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İSTANBUL
GELİŞİM
ÜNİVERSİTESİ



Güzel Sanatlar
Fakültesi



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Güzel Sanatlar
Fakültesi

2024-2025
ACADEMIC
YEAR SPRING
SEMESTER
CLASSES
HAVE
STARTED

WE WISH YOU SUCCESS



ACADEMIC ACHIEVEMENTS

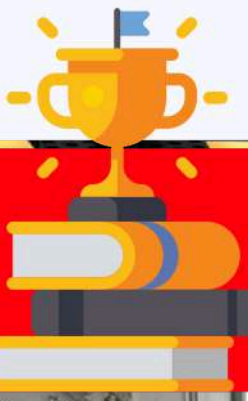


ACADEMIC ACHIEVEMENTS

RES. ASST. GÖKÇE UZGÖREN SUCCESSFULLY COMPLETED HER PHD

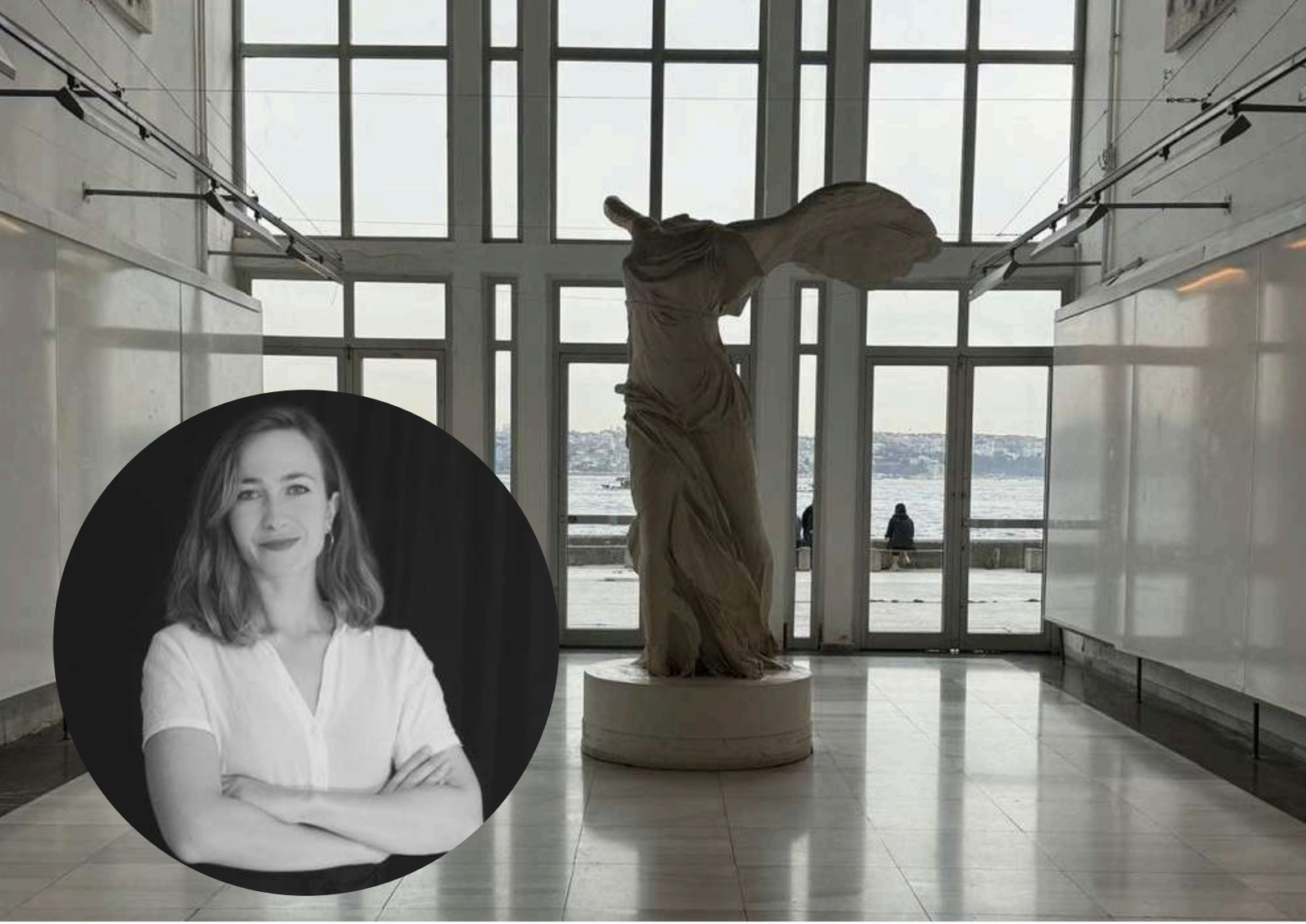


Research Assistant Gökçe Uzgören successfully completed her PhD in the Department of Urban and Regional Planning, Institute of Science, Mimar Sinan Fine Arts University. In her thesis supported by the TÜBİTAK BİDEB 2214-A International Doctoral Research Scholarship Program, Gökçe Uzgören examined the transformations created by Airbnb in the housing market through short-term rentals in the Cihangir District of Beyoğlu, Istanbul. The study evaluated the role played by Airbnb in the hyper-commodification process of housing within the framework of the meta-theory of critical realism and Marxist political economy. We congratulate him and wish her continued success.



ACADEMIC ACHIEVEMENTS

RESEARCH ASSISTANT DİLARA MATARACI SUCCESSFULLY COMPLETES PROFICIENCY IN ART PROGRAM



Research Assistant Dilara Mataracı, a faculty member of the Department of Graphic Design at the Faculty of Fine Arts (FFA) at Istanbul Gelişim University (IGU), has successfully completed the Proficiency in Art program at Mimar Sinan Fine Arts University (MSUFA), Institute of Graduate Education, Basic Education Main Art Branch, Basic Art and Design Department. Advancing her academic and artistic career, Mataracı has taken her research on art theory and practices to the next level.



SUCCESSORS



SUCSESSES

**RES. ASST. EDA TRKAY'S PROJECT IS AMONG
THE TOP TEN SHORT FILMS OF THE YEAR!**



The short film *Aç Açına*, produced by Eda Türkay, a research assistant at the Department of Radio, Television and Cinema, was shown among the ten best short films of 2024 within the scope of the 57th Turkish Cinema Awards organized by the Cinema Writers Association (SİYAD).

We congratulate Res. Asst. Eda Türkay and wish her continued success.

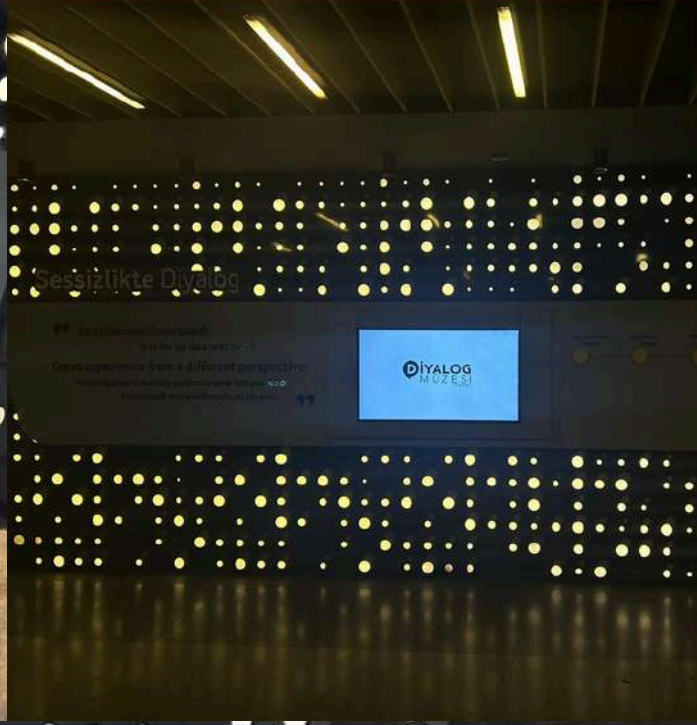


SOCIAL RESPONSIBILITY

SOCIAL RESPONSIBILITY



THE THIRD PHASE OF THE “AN EQUAL WORLD FOR ALL” SOCIAL RESPONSIBILITY PROJECT HAS BEEN IMPLEMENTED!

