his life deeply.



The film is one of Bergman's productions that directly reflects his cinematic style. The narrative, which shifts between time and space, is intertwined with Isak's dreams and memories. These dreams and visions symbolize past regrets, losses and fears. Isak's journey is also a journey of man confronting death and the life he lives. The simple and powerful visuals used in the film also reflect Bergman's cinematic preferences.

The performance of actor Victor Sjöström, who plays the character of Isak Borg, presents themes such as old age, loneliness and regret with emotional depth and grace. The film questions not only the life of an individual but also the common existential experiences of humanity and makes its audience question them as well. The film, which is considered one of the important classics of cinema, offers its audience a thought-provoking but not tiring, enjoyable and calm viewing.



EVE IN SHORT, THEATRE, TRAGEDY & DRAMA, ONE ACT / 7 MINUTES

Although I am not sure where the milestone of interactive (or should I say interactive?) theater can be located on our stage, it would not be wrong to say Dear Shameless Death - Dirmit as a current example (it should be reminded at this point that Dirmit's story is in its 8th year on stage). Yusuf Umut, who was looking for his path and place in life, passed through the door opened by Dirmit, as did Ayten, the toilet worker who made everyone look like her husband, an unnamed Turkish boy who lost his heart to a Greek girl named Sesil (from our Neighborhood Esrafin) and indeed Havva, who is the subject of this introduction article... Moreover, their similarities with Dirmit never harm their specific gravity. Havva first has a nice chat with her audience, then starts telling her story. Her story is the story of a girl who refuses to be stuck in the roles assigned by others, who never gives up on laughing, who comes to a house with the stigma of being a foster child, who looks for her own path instead of shouldering the burden of the past, who goes through the darkness with dreams, hope and stubbornness and rewrites her own destiny, who does not forget the child inside, as a strong woman who tells us "this story will change!" This is definitely a story worth watching and being impressed by.

Enjoy watching!



"This story will change!"

Team

Writer and Actor: Sinem Koşar

Director: Arif M. Güney

Music: Özge Arslan Movement

Design: Ayşe Sun

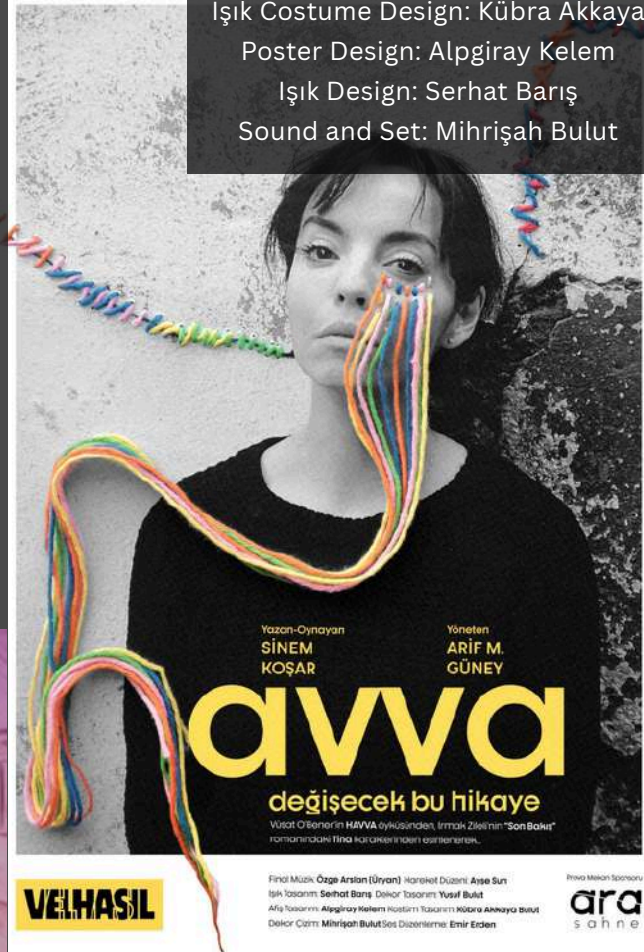
Set Design: Yusuf Bulut

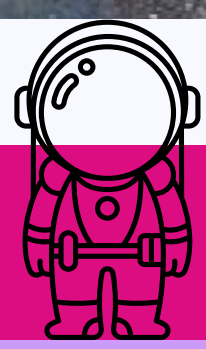
Işık Costume Design: Kübra Akkaya

Poster Design: Alpgiray Kelem

Işık Design: Serhat Barış

Sound and Set: Mihrişah Bulut





METaverse ARCHITECTURE



Metaverse architecture is a new profession that designs interactive and functional spaces in digital worlds, virtual environments, and augmented reality (AR). Architects in this field create digital structures such as shopping malls, offices, event spaces, exhibition halls, and gaming environments in virtual universes. The tasks of Metaverse Architects include designing virtual spaces that combine aesthetics and functionality while prioritizing user experience, implementing projects using 3D modeling and visualization tools, developing structures that can be integrated with blockchain technologies, and designing special digital spaces for brands or individual clients. Metaverse architects are one of the important actors shaping the digital world of the future by offering innovative living and working spaces for virtual communities beyond physical boundaries.





WHAT'S IN THE CITY?

