portfolio

2024

Architectural Team, Sectorial Expertise.

We produce unique solutions for the building sector with marketing services specially designed for your company.

TASARIM DEZ İNTİ DANIŞMANLIK

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1

MEDIA AND DESIGN CONSULTANCY

As part of the Media and Design Consulting, the social media content of your companies is planned to best suit your company's corporate identity and is communicated to you and managed to best suit your company.

The editorial content of your websites and blog posts are edited. As a Dezinti Design Consulting, architects, buyers, decision-makers, and contractors, we have a media and design advisory that can access thousands of people in the building industry and achieve the most accurate results by filtering them specifically to you and your brands, such as project management and design offices that run projects such as interior architects, banks, hospitals, schools and more.

Let the Construction Sector be aware of the innovations in your company!

Deliver your brand and products to an influential audience through the proper channels.

SOCIAL MEDIA

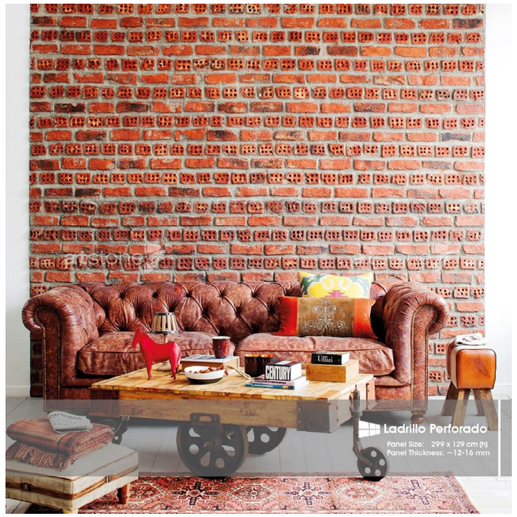
Social media is one of the most powerful platforms that can be applied to improve your brand awareness, promote your corporate identity, and make effective notifications.

The “most important reason” social media is one of the “most important” marketing tools for building materials companies is that it is not unwanted advertising. Instead, it is a proper marketing tool, as Seth Godin described as the marketing guru.

As building materials companies, you can encourage customer interaction with different strategies that you can use social media and benefit from the diversity of social media. For example, you can inform your audience about the projects you are involved in and promote the projects you are interested in. With social media, you can constantly inform your most loyal audience and communicate with prospects through your social media channels. And using social media marketing eliminates high pocket costs that arise from traditional marketing tactics such as billboards or TV ads.

Reporting and evaluating the budget and ads for social media advertising and your purpose and content to help you reach your potential new audience in your social media strategy are among the most essential tools to improve your marketing channels.

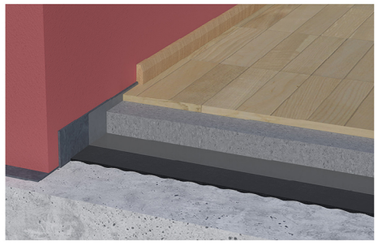
From DEZINTI’s experienced team, you can receive support from A to Z for your social media management.



TUNEX
DARBE SESİ YALITIM MEMBRANI







EN 13501-1 Bfl

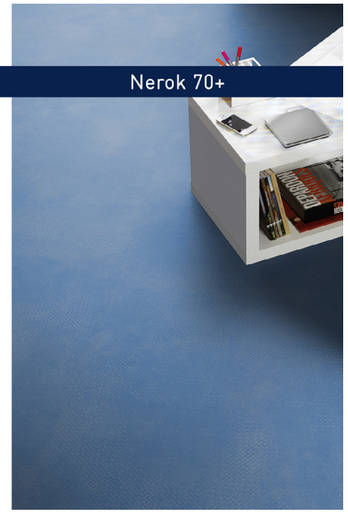




Gerflor | TÜRKİYE

Nerok 70+

Brooklyn Blue 2249



BLOGSTONE



LİQUİD MARBLE INSTALLATİON BY MATİEU LEHANNEUR

French Designer Matieu Lehanneur exhibited his 'Liquid Marble Installation' at the Victoria and Albert Museum as part of the London Design Festival.





BLOG

The editorial team of Dezinti Tasarım Danışmanlık, which consists of architects, makes regular articles/ content entries every week if you have a blog as a segment or as a microsite in your website. The contents are always created with the architectural language and the contents suitable for the corporate identity of the company.

DENDRO Dendro Home Blog

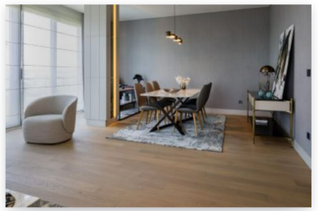


ART / ARCHITECTURE

The Color of the Year 2023: Viva Magenta

22 DECEMBER 2022 - 2 MINS READ

The Color of the Year 2023: Viva Magenta



ENGINEERED FLOORING

Why is Oak Flooring a Perfect Choice for Your Home?

15 DECEMBER 2022 - 3 MINS READ

Why is Oak Flooring a Perfect Choice for Your



ART / ARCHITECTURE

The Most Colorful 13 Cities in the World

5 DECEMBER 2022 - 5 MINS READ

The Most Colorful 13 Cities in the World

SILKARSTONE HOME CORPORATE PRODUCTION REFERENCES PRODUCTS SERVICES DOCUMENTS NEWS CONTACT LANGUAGE

BLOG



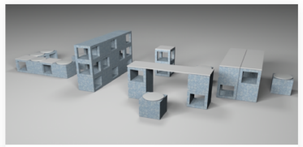
Polystyrene, Rubber, and Plastic Look Marbles from Fabio Viale

Italian Sculptor Fabio Viale, born in Cuneo in 1975, gives marble an incredible feeling of lightness. Sculptures tha...



Liquid Marble Installation by Matieu Lehanneur

French Designer Matieu Lehanneur exhibited his 'Liquid Marble Installation' at the Victoria and Albert Museu...



Design An Mor Recycles Waste Paper Into Clay Blocks

Design An Mor recycles organic waste to develop modular furniture pieces. The new project, called Paper Clay, explores t...

ASPEN Products Projects Corporate Documents Blog Contact TR

Blog



29/12/2022

More than a Workplace Space: Trendyol Campus

ASPEN

Trendyol one of the world's leading e-commerce companies, has signed a creative project with Turkey's leading architectural design office Erginoğlu & Çalışlar Architecture. As ASPEN, we are involved with our innovative and functional products to have a dynamic interior in this innovative project. Let's look at the 'Trendyol Campus', which has a very different structure from the usual workplace buildings, and what products are used.



22/12/2022

French Architect: Odile Decq

ASPEN

Architect Odile Decq, who produces by questioning matter, body, and technique, is known for her contributions to architectural education with a sensitive and contradictory attitude. At the same time, she inspires the next generation of architects with her strong stance and radical ideas.

Read More ›



15/12/2022

Christmas Tree Design Ideas for 2023

ASPEN

With only a few days left until 2023, the excitement of the New Year begins to surround homes, offices, educational spaces, shopping centers, and all other structures. This week, we offer you solutions to the search for



08/12/2022

CLICK! 10. Magazine Published

ASPEN

CLICK! is a virtual magazine focused on design, architecture, interior architecture, life, and culture art. You can access delightful magazines for free and easily download PDF documents. Just, a new one has been added to the other articles that deal with current issues such as "Green

2

MARKETING AND ADVERTISING CONSULTANCY

E-mailing, mailing, digital showcase, sectoral newsletter and press release sending…

NEWSLETTER

2022 | DECEMBER

EXPERT SOLUTIONS IN SOUND INSULATION - VIBRATION CONTROL - SEISMIC PROTECTION

ISTANBUL'S FAVORITE PROJECT OYAK DRAGOS' SOUND INSULATION IS UNDER THE ASSURANCE OF DKM CONSTRUCTION & CONSULTANCY!

• OYAK Dragos Project, which is a mixed project consisting of residences, offices and street shops; It offers more than a project with its strategic location, construction quality and social opportunities. OYAK Construction achieved its A-class acoustic performance target as a result of the right staff, the right product, and the right application by collaborating with DKM Construction & Consultancy, which has once again proven its expertise in its field, in accordance with the principles of the new regulation. In the OYAK DRAGOS project, DKM patented 5 mm thick film-covered TUNEX under-screed underlay, which received awards from international organizations and was used on reinforced concrete slabs for the insulation of impact sound, was used.

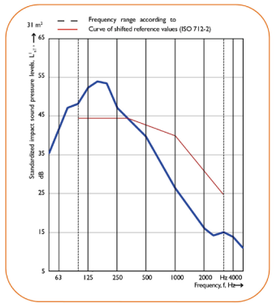
Right Staff - Right Product - Right Application

• In the OYAK DRAGOS project, the performance of our DKM patented 5 mm thick film-covered TUNEX under-screed underlay, which received awards from international organizations and was used on reinforced concrete slabs for the insulation of impact sound, was measured by the first acoustic engineering company in Turkey to implement the ISO 9001 Quality Management System.

Eco-Friendly Solutions

• The OYAK DRAGOS Project, designed in accordance with the green building concept according to the **LEED Gold Certificate,** forms a whole with the environmentalist attitude we maintain as DKM Construction and Consultancy. TUNEX, **our 100% recycled product,** demonstrates high acoustic performance while supporting the sustainability principle.

