

*“I believe that the designer is the key toward achieving the goal of systemic satisfaction.*

*In another words, the design should address the fulfillment of industrial need and also ensure the satisfaction of individual desire in the society.*”



*personal*

Date of birth: 28 December 1983

*education*

Istanbul Technical University, industrial product design, 2002-2006  
Politecnico di Milano, product design, 2005  
Uskudar Science High School, 1998-2001

*experince*

Helios Media, *Design & Innovation Manager*, 2013-...  
Mudo Mag AS, *Senior Shop Window Display Designer & Visual Merchandiser*, 2012-2013  
Helios Technology, *Project Manager*, 2011-2012  
Ay Marka Mag AS, T-box, *Unit Manager of Graphic Design*, 2010-2011  
BBA, T-box, *Product Designer*, 2006-2010

*experince as intern*

Fiocco, *shoes design*, Istanbul, two months, 2006  
Plasmod, shoe's soles design & moulding, Istanbul, two months, 2006  
Tobia Repossi Architecture & Design Studio, *product design*, Milano, two month, 2005  
Infotron, *product development*, Istanbul, two months, 2004  
Ultima AD Agency, *graphic design*, Istanbul, one month, 2003  
Gate Design, fair stand, Istanbul, two months, 2003  
Adnan Serbest, *furniture design*, Istanbul, two months, 2003

*competition*

Forum Bornova, *helmet design*, 3rd award, 2010  
Istanbul Technical University, *logo design*, mention, 2006  
Philips Lighting, *photography*, 1st award, 2004  
Movenpick Hotel, *furniture design*, 2nd award, 2004  
Makel, *switch & socket design*, 2nd award, 2004  
Hunca, *perfume bottle design*, 2nd award, 2003

*exhibition*

Designmai, Berlin, 2007  
Design week, Istanbul, 2006  
Street design week, Istanbul, 2006  
Design week, Istanbul, 2005  
Marketing1st, Istanbul, 2004

*workshop*

Instructor, *creative recycling techics*, Nar Taneleri project, 2010  
Instructor, *creative recycling technis*, YGA, 2010  
Organizer, Fotofest 2, IFSAK, 2007  
Student, *documentary photography*, Haluk Cobanoglu, 2006  
Student, *interaction design-processing language*, FABRICA, 2006  
Student, *ready-made*, Ely Rozenberg & Gad Charny & Ami Drach, 2005  
Student, *promotional products design*, Gabriela Haag, 2004  
Student, *jewel design*, Ozgul Sokullu, 2004  
Student, *graphic design*, Niklaus Troxler & GRAFIST 8, 2004  
Student, *product design*, Steve Diskin, 2003

*computer skill*

Adobe Photoshop, Adobe Illustrator, Macromedia Freehand  
Adobe Autocad, Rhinoceros, Cinema 4d  
Adobe Premiere

*language skill*

English, advanced level  
Italian, advanced level

*referances*

Prof. Dr. Nigan Bayazit, founder of industrial product design departmant, Istanbul Technical University, 00 90 532 557 40 83  
Dr. Ece Ariburun, interior designer, product designer, 00 90 532 283 23 10  
Devrim Kucuk, general manager, Helios, 00 90 532 722 01 87  
Sandra Arslanogullari, creative director, Altincicadde, 00 90 533 612 23 02  
Orhan Kalkandelen, master architect , Kiklop Design Engineering Consultancy, 00 90 533 612 23 02  
Dogan Kasikci, general manager, T-box, 00 90 533 296 01 04  
Asli Filinta, independent fashion designer, 00 90 532 235 15 68  
Hakan Karatas, general manager, Ansan/Prima Nova, 00 90 532 363 76 21



## “UNDREAMED PACKAGES”

### T-box

The T-box brand is owned by Boyner Holding, whose basic expertise is in the fashion retail and the textile sector. Boyner continues to be the leading retail house in Turkey and in the region with the Group's existing brands and through acquisitions and partnerships with new local and international brands.

### T-box CONCEPT?

T-box has started its journey with squeezed t-shirts when Boyner Holding AS's experience in fashion, clothing, retail business and marketing coupled with its distinct approach to ready-to-wear industry. Name of the brand which is short, easy to read and remember. "t-shirt in a box" fit the nature of the product perfectly. Since later products were preferred especially during travel and summer season due to their ease in carrying and availability, "T" of T-box also rightfully reminded word "Travel". A press was designed and t-shirts were the first to be produced.

The basic idea of T-box is to present affordable and humorous products, both clothing and non-textile, that meet the essential needs of buyers who are living squeezed lives. People live fast, consume fast, work, travel, socialize, and are in constant pursuit of something evasive. The idea behind T-box is to 'squeeze' (literally) through their packaging, the everyday products that people use.

T-box takes the idea of joy very seriously and evaluates everything that creates it. T-box products are packaged to evoke the joy that people pursue in their daily routines, the things that make them smile, relax and get rid of stress.

The fundamental essence of the company's merchandise is its witty and original packaging, availability, portability, affordability and high quality. Included in the product range are t-shirts, underwear, blouses, socks, bikinis, towels, knitwear and flip-flops as well as non-textile products like condoms, lighters, frisbees, watches and many kind of accessories. The formula of T-box product concept is: Fun + Function + Form + Flexibility.

056 TRENDSETTER • ŞUDAT • 70



## “T-BOXLAŞMAK”

T-BOX'IN GENEL MÜDÜRÜ DOĞAN KAŞIKÇI, KREATİF DİREKTÖRÜ MURAT TÜRKİLİ, ENDÜSTRİ ÜRÜNLERİ TASARIMCISI EVRİM KÜÇÜK VE ÜRÜN MÜDÜRÜ FİLİZ YILDIZ İLE DESIGN MANAGEMENT EUROPE 2007 YARIŞMASINDA ÜÇÜNCÜLÜK ÖDÜLÜNÜ

T-box'ın ortaya çıkış hikayesinden başlasak... M.T: T-box hikayesi, Cem Boyner'in ofisinde kendisiyle baş başa yaptığımız bir toplantı neticesinde ortaya çıkmaya başladı. "Farklı ve alışılmadık paketleme metotlarıyla hazır giyim ürünlerini nasıl pazarlayabiliriz?" düşüncesinden yola çıkarak