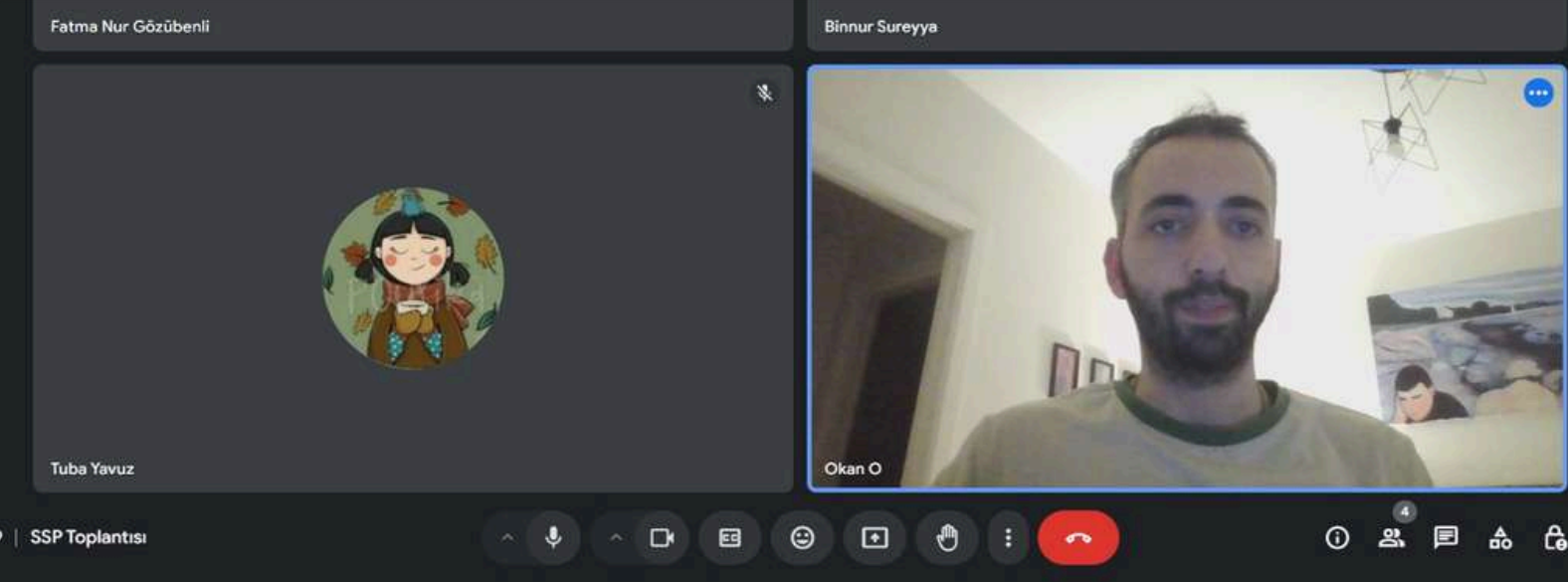


The third and final stage of the social responsibility project titled “An Equal World for All: Overcoming Barriers Together”, in which Res. Asst. Ayşe Seray Engin from the Department of Gastronomy and Culinary Arts, Faculty of Fine Arts (FFA), Istanbul Gelişim University (İGU), and Res. Asst. Merve Karadaban and Res. Asst. Ezginaz Kara from the Department of Interior Architecture and Environmental Design took part as executives, was carried out on Tuesday, January 04, 2025. Thus, all stages of the project were completed and the project was concluded. We would like to thank our research assistants who participated in the project.

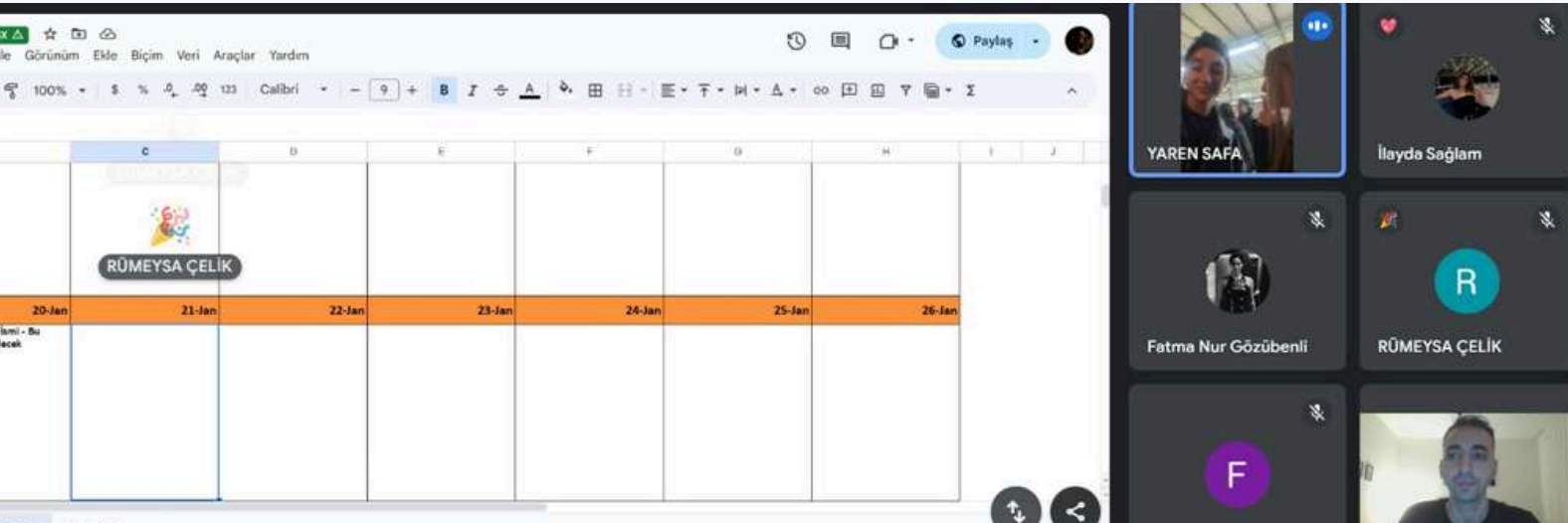
SOCIAL RESPONSIBILITY



**THE SECOND PHASE OF THE AUDIO BOOK
FOR THE VISUALLY IMPAIRED PROJECT HAS
BEEN COMPLETED!**



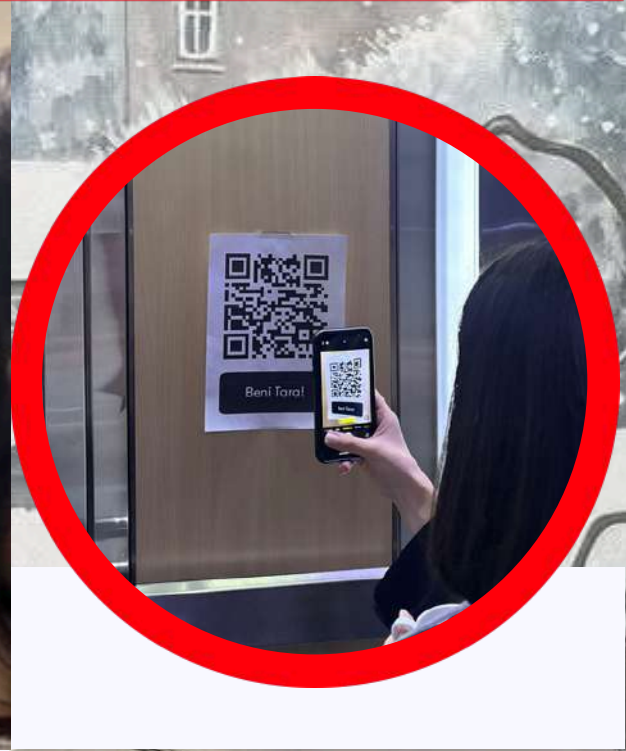
The second phase of the "Audio Books for the Visually Impaired" social responsibility project organized by Istanbul Gelişim University (IGU), Faculty of Fine Arts (FFA), Department of Interior Architecture and Environmental Design (English Program) and Department of Radio, Television and Cinema has been successfully completed. As part of this phase, volunteer students contributed to the project by vocalizing the books they selected. Before the study, a series of meetings were held for the students on January 7 and 16, reminding them of important points regarding the vocalization process. The students completed the work they selected from the list of books prepared by the project managers by vocalizing them in accordance with the event calendar.





