



The 21st Century Project



ISTANBUL
ART MUSEUM
FOUNDATION



HISTORY

Istanbul Art Museum Foundation (ISMV) which gained the status of a formal non-governmental organization on October 6, 1999 aims to establish an international modern art museum as the 21st Century Project. This museum will collect and exhibit art works produced after 1950. Given Istanbul's location between the East and the West, we first will collect Turkish and international works starting with the art of Eastern Europe, the Balkans, the Mediterranean countries, the Middle East and the Turkic Republics. The museum's collection will eventually include art works from the other countries.

We have been meeting with the relevant ministries and local administrations, artists, art historians, curators, collectors, gallery owners regarding the site of the museum, as well as its structure, bylaws, acquisition policies and long-range planning.

Our foundation attempts to contribute to the public awareness by documenting the contemporary Turkish and regional art. Since 2000 ISMV has organized several activities such as panels, workshops and exhibitions relating to art in general and art museum that will be founded.

OUR VISION

Our vision is to establish, support and operate an international art museum in Istanbul, one of the major metropolitans of the world to be worthy of its historical past, nature and culture. The vision of the Foundation is to document, collect, classify, protect, strength the interest of people in arts by a series of social, artistic and educational activities with a collection of Turkish art along with contemporary art from 1950's to the present.

OUR MISSION

Our mission is to have the museum active and operate within the contemporary concepts of museology. Thus a collection of Turkish and world art will be built by the support of the artistic creativity and identity of the artists through exhibitions to be held, documentation center to be established, educational programs, workshops and similar activities implemented.

To contribute to the continuation of universal values by introducing Turkish and world art to our society and other countries to create a memory in the field of arts, raise consciousness of people regardless of their interest and belief in the necessity of arts, spread the understanding of fine arts and aesthetics in our community, ensure communication among different fields of art, and bring dynamism to the cultural life of the city are our primary goals.

NECESSITY OF MODERN ART MUSEUM

We are all aware of lack of a Modern Art Museum in İstanbul. However it is clear that such a museum is not an enterprise to be realized just by saying “Let’s found one tomorrow”. Everybody must know that the investment cost of such a museum will be around 100 million US dollars by an optimistic projection and thereafter sizable operational cost will come. Finally, it is necessary to be prepared enough to have the art works which will fill the museum.

I know the reactions that will come immediately. It is no doubt that a question will automatically be asked “Is it now museum’s turn as if we meet all our needs while considerable amount of difficulty and poverty persist?” Actually, the reason of this investment is very clear if we look at it from the point of view of investment feasibility: modern art museums highly contribute to the tourism of the cities where they are founded. Guggenheim and Metropolitan in New York, Tate Modern in London, Pompidou in Paris are the institutions all of which have had played great role for the development of the tourism in their cities.

Naturally, it is not possible to give an answer to the question of “how many people went to London to visit Tate Modern?” or “how many people visited this museum when they have been to London?” On the other hand, what we know is the fact that Tate Modern is being visited by 5 million people each year. Another more concrete and measurable example is Guggenheim Bilbao Museum. The city of Bilbao city, once could not virtually utilize the large tourism potential of Spain, but now attracts nearly two million of tourists every year.

Consider a city of no tourism in the past, but now hosts two million tourists which equals to İstanbul’s. Visualize how much the hotels, the restaurants, the shops, the taxis

and the entertainment places of this city will benefit from this situation. When we ask tourism experts about this subject, they mention minimum 1 billion US dollars per year.

In this stage, the question must be “which institution must make this investment, if İstanbul’s inhabitants would benefit from the existence of the museum?” The answer is simple: İstanbul Metropolitan Municipality. It must conceive the museum in respect of the same basis, without scheduling a period of amortization, which is applicable to the services that it provides such as road, sewerage, parking projects, and it must undertake the finance of this investment alone.

To cover operational expenses, a budget should be prepared with the participation of the institutions such as Ministry of Culture and Tourism, İstanbul Chamber of Commerce and İstanbul Chamber of Industry under the guidance of İstanbul Metropolitan Municipality. We, the members of the Board of Trustees of İstanbul Art Museum Foundation, wish to undertake the management of İstanbul Modern Art Museum with the representatives of the institutions which will contribute to the budget subject to transparent inspection.



