



Walking Through Istanbul 1 – Nişantaşı

September 28 – November 3, 2002

Across the world, art is breaking out of galleries and museums, and onto the street. Large-scale exhibitions that make use of billboards, shop windows, pavements and even police stations have become a way to maximise public exposure to art while encouraging us to take a closer look at the cities we live in.

Walking Through Istanbul is Turkey's first such project. Put together by internationally known curator Fulya Erdemci, this open-air, site specific exhibition in Istanbul will bring together 40 of Turkey's most exciting contemporary artists, architects and designers.

The exhibition is designed along a walking route in Nişantaşı, chosen because it is a good example of a historical neighbourhood that is being reinvented in line with global trends. The project is being held in partnership with the local Şişli Municipality.

Walking Through Istanbul is designed as a series that will take place in a different part of the city every two years. Supported by a comprehensive book, the project aims to create a collective memory archive for the city. In its first year, it will feature only Turkish artists but will expand to include international artists in later years.

This exhibition includes both internationally recognised artists as well as emerging talent. We are proud to present the Turkish premiere of well-known director Kutluğ Ataman's *Never My Soul*, a critically acclaimed video-documentary project on six screens.

Project sites vary greatly, from traffic lights to shop windows. Some projects are imaginary, such as architect Nevzat Sayın's plans for a futuristic park made by breaking down the walls of the tiny back garden enclosures along one street. Others look at life as it is lived, like former model and artist Demet Yoruç's expressive photographs of random Nişantaşı homes juxtaposed against short interviews with their inhabitants.

Walking Through Istanbul will be promoted through an extensive media and advertising campaign that will include television, newspaper, radio and outdoor visibility. Some 50.000 people are expected to visit the exhibition during the five weeks it runs.

Working in partnership with the municipality means that we are able to offer our sponsors a variety of unique promotional opportunities, including for example, stands along the route, as well as maximum TV and advertising visibility.