SOCIAL RESPONSIBILITY

"WOMEN OF ART" QR EXHIBITION COMPLETED



Held between January 6-10, the "Women Inspiring Development" social responsibility project, organized by the Faculty of Fine Arts at Istanbul Gelişim University, concluded its third phase with a remarkable exhibition aimed at raising social awareness. The exhibition offered visitors a unique art experience through QR codes placed in various locations on the university campus. These QR codes provided participants with access to content highlighting the impact and contributions of women in the art world under the theme "Women of Art."





NEWS FROM FFA

ALARMING DEVELOPMENTS IN FOOD FRAUD: BEWARE OF ADULTERATION AND COUNTERFEIT PRODUCTS



Istanbul Gelişim University Vice Dean Assoc. Prof. Dr. Murat Doğan commented on the current developments in food fraud. Istanbul Gelişim University (IGU), Faculty of Fine Arts Vice Dean and Gastronomy and Culinary Arts Department academic member Assoc. Prof. Dr. Murat Doğan drew attention to counterfeit products in an interview he gave. In his statement on food safety, Doğan said, “Addition means reducing the quality of a product by adding foreign substances, while imitation means presenting a product as a different product. For example, using chicken instead of beef in beef sausage is considered adulteration, and selling vegetable oils as butter is considered imitation.” Click [here](#) for the details of the interview.



NEWS FROM FFA

IGÜ FFA PARTICIPATED IN THE EKET UNIVERSITY PROMOTION FAIR



Istanbul Gelişim University (İGÜ) participated in the EKET University Promotion Fair held on February 5-6. At the fair, İGÜ Board of Trustees Chairman Abdülkadir Gayretli, İGÜ Rector Prof. Dr. Bahri Şahin, İGÜ Secretary General Assoc. Prof. Dr. Serdar Egeli, and the expert academic staff of Istanbul Gelişim University Faculty of Fine Arts (İGÜ GSF) were present. They met with prospective students, providing detailed information about the university's academic programs, educational approach, and artistic projects while answering students' questions.



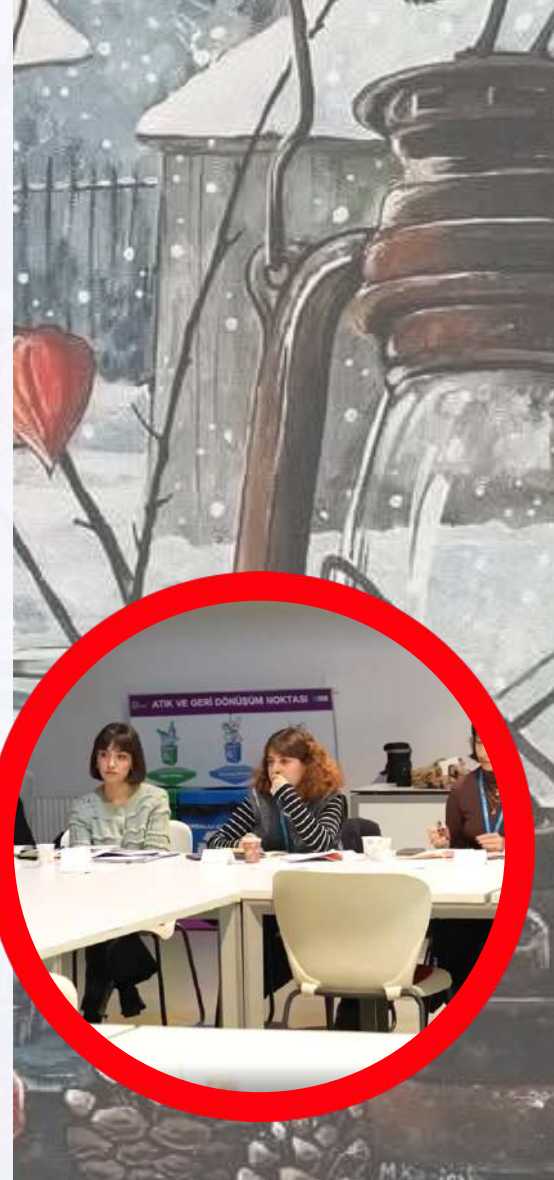


NEWS FROM FFA

RES. ASST. GÖKÇE UZGÖREN PARTICIPATED IN THE IMM FOCUS GROUP MEETING AS AN INVITED ACADEMICIAN

Research Assistant Gökçe Uzgören from the Department of Interior Architecture and Environmental Design (Tr), Faculty of Fine Arts (FFA), Istanbul Gelişim University (İGÜ), participated in the first of the evaluation meetings for the Kadıköy Center Strategy Document, organized by the Istanbul Metropolitan Municipality (İBB) Directorate of Urban Planning. The meeting took place on January 6, 2025, at the Design Academy Kadıköy (TAK) with the participation of active field researchers and academic experts. Research Assistant Gökçe Uzgören shared her insights and recommendations on the theme "Balanced and Dynamic Kadıköy Economy – Tourism & Visitors," in alignment with her field of expertise.

We extend our congratulations to Research Assistant Gökçe Uzgören and express our gratitude for her valuable contributions.





PROJECT

APPLICATIONS FOR THE 2ND HARVEST TIME SHORT FILM FESTIVAL HAVE STARTED



The Harvest Time Short Film Festival is a short film festival organized by Istanbul Gelisim University, Faculty of Fine Arts, Department of Radio, Television and Cinema with the support of the department's internal/external stakeholders. The aim of the festival is to encourage the production of better films by increasing the competition between the department and high school students.

The films must be delivered via filmfreeway with short director biographies and posters by 20.05.2025 at the latest. The festival program for the festival, which will take place in June 2025, will be finalized in May and will be announced on the festival's website and other relevant channels.



SCIENTIFIC STUDIES



SCIENTIFIC STUDIES

**RES. ASST. ELİZ MUTLU TEKAY SUCCESSFULLY
COMPLETED THE THESIS PROPOSAL JURY**



Istanbul Gelişim University (İGÜ), Faculty of Fine Arts (FFA), Department of Interior Architecture Res. Asst. Elіз Mutlu Tekay successfully presented her Thesis Proposal at Eskişehir Technical University Graduate Institute.

The jury committee of the thesis study, which was carried out under the supervision of Eskişehir Technical University Interior Architecture Department faculty member Assoc. Prof. Özge KANDEMİR, included Asst. Prof. Dr. Özlem UÇAR and Prof. Dr. Ayşe Duygu KAÇAR from Eskişehir Osmangazi University.



SCIENTIFIC STUDIES

ASSOC. PROF. DR. MURAT DOĞAN'S NEW ARTICLE PUBLISHED!



The article titled “A New Concept in Gastronomy: Cinegastronomy” 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 Journal of Tourism and Gastronomy Studies, which is in the process of publishing in the fields of gastronomy and tourism. We congratulate Assoc. Prof. Dr. Murat Doğan and wish him continued academic work.



SCIENTIFIC STUDIES

A NEW ARTICLE BY RES. ASST. AYŞE SERAY ENİN HAS BEEN PUBLISHED!



Res. Asst. Ayşe Seray Enin's article titled "Determination of 16 European Priority Polycyclic Aromatic Hydrocarbons in Doner Kebab Varieties Cooked Under Different Heating Sources" has been published. The article, of which Res. Asst. Ayşe Seray Enin is one of the authors, consists of eight authors. The article was published in the Foods magazine, which is ranked Q1.

We congratulate Res. Asst. Ayşe Seray Enin and wish her continued academic studies.



SCIENTIFIC STUDIES

A NEW ARTICLE BY ASST. PROF. EMRE DOĞAN!

The article titled "Jean Baudrillard's Simulation Universe Film Simulacra: Three Examples from David Fincher's Cinema", written by Asst. Prof. Dr. Emre Doğan, Head of Radio, Television and Cinema Department, together with Asst. Prof. Dr. Murtaza Talha Altinkaya, was published in the new issue of Gaziantep University Journal of Social Sciences.

We congratulate Asst. Prof. Dr. Emre Doğan and wish him continued success.