CONTENT: RES. ASST. EMEL ÇİRİŞOĞLU

MAY EVENTS



1.Symposium Name: Architecture and

Fire Symposium Location: ITU Taşkışla

Date: 8-9 May 2025 09:00-17:00

Website: [click](#)

About the Symposium:

The Architecture and Fire Symposium aims to bring together scientists, practitioners, manufacturers and importers of building elements and materials, law and standard setters, units with control and licensing authority, and members of fire extinguishing teams working in the field of fire safety in buildings, and to provide a comprehensive perspective on this subject from different perspectives.

2. Fair Name: 7th Coffee Festival

Place: Lütfi Kırdar Congress Center Date: 9-11 May 2025 09:00-17:00

Website: [click](#)

About the Fair:

The event, where various topics related to the coffee industry will be discussed and many expert speakers will participate, aims to bring together all stakeholders and interested parties in the industry.



3. Seminar Name: "The Latest Situation in Digital Technologies: 'New Trend Artificial Intelligence', Promises and Problems"

Place: Akbank Sanat Date: 21 May 2025 18:30

Website: [click](#)

About the Seminar:

The event will discuss how the "Next Wave Artificial Intelligence" is evolving with rapidly developing technologies and how this change presents both opportunities and challenges. In addition to the powerful tools offered by models such as ChatGPT, important challenges such as reliability and interpretability will also be on the agenda. The presentation will discuss how to strike a balance between these two poles.





INTERVIEWS



WE SPOKE WITH THE FESTIVAL DIRECTOR AND DEPARTMENT HEAD, ASSIST PROF. DR. EMRE DOĐAN, ABOUT THE HARVEST TIME SHORT FILM FESTIVAL ORGANIZED BY ISTANBUL GELISIM UNIVERSITY (IGU), FACULTY OF FINE ARTS (FFA), DEPARTMENT OF RADIO, TELEVISION AND CINEMA:



1. Can you tell us about the Harvest Time Short Film Festival? What does the festival aim for, what does it aim for?

Harvest Time Short Film Festival is a short film festival that Istanbul Geliřim University, Faculty of Fine Arts, Department of Radio, Television and Cinema, our department, started in 2024. Last year was the first year of the festival and we are currently preparing for our second festival. Our festival has two main goals. The first goal is to increase the competition among our students and to increase the number of films produced quantitatively. The other goal is to provide high school directors with their first festival experience and to increase the interest of high school filmmaker candidates in our department and our school. I can say that these two goals form the motivational pillars of the festival.

2. How do you position festivals organized by universities in terms of the sector?

I think festivals organized by universities are important for students to understand the competition in the sector while they are still students, to be motivated and to stand out with their talents before they become professional sector producers. It is known that almost all important creators who have established themselves in the sector today are people who have won awards and received screenings during their student years. This also reveals the importance of festivals organized by universities. Both for the student competitors and the students who organize them. The only important point here is that the festival is a festival in the true sense, that is, it meets the criteria for being a festival. There are dozens of organizations around us that, despite introducing themselves as festivals, are incapable of carrying out even the jury processes fairly. We need to be careful.



3. Considering that the target audience of the festival is high school students, how will students who want to produce in the field being included in the production network starting from high school contribute to their university education and the sector?

In the film industry, production is a bit like driving a car (I thank Bülent Sağlam for this analogy). The earlier you start driving and the more often you drive, the more skilled a driver you become. It is the same in the industry. There are often gaps between the competence of a director who starts producing in high school and the competence of a director who starts producing after university or in adulthood. A director who starts producing in high school gets rid of all the cinematic mistakes he can make early, gains a network at a very young age, becomes known and the continuity of his production is ensured. Therefore, a director who starts producing in high school comes to university having reached a certain level.

4. Can you tell us about the screenings and events you have planned as part of the 4th Harvest Time Short Film Festival?

The 2nd Harvest Time Short Film Festival consists of three sections. In the non-competitive selection section, Nadas, we will show last year's graduate films. In the two competitive sections, First Harvest and Last Harvest, we will present high school films and films by our department students to the audience. There will be workshops, talks and interview areas. We are trying to strengthen and make the program of this festival, which we tried to fit into a single day, as much as we can and make it interesting.



5. You work with students in all the organizations organized by your department (festivals, symposiums, etc.). In this regard, can you share your feelings and thoughts about organizing a festival for students?

First of all, I must say that I am a very lucky festival director in this regard. My students definitely take ownership of the festival more than I do, and they even define themselves with the festivals we organize. This is a very special feeling. For them, the festival has become a celebration and a feast of the profession they do and will do. I am very happy when they encounter an environment they would not normally encounter in class or outside, or when they learn something new. Cinema is a field where practice and theory must support each other. Festivals are very educational practices in every way.