OYAK DRAGOS Became The First Building in Turkey to Comply with 'A' Class Impact Sound Insulation Standards!

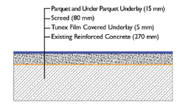


FLOOR DETAIL - II
Blok B

Floor Detail between B Block 24th Floor No:125 Bedroom and 23rd Floor No:120 Bedroom

Floor Area: 11,0 m² - Room Volume: 30,8 m²

- Parquet and Under Parquet Underlay (15 mm)
- Screed (80 mm)
- Tunex Film Covered Underlay (5 mm)
- Existing Reinforced Concrete (270 mm)



The calculations made by DKM Construction and Consultancy pre-application, have been verified with the measurements made in the field.

L'_{nTw} (C_i) = 42,7 (1,4) dB

Evaluation According to ISO 717-2

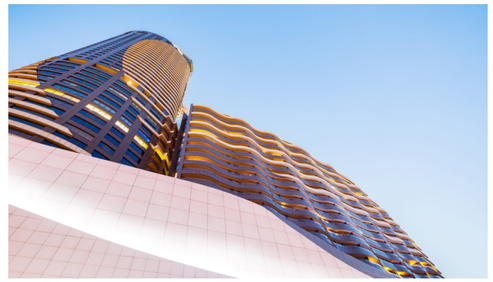
L'_{nTw} (C_i) = 42,7 (1,4) dB

Evaluation based on field measurement results obtained in one-third-octave bands by an engineering method.

$C_{I,50-2500}$ = 1,8 dB

TUNEX

THE LARGEST COMPREHENSIVE PROJECT TO BE BREEAM CERTIFIED: AKASYA ACIBADEM



The AKASYA project, which is a large project with housing, office and shopping mall functions of approximately 500.000 m², was designed and built under the BREEAM BESPOKE 2010 green building evaluation system. The project has been the largest comprehensive project in the BREEAM Bespoke 2010 Interim category, receiving the BREEAM certification at Good level.

MEHPARE EVRENOL, JURY MEMBER OF BUILDING CATALOG ARCHITECTURE AWARDS 2022



The Architect's First Building Award will be presented for the second time this year under the "BUILDING CATALOG" to increase the quality of buildings in our cities and to encourage the innovative ideas of young designers to meet with employers and users. Architects will be rewarded as a result of the competition, where they can be nominated for their first structures built between January 01, 2016 - December 31, 2021. FOR DETAILED INFORMATION ABOUT THE COMPETITION: https://en.altincekul.com/mimilkyapi

ARCHITECTURE AND CINEMA

A Wes Anderson classic, aesthetic visuals, and symmetrical shapes attract the attention of the audience. The ''greenscreen'' method was mostly used in the filming, where the decor and space drawings were built on an architectural scale. For the exterior shots of the hotel, Anderson had a three-meter miniature model building, especially inspired by the historic Palace Bristol Hotel and Grandhotel Pupp hotels in Karlovy Vary. The movie The Grand Budapest Hotel, which will prove



artstone

ARTSTONE NEWSLETTER

NO 24

PLATFORM THAT COMBINES ARCHITECTURE WITH CULTURE AND ART

NEWSLETTER | NO: 02
OCTOBER 2022



LIGHTWEIGHT AND DURABLE SURFACES WITH ARTSTONE PANELS

Artstone panels, do not put extra load on the building thanks to their light structure, prove that they are the most **durable** and long-lasting panels in the industry with the results of the impact resistance test. The decorative application panels, produced in varying section thicknesses in the range of 10-14mm and reached **maximum strength**, provide the opportunity to be used for many years with their strong and non-deforming structure.

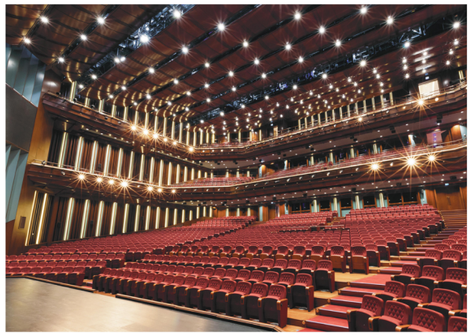
Thanks to its thin and flexible form, Artstone products, which can be easily applied to any surface indoors and outdoors with the screwing method, allow the walls, columns, beams, and ceiling surfaces of architectural projects to attain the desired texture and appearance in optimum times.



#ARTSTONEFOCUS: TRAD

Trad wall panel, which carries the natural appearance of wood to surfaces with its form consisting of properly cut planks, can be applied indoors and outdoors by being affected by water and humidity. The wall panel, which displays the natural state of wood by blending Artstone with innovative touches, allows to creation calm and peaceful space identity.

desmus
Cultural Architecture



DESMUS AND CULTURAL ARCHITECTURE

As part of their expertise, Desmus deals with cultural venues where art is performed, people call out to communities for various reasons, and collective events are held with her experience from the field. Within the scope of cultural architecture, it provides suitable conditions for different spaces such as performance spaces, auditoriums, multi-purpose halls and congress centers.

OUR SERVICES

01: ACOUSTIC DESIGN

Desmus is involved in the specialized design and planning of arts and culture-related projects, performance venues, and educational and commercial establishments. It offers comprehensive services for areas requiring expertise. One of them, acoustic design, examines general building acoustics, auditorium acoustics, noise vibration control, and sound insulation.





REFERENCE PROJECT:

NIGERIA NATIONAL THEATRE

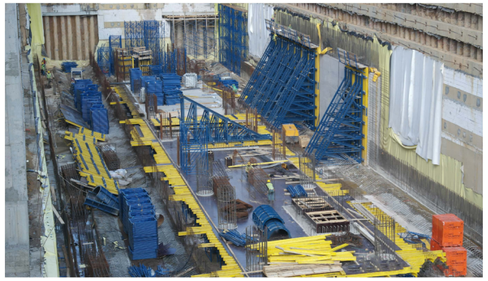
The National Theatre, the most important culture and arts center of Nigeria, whose construction was completed in 1976, is being renovated after 45 years. With a capacity of 5000 people, the Theater is a performance arts center with a total area of 8000 m2. Desmus' architectural team; The project, which includes architectural design, acoustic solutions, sound insulation, stage production, infrastructure,

intek
KALIP ve İSKELE

SOLUTION PARTNER OF SUCCESSFUL PROJECTS

NOVEMBER 2022 NEWSLETTER

TTD SINGLE-SIDED STARTER EQUIPMENT



In wall formwork applications, tie-rods connect two opposing panels to withstanding the concrete pressure. However in some cases, it is impossible to use tie-rods.

For example :

- At dams
- Where casting against insulating layers
- Where there is no space for the opposing panel to be placed
- Where walls are too thick
- At stop-ends of thick walls
- At stop-ends of thick slabs

In such applications, concrete pressure is transfered by means of single sided system components to the stop anchors which withstand these forces.







2022 | NOVEMBER

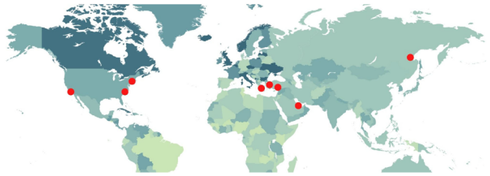
SILKAR STONE



SILKARSTONE, WORLDWIDE, AS NATURAL STONE MANUFACTURER

SilkarStone is a reliable and innovative natural stone manufacturer exporting marble to more than 35 countries worldwide!

SilkarStone produces mosaics, slabs, and tiles with a wide range of marble products. While SilkarStone is a reliable natural stone supplier of contracting and retail distribution companies around the world, it aims to be a respected and leading brand in the sector with its design and innovative products. In addition to its exhibition center in Istanbul, it provides worldwide services to large-scale and special production projects with its joint ventures in Qatar, China, and the United States.



LSP (LAMINATED STONE PANELS)

With using advanced technology, LSP (Laminated Stone Panels) is obtained by cutting stone slabs into incredibly thin sheets and laminating them into lightweight materials. Thanks to its lightness, LSP allows you to use it in large sizes in your projects. LSP product family offers a more sustainable, custom approach to design, while maintaining a lower price point.



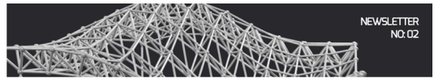
LSP - PR PORCELAIN

Create dramatic spaces with the incredibly thin LSP - PR Porcelain from the LSP product family!

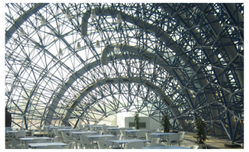
- Suitable for interior wall applications
- 30-70% of the weight of 2 cm marble panel
- Available in extra large panel sizes due to light weight
- Available in various surface finishes (polished, honed, brushed, sandblasted, bush hammered)
- Suitable for use in wet areas
- %50 reduced installation time
- **Most Common Applications:** Building Construction Industry
- **Installation:** Adhesives (Cement / Silicone / Epoxy)



USKON



USKON SPACE FRAME SYSTEMS



USKON Space Frame Systems was constructed in 1979 by Ms. Architect Yaşar Marulyalı. As the pioneer of the space frame systems in Turkey, Uskon has been completed over 100 projects in the world as well. Uskon is internationally recognized with its architectural solutions and technological superiority, and become a leading company in the space frame systems industry.