SCIENTIFIC STUDIES

NEW PUBLICATION FROM RES. ASST. MUSTAFA DALLI!



The new article by Research Assistant Mustafa Dalli from Istanbul Gelişim University (IGU), Faculty of Fine Arts (FFA), Department of Interior Architecture and Environmental Design (English) "The Effect of Structural System Elements on the Dynamic Behavior of High-Rise Buildings" has been published in Volume 16, Issue 9 of the International Journal of Integrated Engineering (IJIE).

For more detailed information and to access the full text of the article, [click here](#).



SCIENTIFIC STUDIES

A NEW STUDY BY ASSOC. PROF. DR. MURAT DOĞAN!



A new article by Assoc. Prof. Dr. Murat Doğan, Associate Dean of Istanbul Gelişim University (IGU), Faculty of Fine Arts (FFA) and Academic Staff of the Department of Gastronomy and Culinary Arts, has been published. Assoc. Prof. Dr. Murat Doğan's article titled "Enhancing Culinary Operations Through Fuzzy Logic: A Case Study in the Catering Industry" has been published. The article was published in the Turkish Journal of Agriculture - Food Science and Technology. With his English study, Doğan aimed to analyze the business impact of the catering sector using the fuzzy logic method.

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



SCIENTIFIC STUDIES

RES. ASST. BAŞAK LALE HAS SUCCESSFULLY COMPLETED THE THESIS MONITORING COMMITTEE

Res. Asst. Başak Lâle, who continues her studies in the field of Interior Architecture and Environmental Design, examines the formation of "cul-de-sacs," one of the key elements of traditional urban morphology, from an interior architecture perspective in her dissertation. Focusing on the history and theory of architecture and interior architecture, Lâle has been conducting research in this field since her master's studies. Expanding on her previous fieldwork in Ankara, she is now broadening her research to the scale of Istanbul during her doctoral studies.

We congratulate Res. Asst. Başak Lâle and wish her continued success in her academic endeavors.





SCIENTIFIC STUDIES

RES. ASST. AYŞE SERAY ENGİN'S NEW ARTICLE PUBLISHED!

A new article by Res. Asst. Ayşe Seray Engin, a faculty member of the Gastronomy and Culinary Arts Department of the Faculty of Fine Arts at Istanbul Gelişim University (IGU), has been published. Res. Asst. Ayşe Seray Engin's article titled "Biogenic Amine Content and Shelf-Life of Salmon Fillets Packaged in Modified Atmospheres of Low-Level Carbon Monoxide and Different Carbon Dioxide Concentrations" has been published. The article, of which Ayşe Seray Engin is one of the authors, consists of five authors. The article was published in the Polish Journal of Food and Nutrition Sciences, which is ranked Q2.





ARTISTIC ACTIVITIES



FERNANDO BOTERO (1932-2023)



Fernando Botero is known as a Colombian painter and sculptor. His unique artistic style is characterized by voluminous and exaggerated forms. This style, called "Boterismo", depicts figures with swollen and rounded lines, creating both a humorous and critical expression. Botero's works often contain political, social and cultural references.

Botero began his artistic career in the 1950s and studied in Europe and the United States. He was inspired by Renaissance art and Latin American folk art. His paintings and sculptures have been exhibited in museums and public spaces around the world. He has drawn attention especially with his works on social violence, political oppression and human rights violations in Colombia.



JAKUZI'S MUSICAL JOURNEY THROUGH THEIR ALBUMS



Jakuzi is a Turkish synthpop and darkwave band founded in 2015 in Istanbul by Kutay Soyocak and Taner Yücel. The duo started this project as a departure from their previous punk endeavors, seeking a new musical direction.

The band's debut album, *Fantezi Müzik*, was released in 2016 under the Domuz Records label. It quickly gained significant attention in Istanbul's underground music scene and helped Jakuzi establish an international presence. In 2017, the Berlin-based record label City Slang re-released the album on March 24th, broadening the band's reach to a global audience.

Fantasy Music blends synthpop, darkwave, and new wave influences. Notable tracks include "Geriye Dönüyor", "Her An Ölecek Gibi", and "Bir Düşmanım Var". The music video for "Bir Düşmanım Var" particularly stood out, reflecting the band's creative and unconventional visual style.



Following the success of their debut, Jakuzi released their second album, *Hata Payı*, in 2019. This album adopted a darker and more introspective sound, exploring emotional themes in greater depth. *Hata Payı* is seen as a demonstration of the band's musical growth and maturity, with more profound and haunting compositions compared to their debut.

In 2024, Jakuzi released their third album, *Madalyon I*. This album marks a significant stylistic shift for the band, embracing genres like fusion, funk, and disco. Both the album's cover art and musical content reflect the aesthetic of the 1970s. With *Madalyon I*, Jakuzi demonstrates a willingness to innovate and experiment with different musical styles while retaining their unique identity.

Since its founding, Jakuzi has undergone some lineup changes. Taner Yücel left the band in 2017, and new members joined:

Can Kalyoncu (drums) Meriç Erseçgen (bass guitar) Ahmetcan Gökçeer (guitar, synthesizer) Kutay Soyocak remains the band's vocalist and has been a constant member since the beginning.

Jakuzi's innovative approach to synthpop and darkwave has earned them recognition not only in Turkey but also internationally. With their evolving sound and ability to merge different musical influences, they continue to captivate audiences worldwide.





THE PYRAMIDS OF GIZA: ICON OF THE ANCIENT WORLD



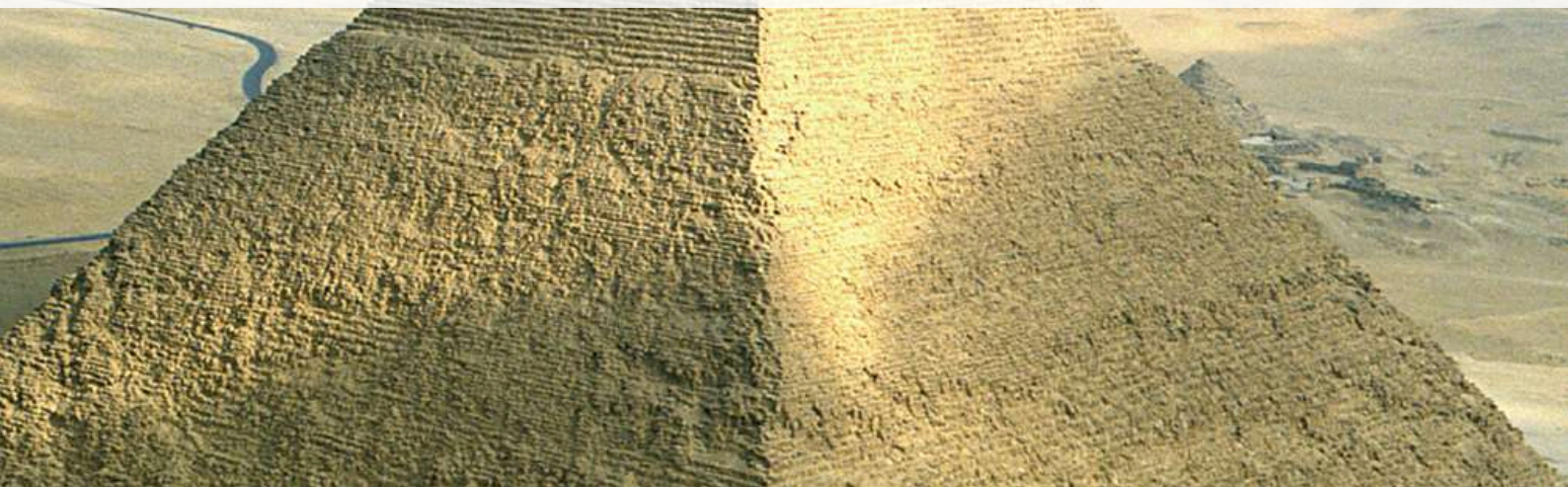
The Pyramids of Giza, located on the Giza Plateau near Cairo, the capital of Egypt, are among the most magnificent structures of Ancient Egypt, consisting of three pyramids. Dating back to the Old Kingdom period of Egypt in the 26th century BC, the exact timing and methods of their construction remain a mystery. However, most researchers agree that the Great Pyramid was built during the reign of King Khufu (Cheops) of Egypt's 4th Dynasty. The largest of the three, the Pyramid of Khufu, is the only surviving wonder of the Seven Wonders of the Ancient World. It is believed that the construction took approximately 20 years, with thousands of workers and slaves participating in the labor. Built with highly advanced engineering techniques for the time, these structures served as tombs for the pharaohs, representing their belief in immortality and standing as monumental symbols of their power.