D.K: Design Management Europe Yarışması herhangi bir tasarım verilmiş bir ödül değil, tasarım yönetimine verilmiş bir ödül. Tasarımın binlerce çeşidi ve bunu kullanan birçok firma var. Fakat bizim yaptığımız ürünü "T-boxlaştırmak..." Bizi diğer firmalardan ayıran bu özelliği-

## “

### PROFESSIONAL STUDY



### NASIL BU AMBALAJI ASKIYA DÖNÜŞTÜREBİLİRSİNİZ ? HOW TO RETURN THIS PACK TO A HANGER?



undreamed package design, T-box, 2006

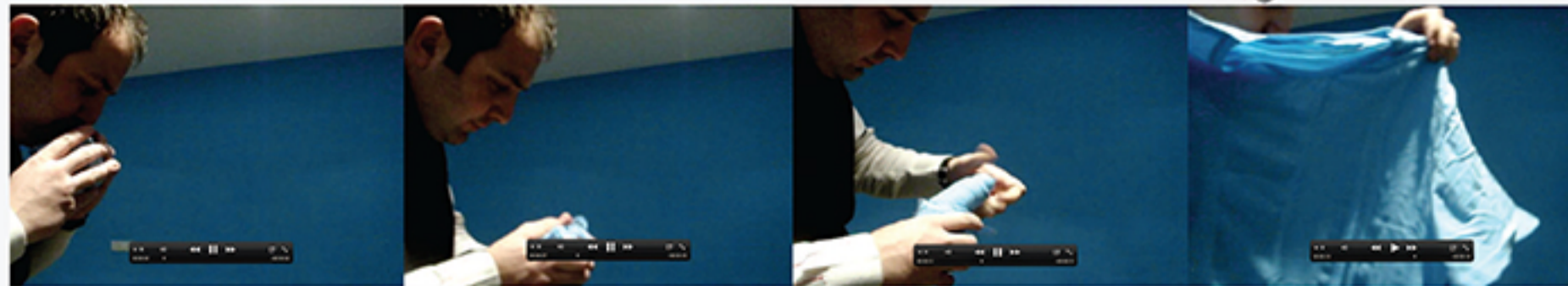
A significant portion of T-box users like to have our products also on their vacations. Obviously it is very difficult to carry garments, which need hanging, while traveling. Therefore, I designed a package that can be transformed into a garment hanger very easily, after open. T-box reproduced it in third time, total amount 15.000 pieces. The package awarded by Design Turkey consey.

<http://vimeo.com/14826438>





PROFESSIONAL STUDY



undreamed package. T-box. 2007

The task was to design a new package for a new t-shirt, that would be made of delicate material, for summer collection. The new package design was a bubble pack, which needed to be blown into and popped to be opened. The inspiration came from the plastic packaging material with little bubbles; the one that people wrap around fragile items to protect them. T-box reproduced it in third time, total amount 15.000 pieces.

<http://vimeo.com/14832643>



PROFESSIONAL STUDY



t-shirt. T-box. 2010-2011

T-shirt graphics that constantly evolved to fit seasonal trends, from simple illustration to photo montage design. As you know, T-shirt is now a way of expressing oneself. It can put the finishing touch, often at very low cost, on a look that remains classic.





## PROFESSIONAL STUDY

In 2008, Helios is founded in England by young entrepreneurs. Two founders are computer engineers and they have worked as software manager at British Petrol around 12 years. In 2009, home office was moved to Istanbul for catchy business opportunities. Helios's core sectors are digital signage, interactive screen. Helios is the leader in most of its business with digital signage technology in Turkey. Helios has seven international joint ventures and numerous cooperation agreements with leading international companies. They began to release a kiosk which was the first integrated with digital signage software. The kiosk has implemented in a shopping center well known. So they put different kinds of kiosk design special to each shopping centers and stores. They continue to serve the newest technologies for retail market in Turkey. Their technology can be classified seven main groups. Each groups has particular stand design and software design are gathered under a single roof.

My task is to lead projects. I have learned a great deal with customers, designers, producers. I create a concept being aware of Helios scopes for customers. I am organising my workload for researching information and working on joint projects. I'll give examples of our projects.

### INTERACTIVE TOUCHSCREEN, T-box, Fashion brand



**share.** A customer can take their photo while standing front of mirror, then he or she shares the photo on facebook profil or twitter. T-box have achieved to have 30.000 fans on facebook and customer information in a month from a single shop.

**connection alive.** Customer is able to connect to take fashion designers's style advice for yourself. Customer only speaks, then the designer who is available that time on computer get reply as written at the top of mirror.

**interactive games.**

**digital catalog.** It help customer meet the newest collection T-box serves. Each new seasons can be updated.

**which one?.** If choosing clothes for himself or herself is difficult and daunting task, customer can take photo to get help from friends and send them by MMS or e-mail.

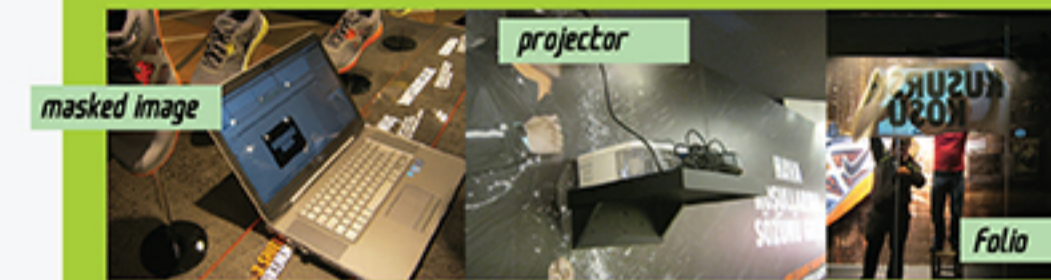
### TRANSPARENT LCD, Nike Turkey, sportswear



It is a transparent screen to was first adopted for advertising of Nike in Turkey. The screen capables of utilizing ambient light, the panels are equipped with a white LED unit along each side, consuming about 98% less electricity compared to backlit LCD panels. They feature HDMI and USB ports for easy integration with other devices. So we designed a show display box while using the transparent feature and lcd technology.



### VIDEO MAPPING, Nike Turkey, sportswear



Video mapping uses common entertainment technology in a new, innovative way. It is a technique that consists of projecting video images on folio at indoor placement like shop windows or on building structures or nearly any kind of complex surface or 3D object to shatter the viewer's perception of perspective at outdoor placement. In this project, we designed a video which was the concept of complementary. We applied as doing back projection on their shop window.

