

The museum is located in a 1.600 m<sup>2</sup> annex of an office tower, Harmancı-Giz Plaza. The founder of the institution is architect and real estate developer Dr. Can Elgiz.

Proje4L encourages experimental exhibition projects. Special attention is given to the needs of new audiences. Proje4L is conscious of the fact that contemporary art prospers only in an environment of a growing and diverse audience. It considers the museum as a mutual space, and a conduit between different communities.

The exhibition program does not discriminate between local and global, national and international art. Open to novel proposals, the institution will support the development of a critical dialogue. Proje 4L will collaborate with other institutions on exhibitions and programs, and partnerships with non-art institutions and networks. It will publish literature in conjunction with exhibitions, events and educational programs. Proje 4L will also study, document and pursue exhibitions from private and public collections.

Proje4L is located at a very special neighborhood of Istanbul. The building faces Levent, the new financial and corporate center of Istanbul; while in the back is one of the largest and oldest working class neighborhoods, G, İtepe. The building is a threshold between these two distinct zones. Proje4L is accessible in 12 minutes by subway from the city center.

The museum's first exhibition, "Becoming a Place" is organized by the Proje4L team lead by Vasif Kortun, the director of the museum. The Exhibition explores the articulation of complex and culturally dissimilar meanings of private and public spheres. The exhibition emphasizes questions like the urgent and far reaching urbanization of rural cultures; the stamina and resistance of traditional cultures to urban modes; the organization of inner spaces; and the appropriation and ownership of public areas. The exhibition will present a series of works and proposals by artists from Turkey and artists who have worked in the Turkish context. Artists in the exhibition are: H,seyin Alptekin,

Can Altay, Halil Altındere, Tina Carllson, Esra Ersen, Erik G^ngrich, Hakan G\_rsoytrak, G\_İs\_n Karamustafa, Aydan Murtezaođlu, B\_lent Şangar, and the Oda Project A book will be published in conjunction with the exhibition. The contributors include H\_seyin Alptekin, Didem Daniş, Vasif Kortun, Erden Kosova, Orhan Esen... The book is edited by Özge Açikkol and designed by Esen Karol Ltd.

Since May 2001, Proje 4L has been organizing a series of lectures. To date Hans Ulrich Obrist and Charles Esche have lectured at the museum. On September 7, Chris Dercon (director of the Museum Boijmans Van Beuningen in Rotterdam) will give a conference titled "You can be a museum or you can be modern, but you can't be both (Gertude Stein)."