"The Timeless Wonder of the Ancient World..."



The architecture of the pyramids showcases an extraordinary level of engineering precision. Holding the title of the world's tallest structure for nearly 4,000 years, until the construction of the Eiffel Tower, the Great Pyramid of Khufu originally stood at 146.4 meters with a base width of 230 meters, though erosion has reduced its height by approximately 10 meters over time. Constructed with millions of limestone blocks, the pyramid features a square base and an intricate internal structure, including narrow passageways, multiple chambers, and notably, the Pharaoh's burial chamber. Inside, the Grand Gallery served as a corridor facilitating the transportation and placement of stone blocks. Additionally, the Pyramids of Khafre (Kefren) and Menkaure (Mikerinos), though smaller, share similar architectural styles. Each pyramid is surrounded by temples and complexes, supporting religious rituals and ceremonies.

Today, the Pyramids of Giza remain one of the world's most visited tourist and archaeological sites. Listed as a UNESCO World Heritage Site, they are celebrated for their historical and architectural significance. Archaeologists and scientists continue to research the methods used in their construction and the burial rituals of the pharaohs. Additionally, their astronomical alignments and mysterious design continue to fuel countless theories and studies. Attracting millions of tourists annually, the Giza Pyramids stand as one of Egypt's greatest historical treasures, representing both the genius of ancient engineering and the enduring legacy of Egyptian civilization.





WE CHOSE A MOVIE!

AUTHOR: RES. ASSIST. EDA TÜRKAY

OSLO, AUGUST 31ST (JOACHIM TRIER, 2011)

Director: Joachim Trier Screenwriter: Eskil Vogt Joachim Trier Cast: Anders Danielsen Lie, Hans Olav Brenner, Ingrid Olava, Øystein Røger, Tone B. Mostrøm, Kjersti Odden Skjeldal, Petter Width Kristiansen, Renate Reinsve, Andreas Braaten

"Oslo, August 31st", the second film in Joachim Trier's Oslo Trilogy, premiered at the 2011 Cannes Film Festival. The film tells the story of Anders, who is granted leave from a rehabilitation center, where he is recovering from drug addiction, to attend a job interview. During this time, he reconnects with his family and old friends in Oslo, with the film receiving positive reviews from critics.

The narrative takes place over a single day, following Anders as he roams through Oslo, making it a film that can also be described as a city portrait. The movie offers a nostalgic depiction of the city and a melancholic reflection of its people. Through its single-day structure, the film allows viewers to witness Anders' encounters, fleeting moments, and interactions as he wanders the streets of Oslo.

The film is a modern adaptation of the 1931 novel "Will O' The Wisp" by Pierre Drieu La Rochelle. Exploring themes such as displacement, belonging, existence, and identity, it delivers a contemplative viewing experience. Contrary to expectations, the film is not overtly depressive but offers a thought-provoking journey with its introspective and reflective narrative.



SHADOW HIGHWAY THEATER WATT, TRAGEDY & DRAMA, ONE ACT / 75 MINUTES



The Crew Written & Directed by: Yusuf Onur Aydın Cast: Tahir Yılmaz, Yusuf Nebioğlu, Yusuf Onur Aydın Assistant Director: Gökçe Karaman Stage & Costume Design: Bengü Şener Lighting Design: Alev Topal Sound & Music Design: Mert Gözmen Videographer: Said Sakıp Demir Production: Tiyatro Watt Co-Producer: Güney Coska



The Academy Award-winning film *Nomadland* begins with a prologue: "Dedicated to those who had to leave. See you on the road..." In the previous article in this column, *Ordinary Encounters* was discussed—once again drawing an analogy from cinema through encounters and missed encounters.

As the second play in the *Encounters Trilogy*, *Shadow Highway* structurally resembles the first play, yet this time, the theme of encounters takes on a different context. *Shadow Highway* focuses on themes of "migration," "belonging," "leaving," "being unable to leave," and "returning," exploring the relationship between fate and geography in a narrative that is sometimes humorous and sometimes dramatic, compelling the audience to reflect.

The story follows three strangers—Ismail, Murat, and Hasan—who coincidentally meet while traveling on a highway. Ismail is a man returning to Turkey from Germany, longing for his homeland; Murat is a nihilistic (?) young writer fleeing the hopelessness of his country in search of a new beginning in Europe; and Hasan is a refugee forced to escape from his war-torn homeland. As these three different individuals cross paths, the burden of the past and their struggles to build a future unite them in an unexpected journey. One has left and is trying to return, one has never left and is trying to go, and the other exists beyond the concepts of leaving and returning—three individuals, three hypostases.

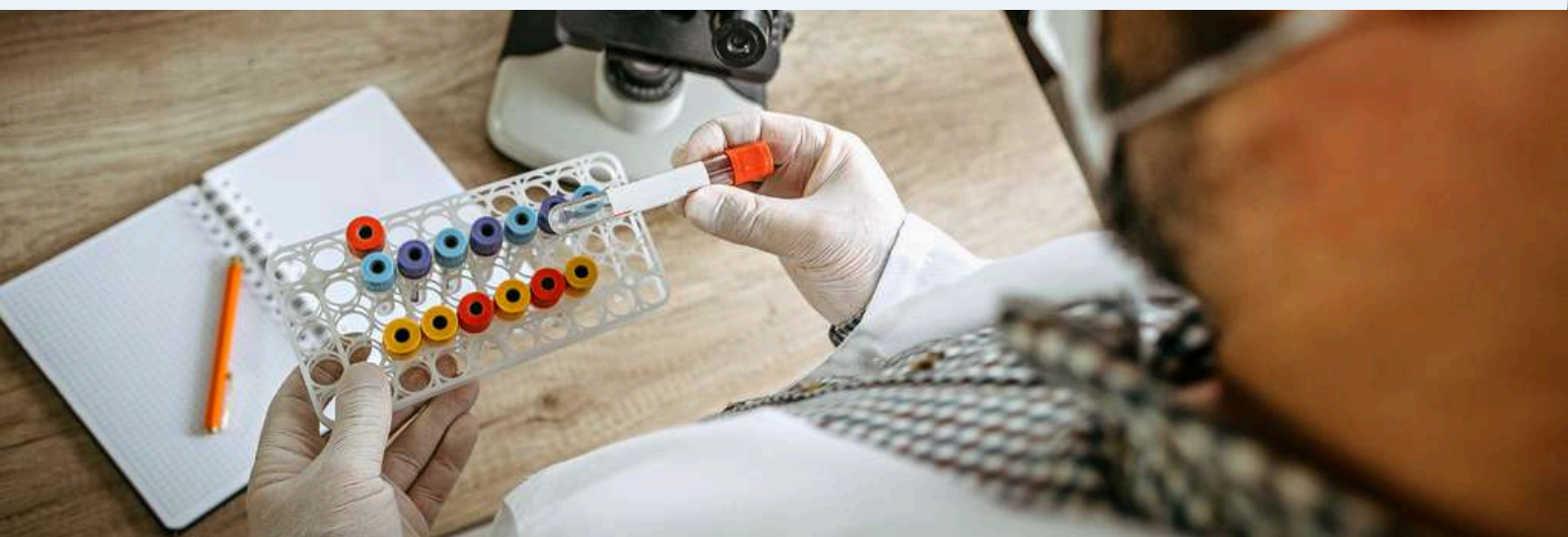
Enjoy the show!



AN EPIDEMIOLOGIST



An epidemiologist is a healthcare professional who studies how diseases spread within populations and develops solutions for their prevention. This profession involves tracking outbreaks, examining the impact of environmental factors on health, and researching the spread patterns of chronic diseases. During their work, epidemiologists analyze various factors such as the frequency, location, and nature of disease occurrences. The insights gained from these analyses contribute to the implementation of new preventive measures and the development of strategic action plans. Epidemiologists typically work in hospitals, research institutions, and public health agencies, playing a vital role in shaping health policies. Today, they are particularly crucial in combating global pandemics. Requiring skills such as analytical thinking and data analysis, this profession holds significant importance in protecting public health.





