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CASE STUDY



Magnetic appointed by THEPARTNERS as official designers for Istanbul Chamber of Commerce's Istanbul Pavilion at the prestigious MIPIM exhibition.

Multi-disciplinary design and communication agency Magnetic have been appointed by THEPARTNERS, one of Eastern Europe's biggest production companies, as their official designers for all materials relating to Istanbul Chamber of Commerce's [ICOC's] attendance at the prestigious MIPIM real estate exhibition which took place in Cannes, France, 10-13th March 2015.



THIS WORLD RENOWNED PROPERTY EXPO CELEBRATED ITS 26TH YEAR IN 2015 AND ATTRACTED OVER 2300 EXHIBITORS ALONG WITH THE ELITE MOVERS AND SHAKERS OF THE REAL ESTATE INDUSTRY. THE THEME FOR 2015 WAS "DIGITAL REVOLUTION", AND ICOC AIMED TO HIGHLIGHT THE HUGE INVESTMENT POTENTIAL IN ISTANBUL BY SHOWCASING NEW REAL ESTATE PROJECTS IN AN INNOVATIVE AND CREATIVE MANNER.



THE FOCAL POINT OF ICOC'S EXHIBITION SPACE WAS THE HUGE 1/1000 SCALE MODEL RECONSTRUCTION OF 96 KM² OF ISTANBUL. THE MODEL FEATURED ICONIC HISTORICAL BUILDINGS ALONG WITH REAL ESTATE AND INFRASTRUCTURE PROJECTS AND IT WAS ALSO ENRICHED WITH VIDEO MAPPING, MOTION, LIGHT AND VISUAL EFFECTS.

BRAND DEVELOPMENT

Appointed as creative consultants and a 'one stop shop' for all of THEPARTNERS' and ICOC's design needs for the exhibition, Magnetic were tasked with creating a modern identity to use at the exhibition which blended seamlessly with ICOC's current branding and was in keeping with the Digital Revolution theme.

In response to the brief Magnetic created a new logo based around ICOC's existing logo and used the colours and imagery to create a consistent identity and theme which was applied to all media.

Aa

BRAND TYPEFACE: GOTHAM

Typeface Properties:

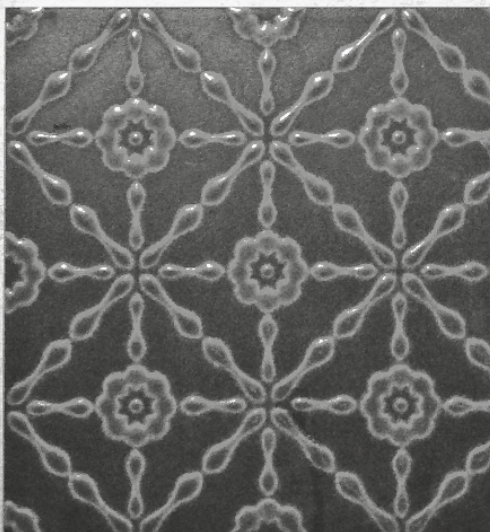
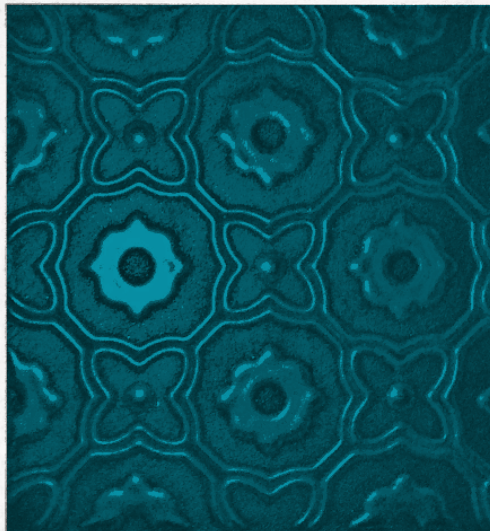
Serious, elegant, memorable, dynamic, modern, attention taking

Despite being a modern typeface, gotham feels extremely familiar when you look at it. This resonates with Istanbul's motto: The oldest and the newest city. This clean, simple and elegant typeface provides a modern, honest and an ambitious look. The geometric forms also correlate with the main subjects of MIPIM: Achitecture, real estate and the property market.



