

What is Turkey Design Week (TDW)  
8-12. November 2017



# The Biggest Design Event in Turkey

- Turkey Design Week (TDW), to be held for the second time on 11-14 October 2017.
- Previously it has been organized under the name «Istanbul Design Week» for the first time in 2005.
- Organized with the cooperation of Ministry of Economy and Turkish Exporters Assembly (TIM). Istanbul Design Week has been merged to this event.
- During the 4 days panels, conferences, workshops and B2B meetings and awards ceremonies will be organized
- In 2016, 30 000 visitors visited the event.
- Turkey's leading companies using design in their products are present either as sponsors or as speakers during these panels, conferences and workshops



# Main goal for Turkey organizing the TDW

- Increase the sale of products with added value, to get competitive superiority for Turkey, to increase design awareness and to make the Turkish design into a brand”.
- Designed products, whether fashion or industrial design, be combined with industry and come to life.



# Design Turkey Award Ceremony

- Exhibitions and fashion shows of the finalists of design competitions held within the year will be exhibited at TDW
- Turkish designs that won awards in prestigious design competitions of the world and national/international project exhibitions of design centers and design offices.
- The activity that will bring together all stakeholders working in the design field under one roof will constitute an integrated design ecosystem by covering Design Turkey Award Ceremony and Exhibition.



# Venue

- Organized in Istanbul in a Lütfi Kırdar Congress Center and Exhibition Hall
- <http://www.icec.org/HomePage/PhotoGallery>
- [http://www.icec.org/Interactive Map](http://www.icec.org/InteractiveMap)



# Links to TDW

## **TURKEY DESIGN WEEK TO BE HELD FOR THE FIRST TIME- YEAR 2016**

- <http://www.tim.org.tr/en/in-the-spotlight-turkey-design-week-to-be-held-for-the-first-time.html>
- <http://www.hurriyetdailynews.com/first-turkey-design-week-to-hit-istanbul-.aspx?pageID=238&nID=104966&NewsCatID=376>
- <https://www.dailysabah.com/fashion/2016/10/17/turkey-design-week-to-boost-innovation-creativity>

## **PENTAGON DESIGN AT TURKEY DESIGN WEEK 2016**

- [https://www.youtube.com/watch?v=p\\_gkij3Qd5o](https://www.youtube.com/watch?v=p_gkij3Qd5o)

## **SHOWCASE: TURKEY DESIGN WEEK**

- <https://www.youtube.com/watch?v=Pezj6620zZ0>
- [https://www.youtube.com/watch?v=a04IT2chy\\_s](https://www.youtube.com/watch?v=a04IT2chy_s)