

ISTANBUL CITY GUIDE



SOCIETY
FOR
ECONOMIC
DESIGN
1-4 JULY 2015

Istanbul, capital city of three successive empires with over 2,000 years of history and fabulous turquoise blue water fronts, Welcomes you to share this amazing experience on the crossroads of Europe and Asia..

ISTANBUL



The former capital of three successive empires, Roman, Byzantine and Ottoman empires, Istanbul still preserves the legacy of its past while looking forward to a modern future. In Istanbul you can feel Orient on your one side and Europe on the other side or a wonderful mix of different cultures all around you. Enjoy the harmony of cultures, enjoy the harmony of people & enjoy the rhythm of diversities in Istanbul. Historical landmarks of the city are in harmony with the wonderful Turquoise blues of Bosphorus, which creates an unbeaten landscape. Istanbul is the only city in the world where you can enjoy your meal with the landscape of another continent.



“...by what miracle it emerged from the depths of the sea like a pearl from its shell, and spread itself to form the banks of the Bosphorus and the Golden Horn...”

— Çelik Gülersoy

Istanbul today is just as lively as ever, if not more so. The city offers infinite variety in the fields of art, culture, business, entertainment, and sport, attracting many visitors from all around the world. It is a perfect venue for meetings of all sizes. There is an abundance of 5 star hotels, conference facilities, trade fair centres, stadiums and concert halls, churches, synagogues and mosques, museums and palaces. In all the city offers the world a unique melting pot of cultures and civilisations blended with all the conveniences of modern day life.



DID YOU KNOW?


Official Name	: Republic of Turkey
Capital	: Ankara
Area	: 780,000 km ² , 301,000 mi ²
Population	: 73,000,000 (2010)
Population Density	: 94 per km ² , 242 per mi ²
Life Expectancy	: 73
Literacy Rate	: 88 percent
Languages	: Turkish
Religion	: Muslim : 99 percent, Other : 1 percent
Government	: Presidential Republic
Formation	: 29 October 1923 (Succeeded Ottoman State)
Constitution	: 7 November 1982
Voting	: Universal at age 18
GDP	: 1.119 Trillion US \$ (2010)
GDP per capita	: 13,392 US \$

PRACTICAL INFO

- Istanbul is at GMT +2 hour zone.
- Turkey Uses 220 V, 50 Hz electrical system.
- €1.00 = 3.00TRY // USD1.00 = 2.75TRY recently and ATM machines efficient and safe give cash. There is an ATM machine in the Campus. .
- GSM (Non-North American) standard mobile cellular telephones functions. 900/1800.
- Dialling code +90(National), 0212 (European Side) or 0216 (Asian Side) + eight digit number (Istanbul)
- Weekdays are Monday to Friday, Banking hours are from 09:00 to 17:00.
- Turkish lira is used in the country, all major currencies can be converted at Banks and Exchange offices.
- Smoking is prohibited in all public areas in Turkey.
- When the tip is not included in the check, a %10 Tip is considered the norm.
- Although tap water chlorinated, not safe to drink, bottled water is recommended which is readily and affordably available

AVERAGE TEMPERATURE JULY ISTANBUL

Day	1	2	3	4
°C	24	25	25	25
°F	75	77	77	77

	Low Temperature
	19°C 66°F
	High Temperature
	28°C 82°F



Sunshine Hours
10 hrs

Chance of Sunny Day
50 %

USEFUL TURKISH WORDS
LETS START TO SAY
HELLO = MERHABA (MER-HAH-BA)

English	Turkish	Pronunciation
Yes	Evet	eh-vet
No	Hayır	hah-yuhr
Please	Lütfen	lewt-fehn
Ok	Tamam	tuhm-umm
Thank you	Teşekkürler	te-shek-kewr-lehr
You are welcome	Bir şey değil	beer-shey deh-eel
Excuse me	Pardon	puhr-dohn
What?	Ne?	neh
Help!	İmdat!	im-duht
When?	Ne zaman?	neh-zah-mahn
I don't understand	Anlamadım	an-la-ma-duhm
Very / lot / many	Çok	chok
Very nice / very lovely	Çok güzel	chok gooz-el

VENUE

İstanbul Bilgi University
santralistanbul
Eski Silahtarağa Elektrik Santrali
Kazım Karabekir Cad. No:2/13, Eyüp, İstanbul
Tel: 444 0 428



TASTE OF ISTANBUL'S STREET LIFE

Everybody knows Döner, and it's quite easy to find it around the world; but what about other food that Turkish people miss the most when they're away from home? Below are the best street tastes of Istanbul!