MARCH ACTIVITIES

1. Workshop Title: Upcycling Workshops: Portraits with Foam Printing

Location: Akbank Art Date: March 15, 2025, 15:30

Website: [click here](#)

About the Workshop:

In this workshop, portrait lines will be drawn and original portrait prints will be produced by up-converting the foam that participants can bring from their homes or accumulate in the workshop into printing molds.

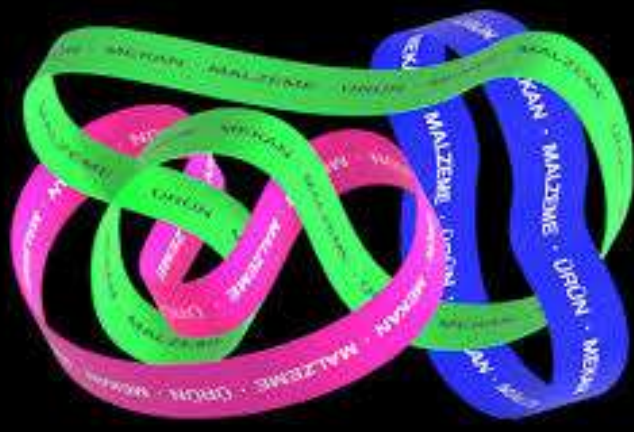


2. Seminar Name: Sustainable Design Talks - "Touching Spaces with Soil" Without Leaving a Trace

Location: Akbank Sanat Date: March 13, 2025 19:30 Website: [click here](#)

About the Seminar:

This seminar aims to open a new dialogue and field of thought by approaching the concept of sustainability from different perspectives and disciplines. Although the approaches are different when moving from architecture to the scale of products and materials, the answer to the question "How possible is a waste-free life?" will be sought through the titles of re-functioning and transformation, and how sustainability is positioned in different areas of design will be discussed.



3. Seminar Name: Cybernetic Selves: Neuroscience of Identity in the Age of Human-Machine Integration Location: Akbank Sanat Date: March 13, 2025 18:30

Website: [click here](#)

About the Seminar: The seminar will focus on how our identity and self-perception are being reshaped as technology becomes increasingly integrated into our bodies, minds and environments.





INTERVIEWS



ACADEMICIAN GUIDE FOR YOUNG PEOPLE – INTERVIEW WITH RES. ASST. AYTEN BENGİSU CANSEVER BAYHAN

As Istanbul Gelişim University, Faculty of Fine Arts, we conducted an interview that provided important tips on the journey of becoming an academic. We talked with Research Assistant Ayten Bengisu Cansever Bayhan about the academic career process, the difficulties encountered and her advice for young people.

What are the basic competencies and skills that someone who wants to become an academic should have?

Being an academic is a profession that focuses on the process of accessing and producing information. Therefore, analytical thinking skills, critical perspective and curiosity for research are among the most important competencies. In order to be successful in academic life, it is necessary to be disciplined and patient. At the same time, having developed academic writing and presentation skills allows you to express your work effectively. Being open to innovation and learning is one of the most critical elements that make academic development sustainable.

What are the basic stages of being an academic in Turkey?

The academic process consists of several basic stages. First, someone who is considering an academic career must complete their undergraduate education. Then, they must gain experience in academic research by being accepted to a thesis-based graduate program. The doctoral process begins after the master's degree. The doctorate is one of the most important stages that allow an academic to deepen their field and make scientific contributions. For those who want to advance in academia, there are levels such as research assistant, assistant professor, associate professor and professor. In the academic advancement process, publishing, taking part in projects and participating in academic activities are of great importance.



What are the biggest challenges faced during the academic process and how to overcome these challenges?

Being an academic is a journey that requires discipline and dedication. One of the biggest challenges is time management. It is necessary to establish a balance between academic studies, teaching, research and publication processes. The pressure of publication and academic competition are also an inevitable part of this process. In order to cope with these challenges, it is necessary to work in a planned and systematic manner. At the same time, creating an academic environment, collaborating with different academics and constantly improving oneself will make this process easier.



What steps should be followed to become a research assistant? How does the process work?

To become a research assistant, you must first obtain a sufficient score from ALES and foreign language exams. Universities open research assistant job postings at certain times and these postings are published in the Official Gazette, on the YÖK website and on the announcement pages of the relevant universities. After the applications are evaluated, candidates may be subjected to a written or oral exam. Since research assistantship is the first step in an academic career, it is important to evaluate this process well and conduct studies that will contribute to academic development.



What is the level of competition in academic life? What advice would you give to new academic candidates?

Competition in academic life is quite high, especially at the international level. Since scientific productivity is one of the basic criteria for academic advancement, it is necessary to constantly conduct research, produce publications and take part in projects. However, it is important to consider this process as an opportunity for self-development rather than just a competition. My advice to new academic candidates is to deepen their fields while also being open to interdisciplinary studies. In order not to get lost in academic competition, you should focus on your individual goals and create a sustainable work system.

How important is it to specialize in a field in academia? What advice would you give to young academic candidates on this subject?

Specializing in a subject in academia makes you stronger in your field and clarifies your academic identity. However, instead of being confined to a narrow field, it is necessary to develop an interdisciplinary perspective. Studies that feed on different perspectives are more innovative and effective. My advice to young academic candidates is to choose the field they will specialize in meticulously and to interact with different branches of science while deepening in that field.

How does the academic publishing process work? What is the impact of publishing on an academic career?

Academic publishing is one of the most important elements of an academic career. In order to publish an article, it is necessary to first conduct a strong research process, analyze the data and prepare the article in accordance with the rules of scientific writing. Since the publication process usually goes through peer review, it is important to present a meticulously prepared study. Since academic publications are one of the basic criteria in the academic promotion process, regular and qualified production provides a great advantage in this process.

What is your view on interdisciplinary studies? What is the importance of academic studies that combine different fields?

Interdisciplinary studies are becoming increasingly important in the academic world. In order to produce solutions to today's complex problems, studies that bring different disciplines together are needed. For example, when working in the field of communication design, developing an approach that draws from different fields such as sociology, psychology or digital technologies makes research more inclusive and effective. It is a great advantage for young people who want to advance in academia to be open to such studies.

What advice would you give to young people who are considering becoming an academic but are undecided?

Being an academic is a journey that requires patience and dedication. If you truly love research, learning and teaching, an academic career can provide you with great satisfaction. However, it is important to take a step into this process knowing that the academic path is long and challenging. My advice to young people who are undecided is to contact academics to learn the details of this profession, observe the process of academic studies and discover their own interests. If you love pursuing knowledge, being an academic may be the right path for you.



AN INTERVIEW WAS CONDUCTED WITH BERKAY GÜLŞEN, A 4TH YEAR STUDENT OF THE GASTRONOMY AND CULINARY ARTS DEPARTMENT!

We had a pleasant conversation with Berkay Gülşen, a 4th year student at the Department of Gastronomy and Culinary Arts, Faculty of Fine Arts, Istanbul Gelisim University (IGU), about his department, the “University Competition” he participated in, and the award he received.



1-First of all, hello Berkay, how are you? Can you tell us a little about yourself?

Hello, I am Berkay Gülşen. I am a 4th year student at Gelişim University, Faculty of Fine Arts. I was born and raised in Kızılcahamam, one of the districts of Ankara that borders Bolu. I lived there until I was 19 years old and I have been living in Istanbul for 4 years and continuing my education. My interest in this field first started when I wanted to make desserts for my friends during high school. I have been working in a professional kitchen for the last 7-8 years and in my free time at home. I have a personality that wants to work and improve myself all the time. In the future, I want to go to European countries and work in many different concepts and improve myself even more.

2-You won the second prize in the “University Competition” that you participated in the “International Gaziantep Gastronomy Festival” held within the scope of the “GastroAntep Cultural Road Festival” organized in cooperation with the Ministry of Culture and Tourism and Gaziantep Metropolitan Municipality. Can you tell us about the competition process?

Our instructor who led us in this organization was Instructor İbrahim Levent Demirçakmak. While I was doing my summer internship, he reached out to me and told me about the competition and asked me if I wanted to participate. I didn’t want to turn down such an opportunity. Then, we started working intensively with my teammates Şüheda Şentürk and Kerem Günay.