### TOUCHLESS TECHNOLOGY, Mercedes Benz Turkey, automotive



360° movement

We set up a videowall with Kinect technology. It is touchless control system that uses gestures to control computer interfaces. The user simply places their hands in the air in front of a camera, the computer can then sense their hand. The users movements are then translated on screen allowing them to manipulate objects through various gestures and motions. Normally, the technology can perform multiple multi-touch hand gestures on a large touch wall or single touch. In this project, the camera hold one hand and allow to track together, so it is not just click exercise.

### DIGITAL SIGNAGE, Istanbul Forum, shopping mall

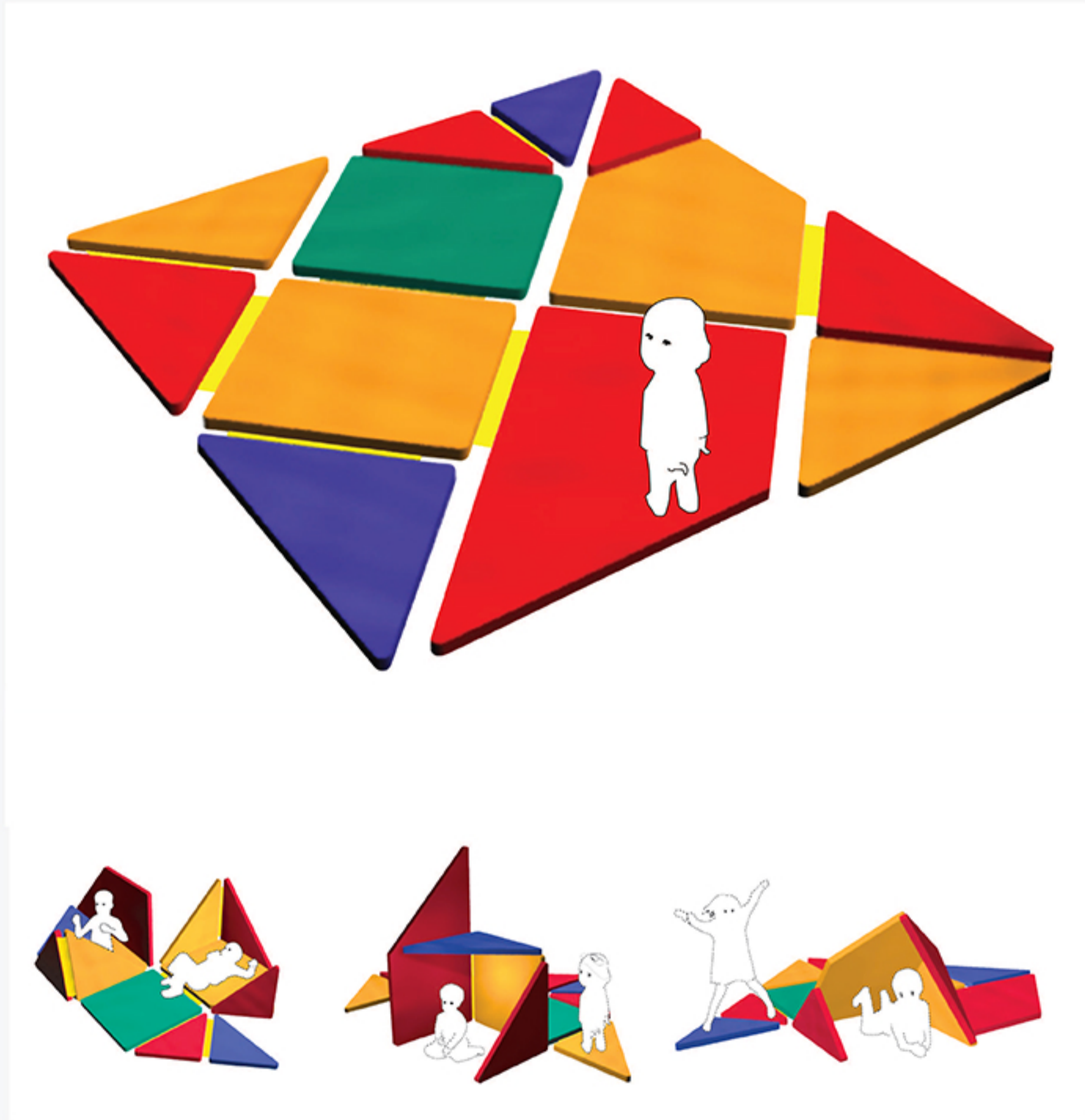


The first duty of our digital signage is to draw a map at which helps customer to find any store easily in shopping mall. Secondly, it shows product demonstrations and testimonials, promotes new products, special offers, and sales using in-store screens. Inside the kiosk design there are one PC, 42 inch touchscreen, ventilator, speaker. Its cabinet material is stainless steel in the meanwhile the material diversity production such a Himacs or Corian.





## BACHELOR STUDY



Furniture, Surat Educational Tools, 2006

The product was designed for nursery schools. During observation in nursery school i saw that children are constrained by unnecessary furnitures. Well designed environment is important for child growing duration. I arrived the concept that an environment is able to be changed by children for creating their own place while PLAYING. Afterwards i designed foldable joined blocks made by light foam. It gives opportunities to be folded and to create many places without bothering with each others. size: flat 230 x 230 cm

### How play helps the child

Play may serve as a means of helping the child solve a problem. Play children learn many things. They are helped to develop social relationship and skills. They learn to use play materials and equipments with others, to take turns, to lead and follow, to ask for what they want or need. In *imaginative play* a child can create situations for himself and work out reactions and solutions. *Adventure play* involves overcoming obstacles, gaining new skills through exercising and using the coordination that exists.

There are many activities going at once, the children all seemed totally involved in what they are doing without being distracted by those.

### Space

It is important, however, that the space be adequate to provide for a variety of equipment and activities and to enable children to move about freely without feeling cramped or crowded. **Blocks:** Blocks are one of the basic play materials for young children. The child begins to plan structures and to test her or his own ideas. **Puzzles:** Values of puzzles include opportunities for eye-hand coordination, recognition of shape and color, and use of visual memory.