II. HASAT ZAMANI

KISA FİLM
FESTİVALİ

İLK HASAT LİSELER ARASI YARIŞMA
HASAT SONU İGÜ FİMLERİ YARIŞMASI
NADAS MEZUN FİMLERİ GÖSTERİMİ

HAZİRAN 2025

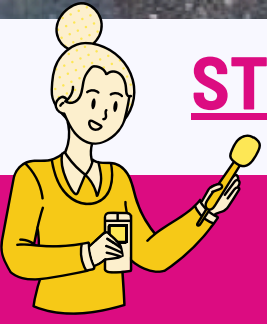


İSTANBUL
GELİŞİM
ÜNİVERSİTESİ



Güzel Sanatlar
Fakültesi





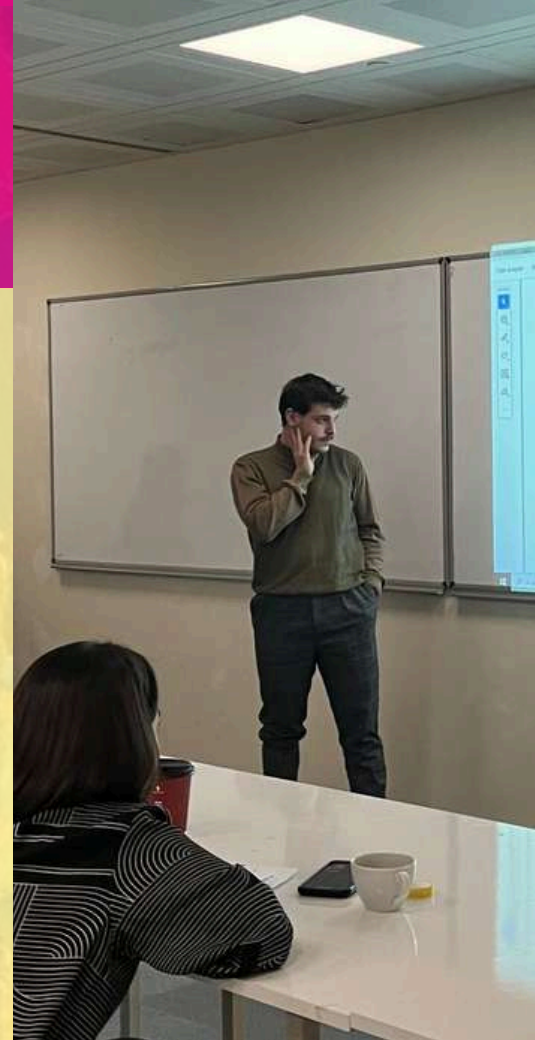
STUDENT INTERVIEW

AUTHOR: RES. ASST. ELİZ MUTLU TEKAY

FURKAN SEVİNÇ, A 4TH YEAR STUDENT AT ISTANBUL GELİSİM UNIVERSITY, FACULTY OF FINE ARTS, DEPARTMENT OF INTERIOR ARCHITECTURE, SHARED HIS EXPERIENCES IN THE DEPARTMENT WHERE HE STARTED HIS EDUCATION WITH VTE, THE ARCHITECTS HE WAS INSPIRED BY, AND HIS CAREER GOALS WITH US.

1. Hello Furkan, can you tell us about yourself first? What were your reasons for choosing the Department of Interior Architecture and did your views change during this period of your education?

I am Furkan Sevinç, a 4th year student of Interior Architecture. I live in Kocaeli and work part-time as a student interior architect in a super yacht shipyard; I continue my career along with school. I can say that interior architecture started with both my childhood dream and my special interest in this field. Being involved in the design process of spaces and those spaces, turning them into a phenomenon gives me pleasure not only professionally but also emotionally, and I enjoy this process very much. Experiencing this process firsthand at school gives me extra experience. I can say that not only imagining the information we learn, but also reinforcing it with projects and other courses is quite effective in increasing our interest in the profession.



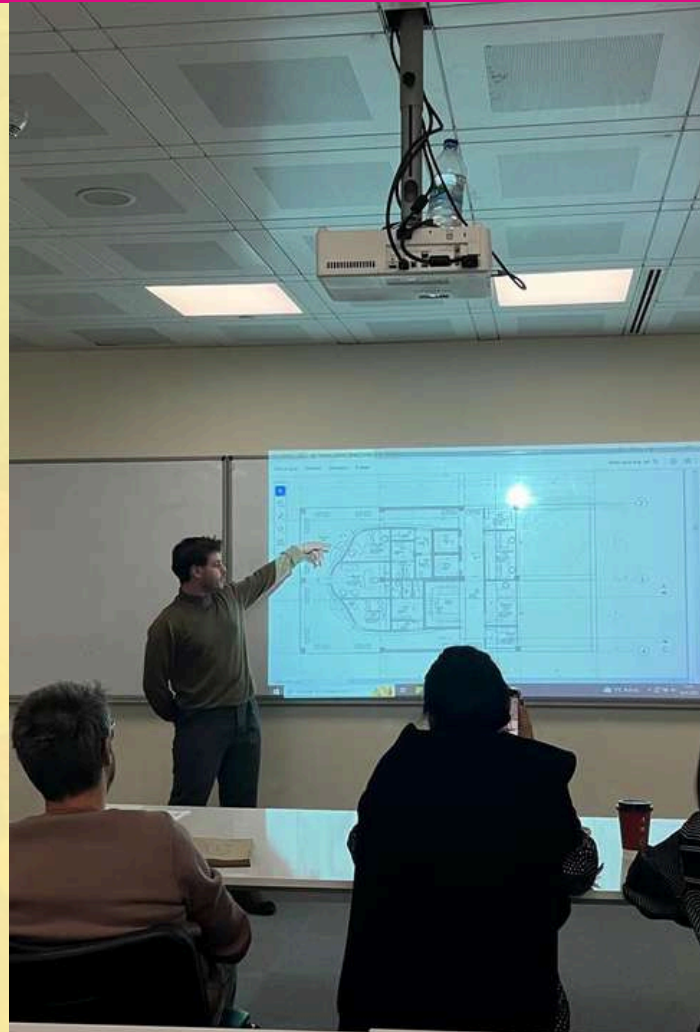
2. What do you think were the contributions of the education you received during your associate degree to the Department of Interior Architecture, which you registered with VTE?