DEVİRİM ERBİL, 1963

Additionally, we should keep in mind that there are 10 thousands of modern art works within the private collections of the banks and persons in Turkey. These works can not be exhibited and met art lovers due to the lack of modern art museum. Initiatives are needed to buy and to donate some of these works for the collection of the museum to be founded or at least to borrow them for the temporary exhibitions.

We have already mentioned that one of the most important expenditure of the museum will be the works to be purchased. The proceeds to be attained from incomes of museum entry tickets and the items such as book, souvenir, poster, postcard must be allocated to this purpose.

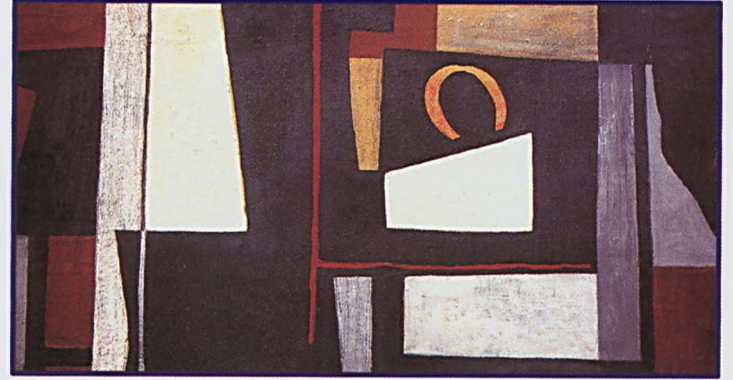
So far we have dealt with only financial point of view for the museum. In the beginning, we had to talk about financial concerns at least to turn the reactions of “is it time for this now?” to a “discussible” base, I mentioned above.

So now it is time to say the real benefit that a Modern Art Museum would raise in favor of Istanbul, Turkey and consequently for the people of Turkey. Focusing on the art of the second half of the 21st century, this museum will have a function as an art bridge between the East and the West. The museum will collect the works from Eastern Europe, the Balkans, Mediterranean countries, the Middle East, Turkic Republics as well as Turkish and world art. As the museum is to have an international collection, it will highlight intercultural identity of Istanbul and our city will take its place among world’s cultural capitals.

The 21st Century Project will have great contribution in the transformation of our cultural identity and will have enormous role for presentation, documentation and evaluation of art

and extraordinary cultural accumulation specific both to the neighboring countries and Turkey.

The works of the artists which have significant contribution to the development of modern art in Turkey go to private collections as there is no museum for their assembly and exhibition and it is getting difficult to get access to them gradually. However, to strengthen our creative, progressive, productive and peaceful identity depends on the documentation and worldwide promotion of the works of contemporary Turkish art along with Classical Period, Byzantium, Ottoman and early Republican Period which are well known and respected by all of us.



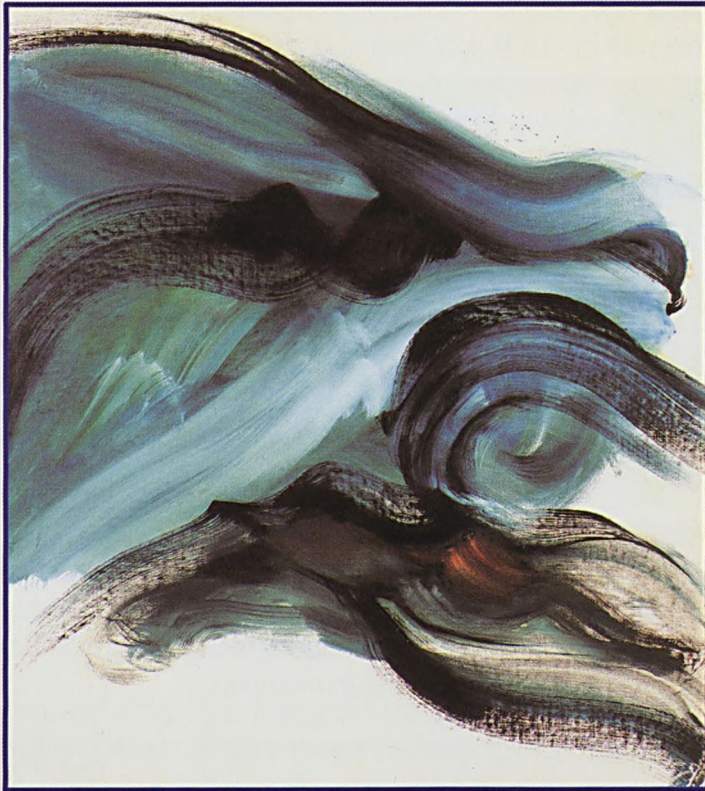
LÜTFÜ GÜNAY, 1957

As Istanbul Art Museum Foundation, we also believe that Istanbul must be equipped with works that will be symbol for Istanbul. It can not be denied that the Modern Art Museum among these works will be influential in placing of Istanbul among the other world’s major metropol.