KEY VISUALS: TRIANGLES

The triangle used on top of the letter "i" is actually coming from one of the arrow heads used in ICOC's own logo. This gave us the opportunity to blend the name of the city with the existing logo of ICOC. The triangular theme then got used in all media (both digital and print) in various forms, colours and sizes to create a dynamic, progressive, and an innovative feel while letting us to keep brand consistency and unity across all media.



PRIMARY COLOUR - BLUE

The blue colour is already used in ICOC's existing logo. Blue is also the colour that represents Istanbul best. The Bosphorus, the blue skies, The Blue Mosque, the evil eye just to name a few memorable icons of the city which share the blue colour.

SECONDARY COLOURS - BLACK, WHITE, GRAY

Black, white and gray are the secondary colours which matched with our primary colour, blue. These colours allowed us to add dynamism with colour variations and various shades, while keeping the seriousness of the identity. We couldn't go for the more flashy colour tones as we wanted the "Big Istanbul Model" to take most of the attention inside the pavilion. These colours matched perfectly with the furniture used in the pavilion and created a great backdrop for the Big Istanbul Model.

Logo use on light background

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**ISTANBUL
CHAMBER OF
COMMERCE**
— 1882 —

Logo use on dark background

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**ISTANBUL
CHAMBER OF
COMMERCE**
— 1882 —

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ISTANBUL
CHAMBER OF
COMMERCE
— 1882 —

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MEET THE CAPITAL OF FINANCE POTENTIAL INNOVATION TECHNOLOGY CULTURE

TAGLINE / SLOGAN



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ISTANBUL
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COMMERCE
— 1832 —

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howtoistanbul.com

10-13 MARCH 2015
PALAIS DES FESTIVALS, CANNES, FRANCE



PAVILION DESIGN

Magnetic was assigned to design all the interior and exterior walls of the pavilion. We were also asked to redraw a large scale map of Istanbul to cover one of the walls.

The design challenge was to create a visually pleasing and peaceful space while keeping the brand consistency, without taking the main attention, which should be on the Big Istanbul Model.



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To highlight the huge infrastructure projects currently underway in Istanbul, Magnetic created an eye-catching infographic about Istanbul and also a hand drawn map which covered a whole wall of the exhibition pavilion.



PRINT DESIGN

Magnetic's services also extended to project management for the designed pieces and worked with the THEPARTNERS, to oversee the design and production of the exhibition guides, the social media visuals, the mailing campaign, all flyers, leaflets and posters and even the staff uniforms and lanyards. Through working with Magnetic, THEPARTNERS were able to ensure that the branding was consistent throughout the exhibition as well as online.



OPENING COCKTAIL INVITATION



OUTDOOR BANNERS





TURKEY IS THE 18TH BIGGEST ECONOMY IN THE WORLD
 WITH A GDP OF USD **822 BILLION**, AND 17TH WITH A PURCHASING POWER PARITY OF USD 1.42 TRILLION.

INCOME PER CAPITA
 IN TURKEY WAS OVER USD 10 THOUSAND IN 2013. **IN TERMS OF PURCHASING POWER PARITY,** INCOME PER CAPITA IS OVER USD 18 THOUSAND.

18%
 OF TURKEY'S TOTAL POPULATION OF 77.7 MILLION LIVE IN ISTANBUL, I.E. 14.3 MILLION.

TURKEY ATTRACTED USD 136.6 BILLION FOREIGN CAPITAL BETWEEN 2004 AND 2014.

THE FOREIGN INVESTMENT AMOUNT ATTRACTED BY THE COUNTRY PER YEAR UP UNTIL THE 2000S WAS A LITTLE LESS THAN USD 1 BILLION.

