

Dear Nil,

After receiving your letter yesterday, I decided to share our views about the booklet with you and all other parties included in Arne Jacobsen project. Please let me tell first who we are: The editorial team of this booklet consists of two editors (who are at the same time editors of Arredamento Mimarlik architectural magazine) and a graphic designer (one of the members of BEK design company, one of the best known graphic design studios in Turkey). So I will be informing you on behalf of the editorial team.

Another short introductory note which could be helpful is about our involvement in Arne Jacobsen project. It was exactly two weeks ago today, the 22nd of May that Dilek Başgürboğa from Proje4L first contacted us. In reply, on the 29th we prepared a proposal describing the basic concept of the book and the conditions about our involvement to the project. As you know what we proposed was accepted, and so we started to work on the book as of 31st of May. During the meeting that took place this Monday (3rd of June) some changes to the format of the book (number of pages, paper thickness and the cover) were imposed. Accordingly we prepared a new financial proposal the same day, which was accepted by you yesterday.

At this stage of the editorial process, our plan was to present you the outline of the book, which would be basically the contents page. But in the light of the ideas expressed in your letter yesterday, I see the need to go further in detail and describe our concept of the book once more, this time in English.

Arne Jacobsen is not well known in Turkey. Therefore the aim of the booklet is to give an idea about Jacobsen as an architect and designer in a concise, clear and legible manner, prepared for people who do not know him at all. In doing so, we are planning a simple but powerful graphic design, bringing together an easy to read text accompanied by good quality visual material (I believe for a book of this size this is already a big enough task).

The content will consist basically of presentation of single projects. These projects will be grouped under four major chronological periods of Jacobsen's life as a designer. The chapters, which will be graphically discernable from each other, will give reader the chance of relating different designs with each other and understanding their significance within the Jacobsen's work in total. Each project will be presented with a short descriptive text and each chapter will begin with a cover page including an introduction.

Arne Jacobsen had designed all of his industrial products as part of his architectural projects. So, presenting them together will point out the strong relationship that exists between his buildings and his industrial products, and emphasize the continuity in his designs.

At the very beginning of the booklet, there will be an introductory piece on the significance of Arne Jacobsen in the world of design and architecture. And at the end biographic information and a chronological list of projects will be given.

So this is our concept as presented to you earlier. In the light of this let me comment on your suggestions in yesterday's letter:

1) A foreword by Finn Hunneche, as the representative of the main sponsor of the exhibition will be in the first page of the book. It should be a short text describing the involvement of Novo in this project, basically answering the question why Novo chose to be the sponsor of this exhibition. Do not worry, the information about Novo Jacobsen cooperation will be described in the book. And no need to tell, the text must be written by Mr. Hunneche himself. It will be translated by us.

2) Proje4L will prepare a short descriptive text about the exhibition and their involvement to the project. This will follow the foreword.

3) and 4) I think our concept of the book explains clearly why Jacobsen's architectural and industrial design work should be taken together in a chronological order. Of course to assign certain pages for the works produced by a firm is totally wrong, open to misunderstandings and confusion (names of the firms will appear in the acknowledgements page, within the project description texts and their logos will be in the back cover, as discussed in the meeting on Monday). The amount of pages given to a work should not be defined by the financial support of its producer company, but by its historical significance. This is not a commercial catalogue, but a professionally edited booklet. I believe bargaining on that is a dangerous territory.

I hope the concept of the booklet will now be better understood by all parties. As an addition I am sending the contents information of the booklet so that it will easier to visualize the end product. Now its time for me return to my work on the book, as you know we have only 12 days left and still a lot to do.

With my best regards,
Kuyaş Örs
5 June 2002

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Bibliography

Projects and products