ART BRIDGE: ISTANBUL

Visible and Invisible Facts

Art, the essence and the extension of life, is the result of artists' search for truth out of life. The changing structures and attitudes of living are consequently bringing along the differences in artistic creativity both enriching and confusing as well as the need for alternatives or even restructuring in the art world. Issues related to art and the artists are to be readjusted to the new conditions in the age of globalization and multiculturalism. The survival of the artists, and the uniqueness and the preciousness of their works have to be assessed in a terrain besieged by other artists, institutions,



ERDAL ALANTAR, 1932

individuals and systems. When the “other” is erased out at present the dilemma for the non-western artist no longer lies in the superiority of the Western world but in the increasing numbers in the art world. The differences and the individual are becoming easier to miss in a world of flux without borders.

When the philosopher and writer Arthur Danto wrote “... contrast makes Istanbul a marvelous place to wonder the evolution of art in an art world without determinate directions” for the 4th Istanbul Biennial Catalogue he could feel the dynamism and the possibilities of the city. Istanbul has had some initiatives towards the international arena since those words were written in 1995. However while the Biennial is the forerunning event, “indeterminate directions” is still the most characteristic of the art life in the city, not strengthening but somehow weakening it. The city of the mosaic of cultures, collages and montages of fundamentalism, modernism and post-modernism with arabesque and kitsch, similarities and simulacra; differences with originals side by side, want both to identify itself with Europe, the West and the Islamic cultures, the East at the same moment. The energy to be “both” is unfocusing to the residents who could be either born or migrated Istanbulites. The city with the MSU Museum of Painting and Sculpture with a collection to 1960's, Sakıp Sabancı Museum with some 19th century art in its collection and Project 4L İstanbul Museum of Contemporary Art showing only new projects out of its 64 museums hopes to be one of the international cultural centers of the world.

¹A. C. Danto, “Art and the Discourse of Nation”, *4th International Istanbul Biennial Catalog*, (November 1995), p. 55 - 57.

Questions and Answers

“Can a city without modern or contemporary art museum reflecting its present creativity be a meeting place of international culture and art?” is a question neglected to be asked. However we know the periphery is doomed to stay periphery as long as the energy the artists and art venues does not reach to the rest of the public in and outside of Turkey. We also know clarity of vision and decision on what strategies to be used to reach to the goals set are needed instead of the unfocused energy and chaos. Furthermore we know in a world where while the similarities and differences are emphasized in so called global values, a comradeship, dialogue among the artists is needed. Is it possible to realize this dialogue at mega exhibitions where time is limited with works to be put up and conversations for further connections?

When politics has taken over the subject of art, the artists are trying both to be the creator and public relation person, the connection, among artists getting weaker. While the museums are trying to bridge the arts with the public, somehow the artists are forgotten. Can a museum be the bridge both among the artists as well as the artists and public? Isn't there a need for a brotherhood of artists? Is it nostalgia to dream of artists in comradeship at the beginning of the 21st century? What venues did take place of cafes where artists carried dialogue the first half of 20th century? Can a museum to be founded in Istanbul be that cultural bridge to fit its geographical position?

Final question: Can we make Istanbul Art Museum a bridge of art for the world, starting with the Balkans, Eastern Europe,



ÖZDEMİR ALTAN, 1931

Mediterranean, Middle East countries and Turkic nations, moving onto the western territories?

The Serbian museologist Tomislav Sola says “... unlike any other human construction, a bridge is always a symbol whose existence equally changes the two sides it connects”² in his recent article “Bridges: A Museum for a Globalizing World.” The museum may change, may strengthen the artistic lives of the lands it connects. So the vision of this museum is to emphasize the link and in a sense connect art and artists against “destruction” and “division”. Artistic reasons necessitate founding of such a museum.

Tomur Atagök
General Secretary, Istanbul Art Museum Foundation

²T. Sola, “Bridges: A Museum for a Globalizing World”, *Museum International* I (Jan.- March 2001), p. 57 –60.