In the undergraduate program, you have the opportunity to experience the partially superficial courses and subjects we took in our associate degree in a more detailed way. Its greatest contribution is evident in the adaptation process and in the background knowledge; this helps you a lot in taking you to the next level. Since the associate degree period is short, you either do not take some courses completely or you pass them superficially. Therefore, I can say that undergraduate education largely completes and develops these deficiencies.

3. Is there an interior designer or architect whose designs inspire you in your own work? Can you briefly tell us why?

Of course there is. I can say that Louis Kahn was one of the first architects I met. His structures caught my attention during high school. His story of being discovered late, the linear and mass forms in his designs, his use of materials and techniques caught my attention. The fact that he was an architect who was noticed in the last 10 years of his life and that he continued to defend his design approach until the end without giving up had a deep impact on me.

I can also say that Zaha Hadid is a similar source of inspiration. Her emphasis on the fluid nature of architecture and the transformation of these ideas into projects and implementation are inspiring for me. I can say that the approaches of these two architects were quite effective in the formation of my design approach.



4. How do you plan to draw your career path after your undergraduate studies? What are your goals?

I have two main goals. The first is to produce innovative and sustainable structures in the field of architecture that reflect my own understanding of design. I aim to progress in this direction. The second is to be a strong and creative designer in the superyacht sector, where the company I currently work for also operates.



TUBITAK 2209-A



WE HAD AN INTERVIEW WITH OUR GRAPHIC DESIGN DEPARTMENT “BRAINY KIDS” PROJECT STUDENT AYŞEGÜL BILDIRÇİN AND HER ADVISOR LECTURER İREM FULYA ÖZKAN

Could you briefly tell us about your project and project application process?

My project called Brainy Kids was designed as a fun and educational card game that aims to support children's mental development. With game mechanics that appeal to different age groups, I aimed to support children's skills such as attention, memory, problem solving and language development through play. The TÜBİTAK 2209-A application process was very educational for me. With the guidance of my advisor, I had the chance to consider and detail my project within a scientific framework. During the application process, we carefully planned both the educational aspect of the project and how it would reach the user in terms of graphic design. I was very excited and proud when I learned that I was eligible for support.



Aysegul Bildirçin



Lecturer İrem Fulya ÖZKAN

Ayşegül's Brainy Kids project was a very creative and powerful study that showed how graphic design can be integrated with educational tools. In the project, the design of the game cards that support children's mental development was developed not only from a visual perspective, but also from a pedagogical and user experience perspective. During the application process, we worked together to systematically address Ayşegül's ideas, deepen her research, and transform her design into an academic project. It is very valuable that TÜBİTAK supports such student projects. This support is a great source of motivation for young designers to implement their creative ideas that will contribute to society.

**You can access the entire interview on the department website.*



Betül Başkurt



Assistant Professor Hande Apak

WE HAD AN INTERVIEW WITH OUR PROJECT STUDENT BETÜL BAŞKURT AND HER ADVISOR ASSIST. PROF. DR. HANDE APAK FROM THE DEPARTMENT OF INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN TITLED “ANALYSIS OF THE BUILDING USED FOR EDUCATIONAL PURPOSES IN TERMS OF INTERIOR VISUAL COMFORT: ISTANBUL GELİŞİM UNIVERSITY DESIGN STUDIO EXAMPLE”

Can you tell us a little bit about the subject and content of the project?

The main focus of our project is the evaluation of the interior visual comfort of the Design Studio located on the 14th floor of the Istanbul Gelişim University Tower block. This building was previously used as an office block of Zorlu Holding. After it was converted into an educational building, only limited improvements were made to the artificial lighting system, and no changes were made to the opaque and transparent surfaces on the exterior. Therefore, it was determined that the visual comfort level was insufficient, especially for students receiving architecture education. Considering that long periods of time are spent in the same space during education and visually focused studies are carried out, it is extremely important for visual comfort to be at a high level in terms of both psychological and physiological health. Within the scope of the study, firstly, surveys will be conducted with the users and the effects of the current situation on the users will be evaluated. Then, physical environmental data such as the location of the building, annual sunshine duration, and surrounding obstacles will be collected; the building form, orientation, transparent/opaque components of the facade and material properties will be analyzed. In line with this data, the light data regarding the current situation will be modeled and analyzed using Dialux and/or Design Builder software. Finally, the findings will be evaluated according to current standards and daylight-based improvement recommendations will be presented.

**You can access the entire interview on the department website.*



WE HAD AN INTERVIEW WITH OUR STUDENT KÜBRA KARAK AND HER ADVISOR ASSIST. PROF. DR. HANDE APAK ABOUT THE PROJECT TITLED “EVALUATION AND SUSTAINABLE SOLUTION PROPOSALS FOR THE IMPROVEMENT OF INDOOR AIR QUALITY AND THERMAL COMFORT WITHIN THE SCOPE OF USER COMFORT OF AN OFFICE BLOCK CONVERTED FOR EDUCATIONAL PURPOSES” FROM THE DEPARTMENT OF INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN.



Assistant Professor Hande Apak

Could you share with us the subject, purpose and details of the accepted project?

The subject of our project is an experimental study aimed at evaluating user comfort in terms of indoor air quality and thermal comfort and developing sustainable solution suggestions in the Design Studio located on the 14th floor of Block K, which was previously used as an office block belonging to Zorlu Holding and was converted into the Faculty of Economics and Administrative Sciences of Istanbul Gelişim University in 2018. In such buildings converted into educational structures, user comfort can sometimes be overlooked. For this reason, we carry out various measurements to determine the health and comfort level of the environment on this floor, where especially crowded studio courses are held. While collecting data such as CO₂, humidity, and temperature with sensors, we also analyze users' experiences through surveys. According to the results we obtain, we develop solution suggestions on what kind of improvements can be made with sustainable and natural materials. Our goal is to both create a healthier educational environment and raise awareness in this area.