The concept of the competition was to prepare and serve an appetizer, main course and dessert using at least one product from the Gaziantep region. We served “pastirmamali madımak ball on black garlic smoked dry tzatziki” as the appetizer, “beef tongue with burnt butter sage sauce on vegetable firik pilaf” as the main course and “Pineapple with sour cherry sauce and pistachio cream meringue” as the dessert. Our appetizer and dessert plates were chosen as the best plates of the competition in their respective fields. Then, we learned that we came in second and missed the first place by a very small margin. It was a great experience for me and my career. I saw my shortcomings and the areas I needed to work on, and I made wonderful memories.

3-What can you tell your friends who want to participate in such competitions about the preparation process?

First of all, what they need to do is to embrace the department and the profession. Because they need to work continuously and try different things every day. Even if the results are bad, in such cases, we gain experience and have the opportunity to show these works to the department teachers and evaluate them and get ideas. We evaluated each product during the competition process because we need to serve them at a certain temperature in a certain period of time, so every product we use in it is very important. Before the competition, they should hold a stopwatch and try to serve and make sure that each product is in accordance with the competition rules and of the highest quality. In addition, excitement control and hygiene are very important during the competition. Apart from this, the products should be mastered and each dish should be tasted before it is served.



4-Finally, do you have any suggestions or advice for your friends studying in this department?

As a senior student, I tried not to waste any moment during the 4-year education period I received and compared the products I made each year one by one and followed my development and shortcomings. During this follow-up process, I received separate ideas from each person who was at the top level in this business. I never hesitated to try because we need to experience and gain experience in this field. I had failures as well as successes and I did not give up. I constantly improved myself and closed my shortcomings. If I have friends who want to progress through professional cooking while studying in this department, I recommend that they work in different areas of the sector in every spare time they have and gain manual skills. I have a saying for this field: “Dual practicality lays the foundations of cooking, and the theoretical part makes you different from others.”. We should not be deprived of the information in business life as much as we learn the theoretical part and certain basic applications at our university, so we should work in the sector whenever we find the opportunity.





CULTURAL JOURNEY



BASRI ERDEM'S ART ADVENTURE





Born in 1948 in Lüleburgaz, Akçaköy, the artist studied at Kepirtepe Teachers' School. Basri Erdem, who had superior talent in music and painting, showed great development thanks to famous teachers at this school. In 1967, he entered the Painting Department of the Istanbul Education Institute as the top student. He worked as an art teacher at the Urfa Girls' Teachers' School between 1970 and 1974. In 1974, he was appointed as the Graphics Branch teacher at the Istanbul Atatürk Education Institute Painting Department. He started working at the Painting Department of the Atatürk Higher Teachers' School between 1980 and 1982. With the affiliation of the institution to Marmara University in 1983, he rapidly rose in his academic career and received the title of associate professor in 1987. Since 1970, he has participated in more than a hundred mixed and group exhibitions and opened thirty solo exhibitions. He has also exhibited his works by participating in art events in Graz, Austria, Drama, Greece, Chisinau, Moldova, Paris, France, Nuremberg, Germany, Nicosia and Famagusta, TRNC. Since 2000, he has exhibited his collection of works by professional printmaking artists in 12 universities in Turkey that provide art education. He has applied lithography and engraving techniques and has made significant contributions to the development of these techniques in Turkey. He has served in the establishment of the Trakya University Contemporary Arts Museum in Edirne and as a jury member in various competitive exhibitions. Artist Basri Erdem has been an art educator at Istanbul Marmara University and later Işık University for over 40 years, and has served as a Professor Dr. since 1997, contributing to the formation and development of young people as artists. In addition, he has an important place in Turkish painting and engraving art with his works as a painting artist in parallel with his art education.

He has traveled all corners of our country, especially the Thrace region, and used its beauties as subjects in his landscapes. The artist, who is a very good observer of nature, has also used the methods of working in nature used by impressionists and has made his audience experience this and has created lyrical works. In his figurative works, the artist, who gives importance to mobility, exhibits a loving approach towards people. The artist, who focuses on printing techniques, has also attracted attention with his oil landscapes in recent years. In such works, he uses color as large spots in a narrative direction. His unique understanding of color emerges as an attractive force in his landscapes. He uses the lithography technique in many of his figurative and dynamic works. For example, in his work 'Ice Skating', the softness of the woman's arched head-throwing movement, the left arm and left legs extending backwards provide a symmetrical and rhythmic harmony. The fluid movement of the thin, agile muscles, the young ballerina's graceful body passing into ecstasy within the flow of music and dance, also affects the audience, and makes them feel and experience the silent music with this beautiful and rhythmic movement. Prof. Dr. Basri Erdem, with his own means, has turned the house in Akçaköy, Lüleburgaz, where he spent his childhood, into an art museum and organizes applied art symposiums there. In addition, he has created modern spaces in the garden of his house in Maltepe and established a studio that allows the application of lithography and other engraving techniques. In these studio spaces, artists and students he trains can work on printing techniques for certain periods of time.



In addition, foreign artists can also work in these studios. The artist increases motivation by using music during his work. We feel in his works that the artist, who always gives importance to creating a different atmosphere by having bağlama and different instruments in his workshops, is also fed by music. Basri Erdem has a very important and rich art collection. This collection includes works by dozens of local and foreign artists. Prof. Dr. Basri Erdem, who has devoted his life entirely to art, has achieved a versatile work tempo that can be an example in Turkish art.

The artist, whose works can be found in domestic and international collections and museums, continues to work with oil painting and printing techniques in his workshop in Maltepe.

Source:

- Prof. Dr. Ayla Ersoy, 'Five Hundred Turkish Artists', Altın Kitaplar
- Prof. Dr. İsmet Çavuşoğlu, 'Selections from Past to Present' Gelişim Publications
- Reproductions are from the author's own archive





GASTRONOMY JOURNEY



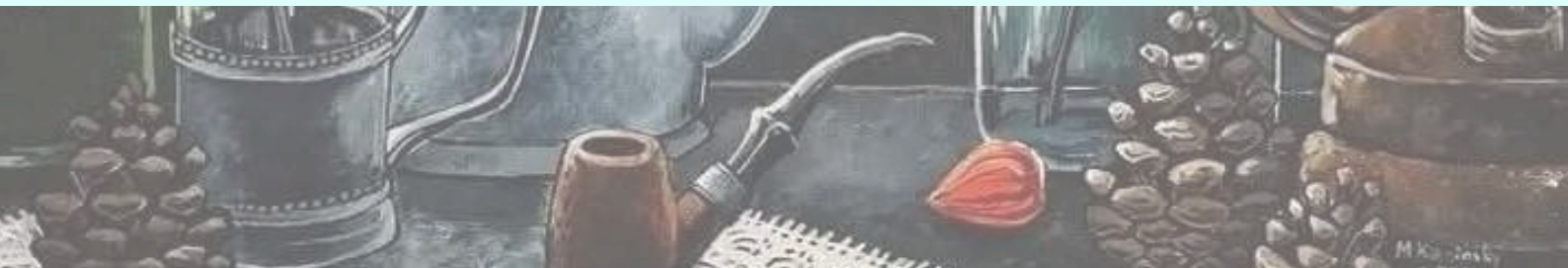
HYPERREALITY TECHNOLOGIES IN THE FOOD AND BEVERAGE INDUSTRY

The article by Assoc. Prof. Dr. Murat Doğan, Vice Dean of Istanbul Gelisim University (IGU), Faculty of Fine Arts (FFA) and faculty member of the Gastronomy and Culinary Arts Department, was published in Hotel Restaurant & Hi-Tech Magazine. The article was featured in the February issue of the magazine under the title of “Hyperreality Technologies in the Food and Beverage Sector.” The text of the relevant article is below.



Dear readers, I have written about innovative approaches that can be applied in the food and beverage sector in several of my articles. In this month's article, I will talk about hyperreality technologies, which do not have many applications in Turkey, but are very new and have very few applications in the world.

My PhD student and I have been working on Hyperreality for a while now. We recently presented the scientific results as a paper at an international congress. I will try to explain the subject to you in a simple way, also relying on our scientific studies.



What is hyperreality?