PRODUCT AND SERVICES

Uskon designs, porduces and assembles steel space frame systems and manufactures to global standards with more than 40 years of experience. Uskon essentially aims at quality and customer satisfaction when fulfilling the projects it commits and also prioritizes safety and complete its projects on time.



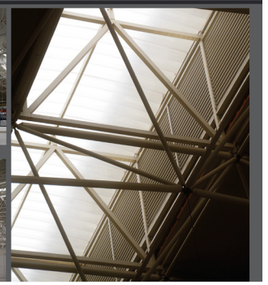
LOCATIONS



Uskon has representative offices in 18 countries,and exports to nearly 50 countries including France, Spain, Greece, Portugal, Romania, Russia, England, United States of America, Egypt, Morocco and Middle East countries; It continues to realize prestigious projects in different geographies and climatic conditions.

REFERENCE PROJECT: KALE SERAMIK FACTORY BUILDING, ÇANAKKALE/TURKEY







CONTACT US FOR MORE

2022 | NOVEMBER

YILMAZLAR
BanyoMerkezi 1966

BOCCHI AS A DESIGN THINKING BEYOND THE PRODUCT

BOCCHI

IL BAGNO PER TUTTI

BOCCHI has been carrying out its activities since 1950 with the motto of "il bagno per tutti", combining a modern and human-oriented design approach with high technology. BOCCHI, which pioneered the bathroom products industry with its journey starting from the soil with ceramics and with the awareness of its responsibilities to society and nature with all its activities, awaits you at **Yılmazlar Bathroom Center** with its colorful product range.

BOCCHI TOILETS

Luxury Ceramics and Superior Technology Meet in Your Bathroom!



Jet Flush Technology

More Hygienic - Quieter - More Functional

BOCCHI Jet Flush toilets provide 100% cleaning. Thanks to the special design of the toilets, the water rotates in the bowl and cleans even the bidet area.

Thanks to the "Jet Flow System" in BOCCHI Jet Flush toilets, it cleans more effectively than standard WC pans.

Thanks to Jet Flush Technology, the water rotates from one direction and washes. That's why the water doesn't hit each other.

With Clean Plus+ Technology, Your Bathrooms Are Bright and Clean as the First Day!

ECO-FRIENDLY TOILETS
WITH
BOCCHI



XL Toilet Options

With the BOCCHI XL toilet option, it offers a width of 42 cm and a length of 60 cm, providing a 30% wider seating area compared to standard size toilets.

For users in different body sizes, the time spent in the bathroom becomes more comfortable.

Rimless Toilet Hygiene

Rimless Toilets, with its design that can reach all the points inside, ensure that every point is cleaned, while at the same time it prevents the formation of limescale.

Thanks to its design, Rimless Toilets offers easier cleaning with fewer cleaning materials.



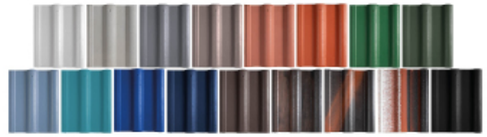


HATİPOĞLUGÜNEŞ

MAY 2021

Meet Frig Series,
one of the colorful concrete tiles series of Hatipoğlu Güneş Kiremit!





Frig Series offers **roof tiles and accessories in 17 different colors** that can adapt to any project for your roofs. In the villa roof project implemented by Hatipoğlu Güneş Kiremit, **Anthracite Gray** was preferred from the Frig Series concrete tiles.



The indispensable part of your roofs with its small curves and straight canal structure, the **Frig Series tile accessories provide suitable solutions for every detail of your roof.**



Frig Series Features

- ✓Resistant to the toughest weather conditions,
- ✓ It is waterproof and under warranty against frost,
- ✓ A1 class fireproof,
- ✓ TSE certified, in compliance with ISO 9001, ISO 14001 standards,
- ✓ It has CE certification.

CONTACT US FOR DETAILED INFORMATION!

T : 0(274) 224 04 24 / 0(274) 224 10 44 E : info@hatipoglugunes.com W : www.hatipoglugunes.com
Eskişehir Yolu 5.Km 43030 Merkez/Kütahya
MERSİS NO: 0434005270300011

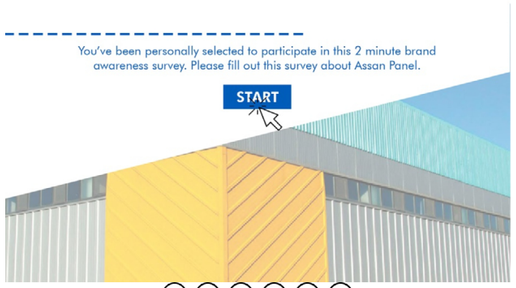


How much do you know about **Assan Panel**

which builds right with innovative and sustainable decision?

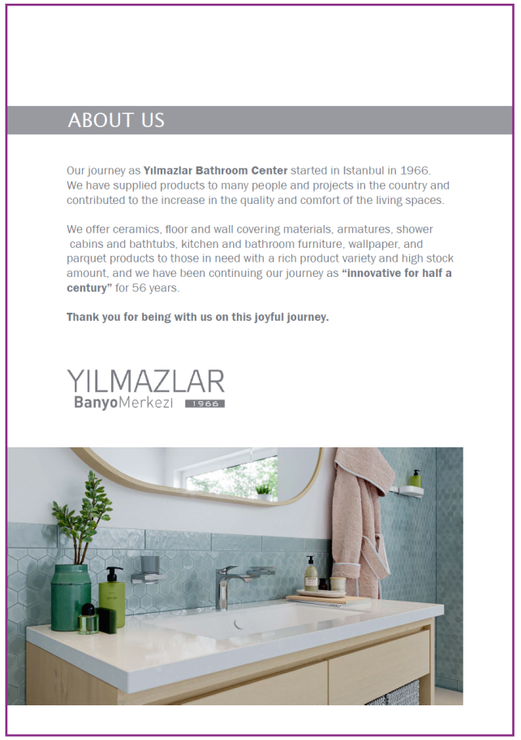
You've been personally selected to participate in this 2 minute brand awareness survey. Please fill out this survey about Assan Panel.

START



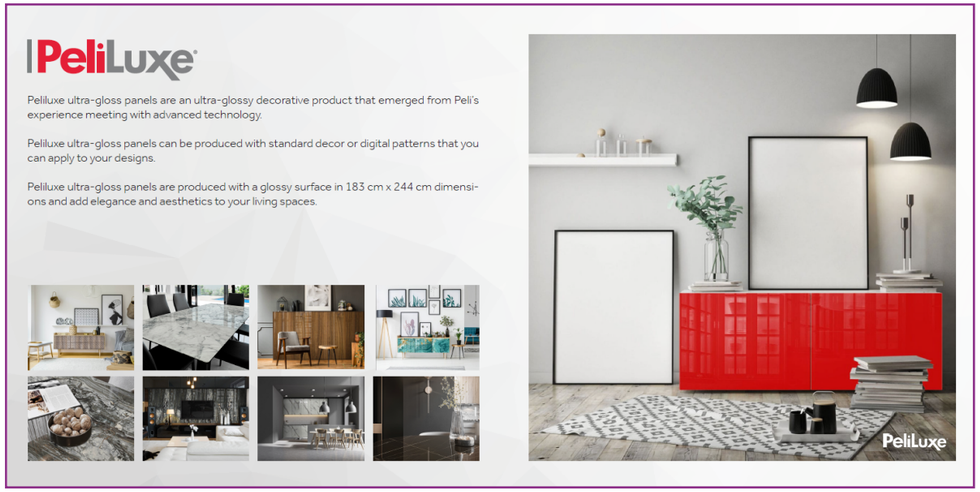
CATALOG AND PROMOTIONAL MATERIALS





Yılmazlar Banyo Merkezi - Catalog



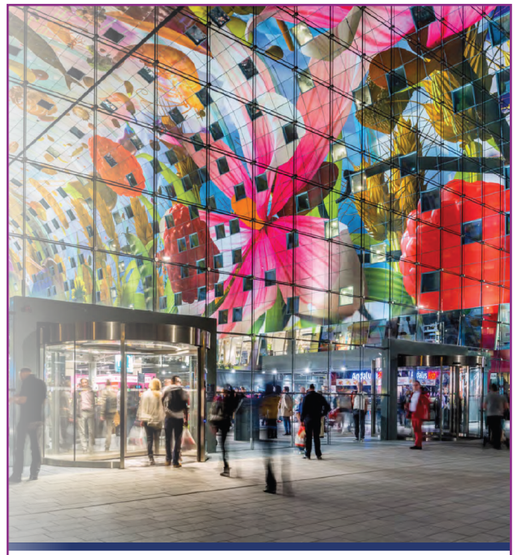


Peli - Catalog





Altınbölme - Catalog



Automatic Revolving Doors

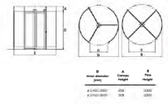
Functional and aesthetic solutions

monador
Automatic Door Systems



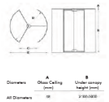
TOURNIKET STANDARD AUTOMATIC AND MANUAL REVOLVING DOOR

Revolving doors are designed in a wide range of sizes and desired surface properties according to the capacity requirement, providing long-lasting use for entrances with high pedestrian traffic. It is the most effective energy saving climatization solution at building entrances.