**You can access the entire interview on the department website.*



WE HAD AN INTERVIEW WITH OUR STUDENT DURSUN EDİZ GÜNEŞ AND HIS ADVISOR LECTURER İREM ÖZPINAR FOR THE “PROGRAM PROPOSAL DEVELOPMENT PROJECT FOR INCREASING AWARENESS AND CONSCIOUSNESS ON RENEWABLE ENERGY RESOURCES” OF THE DEPARTMENT OF INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN.

**What exactly is the aim of the project you have prepared?
Can you tell us a little about its content?**

Today, both in the world and in our country, there is a technological transformation. Smart robots, artificial intelligence systems and renewable energy sources are becoming increasingly important. I believe that awareness of renewable energy should be increased in order to keep up with this change and live in a more sustainable world. Within the scope of our project, we aim to carry out various studies with our student friends in our department to increase this awareness. First, we will measure the current awareness level with a survey. Then, we will invite an expert guest to our university and bring him/her together with the students. Thanks to this event, the subject of renewable energy will be understood by a wider audience and its importance will be understood.

**You can access the entire interview on the department website.*



Lecturer İrem Özpinar



Dursun Ediz Gunes



TÜBİTAK

TUBITAK INTERVIEW

AUTHOR: RES. ASST. EZGİNAZ KARA

DEPARTMENT OF INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN

WE HAD AN INTERVIEW WITH THE STUDENTS OF THE PROJECT TITLED “DESIGN GUIDE PROPOSAL FOR THE SAFE EVACUATION OF DISABLED INDIVIDUALS IN EMERGENCIES AND DISASTERS” FROM THE DEPARTMENT OF INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN, MUSTAFA GEDİKLİOĞLU, YUŞA MALKOÇOĞLU AND İREM TEKŞEN, AND OUR ADVISOR, LECTURER İREM ÖZPINAR.



İrem Tekşen

What was your project about? Can you explain its content and objectives?

Our project focuses on the safe evacuation of disabled individuals in disaster and emergency scenarios. We realized that the current regulations and practices in Turkey do not sufficiently cover this special user group. Therefore, we aimed to determine the needs in this area by analyzing the legal regulations and observing the difficulties experienced by disabled individuals through field studies. Our main goal was to develop a Design Guide that would ensure that the needs of disabled individuals are taken into consideration in architectural and interior design processes. We aimed to offer applicable solution suggestions, especially in structures that are critical for evacuation, such as high-rise buildings, schools, and hospitals. The project not only provides a technical solution, but also aims to raise awareness about the issue. In this way, we wanted to raise awareness about the issue among both design professionals and society in general.

*You can access the full interview on the department website.



Mustafa Gediklioglu



Yusa Malkoçoğlu



WE HAD AN INTERVIEW WITH OUR STUDENT NESRİN NAZLI ÇAKMAK AND OUR ADVISOR ASSIST. PROF. DR. NAZ KATIRCIOĞLU ABOUT THE PROJECT TITLED “DETERMINATION OF SUITABLE GLASS USING AHP MANAGEMENT IN SMART ACTIVE GLASS APPLICATIONS IN RE-FUNCTIONALIZED BUILDINGS AND ITS ANALYSIS IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT” FROM THE DEPARTMENT OF INTERIOR ARCHITECTURE.



Nesrin Nazlı Çakmak and Assistant Professor Naz Katircioğlu

What exactly is the subject of your research project? Could you briefly tell us about it?

This project analyzes the selection process of smart active glass types for contemporary and sustainable façade design in repurposed industrial heritage buildings. The aim of the study is to systematically evaluate the decision-making process in the selection of glass types to be used in façades according to sustainability criteria and to propose a mathematical model to determine the most suitable glass alternatives.

The Analytical Hierarchy Process (AHP) method was used as a decision-making tool in the project. With this method, various sub-criteria (such as natural environmental conditions, energy saving, thermal comfort, visual comfort, security, cost and ease of application) were determined under the main headings of social, environmental, economic and mixed sustainability; then the importance levels of these criteria were analyzed by obtaining expert opinions.

The Bomontiada building in Istanbul was selected as the application area of the research. Here, six different smart active glass technologies (electrochromic glasses, liquid crystal glasses, gasochromic glasses, electrokinetic pixel glasses, elastomer deformation adjustable glasses and fluid-filled glass technologies) were evaluated according to sustainability criteria.

At the end of the study, it was revealed which glass types were more advantageous in terms of which criteria in façade design, and it was emphasized how critical the selection of the right glass for historical buildings such as Bomontiada is in terms of energy efficiency, user comfort and environmental sustainability.