Midye Dolma

Mussels with rice filling

Look out for the street vendors and fish restaurants in Istanbul!

Islak Hamburger

Burgers wetted with a special sauce

Buffets at the Taksim Square are the best places for it!



Kokoreç

A sandwich of lamb intestines.

(Sounds weird but it is incredibly tasty!)

Şampiyon Kokoreç

Çiğ Köfte

Raw spicy meatballs

Kebab Houses are the best places for it !



Lahmacun

Minced meat on a thin piece of dough

Kebab Houses are the best places for it too

Baklava

A sweet pastry made of layers, filled with nuts or pistachio

Karaköy Güllüoğlu, Dedeoğlu



Simit

Circular bread, typically encrusted with sesame seeds or, less commonly, poppy or sunflower.

SPIRITS OF ISTANBUL'S STREET LIFE

In Istanbul you have a wide variety of local drinks to try out — hot or cold, with or without alcohol. Some of them will sound and look familiar but come with a Turkish twist, such as tea or coffee. Others will be new to you and are well worth a try to please your taste buds. Among those are ayran, boza and other juices. In the alcoholic department, rakı is the undisputed national drink, followed by locally bottled beers and wines. Here's an overview.



Black tea : Locals drink it almost as black as coffee, often without any accompaniment. However, chances are this will be too 'strong' for you. Try to start with the lighter version (*açık çay*) and add lumps of sugar as you like. Unless you're in a tourist hotel or restaurant, asking for milk will raise eyebrows.

Ayran : This is liquid yoghurt made by whipping yoghurt and adding water and salt. It should be served cold and fresh, so don't keep it for later. It's sold freshly made in café's and restaurants or in plastic cups in grocery shops and supermarkets.

Boza : Another local drink to sample is boza, made from fermented bulgur with water and sugar. It supposedly builds up strength and virility, but I still need to find the first scientific report to back this up.

Fruit and vegetable juices : Why buy and consume bottled juices when every corner shop (*büfe*) will be happy to make you a fresh one on the spot. Popular juices are orange juice



RAKI “LIONS MILK”

When one thinks of Turkey or Turks, one is reminded of Raki. Although it is not known where or when this drink was invented, it is certain that the history of raki does not go as far back as wine or beer. There are many proverbs on raki, which is the traditional Turkish drink. Today in Istanbul, drinking raki has its own traditional rituals.

The nickname for Raki is lion's milk because it is traditionally drunk with water and ice. The water clouds it to a milky white appearance hence the nickname.

Most important is what it is to be partaken with. White cheese is the main and unchangeable "meze" of raki. Raki is usually drunk with cold dishes like White cheese (Turkish Feta) tomatoes, cucumber, lettuce and seafood. Fish and kebab are also a favorite. Due to the aniseed it contains, raki changes color and becomes a milky white when water is added and a glass of pure water to go with it gives a distinct pleasant taste.

Those who have been drinkers of raki for years and years, point out that this drink affects one according to one's mood. Sometimes one is tipsy after a glass or two; while sometimes even a huge bottle gives only a feeling of well-being and enjoyment.

Raki has a subtle taste of aniseed and it can be tempting to drink the whole bottle but before you knock back glass after glass, be aware that the alcohol content is 40%.

Şerefe! (Cheers!)



TURKISH COFFEE

- Turkish coffee is always served with a glass of water. You drink water first to cleanse your pallet!
- Wait about half a minute or so to let the grinds settle to the bottom of your cup.
- Find a comfortable spot in which to savor your delicious coffee and remember, drink this Turkish treat... sip by sip.

Turkish Coffee is an Intangible Cultural Heritage of Turks confirmed by UNESCO
7 STEPS TO MAKE PERFECT TURKISH COFFEE

Use Turkish coffee beans freshly ground to a powder.

Place one heaping tsp. (7-8 gr.) for each portion in an empty and dry cezve (small long-handled pot). Note: In order to bring the foam to the ideal thickness and have room for the coffee to rise in the pot, be sure to use a cezve of a size appropriate to the amount of coffee being prepared.