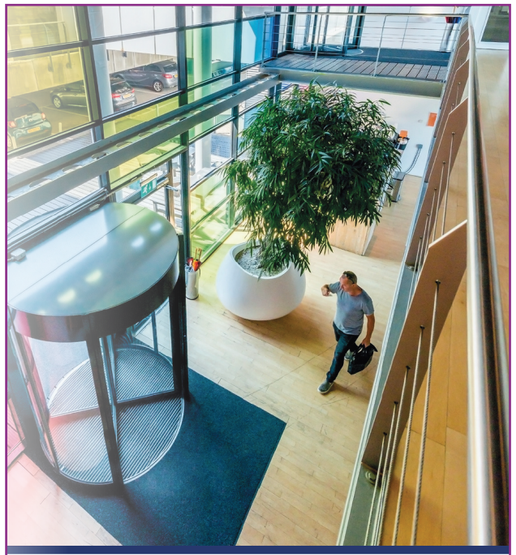


CRYSTAL TOURNIKET AUTOMATIC & MANUEL REVOLVING DOOR

A glass revolving door model produced between min 1600mm-max 3000mm inner diameters. Possible to increase these dimensions even more with special manufacturing.







Security Doors

For safer, more comfortable spaces

monador
Automatic Door Systems



MANTRAP DOOR CIRCLELOCK CYLINDER TUBE SAFETY DOOR

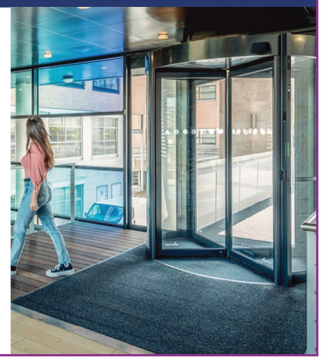
Basically, they are high security doors that consist of two single-wing cambered sliding doors and allow only defined users to pass through one by one.



TOURLOCK PROHIBITED ACCESSORY AND HIGH SECURITY REVOLVING DOOR SYSTEM

Revolving doors with 3 or 4 wings, which provide controlled passage from manual or automatic high-security crossing points without a security guard.





3

PUBLICATION AND EDITORIAL CONSULTANCY

Whitepaper, periodical publication, newsletter, blog, newspaper, publication (digital / printed), sponsorship studies, competition applications, B2B studies, collaborations...

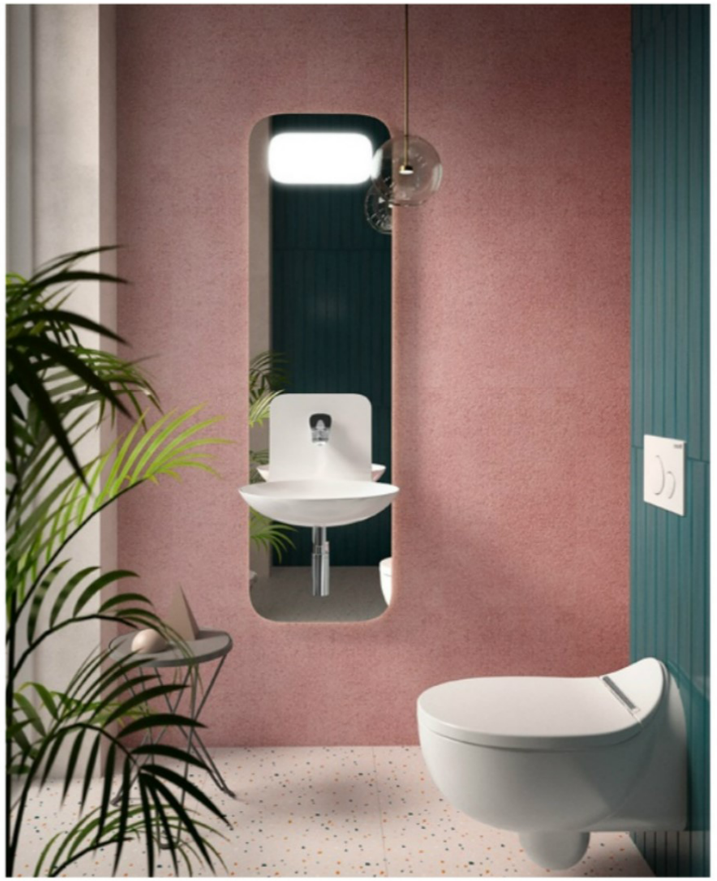
Sustainable message creation, ghostwriting, presentation creation, product posts, bios...

TRENDBOOK

These are the catalogs that tell which trends are dominant or will be dominant in the selected field, and what the daily reflections of these trends will be from the pen of different experts.

It functions as an important interaction tool in the center of the sectors it is in contact with, with the wide access network it has established thanks to its printed or digital version.

TRENDBOOK



creavit



Her mekanın en temel ihtiyacı olan banyolar, seçilecek malzemeler ve dokular ile çok farklı şekil ve tarzlarda tasarlanabilir.

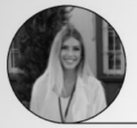
Bir proje tasarlarken, en çok önem verdiğim mekanların başında ıslak hacimler gelmektedir. Banyolar, evlerimizin diğer bölümleri kadar çok vakit geçirmesek de temel ihtiyaçlarımızı karşılayan en önemli noktalardandır. Sabah yeni bir güne uyandığımızda banyolarımızda gözümüzü açar ve yüz yıkamak gibi temel ihtiyaçlarımızı bu noktada gideririz örneğin. Ya

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creavit



Melis NAZİFOĞLU
Klinik Psikolog

Yaşanılan yapılı çevre, ekonomik ve sosyal çevre, global dünyadaki gelişmeler dahil çevremizde olan her şey farkında olmasak da bizlerin psikolojisini olumlu ya da olumsuz anlamda etkiler.

İnsanların var olan çevresel faktörlerden psikolojik olarak etkilendikleri yapılan birçok araştırma ile kanıtlanmıştır. Yaşanılan yapılı çevre, ekonomik ve sosyal çevre, global dünyadaki gelişmeler dahil çevremizde olan her şey farkında olmasak da bizlerin psikolojisini olumlu ya da olumsuz anlamda etkiler.

İhtiyaç hiyerarşisi düşünüldüğünde barınma ve sosyalleşme bireylerin öncelikli ihtiyaçları arasında yer almaktadır. Bu ihtiyaçları karşılayacak olan yapılar, sosyalleşmek için tasarlanan mekanlar mimarinin bir parçasıdır. İnsanların psikolojik olarak çevresindeki her şeyden etkilenebileceği düşünüldüğünde, kişinin içinde bulunduğu mekanlardan olumlu veya olumsuz olarak etkilenmeyeceğini düşünmek yanlış olur. Zihin açıklığı, üretkenlik ve yaratıcılık, güvende hissetme, rahatlama bu etkilerden sadece birkaçını oluşturmaktadır.

Mekanların tasarımı ve içerisinde yer alan eşyaların konumları da bizler için oldukça önemlidir. Bir düşünün; koyu renklerden oluşan, dar alana sahip ve çok eşyanın olduğu dağınık bir odada mı rahat edersiniz; yoksa geniş açıklıklara sahip, doğal ışığın içerisine girdiği, soft renk tercihlerinin yapıldığı, az eşyanın ve bol hareket alanının olduğu bir mekanda mı? Sadece bu karşılaştırma bile içerisinde bulunduğumuz mekanların bizleri etkileyeceğine örnek olacaktır.

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creavit



Y. İç Mimar Elif ARSLAN ERGÜN
Kurucu, Elif Arslan Interiors

Güne başlarken ve günü bitirirken kullandığımız ilk ve son mekan banyomuz...

Yani evimizin, yaşadığımız yerin en önemli mekanlardan biri...

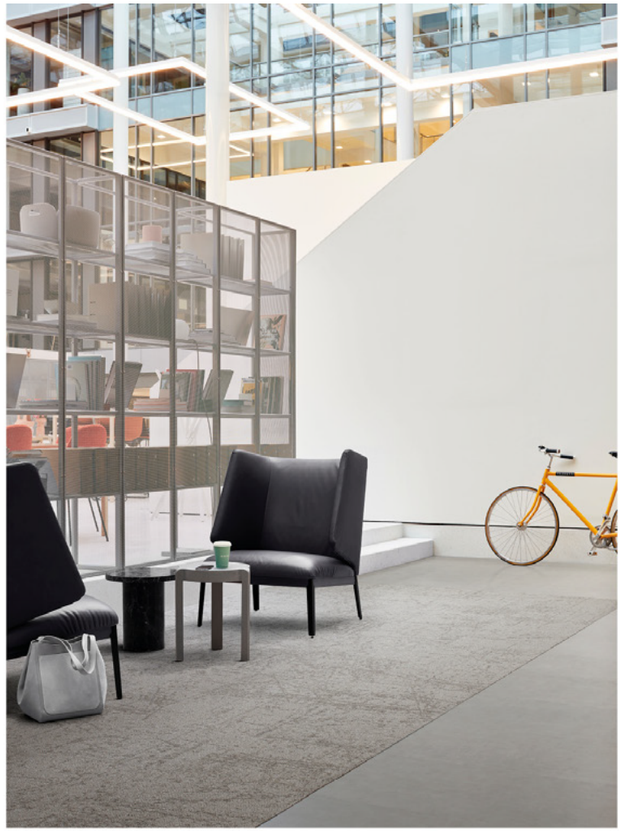
Belki farkında olmasak da bizi önemli derecede etkileyen alanlardan biri aslında...