NEARLY 25 THOUSAND OUT OF THE 41 THOUSAND **INTERNATIONAL COMPANIES REGISTERED IN TURKEY** ARE BASED IN **ISTANBUL**.

FACTS AND FIGURES



Istanbul's share in the national **GDP is 27%**.

Istanbul's export and import figures account for more than half of the national export/import volume.

Similar to the case in the population, **18% of the working population** are employed in Istanbul.

Nearly **43% of the total tax income** in Turkey is collected in Istanbul.

31% of the total foreign visitors visit Turkey particularly to see Istanbul.

There are **3.113 mosques, 40 churches** and **18 synagogues** in Istanbul.

There are **47 universities** in Istanbul.

The **Turkish construction** industry employs 2 million people.

The number of **construction companies registered with the Istanbul Chamber of Commerce** has reached **60 thousand**.

Magnetic converted the bullet point statistics about Istanbul into visually pleasing and easy to understand infographics. These infographics were also used on the website.

THE ICOC WORKS IN A WIDE RANGE OF FIELDS AND CARRIES THE TURKISH BRANDS AROUND THE WORLD. IT BOOSTS AROUND ITS MEMBERS' EXPERIENCE AND COMPETITIVE STRENGTH IN FOREIGN MARKETS.

SUBSIDIARIES & INVESTMENTS

Istanbul Chamber of Commerce actively engages in new formations and cooperate relevant stakeholders for cumulative interest of Istanbul businessmen and region. Some of the establishments that we actively take part are as follows:

- Istanbul World Trade Center
- UMAT Public Stores
- UMAT Customs and Tourism Managements Inc.
- Teknopark Istanbul Inc.
- Istanbul Shopping Fest



SCAN WITH LAYAR

18 • Istanbul @ MIPIM 10-13 March, 2015

COLLABORATIONS AND JOINT INITIATIVES

Istanbul Chamber of Commerce also cooperate with private entities in order to address needs of enterprises in manufacturing or services industries, companies of mechanisms or tools to facilitate their proximity (Small Medium Sized Enterprises Development Organizational Guarantee Fund) are two important public organizations in this respect.

ICVB (Istanbul Convention and Visitors Bureau)
Established in 1997 The Istanbul Convention & Visitors Bureau is a non-profit destination marketing organization working in the field of Development & Education Foundation - TUDEV.

ICVB's main goal is to represent Istanbul around the world and to coordinate international associations and corporations planning to hold international congresses and events. ICVB has played a key role in the rise of popularity as a congress destination according to the Turkish Ministry of Tourism.

The ICVB, working in close collaboration with the Turkish Ministry of Tourism, the Istanbul Chamber of Commerce and the Istanbul Municipality; designs and implements special events and other strategies to raise Istanbul as a congress and event centre. Mr. Ibrahim Çağlar -President of ICOC- is also heading the ICVB Initiative.

Istanbul Shopping Fest 2014

Istanbul Shopping Fest (ISF) has organized for the 4th time in 2014 on June in cooperation by ICOC. Through activities combining fun and shopping colored the trips of local and foreign tourists with its legendary discount. Organized annually since 2011, Istanbul Shopping Fest (ISF) mobilized more than 1 million tourists from retail, tourism to food, transport and hosting while providing a wonderful opportunity of shopping and fun spread all over Istanbul through its rich culture. During Istanbul Shopping Fest (ISF), around 1 million tourist visited Istanbul.

INTERNATIONAL INITIATIVES

Istanbul Chamber of Commerce and Industries validates our introduction of our international interface of our members and Istanbul through its rich culture and our international activities. Especially, quasi-chamber or affiliated organizations such as ICC, EUROCHAMBRES and ASCAME are natural pitches for Istanbul Chamber of Commerce to stand for.

ASCAME (Association of the Mediterranean Chamber of Commerce and Industries) is the most important representative of the Mediterranean private sector and of the general interest of the economy. ASCAME represents all North and South chambers and businesses regardless of their size and sector of activity. This is some of ICOC facilities that we can summarize.