Add the desired amount of sugar as follows:

Plain – No sugar added

A little sweet – 1 sugar cube (2-3 gr.)

Medium sweet – 1 ½ sugar cubes (3-4.5 gr.)

Very sweet – 2 sugar cubes (4-6 gr.)

Pour into the pot one coffee cup of room temperature water for each portion of coffee.

Stir the mixture well before placing the cezve over the fire. (Do not stir it after it is placed over the fire.)

Use a low flame. (Allow approximately 3 minutes for the coffee to cook.)

To distribute equal amounts of foam:

The first time the coffee rises (at about 800 C): Lift the cezve from the flame. Be re the mixture rises to the brim and spoon equal amounts of the foam into the cups. Put the cezve back on the fire.

The second time the coffee rises (at about 900 C), more foam is formed. Again, remove from the fire before the mixture rises to the brim. Let it sit or a few seconds (At this stage, the process can be repeated if desired.

However, take care not to let the coffee boil to avoid it becoming bitter and watery).

After each time the coffee rises in the pot, distribute the foam to the cups in equal amounts. In this way each cup will contain an equal amount of coffee. Serve a glass of water with the coffee.

Enjoy your Turkish Coffee!!!



NEIGHBOURHOOD & DINNING

“We will be happy to provide at the conference desk additional suggestions of places where to go”

Pera : Beyoglu (Pera), Flower market, French Street and Asmalı Mescit area which is the pedestrian area. You may walk along the Istiklal Street which is the historical shopping and theatre street of the city. They will view the Flower Market where lots of small Turkish taverns/pubs are set next to each other. After a short walk toward Istiklal Street you will arrive Pera district. Pera, meaning 'opposite shore' generally referred to the shore opposite the harbor of the Golden Horn, that of Galata in Byzantine times. During Ottoman times, it came to refer to the section of Taksim between the Square and Tunnel with all its residing foreigners. The fortified enclave of lower Galata's Jewish, Italian and French were to become the later inhabitants of Pera. The district has many fine and impressive buildings in an international style from the early 20th century and some of them running business as a restaurant and cafe. Flower Market where lots of small Turkish taverns/pubs are set next to each other.
(15 mins from hotel by taxi // approximately 15TL)



Pera Restaurant Alternatives

Belkis Pera Restaurant

Located in the center of the historic Şimal stairs of Meşrutiyet Caddesi, Beyoğlu's newest elegant eatery is the brainchild of owners Alp Türkmen, Barış Turan and Özgür Önel, who wanted to create a more lively version of the meyhanes they usually frequent. Unlike regular meyhanes, the décor at Belkis blends light browns and whites, while dim lighting and modern lacelike wall figures give it a romantic flair at night. Belkis Pera Şimal Sokak 3A, Şişhane, Beyoğlu
+90 (212) 224 3838

Safi Meyhane

is actually a project sponsored by Yeni Rakı and realised by Tourism Research Association to protect the meyhane customs that hold an important place in our culture. The high-ceilinged eatery has a blue-white décor and an impressive collection of old 45 rpm records. Other factors that distinguish it from a traditional meyhane like Karaköy Meyhanesi are the location, the prices and the technologically-innovative elements, like the iPad menus available in four languages..
Meşrutiyet Caddesi 84, Şişhane, Beyoğlu
+90 (212) 225 1269



Yeni Lokanta

A welcome twist on tradition

With a name like Yeni Lokanta – which roughly translates to “new eatery,” using an older word for restaurant – expectations were high for this recently opened kitchen to serve up a new style of authentic cuisine that respects tradition while being firmly grounded in modern tastes. And Yeni did not disappoint.