Günümüzde, ev satışlarında, evinizin değeri belirlenirken banyonuzun kaç metrekare olduğu, armatürlerinin hangi marka olduğu, özellikle banyonun nasıl tasarlandığı, evin değerini yüksek derecede etkiliyor. Çünkü, pandemi ile birlikte evde geçirilen zamanın artmasıyla beraber banyonun önemi, tasarımın insan üzerindeki büyük etkisi ortaya çıkmış oldu. Dolayısıyla, iyi tasarlanmış bir evde, eskiden geri planda kalan banyonun önemini bu şekilde görmüş oluyoruz.

Doğru bir lay-out üzerine kurgulanmış bir banyo, günlük kullanımınıza pratiklik sağlayıp, uzun ömürlü malzemelerden oluşmalıdır. Uygun zemin-tezgah malzemeleri, duvar bitişleri, batarya ve vitrifiyelerle sürdürülebilir bir banyoya sahip olunabilinirken, tasarımda su ve nem durumu



creavit



Trendbook

Bu yayın, bağımsız uzmanlarla işbirliği yaparak, Interface® himayesinde oluşturuldu.

Interface®

12

D.
Otomotiv



E.. Al
İcıra K
Doğuş

Mobilite Değişiyor, Sıra Şehirlerde

Mobilite kavramına özellikle kente ve mimariye olan etkisi üzerinden baktığımızda, tarihten bugüne toplumsal yaşamın şekillenmesinde insanların bir yerden bir yere gitme çabasının çok önemli bir rol oynadığını söylersek, yanlış olmaz diye düşünüyorum.

Özellikle endüstri devrimiyle dönüşmeye başlayan kent yaşamına baktığımız zaman; kentin ticaret, politika ve sosyal yaşamın toplandığı dinamik bir merkez haline geldiğini rahatça söyleyebiliriz. Tam da bu noktada "mobilite", kentlilerin hareket etme ihtiyaçlarını ve kentin vaat ettiği her türlü zenginliğe kolayca ulaşabilme isteklerini en açık yansıttıkları unsur haline geldi. Dolayısıyla sahneye çıkan buharlı makineler, trenler ve içten yanmalı motorlu araçlar kentlilerin ya da kente ulaşmak isteyenlerin daha çok katmanlı ve daha geniş ölçüde mobil olmasını sağladılar.

19 yüzyılda artan demiryolları sayesinde, kente girişi simgesel olarak sağlayan görkemli tren garları yerlerini 20 yüzyılda otoyollara ve Avrupa şehirlerini bir ağ gibi ören metro ve tramvay hatlarına bıraktı.

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Ancak,
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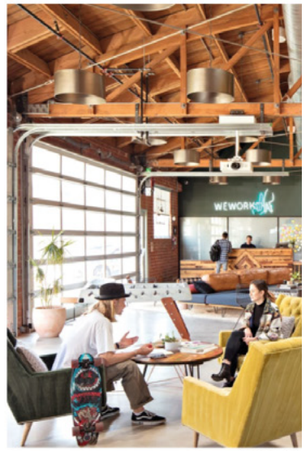
42



Emre Kuzlu
Ortak / Genel Müdür / Mimar
I-am Istanbul

Teknolojinin getirdiği yeniliklerle birlikte insanların çalışma şekilleri ve düzenleri de büyük ölçüde değişime uğradı. Artık bir laptop, akıllı telefon, kablosuz internet ve bulut tabanlı depolama alanıyla her yer ofis olabiliyor. Bu yüzden, eskiden bir şirketin faaliyetlerini gerçekleştirebilmesi için elzem olan ofis alanları da bu dönüşümden büyük ölçüde payını alıyor.

Dünyanın farklı şehirlerinde operasyonlarını



WeWork 57



Burcu Şenparlak
Genel Müdür / Yüksek Mimar
Swanke Hayden Connell Mimarlık

Mimarlık esas olarak insan ve çevre ilişkisinde mekân tasarlamaktır. Konutlar, okullar, ofisler, fabrikalar, müzeler, parklar, meydanlar, sokaklar, mahalleler ve kentler 'mekân'ı tanımlar. Yani mimari tasarım sadece yapı tasarlamakla sınırlı değildir, etkileşimde olduğu geniş bir çevreyi de kapsar. İnsanı ve tüm canlıları odağına alan bu tasarımın başarısı da fonksiyonel, estetik, sağlıklı ve sürdürülebilir olmasına bağlıdır.

Yapı tasarımın ilk adımı çevre analizi ile başlar. Yerin iklim, topografya ve ulaşım ağları ile birlikte tarihsel ve sosyal özellikleri

İçinde bulunduğu koşullarda ve varlığının her döneminde, gelecek nesilleri de dikkate alarak, yenilebilir enerji kaynaklarının kullanımına öncelik veren, enerjiyi, suyu, malzemeyi etkin şekilde kullanan, insanların sağlık ve konforunu koruyan mekanlar yaratmak için sadece tasarım yetkinliğine sahip olmak değil bununla birlikte güncel yapım malzemelerini ve teknolojilerini de takip etmek mecburiyetindeyiz.

Tasarımlarımıza yön verecek malzemelerin üretim aşamalarında da çevreye zarar vermeden imal edilmeleri önemlidir. Çevreye verilen zararlar, zaman içinde

KLASSİS
İŞ VE YAŞAM ALANLARINIZI ŞEKİLLENDİRİR





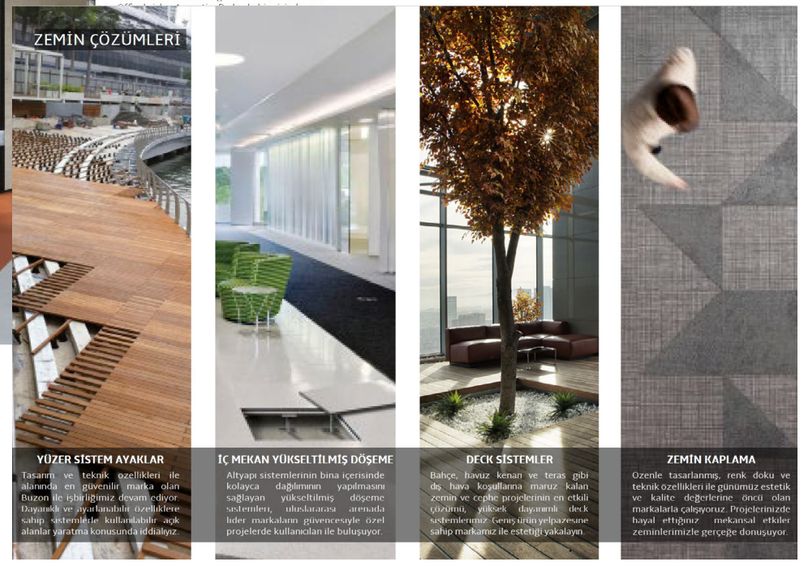


Akustik Kabin Sistemleri |

İnsan hayatını doğrudan etkileyen gürültü konusunda birçok araştırması bulunan Steelcase, açık planlı ofislerde uygun akustik ortamın sağlanması ve verimin artması konusunda gizlilik, iş yerinde dikkat, katılım ve yaratıcılık başlıklarından ilham alarak Officebricks Acoustics Pods sistemine sahip.

Esnek planlamaya olanak sağlayan sistemdeki akustik bölmeler, delme, yapıştırma veya vidalama işlemine ihtiyaç duymadan hızlı bir şekilde monte edilebildiği gibi sökme işleminin de sorunsuz ve hızlı olduğu bir strüktüre sahip.

Lamine cam ve akıllı tuğla sisteminden üretilen



WHITEPAPER AND CASE HISTORY

Whitepaper is a technical document that includes the main lines of the problem that the project aims to solve, the solution method of this problem, the products to be used, the architecture and the details of the interaction with the users. In 2022, Dezinti continued to reach the professionals of the construction industry with its Whitepapers, which were created by the content team and covered many topics that hold the pulse of the industry.



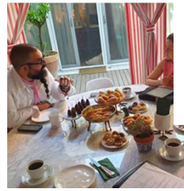
"Aesthetics, Efficiency and Comfort Together in Open Space Heating with GOLDSUN ELITE"



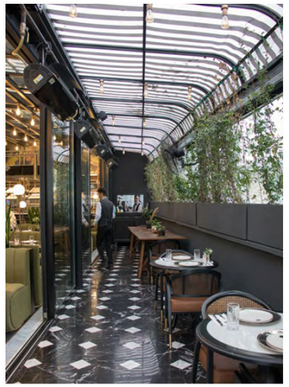
Sizi çoğunlukla yeme içme mekanları tasarlayan bir mim tanıyoruz. Bu tarz alanlarda açık alan, yarı açık alan, ka dengesini nasıl kuruyorsunuz ve tasarımda bunu nasıl gö

Tasarımda açık alanlar yeme içme regülasyonlarındc şu anda çok kıymetli. Açık alan, bir restoranın olmazs Ayrıca sigara yasakları, Covid-19 gibi nedenlerden sc oldukça önem kazandı. Orada talep daha çok müşte geliyor bize; "Ciddi anlamda sigara içilebilir alana ih diyorlar mesela. Hatta bazen cepheleri geri çekip o c kapalı alan haline getiriyoruz; tam anlamıyla açık alc en azından kapalı alan da sayılmıyor.