SAMPLES TO MODERN ART MUSEUMS

1. CENTRE POMPIDOU (PARIS/FRANCE)



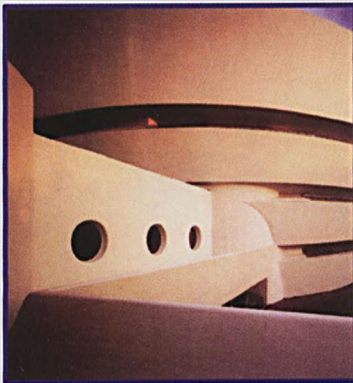
Opening Date: 1977
Architect: Renzo Piano & Richard Rogers
Approximate Annual Attendance: 8 milyon (2000)
Address: Centre National d'art et de Culture Georges Pompidou
75191 Paris cedex 04
Tel: +33 1 44 78 12 33
Web: www.cnac-gp.fr/pompidou/home.nsf/docs/fhome

2. GUGGENHEIM BILBAO (BILBAO/SPAIN)

Opening Date: 1997
Architect: Frank O. Gehry
Address: Guggenheim Museum Bilbao
Abandoibarra Et. 2 48001 Bilbao, Spain
Tel: +34 94 435-9080
Web: www.guggenheim-bilbao.es/idioma.htm



3. GUGGENHEIM NEW YORK SOLOMON R. GUGGENHEIM MUSEUM (NEW YORK/USA)



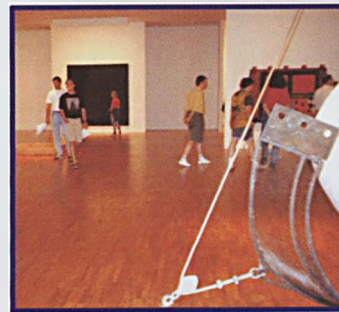
Opening Date: 1959
Architect: Frank Lloyd Wright
Address: Solomon R. Guggenheim
Museum 1071 Fifth Avenue
(at 89th Street)
New York, NY 10128-0173
Tel: +1 212 423-3500
Web: www.guggenheim.org/new_york_index.html

4. HAMBURGER BAHNHOF (BERLIN/GERMANY) (MUSEUM FÜR GEGENWART, BERLIN)

Opening Date: 1987
Address: Hamburger Bahnhof,
Museum for the Present - Berlin
Invalidenstrasse 50-51
10557 Berlin - Tiergarten
Tel: 030/39783412
Fax: 030/39783413
Web: www.smb.spk-berlin.de/hbf/



5. MOMA-THE MUSEUM OF MODERN ART (QUEENS/USA)



Opening Date: 1929
Address: 33 Street at
Queens Blvd. Long Island City,
Queens
Tel: +1 212 708-9400
Fax: +1 212 708 96 91
Web: www.moma.org/

SAMPLES TO MODERN ART MUSEUMS

6. MUSEUM LUDWIG (KÖLN/GERMANY)



Opening Date: 1967
Address: Museum Ludwig
Bischofsgartenstr.
1 50667 Köln
Tel: +49-221-221-26165
Fax: +49-221-221-24114
Web: www.ludwigmuseum.org

7. MUSEE D'ORSAY (PARIS/FRANCE)

Opening Date: 1986
Architect: Gae Aulenti
Approximate Annual Attendance: 2,3 million (2000)
Address: Musée d'Orsay
Web: www.musee-orsay.fr



8. MUSEUM FÜR MODERNE KUNST (FRANKFURT/GERMANY)

Opening Date: 1991
Architect: Hans Hollein
Address: Museum für Moderne Kunst
Domstraße 10 60311
Frankfurt am Main
Tel: 069/212-30447
Fax: 069/212-37882
Web: www.mmk-frankfurt.de



9. SFMOMA-SAN FRANCISCO MUSEUM OF MODERN ART (SAN FRANCISCO/USA)

Opening Date: 1995
Architect: Mario Botta
Approximate Annual Attendance: 800.000
Address: 151 Third St at Howard San Francisco, CA
94103
Tel: 415 357 4000
Fax: 415 357 4158
Web: www.sfmoma.org



10. TATE MODERN (LONDRA/U.KINGDOM)

Opening Date: 2000
Architect: Jacques Herzog ve Pierre de Meuran
Approximate Annual Attendance: 7 million (2000)
Address: Tate Modern
Bankside
London SE1 9TG
Tel: +44 20 7887 8000
Web: www.tate.org.uk/modern/



OUR ACTIVITIES

INFORMATOIN – DOCUMENTATION – COLLECTION

The evaluation meetings are realized with artists, art historians, curators, architects, collectors and gallery owners. The archive and collection of the museum have started to form.