### Suggestions For the use of tools include the Following

Are the tools suitable for the age and interests of the child using them? Consider the child's stage motor control and muscular strength. Do they serve the number of children involved?

Are the tools of good quality, adequate for long and hard use? Can they be resharpened, reconditioned, and broken parts replaced?

Will they build a child's respect for tools as a functional means to an end, stimulate interest, and encourage a wide variety of experiences?

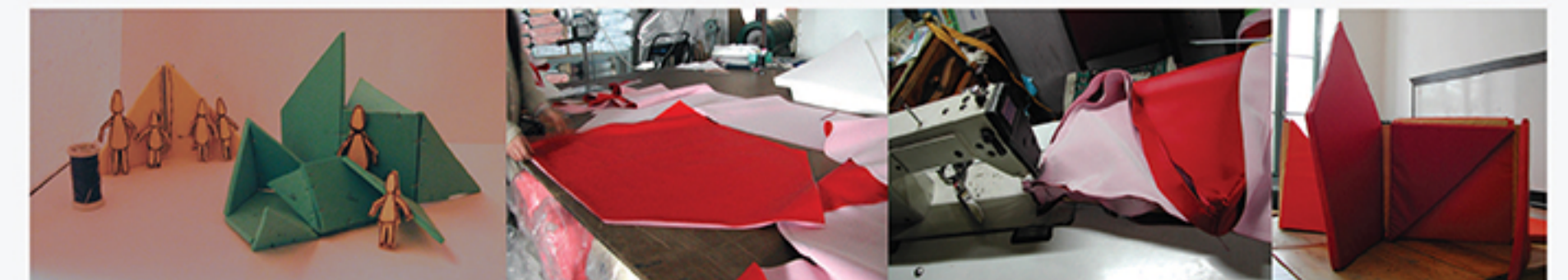
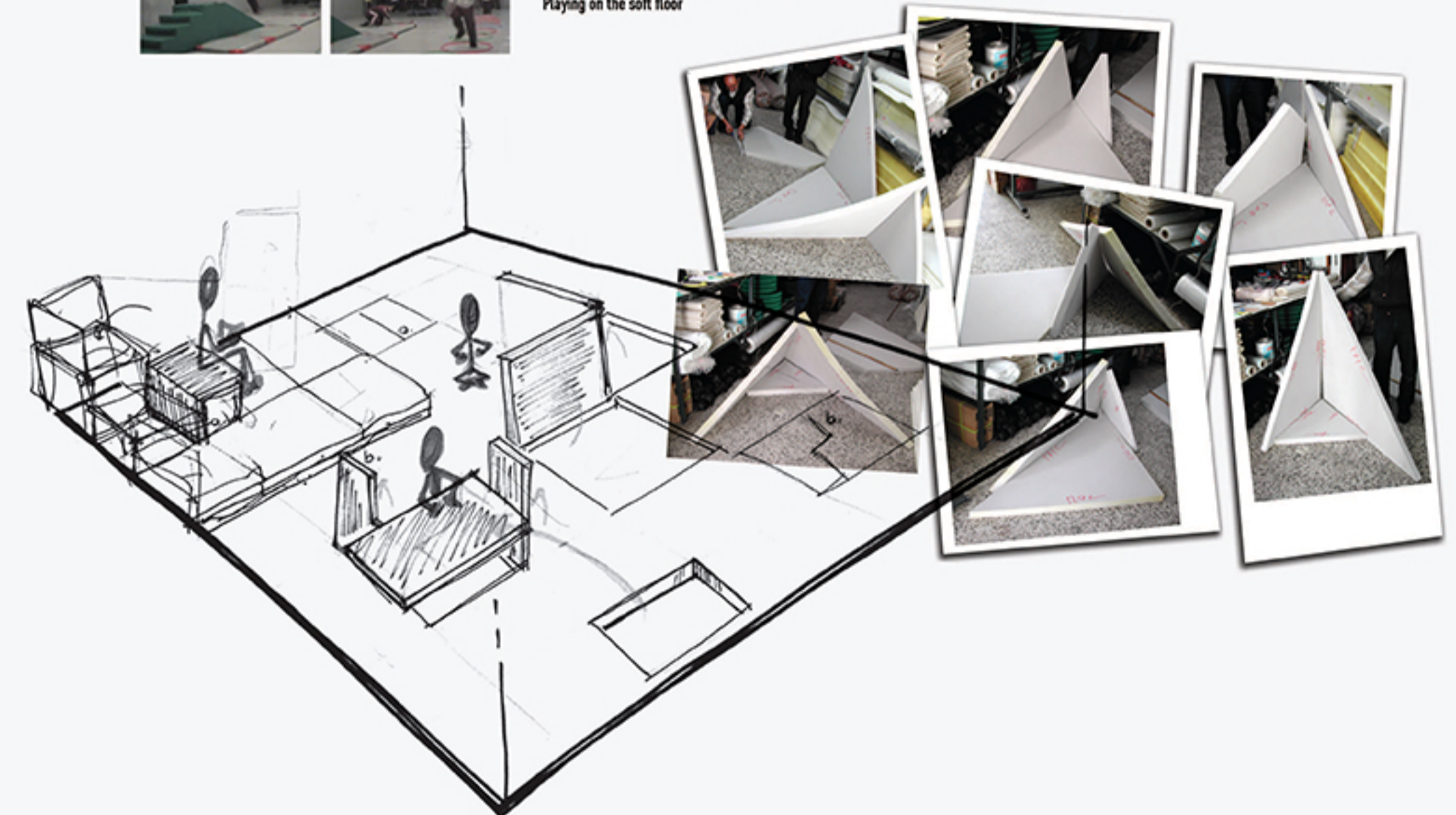
Do they afford the means for developing in the children appreciation for fine furniture and construction, in wood, in many forms.