MEET THE CAPITAL OF FINANCE POTENTIAL INNOVATION TECHNOLOGY CULTURE

10-13 MARCH 2015
CROISSETTE 20, PALAIS DES FESTIVALS
CANNES, FRANCE

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ISTANBUL CHAMBER OF COMMERCE

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MOCCA Food & Drink **RESTAURANT BRASSERIE**





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OPENING COCKTAIL PARTY
TUESDAY 10 MARCH FROM 19:30
CARLTON HOTEL, CANNES
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10-13 MARCH 2015
PALAIS DES FESTIVALS, CANNES, FRANCE

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DO NOT MISS THE HOURLY SHOWS WITH SPECIAL EFFECTS, SHOWCASE 24 HOURS IN THIS MAGNIFICENT CITY.

10 MARCH 2015
10:00 ISTANBUL PAVILION
Press Conference
14:00 ISTANBUL PAVILION
Panel: Spotlights on Istanbul. A city with a wider range of projects with tremendous growth opportunities.

11 MARCH 2015
09:30 BLUE ROOM
Discover Istanbul: The capital of finance, potential and culture.

10-13 MARCH 2015
Istanbul @ Croisette
Palais des Festivals

10-13 MARCH 2015
Istanbul @ Croisette
Palais des Festivals

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DIGITAL DESIGN

Magnetic also designed an affiliated website for the exhibition [www.istanbulatmipim.com] along with a mobile friendly version and also produced all of the design work for touchscreen information points.



VISIT: WWW.ISTANBULATMIPIM.COM



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ABOUT
ISTANBUL



ABOUT
ICC



VENUE
LOCATION



EVENT
SCHEDULE



FEATURED
PROJECTS

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MEET THE CAPITAL OF

FINANCE
POTENTIAL
INNOVATION
TECHNOLOGY
CULTURE

ISTANBUL IS THE ONLY CITY IN THE WORLD
LOCATED ACROSS 2 CONTINENTS, ASIA AND EUROPE,
WITH THE PERFECT BLEND OF CULTURES AND HERITAGE
FROM BOTH SIDES.

[Read more](#)



ISTANBUL, THE WORLD'S ONE OF THE MOST ANCIENT METROPOLISES WITH 8.500 YEARS OF HISTORY AND A WONDERFUL NATURE. **ISTANBUL IS THE FORMER CAPITAL OF ROMAN, BYZANTINE AND OTTOMAN EMPIRES. ISTANBUL IS THE ONLY CITY IN THE WORLD STANDING ACROSS 2 CONTINENTS, ASIA AND EUROPE, WITH THE PERFECT BLEND OF CULTURE AND HERITAGE FROM BOTH SIDES.**

Istanbul has always preserved its cosmopolitan feel by hosting different cultures and civilizations as well as people of various races, religions, cultures and languages throughout the centuries. **Istanbul is as much a world capital now as it was in the past.**

The city is also the country's art center with international fairs, film, music and theater festivals, museums, art galleries, exhibitions and sports organizations like Istanbul 2010 European Capital of Culture and Istanbul 2012 European Capital of Sport. **21st century's Istanbul is the world's one of the most important metropolises.**

AT MIPIM, EVEN THE MOST SENIOR PEOPLE ARE WITHIN REACH!

19,400
M²

EXHIBITION

2,225

EXHIBITING COMPANIES

93

COUNTRIES

21,000

INDIVIDUAL PARTICIPANTS

430

JOURNALISTS

3,000

CEOs & CHAIRMEN

4,500

INVESTORS

MIPIM GETS THE MOST INFLUENTIAL INTERNATIONAL PROPERTY PLAYERS



3D MODEL & VIDEO SHOWS

ICOC AIMS TO HIGHLIGHT THE HUGE INVESTMENT POTENTIAL IN ISTANBUL BY SHOWCASING NEW REAL ESTATE PROJECTS IN AN INNOVATIVE AND CREATIVE MANNER. THE FOCAL POINT OF ICOC'S EXHIBITION SPACE WILL BE THE HUGE 1:1000 SCALE MODEL OF THE 30 KM² OF ISTANBUL.