PANELS

1. Turkish Art

From the Beginning to 1927 (30 March 2000),

Aksanat, İstanbul

“Orientalists, Osman Hamdi Bey and the Foundation of Sanayi-i Nefise and the Generation of 1914”

From 1927 to 1960 (13 April 2000), Aksanat, İstanbul

“Independents (Müstakiller), D Group, Development of Abstract and Figurative Art in Turkey, Internal Trips, State Exhibitions”

From 1960 to 2000 (20 April 2000), Aksanat, İstanbul

“Development of Abstract-Expressionism, Pop Art, Social Realism and Conceptual Art Trends in Turkey and Private Group Exhibitions, Competitions and Biennials”

2. İstanbul Art Museum

(It is organized with İstanbul Metropolitan Municipality, Cultural Affairs Department)

Why ? (18 May 2000) Tarık Zafer Tunaya Kültür Merkezi, İstanbul

How ? (18 May 2000) Tarık Zafer Tunaya Kültür Merkezi, İstanbul

3. Reviewing Contemporary Art

What Happened in Turkey in 2000? (01 February 2001), Aksanat, İstanbul

4. Reviewing Contemporary Art

What Happened in the World in 2000? (22 February 2001), Aksanat, İstanbul

5. The Artist in the Agenda

Erol Akyavaş (01 March 2001), Aksanat, İstanbul

6. The Artist in the Agenda

Özdemir Altan (22 Mart 2001), Aksanat, İstanbul

7. Towards İstanbul Modern Art Museum

(26 April 2001), Aksanat, İstanbul

8. Towards İstanbul Modern Art Museum

(17 May 2001), Aksanat, İstanbul

9. Art Forum

Towards İstanbul Modern Art Museum (13 October 2001), Art-İst TÜYAP, İstanbul

THE SERIES OF WORKSHOPS & EXHIBITIONS

In determined periods art lovers visit exhibitions and studios with an artist or an expert.

Bedri Baykam, the first artist of the series took about art lovers to the exhibition titled "School of Paris and Turkish Artists - Paris:1945-1960" in Yapı-Kredi Taşkent Art Gallery and then hosted them in his studio.

SEMINARS

The seminars titled "20th Century in the Plastic Arts" were held on October 17, 2000 and January 6, 2001.

WORKSHOPS

Meeting of the Artists (3-17 July 2003), Internationale Akademie Marmaris (IAM), Turunç, Marmaris.

18 artists and 2 art writers from 12 countries attended the project that was supported by the European Commission.

"Art in Akmerkez" Workshop (25-26 September 2003), Akmerkez, İstanbul

Artists and children aged between 7 and 12 attended the workshop including "Art in Akmerkez" Activities at the 10th anniversary of Akmerkez was organized by Istanbul Art Museum Foundation, Painting and Sculpture Museums Association and Akmerkez

EXHIBITIONS

1. Modern Turk

Turkish Art in the Second Half of the 20th Century
(22 September-15 November 2001), Has Ahırlar, Topkapı Palace, İstanbul



2. True Colors

(11-22 September Eylül 2002), Has Ahırlar, Topkapı Palace, İstanbul. The exhibition titled True Colors: Meditation on the American Spirit, organized by Meridian International Center in the US was opened in İstanbul with the collaboration of İstanbul Art Museum Foundation, The General Directorate of the Museums and Monuments, Ministry of Culture, Republic of Turkey, Inter Yatırım Menkul Değerler A.Ş., Inter Portföy Yönetimi A.Ş. and the US Department of State.

True Colors (3-11 October 2002), Çankaya Belediyesi

Çağdaş Sanatlar Merkezi, Ankara



3. Art İstanbul 2002

International Contemporary Art Exposition (24-29 September 2002), Lütfü Kırdar Uluslararası Kongre ve Sergi Sarayı, İstanbul Our Foundation attended the fair that was organized by IKON Fair Organizations Co., Ltd. with the works of Burhan Doğançay.



4. William Albert Allard-Portraits of America Photography Exhibition

(20 February - 2 March 2003), Military Museum, İstanbul The exhibition was organized with the collaboration of Consulate General of the US and İstanbul Art Museum Foundation.

William Albert Allard-Portraits of America Photography Exhibition

(25 March - 6 April 2003), Turkish-American Association, Ankara

5. "...ve..."