Ruenna M. Shoemaker, *All in play* (New York: Play Schools Association, 1958)  
Creating with Materials for Work and Play, Leaflet 5 (Washington, D.C.: FCEI, 1957)

My observation 1 on video - nursery school  
Rearrange th desks



My observation 2 on video - nursery school  
Playing on the soft floor



My starting point - Furniture  
kidszone





## BACHELOR STUDY

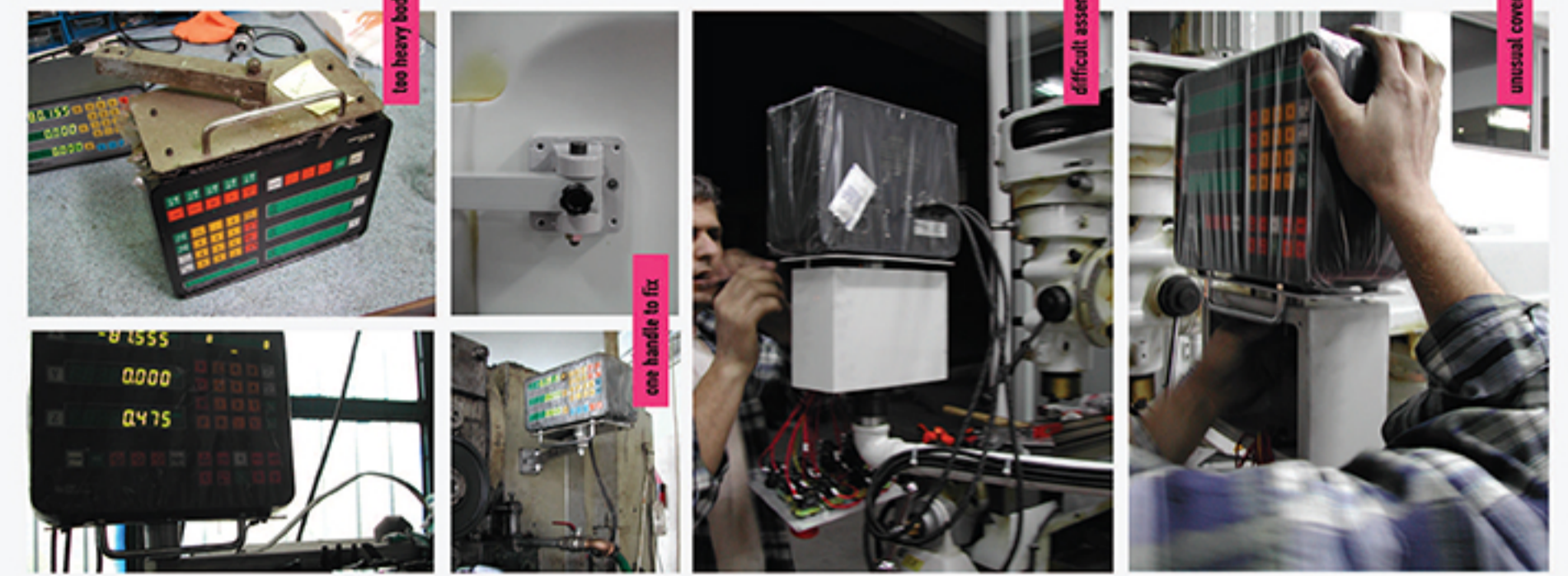


digital read out. CTL, 2006

It's used for mechanical machines to scale work parts how much to be worked up in X,Y,Z coordinates system. CTL were needed to redesign because of some problems which are a new face, friendship with users and had to compete with others similar products made by China. CTL allowed to exchange one electronic part than i redesigned its monitor form, connections and i offered a extra package to protect the monitor from enviroment.

[http://youtu.be/\\_M7CLQHcCRw](http://youtu.be/_M7CLQHcCRw)

My observation 1 - re-design digital read out before the begining



<One handle to fix> It doesn't work for heavy construction equipments, It has to assemble far from work areaso using information from this monitor is impossible. And at horizontal surface customers have to find a solution.

My Finding best performing - re-design digital read out It's component has changed.



My solution - re-design digital read out



My solution is an video - re-design digital read out when using it



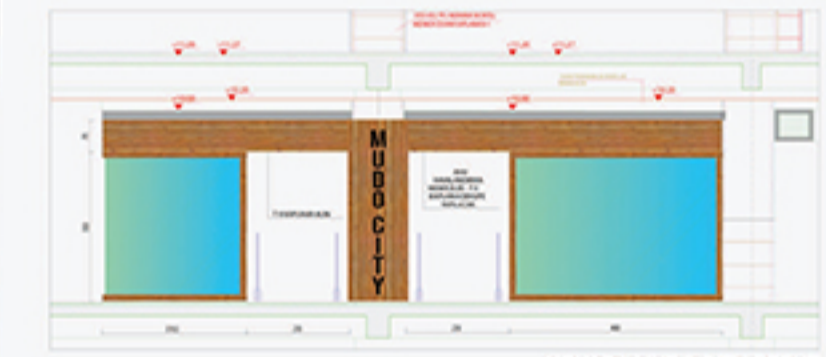




## PROFESSIONAL STUDY

Mudo is Turkey's leading retailer offering clothing, accessories, furniture and home decoration products in more than hundred stores throughout Turkey. The Mudo brand includes Mudo Collection, FTS, Mudo Concept, Mudo Accessories and Mudo Outlet.

My aim to promote Mudo's products, brand and image by creating an eye-catching display using visual and graphic elements. My job involves researching to get and understanding of what is needed, and coming up design ideas, lifestyle and design trends and making sure designs will appeal to the target audience, working with other members of the design, marketing and buying team to develop themes and colour schemes for display for example Christmas, Valentine's day, sales and special promotions, sketching designs and developing floor plans, making the most of space available, taking direction from head office on corporate schemes when appropriate, sourcing materials, preparing visual merchandising packs, including plans and photographs, for other stores in the chain, to make sure all display present a consistent image. I work within a budget and meet deadlines. Installing and dismantling display also are part of the my job description.