THE MODEL WILL FEATURE ICOC'S HISTORICAL BUILDINGS ALONG WITH REAL ESTATE AND INFRASTRUCTURE PROJECTS AND IT WILL ALSO BE ENRICHED WITH MOTION, LIGHT AND VISUAL EFFECTS. THERE WILL BE A VIDEO MAPPING SHOW ON THIS MODEL EVERY HOUR.

DON'T MISS THE HOURLY SHOWS WITH SPECIAL EFFECTS THAT SHOWCASE 24 HOURS IN THIS MAGNIFICENT CITY!



ISTANBUL
CHAMBER OF
COMMERCE 1884

The Istanbul Chamber of Commerce was founded during the reign of the Ottoman Empire, as a result of the economic organization and state economic development and to protect economic rights in the face of foreign campaigns. Named the Assembly of Commerce under the Decree of the former named Sultan, Chamber of Commerce, the assembly held its first meeting in January 19, 1903 which provided a platform for both Turkey and the private sector.

Aware of its social responsibility and as a broad-based NGO, the ICOC is an organization of democracy and the free market. It is a non-profit organization of economic and political stability.

In line with these principles, its pioneering and successful activities are essential to its mission. The ICOC has always gathered the Turkish private sector and society with its projects and initiatives.

Realized and planned in December 2005 after years of neglect, the new service building in Eminönü is not only a symbol of Turkish and Istanbul commerce but also a record to Istanbul's total legal and architectural richness. With the strength of its employees and members, the ICOC remains committed to serving as a platform and linking these projects.

SINCE ITS INCEPTION, THE ICOC HAS TAKEN PRIDE IN BEING THE PIONEER OF SOCIETY IN ISTANBUL, THE CENTER OF COMMERCE WHERE CONTINENTS, SEAS, ROADS, CULTURES, AND CIVILIZATIONS MEET.

THE ICOC WORKS IN A WIDE RANGE OF FIELDS TO IMPROVE ITS MEMBERS' EXPERIENCE IN THE FOREIGN MARKETS AND COMPETITIVE STRENGTH, AND TO CARRY THE TURKISH BRAND AROUND THE WORLD.

This is achieved through participation in international fairs, the provision of training on entering foreign markets and how to take first steps in the U.S. market, and similar projects. Not content with these efforts alone, ICOC is also engaging in multifaceted social responsibility projects, primarily in the areas of education and art, because the ICOC is aware that only in socially-developed societies can free enterprise and thought take root and grow.



ICOC has stepped up its activities in the education area, as a necessity of social responsibility and the information age. In addition to 14 schools and vocational high schools, including one in the east county of Bursalı and the other for academic culture, the Istanbul Commerce University is preparing our youth for the business world. With its mission of preparing young models to lead Turkey in the new millennium for competition on a global scale, Istanbul Commerce University has become one of the most popular universities in the country.

Having taken on the mission of being the window through which Turkey reaches civilization under the harsh economic and political conditions of the late 1900s, the ICOC will continue to serve the Turkish private sector, Istanbul, and the national economy, as it has done for over a century.

For more information please visit:

www.ito.org.tr

Because we are in the information age, the provision of legal and efficient service for members is a crucial component of institutionalization. Since the e-TO (e-ICOC) project is completed, ICOC members will be able to access the institution's services from their offices, with just a click of the mouse.



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howtoistanbul.com









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ACCOMODATION



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REGION NAME

COMPANY NAME **KUZU GRUP**

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ATAŞEHİR

EMLAK KONUT REAL ESTATE INVESTMENT COMPANY

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www.emlakkonut.com.tr

Emlak Konut Real Estate Investment Company
Location: ATAŞEHİR

Ataşehir, which became the most prestigious district of Istanbul soon after it was opened for settlement 25 years ago within "satellite city project" and which became district in 2008, continues its development. Above and beyond being a connector point between Asia and Europe, with its planned infrastructures, new and earthquake resistant buildings and landscapes, Ataşehir enhances the appeal of the region of which it is the TIC center.