(19 September-1 October 2003), Military Museum, İstanbul
The exhibition of the art works produced in an international workshop that was held in Internationale Akademie Marmaris (IAM), Turunç, Marmaris between 3 and 17th July, 2003 by 15 artists from different countries and 5 Turkish artists including to "Meeting of the Artists" Project that was supported by European Commission. The works contribute to the collection of the future museum.

PRESENTATIONS

1. İstanbul Modern Art Museum

(5 November 1999), The Marmara Hotel, İstanbul
It is the first presentation meeting relating to the establishing of İstanbul Art Museum Foundation.

2. Art-İst 10th İstanbul Art Fair

(10-15 October 2000), TÜYAP, İstanbul
The presentation of the Foundation and the Modern Turk Exhibition was realized in the stand assigned to İstanbul Art Museum Foundation.

3. "Galleries and Artists 2001"

Ankart 1st Ankara Art Fair (22-28 February 2001), Çağdaş Sanatlar Merkezi, Ankara
The presentation of the Foundation was realized in the stand assigned to İstanbul Art Museum Foundation at the Fair that was organized by Contemporary Arts Foundation.

4. Art-İst 11th İstanbul Art Fair

(9-14 October 2001), TÜYAP, İstanbul
The presentation of the Foundation and the Modern Turk Exhibition was realized in the stand assigned to İstanbul Art Museum Foundation.



5. The Presentation of İstanbul Art Museum

Foundation in D-Paper (July 2002-continue), İstanbul
The articles about the Foundation's activities and presentation are published in D-Paper, business and life culture magazine of the Duran Ofset.

6. 2nd Woman Day

(6 Mart 2003), Mydonose Showland, İstanbul
The presentation of the Foundation was realized in the activity that was organized by İstanbul Metropolitan Municipality Woman Coordination Center for the World Woman Day.

7. Sponsorship 2003-Strategy Conference

(8-9 May 2003), Hilton, İstanbul
The Foundation attended the conference which was organized by Arya Sponsorship and ommunication Counseling with the campaign of "I Want My Museum".

8. Art İstanbul 2003

İstanbul International Contemporary Art Exposition (25-28 September 2003), Lütfü Kırdar Uluslararası Kongre ve Sergi Sarayı, İstanbul
The presentation of the Foundation was realized in the fair that was organized by IKON Fair Organizations Co., Ltd. the Foundation.

9. Artists in Akmerkez (03-28 Eylül 2003), Akmerkez, İstanbul
The presentation of the Foundation was realized in the stand assigned to İstanbul Art Museum Foundation in the activities organized by Akmerkez at its 10th anniversary.

CAMPAIGNS

“I Want My Museum”, January 2000

To announce in several activities, a supportive signature campaign for the Foundation.

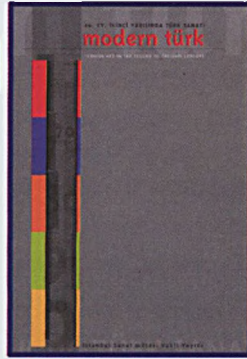
“Instead of Flower, Support the Museum”, January 2000

An announcement to artists and gallery owners in order to support the Foundation and the museum that will be founded.

BOOKS AND CATALOGUES

Modern Turk

Turkish Art in the Second Half of the 20th Century, İstanbul Art Museum Foundation, Publication No:1, 2001, İstanbul



True Colors

Meditations on the American Spirit, İstanbul Art Museum Foundation, Publication No:2, 2002, İstanbul



Meeting of the Artists “...ve...”,

İstanbul Art Museum Foundation, Publication No:3, 2003, İstanbul

SOCIAL EVENTS

1. Cocktail in Pera Palas, 30 January 2002

It was organized in order to discuss the works of the Foundation in the future and introduce new members of the Board of Trustees.

2. Cocktail in Galeri Binyıl, 28 February 2002

It was organized for the presentation and delivery of the book titled Modern Turk.

İstanbul Art Museum Foundation is also organized cocktails in the opening of the exhibition.

3. Luncheon with Artists (21 March 2002), Sardunya

Speaker: Balkan Naci İslimyeli

4. Luncheon with Artists (17 April 2002), Sardunya

Speaker: Ömer Uluç

5. Luncheon with Artists (30 April 2003), Mövenpick Hotel, İstanbul

It was organized for the members of the İstanbul Art Museum Foundation and art lovers in order to introduce the Foundation.

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