NOVADA MUDO CITY CEPHE





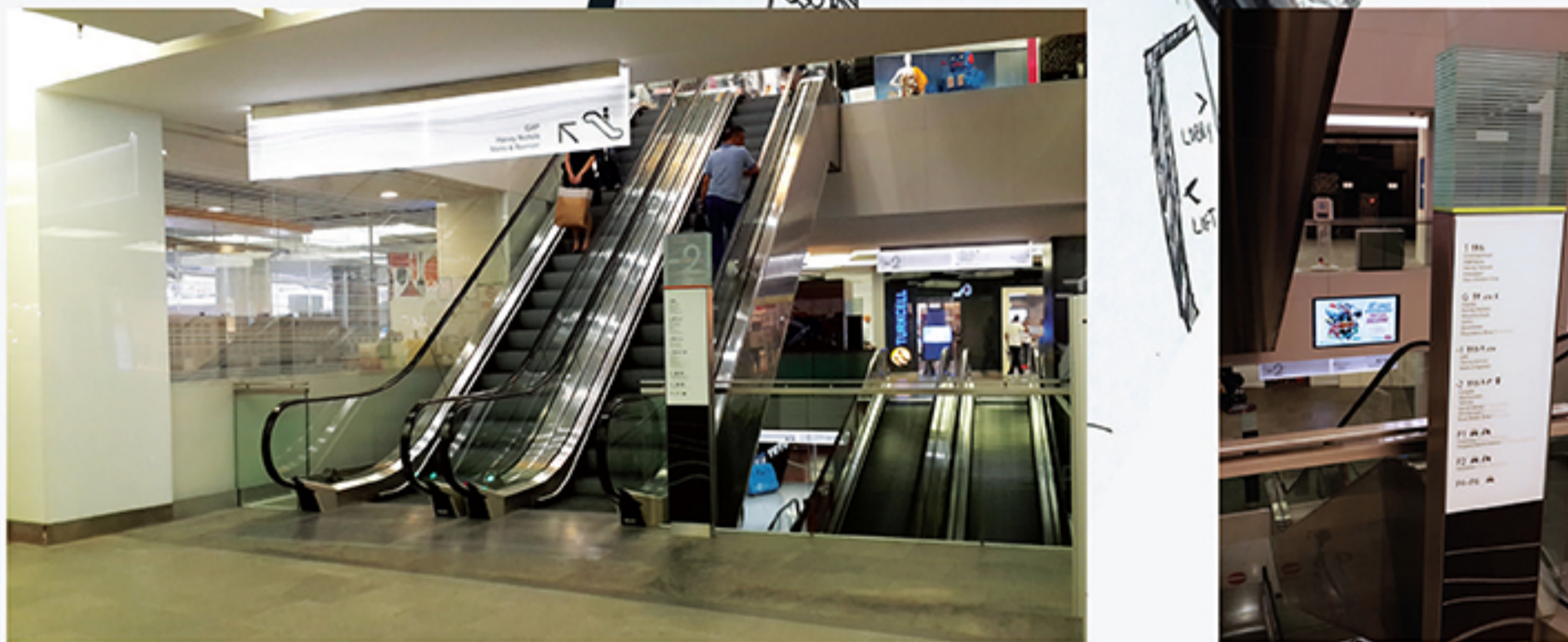
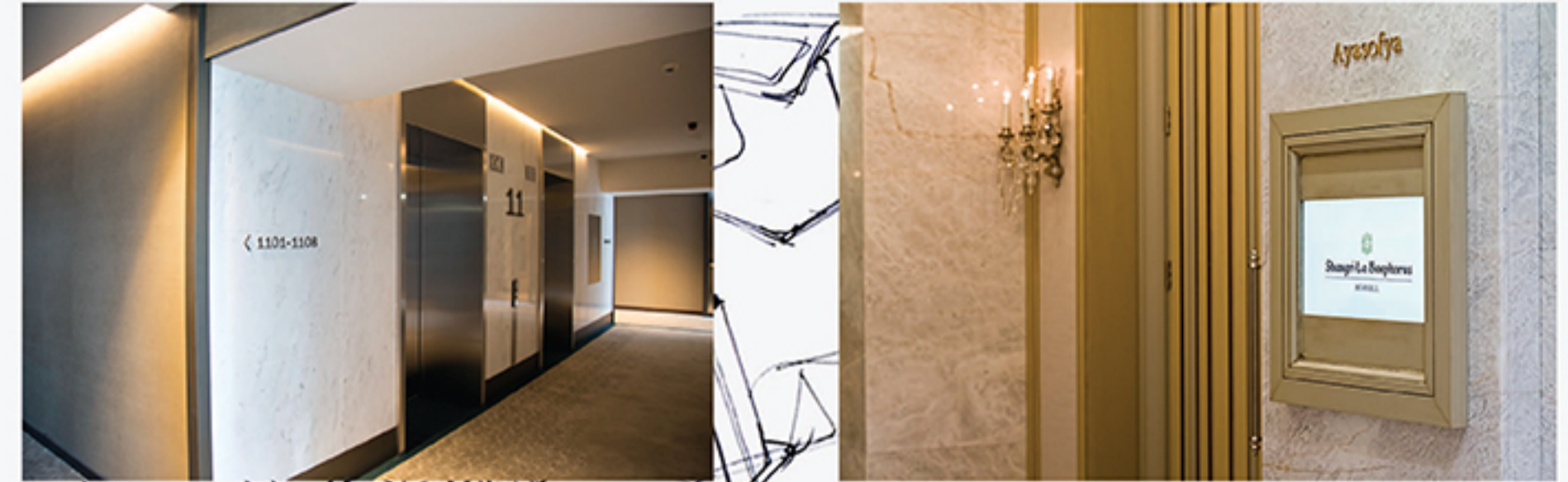


## PROFESSIONAL STUDY

Helios have started to work on static signage since 2015 beside digital signage and 3d wayfinding. Till now, we've finished several projects from hospital signage to shopping mall signage. This type of signage projects start architecture plan reading, target needed, design, dialog with interior designer or architects, make prototype, production and assemble. Ronisans, Enka, Ziydan, JLL, Fairmont, Viatrans, Turkmall are our main customers in Turkey or Russia we worked together and our corporation is continue.

On static signage is an important step to understand the build environment and where information is needed to maximize legibility of the wayfinding system. There are four important type of signs: Information signs, for instance a signpole with locate a destination and / or to orientate yourself in the build environment. Directional signs, where information is displayed to find destinations, located on several strategic points in the build environment. Identification signs, where information about individual locations is displayed such as buildings, locations and public facilities. Warning signs, to indicate safety procedures such as a fire escape routes, no smoking areas and other regulations that is, or is not allowed in a specific area. we are consistent in typography, type height, icons, grid design, color and material choice. The signs needs to be straight forward designed and in a consistent order to wayfinding scheme, always we use the same order of displaying the information.