Emlak Konut GYO, who carried out nearly 100 thousand independent parts especially in the last 11 years, continues to make a name for itself with its prestigious projects also in Baş Atasehir. Baş Atasehir refers its "brand value" as a finance and life center, and Emlak Konut GYO, contributing in this development for more than 80 years, has been realizing many projects.

Emlak Konut GYO, witnessing the growth of this district, its population, its social fabric, cultural life and social centers in the last ten years, continues to do its part by carrying out many projects. Considering the "turnon" factor that Ataşehir maintains, and proceeds as full speed with its Bulvar 216 - Kentplus Ataşehir, My World Ataşehir, Upınış Court Ataşehir, Varışın Burda, Nidakule at the Başrı of Baş Atasehir, Sarıhan Finance Park and Metropolis İstanbul projects that are located and comfortable environment.

AUGMENTED REALITY

In keeping with the Digital Revolution theme, Magnetic also enriched all printed materials with Augmented Reality which is a new technology that allows digital layers to be embedded onto any printed material, essentially bringing them to life when they are scanned with a smartphone.

From exhibition guides to the magazine adverts and the leaflets given out inside the Pavilion, Magnetic enriched all the printed materials with Augmented Reality. With this cutting edge technology the visitors were able to watch introductory videos, see the pavilion's location on google maps, go directly to the website, follow ICOC on social media and see photos of Istanbul as a slideshow all through their smartphone and use of the LAYAR app.





