

Proje4L is located at a very special neighborhood of Istanbul. In front of the building is Levent (the new financial and corporate center of Istanbul), while in the rear is one of the largest and oldest working class neighborhoods, Gültepe. 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. There are specific approaches towards the articulation of private and public spheres in contemporary art in Turkey. The meanings of "public" and "private" are infinitely complex and culturally dissimilar. 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: Hüseyin Alptekin, Can Altay, Halil Altindere, Tina Carllson, Esra Ersen, Erik Göngriç, Hakan Gürsoytrak, Gülsün Karamustafa, Aydan Murtezaoglu, Bülent Sangar, and the Oda Project.

A fully-illustrated book will be published in conjunction with the exhibition. The writers include Huseyin Alptekin, Didem Danis, Vasif Kortun, Erden Kosova.... The book is edited by Ozge Acikkol 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 spoken at the museum. On September 7, Chris Dercon ((museum name here) will give a conference titled "You can be a museum or you can be modern, but you can't be both (Gertude Stein)."

Conference:
Chris Dercon

"You can be a museum or
you can be modern, but you
can't be both (Gertude
Stein)."

September 7, 6:30