**You can access the entire interview on the department website.*



CULTURAL JOURNEY



MFA BOSTON'S 'VAN GOGH: THE ROULIN FAMILY PORTRAITS' EXHIBITION AND WHAT WE DON'T KNOW ABOUT VINCENT VAN GOGH

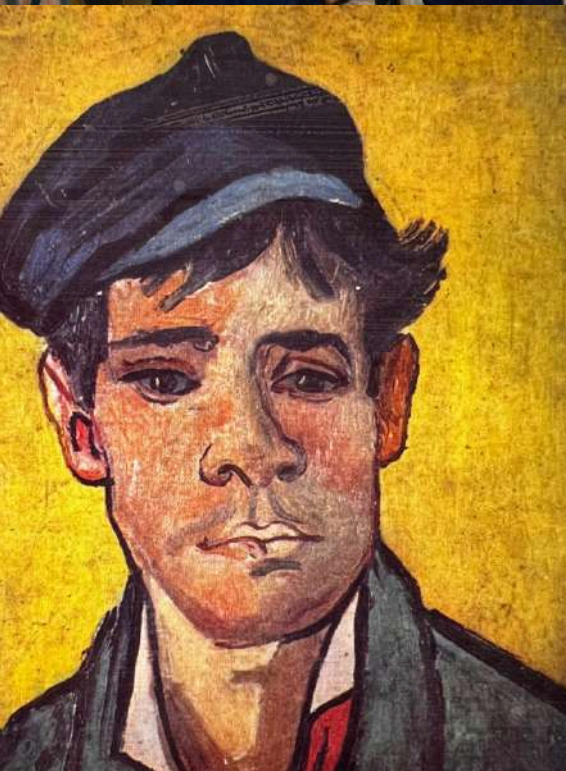


Born in the Netherlands in 1853, Vincent Van Gogh is known all over the world for the dramatic and tragic parts of his career. Van Gogh, who came to Paris from the Netherlands in 1886, produced an extraordinary number of wonderful works of beauty in a period of 10 years despite all the negativity and misfortune in his 37-year life. Although his works were written by a completely conscious person, the narrative in his letters reflects the struggles of a man trying to save himself from a dead end. His mind was shaken by his poverty, loneliness and ongoing disappointments from which he could not finally see an escape. His letters are full of the intelligence and enthusiasm of a normal person. Van Gogh's paintings are very careful, showing a sublime phenomenon of color, the power of passion and desire that carries his deep feelings for nature. He saw the Impressionists in Paris between 1886 and 1888 and was particularly impressed by Seurat's style. As a result, he abandoned the dark colors in his palette. He went further than the impressionists in his experiments and research on the possibilities of line and color. In his paintings, color determines the form, organizes the rhythms and gives depth. Color harmonies are serious, striking and sometimes even painful. Van Gogh looked at forms in his own way, emphasizing them with sharp lines, curves and spirals. Especially in his landscapes, we find the elements of his own mood in the trees swaying in the wind with vortexes, clouds and objects.



Van Gogh is an artist who inspired the emergence of expressionism in this respect and the Fauvists by bringing contrasting colors together. He left behind important works such as Tanuy Baba's portrait, Postman Roulin, Dr. Gachel, his own portrait, Wheat Fields, Cypress Trees, Bedroom, Sunflowers. Van Gogh once said, 'What I am very passionate about is portraiture, modern portraiture.' He was living in Arles in the south of France during this period. The artist's neighbors were Postman Roulin and his family. He painted a series of portraits of Postman Roulin, his wife Augustine and their three children Armand, Camille and Marcelle. Van Gogh's sensitive relationship with the postman and his family and the depictions of their children are reflected in the (dozens of) Roulin portraits and the artist and this family formed a deep bond of friendship.

MFA Boston is hosting an exhibition of the Postman Roulin family portraits (23 works), dozens of his portraits. Van Gogh portraits are on loan from the Amsterdam Van Gogh Museum, the Chicago Art Institute, the Museum of Modern Art in New York, and the Musee d'Orsay in Paris. Despite Van Gogh's vision of himself as a husband and father, he never married and had no children. In accepting this, he found comfort in his relationship with the Roulins family, whose portraits capture an intimacy that resonates across time and place in all forms of family—biological, chosen, or observed. This exhibition offers visitors the most in-depth look yet at the emotional underpinnings of some of the beloved artist's most widely recognized paintings.