ISTANBUL
CHAMBER OF
COMMERCE 1882

layar

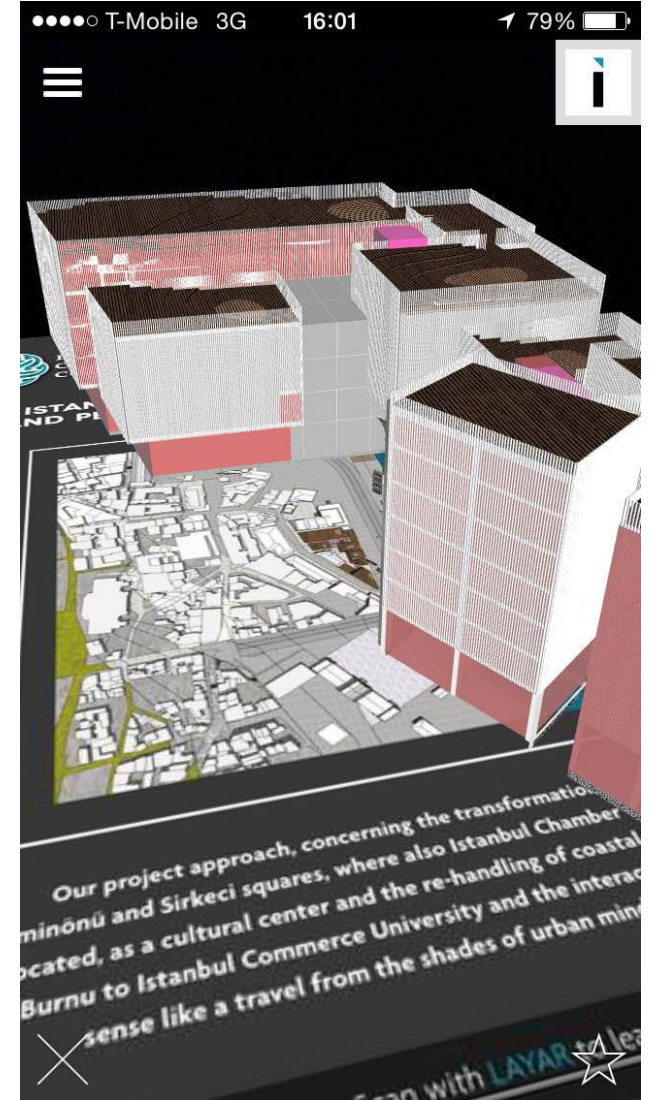
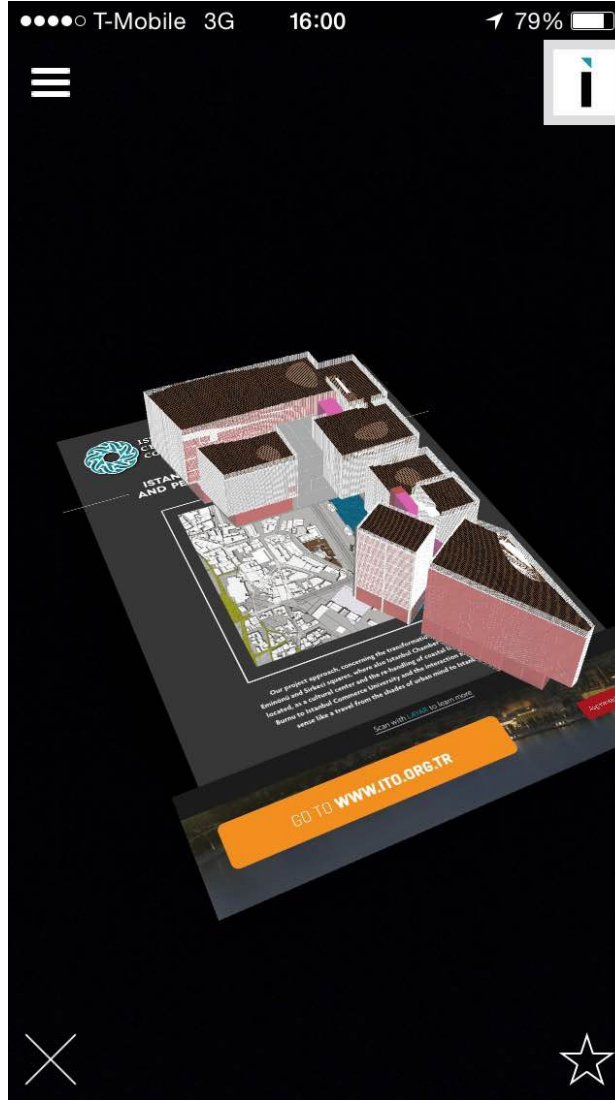


ISTANBUL CHAMBER OF COMMERCE AND PERIPHERY LANDSCAPE PROJECT



The project covers the transformation of the area between Eminönü and Sirkeci squares where Istanbul Chamber of Commerce Building is also located. Within this project, the possibility of providing an uninterrupted and level pedestrian movement between the coast and these squares is examined. The area will be transformed into a cultural centre while keeping the continuity of the urban fabric.

Scan with LAYAR to view this project in 3D.



Through Augmented Reality visitors will be able to view the new construction projects in 3D on top of the large scale posters designed by Magnetic.

* MAILING CAMPAIGN

Magnetic designed the teaser style emails and social media posts which were sent out to all attendees of MIPIM before the exhibition.





CARRY ISTANBUL IN YOUR POCKET CARDS



Magnetic also devised the "Carry Istanbul In Your Pocket" campaign and orchestrated a high tech videography shoot to capture various 360 degree panoramas of Istanbul. These panoramas were then embedded on pocket size cards and they are enriched with Augmented Reality, giving visitors the opportunity to experience the sights and sounds of Istanbul through their smartphone, whenever they like and wherever they are.

20000 copies of these cards were handed out to the visitors of MIPIM.





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PROJECT OWNER

Istanbul Chamber of Commerce
www.ito.org.tr

EXECUTIVE PRODUCER

THEPARTNERS, Istanbul – Turkey
www.thepartners-ist.com

**GRAPHIC DESIGN, WEB DESIGN,
VISUAL COMMUNICATION AND
AUGMENTED REALITY AGENCY**

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