Before explaining hyperreality technologies, it is useful to explain what hyperreality is. I think you must have watched the Matrix movie. If you recall, all those living in the matrix were actually in a simulation and were not even aware of it. Although the Matrix movie does not fully explain hyperreality, it is a good example to visualize the elements of the concept. The hyperreality phenomenon was first put forward by French philosopher and sociologist Jean Baudrillard (Jan Bodriya). According to him, hyperreality is the situation in which human consciousness cannot distinguish simulation from reality in technologically advanced postmodern societies. In short, hyperreality is the situation in which there is no difference between reality and copy.



Istanbul Gelişim Üniversitesi
Güzel Sanatlar Fakültesi Dekanı
Doc. Dr. **Murat Yılmaz**
Yiyecek-içecek sektöründe hipergerçeklik teknolojileri

Hipergerçeklik teknolojileri ve yiyecek-içecek sektörü
Hipergerçeklik teknolojileri günümüzde gerçeklik algısını kökten değiştiriyor. Sosyal medya, artırılmış gerçeklik (AR), sanal gerçeklik (VR) vb. teknolojilerle deneyimlerle hayatımızın her alanına girmiş durumda. Hatta yiyecek-içecek sektöründe de hipergerçeklik teknolojilerinin kullanılmasıyla sahip olacağımızı düşünmekteyiz. Hipergerçeklik teknolojileri işletmelerin rekabet avantajı sağlama fırsatı olarak da değerlendirilebilir. İyi şekilde tasarlanmış stratejik hipergerçeklik teknolojileri işletmelerin inovasyon süreçlerini hızlandırabilir ve eş zamanlı müşteri deneyimlerini derinleştirebilir. Ancak hipergerçeklik teknolojilerinin sektördeki uygulamaları henüz anlaşılmamıştır. Buna rağmen, hipergerçeklik teknolojileri kullanarak işletmelerin rekabet avantajı sağlama fırsatı olarak değerlendirilebilir. İyi şekilde tasarlanmış stratejik hipergerçeklik teknolojileri işletmelerin inovasyon süreçlerini hızlandırabilir ve eş zamanlı müşteri deneyimlerini derinleştirebilir. Ancak hipergerçeklik teknolojilerinin sektördeki uygulamaları henüz anlaşılmamıştır. Buna rağmen, hipergerçeklik teknolojileri kullanarak işletmelerin rekabet avantajı sağlama fırsatı olarak değerlendirilebilir.

Yiyecek-içecek sektöründe hipergerçeklik teknolojilerine örnekler
Geçmişte yiyecek-içecek mekânları yemek yenen yerlerden ibaretti. Ancak günümüzde ise bu mekânlar statü göstergesi, kazanma ve prestij gibi unsurları içermektedir. Bu nedenle bazı işletmeler, gerçeklik teknolojileri kullanarak müşterilerin deneyimlerini derinleştirmektedir. Bu dönüşümü Şef Heston Blumenthal'in restoranı Fat Duck ve Ferran Adrià'nın 2011 yılında kapalı restoranında gözlemleyebiliriz. El Bulli olarak şunu sorabilirsiniz: "Dünya genelinde ise El Bulli neden kapandı?" Bu soruya bu tür yenilikler için henüz bir cevap yoktur. Şef Adrià'nın El Bulli'si sonraki yüzyıllarda mutfak inovasyonu için fikir verebilir.

Hipergerçeklik nedir?
Hipergerçeklik teknolojilerini açıklamaya başlamadan önce hipergerçeklik nedir, onu tanımlamaya çalışalım. Hipergerçeklik kavramı ise yakın bir zamanda uluslararası literatürde bildirini olarak sunduk. Yaptığımız çalışmalara da güvenerek, sizlere bu kavramı yakın bir şekilde anlatmaya çalışacağım.

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Hipergerçeklik örnekleri
Örneğin Lascaux (Lesko) Mağarası ve onun kopyası olan Lascaux II'den bahsetmek isterim. Lascaux Mağarası, Fransa'nın batısında yer alan, tahmini MÖ 17.000 ile 15.000 yılları arasında ve üst Paleolitik döneme ait olan kaya resimleri ve 1400 gravürü içeren bir mağaradır. Mağara 1940'ta dört kişi tarafından keşfedilmiş, 1948'de halka açık olarak ziyaretçiye açılmıştır. Mağaranın kopyası olan Lascaux II, 1983 yılında Fransa'da inşa edilmiştir. Başka bir örnek ise Disneyland'tir ki, ABD'nin kültürünü

Examples of Hyperreality

First, I would like to talk about Lascaux (Lesko) Cave and its simulation Lascaux II. Lascaux Cave is a cave located in southwest France, containing more than 600 animal drawings and 1400 engravings dating back to the Upper Paleolithic period, estimated to be between 17,000 and 15,000 BC. The cave was discovered by four children in 1940, opened to the public in 1948, and closed in 1963 due to algae growth on its walls. Lascaux II, an exact replica of the cave, was built in 1983, just two hundred meters away from the real cave. Another example is Disneyland, which has miniaturized the culture of the United States and created a hyperreal world.

Hyperreality Technologies and the Food and Beverage Industry Hyperreality technologies are candidates to radically change today's perception of reality. Technologies such as social media, augmented reality (AR), virtual reality (VR) etc. have begun to enter every aspect of our lives with individual experiences. In fact, I believe that hyperreality technologies will have strategic importance for the food and beverage sector. In this context, hyperreality technologies can offer businesses opportunities to gain a competitive advantage in the market. With well-designed strategic planning, technological investment and training, hyperreality technologies can strengthen businesses' innovations and deepen simultaneous customer experiences. However, the potential for application of these technologies in the sector has not yet been understood. In addition, it is also important for the sector to overcome challenges such as infrastructure, cost, culture, tradition, etc. in order to benefit from hyperreality technologies.

Baudrillard argues that thanks to the opportunities brought by technological developments today, everything can be simulated to the point of being indistinguishable from reality. When we try to make sense of the issue through the food and beverage sector, we can easily claim that symbols related to concrete and abstract things that can be simulated can replace reality.

Examples of Hyperreality Technologies in the Food and Beverage Industry

In the past, food and beverage venues were just places to eat. Today, these venues also include elements such as status, gaining respect and prestige. For this reason, we have seen some restaurants in the West transform into laboratories. We can observe this transformation in Chef Heston Blumenthal's restaurant Fat Duck and Chef Ferran Adria's El Bulli restaurant, which closed in 2011. You may rightfully ask me, "If the transformation is in this direction, why did El Bulli close?" In my opinion, those years were still too early for such innovations. Chef Adria's El Bulli became a pioneering foundation that provided ideas for culinary innovation in the following years.

In food and beverage businesses, atmosphere plays a critical role in terms of guest perception and business performance. The design of the space, music, lighting and service quality, in short, the ambiance, creates emotional effects on guests and affects their purchasing decisions. One of the best examples of businesses that use hyperreality technologies in today's restaurants is Vampire Cafe.

Vampire Cafe

It is a hyperreal restaurant in Tokyo that promises a surreal escape to a fantasy world with its vampire theme. The decoration of this restaurant is designed in a gothic style with scary coffins, red furnishings and black furniture in accordance with the theme. In addition, vampire-costumed waiters serve food accompanied by spooky music.

Sublimotion Ibiza

It is a restaurant in Spain that offers a virtual dynamic environment. In Sublimotion, meals are presented with a fluid storytelling accompanied by immersive holograms using augmented reality (AR), virtual reality (VR) and projection mapping technology. Thus, the restaurant offers its guests a hyperrealistic sensory experience by combining the dining experience with the latest technology. Let's give our last example from China.

Paul Pairet'in Ultraviolet'i

Paul Pairet's Ultraviolet is a one-table restaurant in Shanghai, China, opened by French chef Paul Pairet, which has earned three Michelin stars. The restaurant uses multi-sensory technology, including video projections, scent diffusers, sound effects and special lighting. It pairs a special ambiance with different visuals that can enhance the taste of the food served, giving guests a sensory depth and experience. What is actually happening in the restaurant is an immersive dining journey, using hyperreality technologies to enhance the perception of taste.

In conclusion, it seems that in the future we will see how hyperreality technologies and concepts transform a meal into a multi-sensory, dynamic, immersive and unforgettable experience.

Stay healthy... Assoc. Prof. Dr. Murat Doğan





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