4 | GOLDSUN ELITE ile Açık Alan Isıtmasında Estetik, Verim ve Konfor Bir Arada





Rüzgârın yönü, ısı gibi faktörleri mutlaka tasa bulunduruyorsunuzdur... Açık alanı kullanmak konforunu başka neler etkiliyor?

En önemlisi rüzgâr. Öyle yerler var ki; rü keyifli bir bahçesi var ama rüzgâr inanıl inanılmaz rahatsız edici mesela. Bazı bi ne yaparsan yap kesemediğin şey rüzg zaman tabii ısıtma soğutma opsiyonları yani açık alanları da en az içerisi kadar çünkü çoğunlukla orada oturuyor. Sigarc yönlendirici. Kimse kolay kolay gidip ka istemiyor artık. Önce dışarıdan başlıyor, doğru devam ediyor. Eskiden sebep sig Covid-19 da gelince bahçe kısmı çok kı

Bu konuda Çukurova Isı'nın radyant ısıtı sonuçlar elde edebiliyoruz. Örneğin bu **Goldsun Elite** serisi ısıtıcıların, karşıdan %100 kesme özelliği bulunuyor.

6 | GOLDSUN ELITE ile Açık Alan Isıtmasında Estetik, Verim



Noir Suadiye'de kullandığınız Goldsun Elite radyan ısıtıcıların performansı nasıl?

Noir Suadiye'de kullandığımız Goldsun Elite Seramik Plakalı Radyant Isıtıcıların performansından oldukça memnun olduğumuzu söyleyebilirim.

Cihazları, şemsiyelerin altında kullandık. Hatta orası ilk açıldığı gün inanılmaz bir kar yağdı. İçeride tabii ki cam koruyucular falan vardı ama cihazların performansı da gayet iyiydi. Hatta Oğuz Bey, ısıtıcıların 1-2 tanesini azaltalım dedi. O gün lapa lapa kar yağınca tüm ısıtıcılar çalıştırıldı. Konuklar için konforlu bir ortam oluşunca, Oğuz Bey, bu kararından vazgeçti. Kısacası ilk gün yağan kar, güzel bir test oldu bizim için.



10 | GOLDSUN ELITE ile Açık Alan Isıtmasında Estetik, Verim ve Konfor Bir Arada

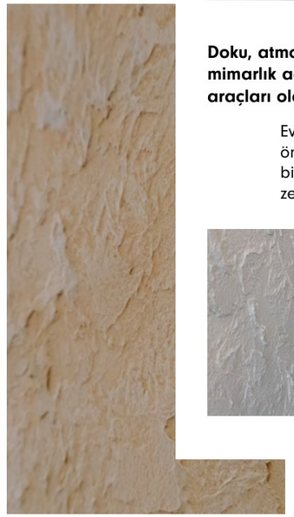


"Unique Dance of Tissues on Your Walls with Nostalgie"

Malzeme seçim kriterleriniz nelerdir?

Malzeme seçerken iki tane çok dikkat ettiğim konu v
sürekliliği ve dayanıklılığı. Müşterilerimin, ürünü kulla
sonra ürünün yıpranmasını veya temizliğiyle ilgili zor
istemem. İkinci dikkat ettiğim konu ise, malzemenin
doku ve boyut. Eğer bir malzeme bir mekânda varlığ
mosferini ve ambiyansını değiştirebiliyorsa o mekân
zeme olduğunu düşünüyorum.





4 | Dokuların Eşsiz Dansı, Nostalgie ile Duvarlarınızda



**Doku, atmosferik ögelerden biri olduğu için
mimarlık açısından da trend konulardan biri
araçları olarak dekoratif kaplamaları nasıl c**

Evet, son dönemde dekoratif kaplama
önce müşteriden bize soru olarak gel
birkaç projede benden özellikle doku t
zemeleri daha çok ilgilendiğimiz bir ala



Beau'tiny Studio Duvar Uygulaması İncel



Şu anda konuk olduğumuz uygulamada San Deco markasını seçtiniz. Tercih sebebinizi, firma ile yollarınızın nasıl kesiştiğini anlatır mısınız?

Öncelikle San Deco köklü ve eski bir firma. Biz öncesinde birkaç pro-
jede yine beraber çalışmıştık. Yollarımızın ilk kesişmesi Yapı Kataloğu
vasıtası ile oldu. San Deco ile çalışma sebebimiz hem ürün seçerken
yönlendirme konusuna çok hakim olmaları hem de uygulama konu-
sundaki tecrübeleri. Bu belirtmiş olduğum yönler itibariyle güçlü bir
firma oldukları için kendileriyle oldukça rahat çalışıyoruz.





6 | Dokuların Eşsiz Dansı, Nostalgie ile Duvarlarınızda



“The Offices of the Future” whitepaper focuses on the criteria that will gain importance in the offices of the future, and the sine qua non of office spaces, based on the differentiating aspects of the working culture. The change in the changing working culture and new habits with the pandemic, and the differentiation in office needs for employees and employers are analyzed in this whitepaper. The role of offices in creating community centers and being pioneering places for socialization is underlined in today’s world where hybrid working styles are increasing. The qualities of socializing areas in offices and the positive effect of flexible and fluid connections between spaces on productivity are discussed with the applications in the sample projects; predictions are made about the spatial qualities of the offices of the future. In addition to the architectural qualities of the new workspaces, a selection of auxiliary materials is also presented to achieve what is mentioned in the projects.



While the **“Modified Bitumen”** whitepaper examines in detail the “bitumen” that plays a major role in waterproofing in buildings, it also touches on the journey of bitumen from the past to the present, the advantages of modified bitumen in buildings, and its contributions to the building system. In particular, how modified bitumen takes place in different system types is also examined in its broadest terms.



In the first months of 2022, Building Catalog brought together building material companies and architects with the sector through the **Building Catalog Material Book 2022**. Building Catalog, which organized the Golden Plumb, the Oscar of the building industry, under its own roof for the second time in 2021 under the name of “Golden Plumb International Building Catalog Awards”, brought building material companies and architects together with the industry in the first months of 2022 through the Building Catalog Material Book 2022. Building Catalog is breaking new ground once again with the Materials Book, which serves as a guide for professionals to meet new building materials and for designers to find the solutions they are looking for! It brings together the actors of the industry on a professional basis through the Materials Book, which is open to digital access by industry professionals, especially architects and interior architects.



Dezinti Tasarım Danışmanlık, within the scope of the “case history” study of your product in the language of the architect; “What did the architect need, what did the architect encounter and how did he implement it, how did this application turn out?” Accompanied by questions such as, by placing your products in the projects of architects and interior architects, receiving their feedback, reporting and even shooting videos while using them. ViewSonic, a multinational electronics company specializing in Liquid crystal displays (LCD), projection devices and interactive displays, continues to innovate in order to inspire the world to show the difference between ordinary and extraordinary by providing innovative visual solutions while learning, at work and in daily life, took place at the headquarters of USKON A.Ş with the ViewBoard 50 Series 75” Interactive Display, where it offers the highest level interactive display solution. The process was also reported within the scope of the “Case History” service of Dezinti Tasarım Danışmanlık.