The decor is simple and slightly rustic, but clean and well-thought-out. Turquoise tiles accent the space, where we were seated at a simple table with a small flower in a vase cut from olive-wood – a nice Aegean-inspired touch. After ordering drinks (which feature a fusion element themselves – flecks of smoky isotpepper colored my glass), we were left to enjoy our conversation, not pushed to order until we were ready. The menu is heavy on a selection of both cold and hot meze, and features only four main entrées. The common theme running through all of them is a blending of traditional Turkish dishes with unexpected ingredients

*Kumbaracı Yokuşu 66, Kumbaracı Mahallesi, Beyoğlu
+90 (212) 292 2550*



Asmalı Cavit

Asmalı Cavit does not overwhelm you with a monstrous meze tray. Most diners here seem to know what they want and discuss the alternatives with the waiter, sometimes creating elaborate scenarios according to personal preference. Owner Cavit Bey, ever-present in the dining room, looks after every table's wishes. We have yet to hear him say, “*maalesef*” (“unfortunately,” in Turkish) to a request. Following a number of tips, our search for a standout meyhane led us to the unassuming Asmalı Cavit on Asmalimescit Caddesi, where we've consistently had outstanding meals. Here we found a traditional meyhane bucking the trend toward mediocrity with subtle but significant tweaks that, for us, make the meal.

Asmalimescit Caddesi 16/D, Beyoğlu / +90 (212) 292 4950



360 Beyoglu

The award winning 360 Istanbul is set in a penthouse perched on a 19th Century apartment building overlooking the old embassy row in Beyoglu. 360 is open for lunch and dinner offering a twist on the modern Turkish meze fused with international cuisine and an exclusive wine selection to compliment it.

*Istiklal Caddesi, Mısır Apartmanı Kat: 8 No: 163,
Beyoglu /+90 212 251 10 42*

Ortaköy, Kuruçesme & Bebek : Ortakoy, Kurucesme And Bebek Is A Point Of Attraction Since The Ottoman Times, And Never Lost Its Charisma. Located In Such A Beautiful Spot Right Under The Bosphorus Bridge, It Is Lively In Every Hour Of The Day... With Its Cafes Stretching Along The Coast, The Bars, And Street Bazaars. Ortakoy Is Popular Not Only For Tourists But Mainly For Locals Of Istanbul. There Is A Nice Flee Market On Weekends, And Breakfast In One Of The Local Coffee House Is Really Recommended.

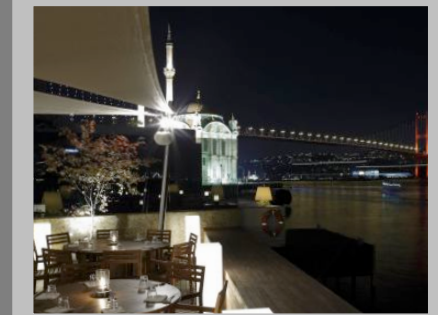


Ortaköy, Kuruçesme & Bebek Restaurant Alternatives

Zuma

With two branches already: in Hong Kong and London, famous Japanese restaurant Zuma now has a third branch in Istanbul. The décor parallels that of the other branches, and all of the furniture, right down to the hand-made plates, is all brought from Japan. On the lower restaurant level, aside from the tables and chairs, there's a sushi bar and a robata grill where food is prepared and served right in front of your eyes.

Salhane Sokak 7, Ortaköy, Ortaköy
+90 212 236 2296



Park Fora Fish Restaurant

Very special seafood restaurant, surrounded by the unique view of Bosphorus and the green nature of Kurucesme Park: Park Fora. With its extraordinary location, well designed architecture and cosy atmosphere, Park Fora is more different than any other classical fish restaurants.

Here you can try not only daily fish dishes but also a variety of cold and warm seafood appetizers and specialities of Mediterranean kitchen that you can not taste any where else.

Ortaköy Mh., Muallim Naci Caddesi No:54, Kuruçesme
+90 212 265 5063



Feriye Restaurant

Moving in the 19th Century from Topkapı Palace to their new magnificent palaces in the Bosphorus, the Ottoman Sultans literally started the history of Feriye, built then as a precinct. As the terminus of the new palatial area extending from Besiktas to Ortakoy with Dolmabahce and Ciragan Palaces, Feriye is actually an embodiment of the interesting architectural features peculiar to its age. Further to the restoration carried out in 1995 by Kabataş High School Foundation, Feriye Complex has become an exceptional spot to make you meet the past on the Bosphorus.