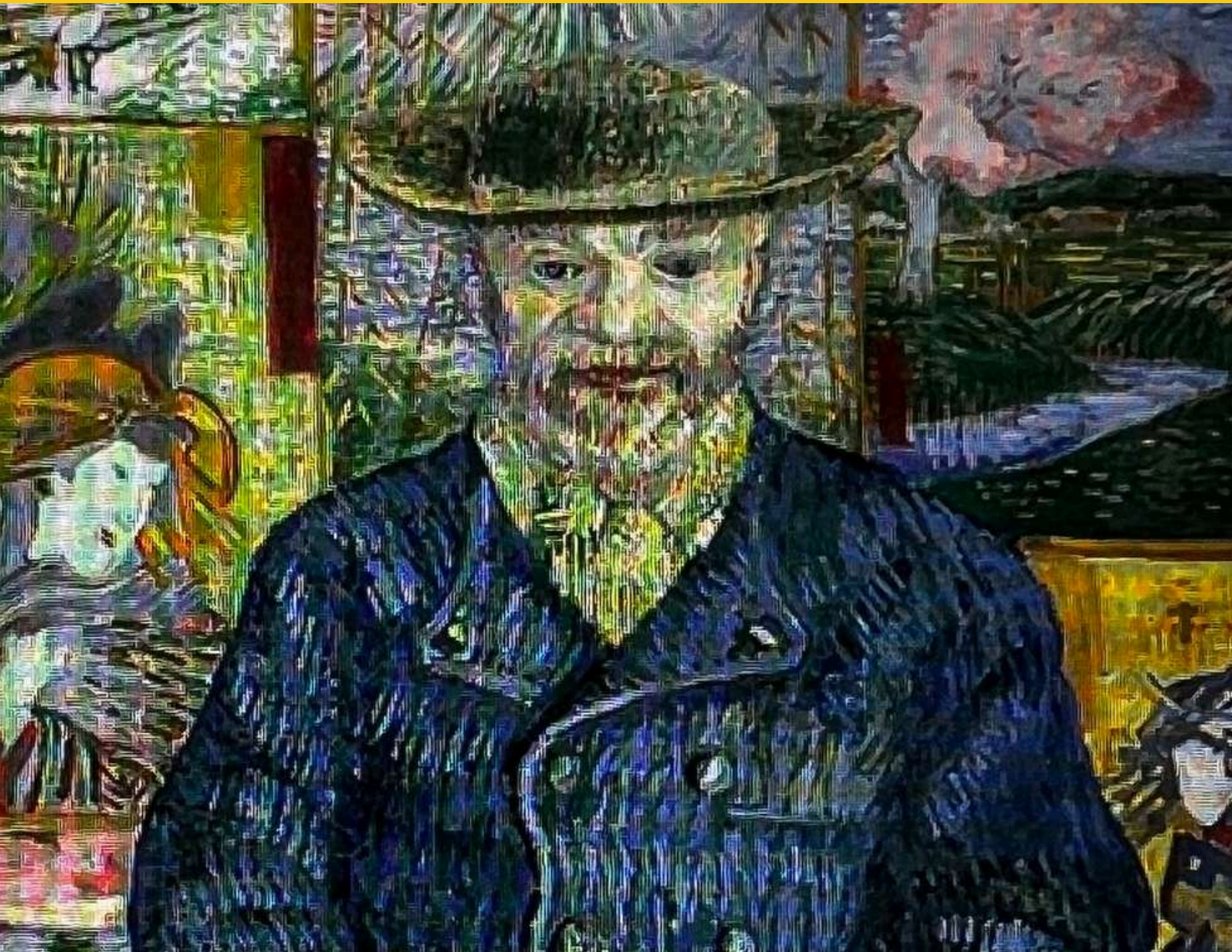
One of the world's most famous Post-Impressionist painters, Vincent Van Gogh created vibrant, colorful works that often contrasted with the difficulties of his life. He painted prolifically during his short ten-year career, and also struggled with a number of mental and physical ailments. Throughout his life, Van Gogh's views on the relationship between mental illness and creativity developed as he looked to the lives of other artists to better understand himself.

Suffering is a big word for it, but he always had a hard life because he behaved differently from the people around him. He experienced hardships, changed careers several times and lived in different places. He lived with his parents and his brother Theo for a while. He had an unhealthy lifestyle, especially when he lived alone, he would skip meals, smoke on an empty stomach, and drink too much. When he moved to Arles in 1888, he was very tired. His lifestyle took its toll on him. He spent more than a year in a mental hospital in the south of France and was quite lonely. He also didn't know if he would get better or not, and he also wanted to be a great artist. He also had a feeling of being a burden to his brother. When he lived with his brother in the last years of his life, he realized that he was a burden to Theo, who was quite ill at the time. With this combination of damage to his body and mind, he might have thought it best to leave this world. All of this is speculation. He continued to work until his last months in Antwerp. Just a few days before he committed suicide, he was still experimenting with his painting. It was not because of his illness that he became such a great artist, but he could still be a great artist despite his illness.

He was a man who could create extraordinary things and was believed to have a vivid imagination. The exhibition, 'Van Gogh: Roulin Family Portraits', opened on March 30 and will close on September 7. The exhibition is sponsored by Bank of America and WCVB5 Boston Community Leader (Media Partner), as well as support from the Abramss Foundation, Penny Vinik, the Richard C. Von Hess Foundation, Barbara M. and Catyn Minehan, Barbara and Michael Schaefer, Emi M. and William G. Winterer.

Source:

- Madeline Bilis is a writer, editor
- Gombrich E. The Story of Art (Trans. B. Comert) Remzi Kitabevi, Istanbul, 1976
- Lynton, Norbert; The Story of Modern Art (Trans. C. Çapan, S. Öziş) Remzi Kitabevi Istanbul, 1982







GASTRONOMY JOURNEY



GASTRONOMY JOURNEY

PROMPT ENGINEERING AND FUTURE VISION IN RESTAURANT MANAGEMENT



The article by Assoc. Prof. Dr. Murat Doğan, Vice Dean of Istanbul Gelisim University (IGU), Faculty of Fine Arts (FFA) and one of the academic staff of the Gastronomy and Culinary Arts Department, was published in Hotel Restaurant & Hi-Tech Magazine. The article was featured in the magazine with the title “Prompt Engineering and Future Vision in Restaurant Management”. The text of the relevant article is below.



Dear readers, I have been writing about innovative approaches that can be applied in the food and beverage sector in my monthly articles for a while now. In this month's article, I will talk about prompt engineering, which is very new in the world and I have not come across an application in the restaurant sector in Turkey.

For a long time, my doctoral student and I pondered over the question, “How can prompt engineering be applied to the restaurant industry?” We presented our scientific findings as a paper at an international congress in February. In this article, I will try to explain the subject in a simple way.



What is prompt engineering?