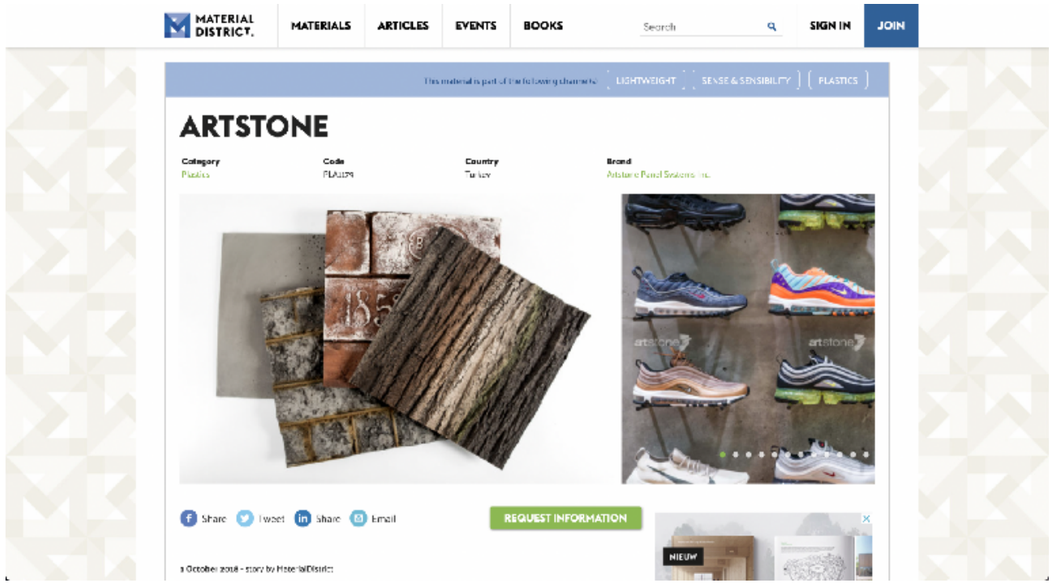
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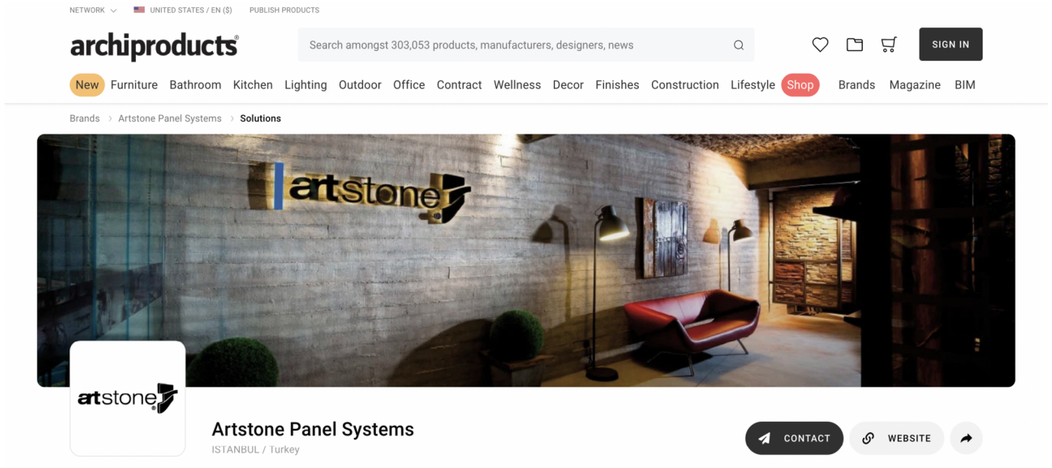
TRENDS AND GLOBAL PLATFORM CONSULTANCY

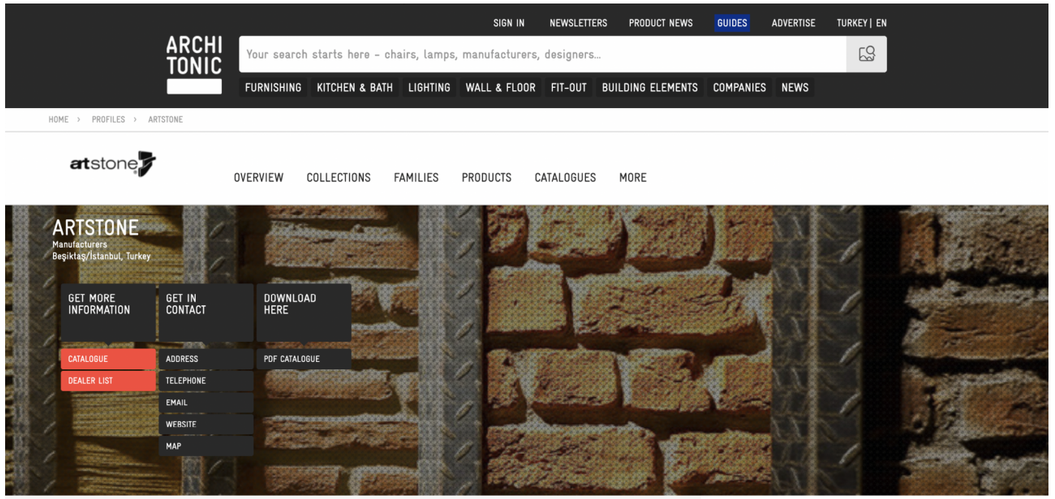
Communication and marketing strategies, architecture and design agenda reports, ongoing domestic / international project research, follow-up, application and collaborations...

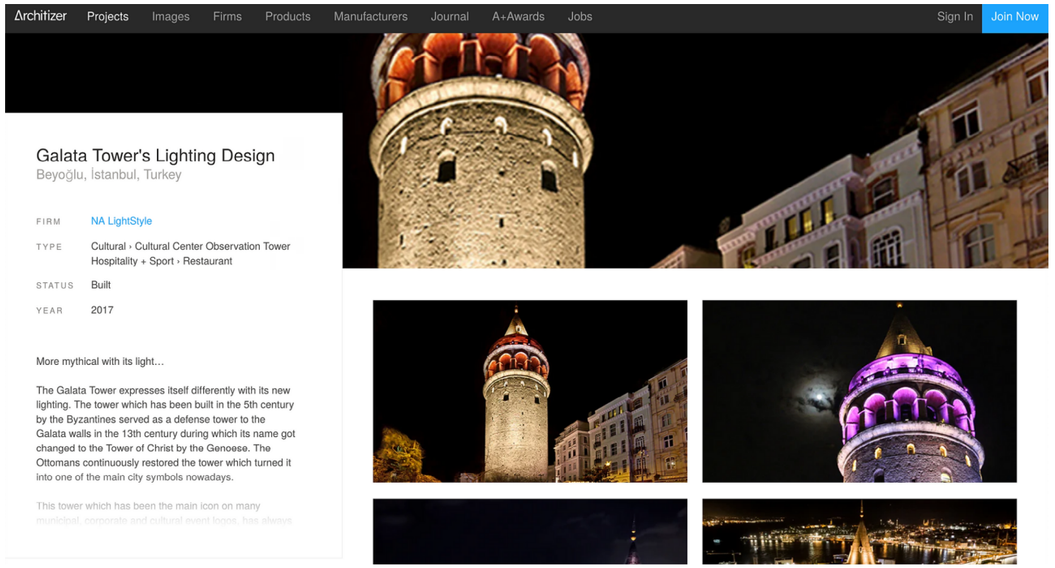
GLOBAL PLATFORMS

Dezinti Tasarım Danışmanlık aims to increase the brand awareness and sectoral visibility of the construction sector companies it has incorporated, by ensuring that it takes place in local and international channels. Communication is established with the channels that are followed more frequently by the target audience addressed by the companies, and then visual and content productions of the companies are made in line with the business relationship established based on the approval of the company.


MATERIAL DISTRICT.
MATERIALS
ARTICLES
EVENTS
BOOKS
Search
SIGN IN
JOIN
LIGHTWEIGHT
SENSE & SENSIBILITY
PLASTICS
ARTSTONE
Category
Code
Country
Brand
Share
Tweet
Share
Email
REQUEST INFORMATION
NIEUW


NETWORK
UNITED STATES / EN ($)
PUBLISH PRODUCTS
archiproducts
Search amongst 303,053 products, manufacturers, designers, news
SIGN IN
New
Furniture
Bathroom
Kitchen
Lighting
Outdoor
Office
Contract
Wellness
Decor
Finishes
Construction
Lifestyle
Shop
Brands
Magazine
BIM
Brands
Artstone Panel Systems
Solutions
artstone
Artstone Panel Systems
ISTANBUL / Turkey
CONTACT
WEBSITE


ARCHI TONIC
SIGN IN
NEWSLETTERS
PRODUCT NEWS
GUIDES
ADVERTISE
TURKEY | EN
Your search starts here – chairs, lamps, manufacturers, designers...
FURNISHING
KITCHEN & BATH
LIGHTING
WALL & FLOOR
FIT-OUT
BUILDING ELEMENTS
COMPANIES
NEWS
HOME
PROFILES
ARTSTONE
artstone
OVERVIEW
COLLECTIONS
FAMILIES
PRODUCTS
CATALOGUES
MORE
ARTSTONE
Manufacturers
Beşiktaş/İstanbul, Turkey
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Galata Tower's Lighting Design
Beyoğlu, Istanbul, Turkey
FIRM
NA LightStyle
TYPE
Cultural › Cultural Center Observation Tower
Hospitality + Sport › Restaurant
STATUS
Built
YEAR
2017
More mythical with its light...
The Galata Tower expresses itself differently with its new lighting. The tower which has been built in the 5th century by the Byzantines served as a defense tower to the Galata walls in the 13th century during which its name got changed to the Tower of Christ by the Genoese. The Ottomans continuously restored the tower which turned it into one of the main city symbols nowadays.

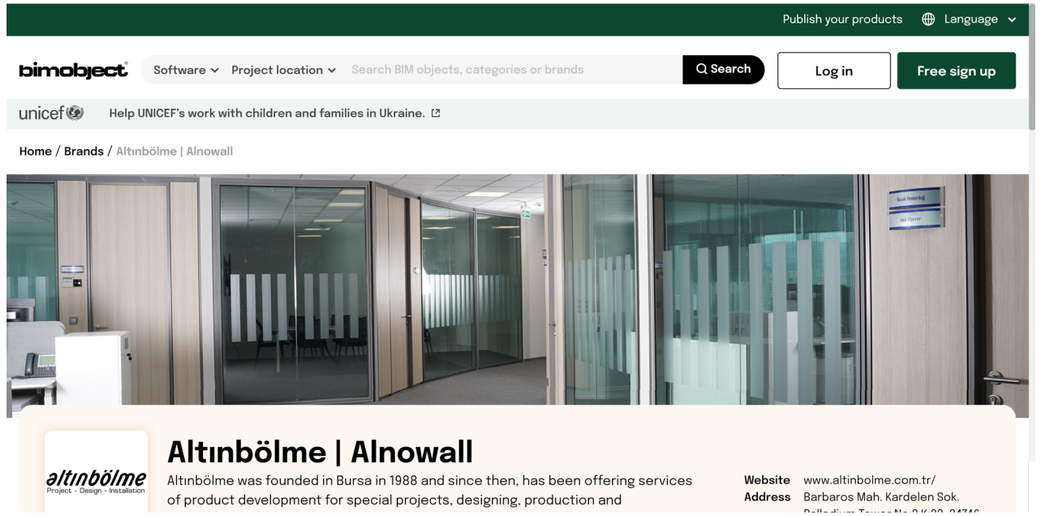
BIMobject®

Together with Dezinti Danışmanlık, Building Catalog continues to bring together BIMobject®, one of the strongest building blocks of the architecture and construction industry in digital environment, with sectoral professionals in Turkey, within the scope of BIMobject®'s sole representative office in Turkey in 2022.