Çırağan Cad. No: 40 Ortaköy
+90 212 227 2216



Karaköy : Bankalar Caddesi (The Avenue Of Banks) — The Glory Of Constantinople’s Financial District—In The Upcoming Neighborhood Of Karaköy. After A Falling On Hard Times After The Creation Of The Republic, Today The Area Is Having A Facelift And Revival, With An Influx Of Galleries, Hotels, Restaurants And Cafes That Rub Shoulders With Electric And Lighting Shops. Former Imperial Ottoman Bank, Now The Salt Galata Arts And Cultural Center. Leading Turkish Galleries Such As Elipsis, Galeri Mana, Artsümer And Istanbul’74 Are Also In The Neighborhood. Nearby Eateries Include Hip Bej Café, Karabatak, Naif, Lokanta Maya, And Unter Serving Delicious Coffee And Food, As Well As Traditional Namlı Gurme For Turkish Delicatessen Food, Karaköy Lokantası For Turkish Delicatessen Food And Güllüoğlu For Baklava. The Spice Market And Galata Tower Are Close-By Sightseeing Destinations As Well As Jewish Museum.
(15 mins from hotel by taxi // approximately 15TL)



Karaköy Restaurant Alternatives

Karaköy Fish Restaurant

Established in the entrance of Griffin Han in 1923, Karaköy Balıkçısı is a fish restaurant that’s been passed down through the generations without sacrificing any of its bohemian aura or intimacy. Undoubtedly, the most important factors in extending the restaurant’s life are that the staff is groomed with the experiences of the previous generation and the quality of service is kept consistent. Regulars’ favourites and the chef’s specialties include daily fish, delicious fish soup served with bread from the brick oven, sea bass cooked in paper, shrimp and tongue şiş. On the floor that only lunch is served, there are no alcoholic beverages but the top floor of the building that the restaurant is located offers more than you could ask for; dinner, alcohol, terrace and the spectacular view.

*Tersane Caddesi Kardeşim Sokak 30, Karaköy
+90212 251 1371*



Colonie

Located in the heart of the eatery, Colonie’s most valuable treasure is undoubtedly its open kitchen, which boasts a wood-fired pizza oven. What we particularly love is that the food – essentially fine-dining flavours in terms of their presentation and ingredients – is served at affordable prices. The charcuterie section is another hit at Colonie, with a repertoire that’s enough to entice visitors with its cheeses and cold cuts alone.

*Kemankeş Caddesi 87/A, Karaköy, Karaköy
+90 (212) 243 21 03*



TRAVEL IN ISTANBUL

Airports: Istanbul has two airports, the major Ataturk International Airport (IST) located in European side of the city, 23km (14 miles) west of the city center, reachable by metro; and Sabiha Gokcen Airport (SAW) on the east side of the city, Asian side. Taxis and public transport serve both airports, but a private transfer is a better way to go for some travellers.

Taxis: They are a lot of taxis in Istanbul, Turks use it a lot and you can catch one very easily. Taxis are yellow and you can see the word "Taksi" written on it, which means, "taxi" in Turkish. Use always your hotel service to call a taxi and if you are somewhere in the city, go to a 5 star hotel and ask for a taxi, they will help you. Taxis in Turkey are much cheaper than in Europe, and it is a way of transportation in Istanbul.

Bus: IETT city buses, tend to be slow and crowded, especially during the city's morning and evening commuter rushes. Use the Istanbulkart transit pass for city buses. Besides the IETT buses operated by the city government, Istanbul has private buses owned and operated by private individuals and companies in accordance with city regulations. These buses run on some of the busier routes, charging the same fares as municipal buses, but may allow you to pay your fare with Istanbulkart transit pass.

Ferryboat: Ferryboats are most enjoyable way to travel in Istanbul between the continent's.

Funicular: Runs between Kabataş on the European shore of the Bosphorus, south of Dolmabahçe Palace, and Taksim Square, the busy centre of Beyoğlu.



Shuttles:

There will be morning and after sessions shuttles during the conference between some certain stations to the university and return. Stations will be close to the hotels that we announce on the registration form. Subtle times and stations will be announce soon in the conference web site.



City Tours:

Please kindly visit conference web site about city tours. all tours are special prepared and will be operated for SED2015 with professional English Speaking guides. Tours are regular basis and if you would like to have private tours or any other language service, you may find the contact details on web site as well.

http://sed2015.bilgi.edu.tr/site_media/docs/SED2015_Tourism.pdf

ISTANBUL CITY MAP