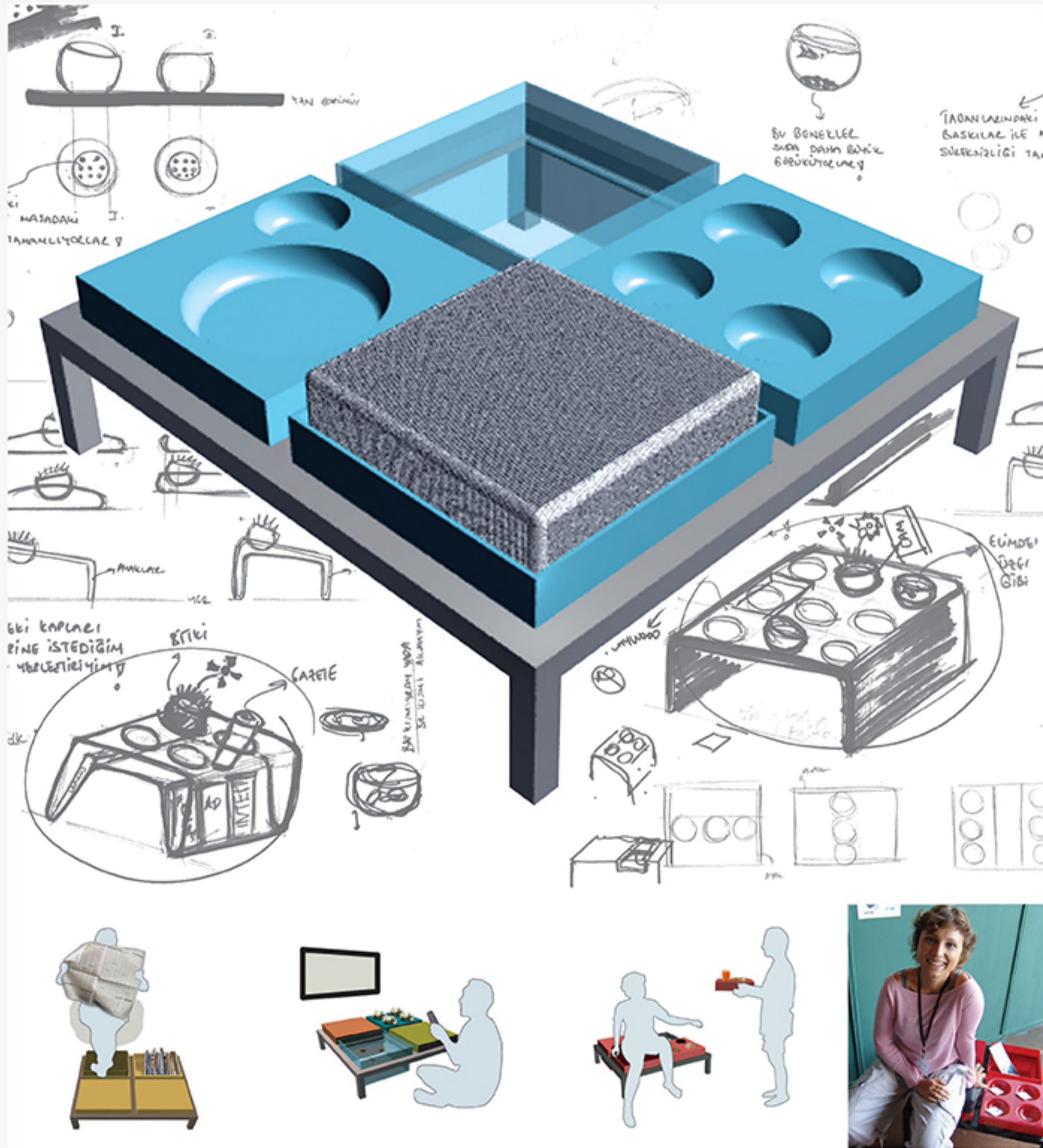
There are approximately 9 different signages design for indoor, 4 different signages for outdoor, 5 different type of car parking signages. They fix on walls, ceiling, floor and their sizes are changeable depending on building architectural plan. Their materials is also changeable subject to building interior design. We use mdf, acrylic, plexiglass, aluminum, steel plate, folio, glass when design and production. We solve all assemble details each product design.







BACHELOR STUDY



coffee table.unique art. 2004

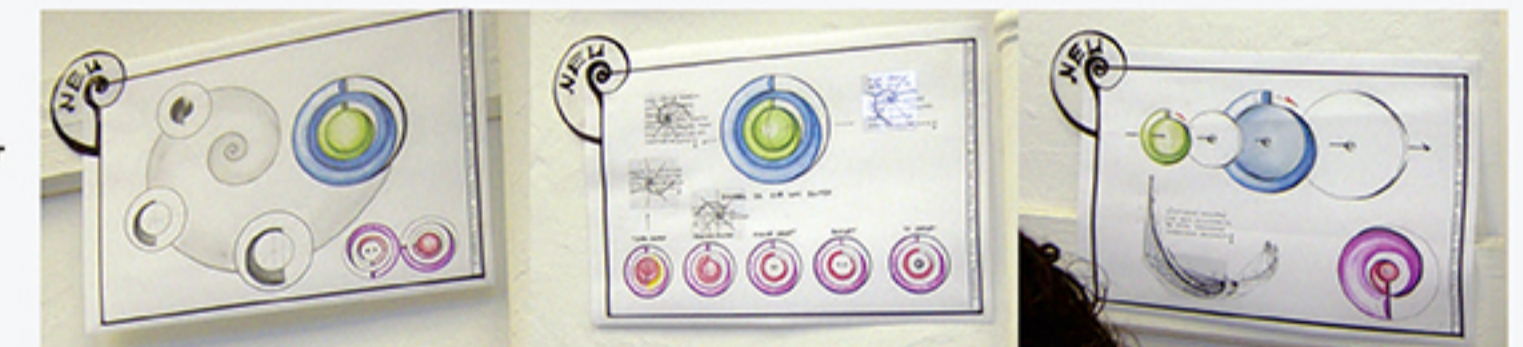
The component parts can be bought and arranged to suit a individuals needs and habits. This table allowa the user to organise, separate such diverse functions as sitting and dining and offers a wide range of storage options.



BACHELOR STUDY



My starting point - dimmer golden ratio and helix



dimmer. MAKEL. 2004

Being the initial point of contact in a space designed a switch that can inform users about the quantity of a light source while incorporating a different form and color. The gold proportion was the best choice for achieving this objective. I used the rule on both the profile and visage. It's material is ABS & polycarbonate.