First of all, it is useful to start with the word “prompt”. Although we probably did not hear the word prompt in previous years, we have heard a lot about the prompter device and prompter accidents. As you know, the prompter device is a kind of electronic prompter. So we can easily say that the etymological root of the word prompt is “the act of supporting”. The word prompt has been given the meanings of “encouraging to take action” and “assisting a speaker with their lines” in Western languages since the beginning of the fifteenth century. Today, in all areas where artificial intelligence is dominant, prompt is used in the sense of an instruction or explanation given to the artificial intelligence to produce a certain task or content.

Since the launch of ChatGPT, there have been major advances in areas such as natural language processing, code generation, and autonomous systems. However, the reasoning capabilities of the Large Language Models (LLMs) used by such programs remain limited. Research has shown that LLM agents that can be adapted to wider application areas can be developed by using different tools and integrating them. Prompts play an important role in new studies. In this context, prompts can provide instructions that direct the outputs of LLMs and automate processes.

How Prompt Engineering Came About

Prompt engineering is a complex and time-consuming process. Therefore, automatic prompt engineering (APE) method has been developed, which enables LLMs to create their own prompts. APE can produce more effective and robust prompts with a small number of trials. In addition, certain strategies and tricks have been created to ensure that LLMs produce the desired output and to avoid common mistakes.

Applicability of prompt engineering in restaurant businesses

In the restaurant business, prompt patterns can provide knowledge transfer and reusable solutions to common problems in a similar way to software patterns. These patterns consist of elements such as instructions, input, role, output format, style/tone and constraints, which I have tried to briefly explain below.

Instruction: Specifies what the model should do.

Input: Provides the necessary context for the response.

Role: Shapes the model's behavior and perspective.

Output Format: Defines the structure and format of the response.

Style/Tone: Determines the tone and degree of formality of communication.

Constraints: Ensures that responses comply with ethical and technical limits.



These elements ensure that the data obtained is useful and understandable. In their study titled “Prompt Pattern Catalog for Improving Prompt Engineering with ChatGPT” in 2023, Jules White and his colleagues classified this approach as “Main Categories and Patterns”. These patterns are an important tool for effective communication and problem solving in the restaurant business.

Main categories and patterns for restaurant businesses with Prompt engineering

Various techniques and strategies for using artificial intelligence (AI) in restaurant management can aim to make AI more effective and efficient in the restaurant business.

Main topics and examples:

1. Input Semantics:

- **Meta Language Creation:** The AI is taught specific terms or acronyms related to restaurant management. For example, “YO” stands for “Pre-Meal Preparation.”

2. Output Customization:

- **Persona:** The AI is made to take on a specific role. For example, it may be asked to pretend to be a chef and suggest a new menu item.
- **Template:** AI is made to output in a specific format. For example, a predefined template is used for a new food introduction.
- **Visualization Generator:** AI creates visual outputs for topics like menu or restaurant layout. For example, it generates a diagram code for a table layout.

3. Error Identification:

- **Fact Checklist:** AI creates checklists to ensure accuracy in customer service processes. For example, it lists important points at the end of an order preparation procedure.

4. Prompt Improvement:

- **Question Refinement:** General questions from customers are made more specific. For example, “What do you recommend?” is rephrased as “What are your specials today?”
- **Alternative Approaches:** AI offers different solutions to a problem, for example, suggesting alternative ingredients to make a dish vegan.

5. Interaction:

- **Flipped Interaction:** AI collects information from customers or employees, for example, by asking questions to gather the information needed to create a new menu.
- **Gamification (Game Play):** Customer interactions are made fun. For example, a game is created that asks you to guess the ingredients on the menu.

6. Context Control:

- **Context Manager:** AI keeps the interaction within a specific topic or context. For example, limiting the conversation to just restaurant reservations.

These techniques can aim to improve customer experience and optimize operational processes by enabling more effective and efficient use of AI in the restaurant business.



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Restaurant menu management and personalization with Prompt Engineering

I have provided brief information below on basic topics such as menu management, “menu pricing”, “menu design”, “menu operations” and “menu analysis”.

1. Menu Pricing:

- Prices directly affect customer perception and sales. For example, prices ending in “9” can increase the perception of quality.
- Decoy products can manipulate customers' price perception.
- While cost and profit targets are taken into consideration in price determination, customer expectations and perceptions are also important.

2. Menu Design:

- The menu is a tool that reflects the image of the restaurant. The design, colors, fonts and visuals affect the customer perception.
- “Sweet spots” on the menu can increase sales by being the first areas customers look at.
- Naming and descriptions of items can influence customer preferences.

3. Menu Operations:

- Food safety and hygiene is a major issue, especially in small businesses. Risk-based systems such as HACCP are important in ensuring food safety.
- Standardized recipes, portion control, and accurate demand forecasts increase customer satisfaction while reducing costs.

4. Menu Analysis:

- Menu analysis involves evaluating products based on performance indicators such as cost, popularity and profitability.
- Strategies such as presentation, recipe or price changes can be implemented for low-performing products.
- Multidimensional analysis methods have been developed to overcome the shortcomings of traditional analysis.

5. Menu Personalization with ChatBot:

- Artificial intelligence (AI) and chatbots can be used in the menu creation and personalization processes. For example, models like ChatGPT can be trained with specific information and contribute to the menu development process.
- Such technologies can be effective in creating personalized menus that match customer preferences.

In conclusion, restaurant menu management is a complex process that involves many factors such as pricing, design, operations, and analysis. Prompt Engineering can make these processes more efficient and customer-centric.

Stay healthy...

Assoc. Prof. Dr. Murat Dogan





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