With this cooperation, Dezinti aims to make a great contribution to the sector to go one step further by bringing its member firm portfolio together with a very important platform such as BIMobject®, which is at the center of today's architecture and building technology.

Dezinti and BIMobject® have started to bring the company's products to the sector in the best way with an infrastructure that knows the target audience of the companies best and has the right promotion and marketing tools, and continues to work in this direction as quickly as possible. To visit the BIMobject® platform:

www.bimobject.com



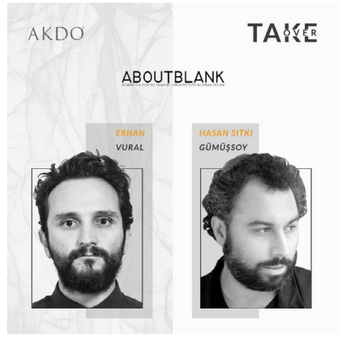
5

DIGITAL EVENTS

Webinar, Podcast, Instagram Take Over etc. setting up digital events…

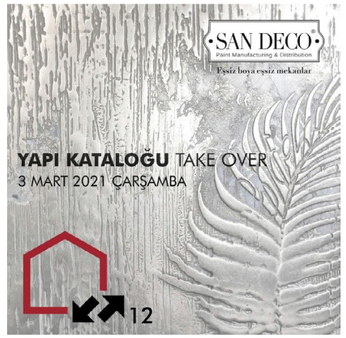
INSTAGRAM TAKEOVER

It is an event where the names of the industry take over the Instagram account for a day. The industry professional shares what she/he wants on the account he takes over for a day. The posts made can be watched later by adding them to the “highlights” tab, and in this way their continuity is ensured.













WEBINAR

Dezinti's experienced production team can deliver educational or customer-focused online seminars on the chosen topic, from individual events to a series of webinars that delve deeper into key topics. Companies reach the right customer with webinar sessions where architects can register for free. In addition, all kinds of information such as "professional product and usage support, design advice, ease of application, maintenance features of products, etc." can be transferred to architects.













LIVE STREAMS

As part of its 50th Anniversary Events, Building Catalog hosts one member firm every week on its Instagram account. In this context, Building Catalog aims to provide an opportunity for member companies to express themselves and to get their opinions on the Building Catalog by making live broadcasts that will last for 10 minutes on average with the senior managers or authorized persons of its member companies. Live broadcasts are carried out with a company in each live broadcast within a certain program. In scope, companies have the opportunity to provide general information about their products, to explain their thoughts about the sector and their importance in the sector.



“BUILD THE GROUND FOR YOUR FUTURE” ARCHITECTURE STUDENT COMPETITION

-GERFLOR TÜRKİYE-



















6

PHYSICAL EVENTS AND ORGANIZATIONS

Give Invitations to the Whole Sector!

Marketing, process consultancy, execution of organizational activities (which channels should be used for promotion, launch and sales, training supporting promotion, event and sponsorship studies, structuring the company identity, shaping the relationship with the product, etc.)...

Visitor organization, event organization, promotion service, curation…

“A Different Look at Architecture” with Serge Ferrari

The “A Different Look at Architecture with Serge Ferrari” event, moderated by Building Catalog, brought together Serge Ferrari, a technological leader in flexible composite membranes, and architects, interior architects and industry representatives.











Kastamonu Entegre “Bridge from Nature to Life” Architectural Meetings

Kastamonu Entegre, the global brand of the wood-based panel industry, is meeting in a series where it will host architects, interior architects and industry representatives within the scope of the “Bridge from Nature to Life” philosophy, which is at the center of its activities.













Gerflor Türkiye
“Build the Ground for Your Future” Architecture Student Competition








Hanstone
“We Embrace the Green” Party









Golden Plumb & Architecture Awards Ceremony and Exhibition













Design Week Curation









Gerflor Türkiye
İSMD “Hello Summer” Party



Silkarstone
“Marble Garden” Biophilic Design Competition













Gerflor Türkiye & Artstone - İKSV Exhibition



Koleksiyon - Office Launch



BUILDING CATALOG EVENTS

In the building sector; Building Catalog Events, the renewed platform of Building Catalog, which brings together companies, designers and architects, interior architects, construction professionals and employers, has been renewed in recent years. Thanks to the platform, it becomes easier for the actors of the construction industry to reach each other, and the communication opportunities between professionals increase. In the **Building Catalog Events**, which brings together the leading actors of the industry with different event setups, the event titles that continue in 2022 are as follows:



BUILDING CATALOG PODCAST SERIES

Podcast series where building material is the focus of the academics and project managers who are experts in the field: **Building Catalog Podcast Series.**



WEBINARS

With Build Catalog Webinars, companies can offer educational or customer-focused online seminars on the chosen topic, to a series of webinars that delve deeper into key topics.



DIALOGUE

YAPI KATALOGU is preparing to celebrate its 50th anniversary with a magnificent event to be held in Istanbul Bomontiada on Fridays and Saturdays on March 17-18, 2023 under the title of “Dialogue”.



PHYSICAL EVENTS

It is a meeting where architects, interior architects, designers and industry actors come together in a physical space.

COMPETITIONS

Marketing, process consultancy, execution of organizational activities (which channels should be used for promotion, launch and sales, training, event and sponsorship activities to support promotion, structuring of company identity, shaping its relationship with its product, etc.)

GOLDEN PLUMB
INTERNATIONAL BUILDING CATALOG AWARDS

Golden Plumb International Building Catalog Awards are the prestige awards of the building industry. Organized by the Building-Industry Center from 1991 to 2018, Turkey's first product award in the field of building materials, "Golden Plumb", is awarded by professionals and institutions who are experts in their fields, around criteria suitable for 3 categories, under the roof of Building Catalog as of 2020. continues to be given to products and companies. For detailed information, you can visit www.altincekul.com.



BUILDING CATALOG ARCHITECTURE AWARDS

Building Catalog Architecture Awards are presented with two competitions under the titles of the **Architect's First Building Award** and the **Architecture Incentive Award**, where architects and interior architects will also be rewarded, within the scope of the 28th Golden Plumb International Building Catalog Awards.

ARCHITECT'S FIRST STRUCTURE AWARD
ARCHITECTURE INCENTIVE AWARD

YAPI KATALOĞU
MİMARLIK ÖDÜLLERİ 2022

Jüri


Serter Karataban
Mimar / Fores Mimarlık


Kurtul Erkmen
Mimar / K;G: Mimarlık – AURA İstanbul
Yönetim Kurulu Başkanı


Ayşe Hasol Erktin
Mimar / HAS Mimarlık


Mehpare Evrenol
Mimar / Evrenol Mimarlık


Sinan Omacan
Mimar / Atölye Mimarlık

7

CRM, SURVEY AND MARKET RESEARCH CONSULTANCY

Building professional database and business/ communication platform, CRM interface establishment. Brand awareness study, online survey / reporting, sectoral research reports…



Building Catalog
Building Materials Survey

Building Catalog aims to strengthen the communication of the building sector with the “Construction Materials Survey” for architects that will guide them in offering digital marketing solutions. While marketing methods evolve from traditional strategies and tactics to digital strategies, we hope that the survey results will be a guide for building materials companies.



Building Catalog
Digital Marketing Survey

Digital marketing is one of the most important and most effective marketing methods in a time when internet and technology have such a place in our lives. This marketing method, in which brands promote their products and services through electronic media, and communicate through digital channels in order to reach the target audience, offers companies important opportunities to see which methods work/do not work in their strategies. As the Building Catalog team, we conducted a survey that will guide companies in reaching their target audiences through appropriate channels.



For companies
“BIM and BIMobject” Survey

Building Catalog conducted a survey for building material manufacturers within the scope of BIMobject Turkey’s Only Representative. In the most general sense, this 10-question survey was carried out in a solution-oriented manner in order to measure the knowledge of company officials about BIM (Building Information Modeling) and BIMobject, and to reveal in which subjects the Building Catalog can help in this context.



For architects
“BIM and BIMobject” Survey

Building Catalog conducted a survey for architects and designers within the scope of BIMobject Turkey’s Only Representative. In the most general sense, this 11-question survey was carried out in a solution-oriented manner in order to measure the knowledge of architects and designers about BIM (Building Information Modeling) and BIMobject, and to reveal what issues Building Catalog can help with in this context.

Contact us and find out what will be most beneficial to your company. Learn about our services.

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