BACHELOR STUDY



promotion, Market1ST, 2004

It's aim is to teach children a new monetary system through play and modeling in the advent of economic or developmental in frastructure change. If a child doesn't have enough coins to play, he or she can trade with their friends and in so exchanging. Children get used to a new currency very quickly.



INDEPENDENT STUDY



Furniture, Mövenpick Hotel, 2004

The desk table was designed for Mövenpick Istanbul Hotel. I took my inspriation from their hotel's architecture.





## INDEPENDENT STUDY in Designmai



# DMY

DMY-BERLIN.COM



interactive souvenir From Istanbul, 2007

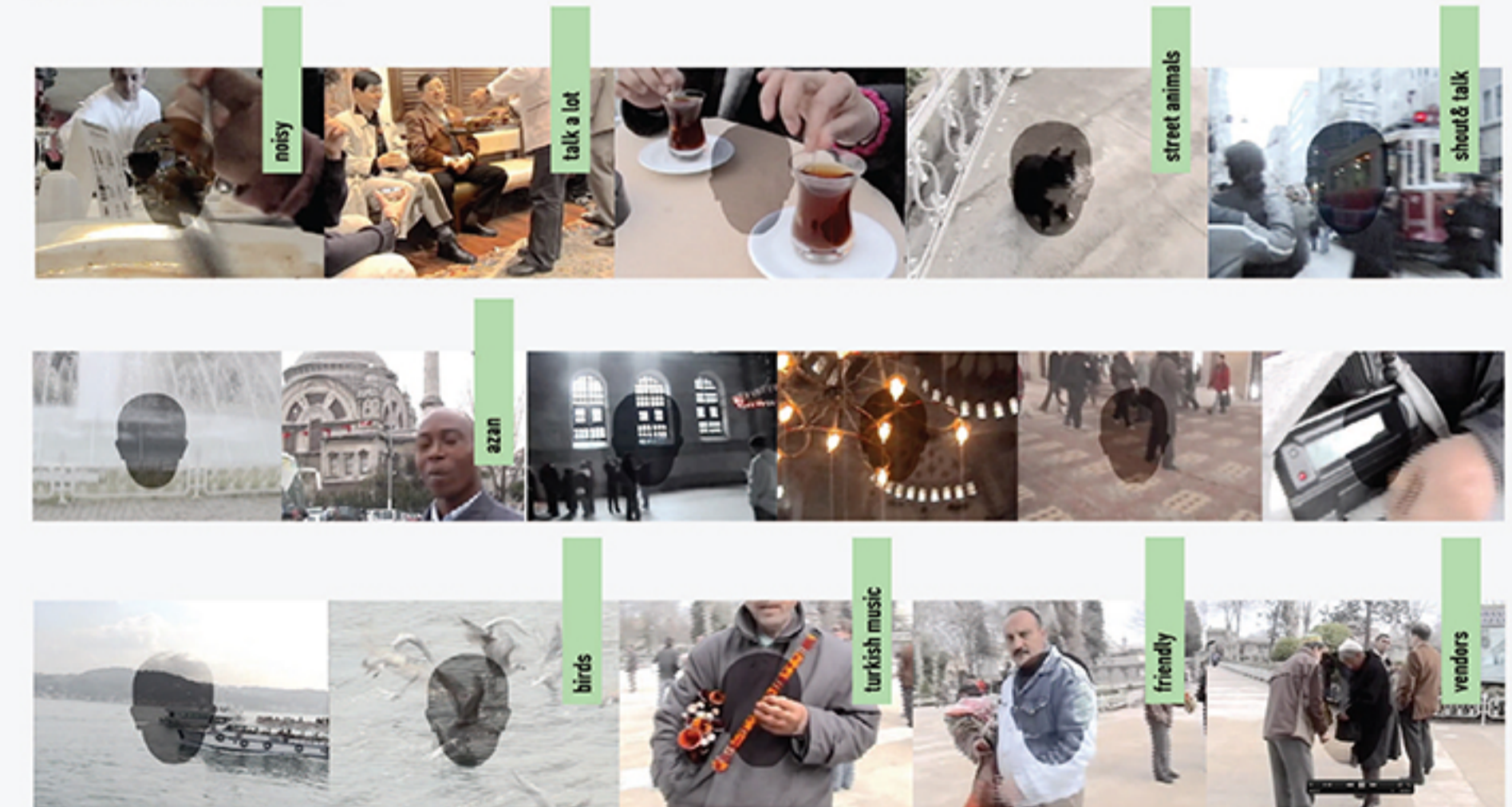
This project explores the aural textures of Istanbul, the city i love. It summaries the city through non-oral audio, mappin the city's unique and vibrant tapestry to evoke the images in mind rather than on the page. Interfacing the city and city's participants with a thoroughly satisfying aural trip into the heart of Istanbul.

<http://www.youtube.com/watch?v=mfU5d4h8Qss&feature=youtu.be>

My starting point – interactive souvenir  
A Turkish poet



My observation on video 1 – city sightseeing Istanbul Tour  
my journey like a tourist with camera



Sights, sounds and smells can all evoke emotionally charged memories. My scientific basis – interactive souvenir

A single smell or sound had the power to conjure up entire scenes from the past. This is something that resonates with me and i had to know more. So the search was given motion. A British-led group of neuroscientist has come up with explanation. The key, the researcher claim, is that memories relating to an event are scattered across the brain's sensory centers but quarantined by a region called the 'hippocampus' if one of the senses is stimulated to evoke a memory, other memories featuring other senses are also triggered shortly after

Jay Gottfried  
University College London



My observation on video 2 – city sightseeing Istanbul Tour  
i asked what are the noises do you remember from here ?





INDEPENDENT STUDY



*Foldable wall watch, 2005*

All pieces is paper based except battery part. Its body is paper honeycomb is for standard doors inside houses.



INDEPENDENT STUDY



*photography, Philips Lighting, 2004*

Light, a striking effect of daily lives, is our perception of physical routers on the connotations of each type object.





INDEPENDENT STUDY



bench, municipal competition in Istanbul, 2009

Aimed that if we don't have the awareness of environmental protection in the future that may have been showing us how our seas. Colorful plastic and metal waste into...



INDEPENDENT STUDY



leather accessories, 2006

Some products from daily life are only symbolic. Tie symbolizes seriousness. I wanted to be realized that when the symbol is used in another environment with a different relationship, products how can be affected.