1. MUHATAP
In the second half of the 20th century, İstanbul became a city growing fast and informally. Although the discipline of planning was at work behind closed doors, thorough implementation of large-scale projects was not possible, as resources—both time and money—were scarce. The urban developments underway in the city today are extensive and without precedent. Many people are aware of official planning activities and want to participate in decision making, but are confronted with a system not yet equipped for their participation. Often those that suffer the negative consequences of urban projects are not considered to be the MUHATAP—they are not part of the conversation.

Ambition: Make city planning a matter for everybody in the city. Make everyone participate, but first define who the MUHATAP are and how to involve them.

2. RE-FRAME
Cities seem to have a never-changing core, but are in fact subject to constant change and re-framing. İstanbul has a long history, with many of its layered structures standing today as iconic reminders of the past. Hagia Sophia, for example, brings to mind the Byzantine Empire, while Topkapı Palace recalls the heyday of the Ottoman Empire. All of these powers created symbols of their presence in the city, like the Venetian and French palaces in Beyoğlu. Every new authority has the power to reshape the city by implanting new structures to represent a relationship with the organization of the state, or by manipulating existing ones.

Ambition: Re-frame the city according to today’s Republic, or design symbols to provoke a renewed organization as you would prefer it.

3. JUST BE YOU IN BEYÖGLU
All over the world, cities do their best to market themselves with smart slogans and new names. New York may have been the first, with its now well-known “I (heart) NY” slogan. Today, we can ride through the canals of IAMsterdam, dance in Capital of Tango Buenos Aires, or travel to Toronto: The World Within a City. Of course, these marketing slogans try to show the “nice” aspects of the cities they are selling—the exciting sides and not the questionable ones. In the end, they are designed to attract the tourists, investors and opportunities that will bring recognition (and revenue) to their cities.

Ambition: Write a slogan for Beyoğlu and think of a campaign to promote it.

4. SOUVENIRKÖY
Beyoğlu has long been a district of trade and merchants. Beginning in the 19th century, specialized commercial areas were developed. Şişhane, for example, became famous for its lighting shops, while Perşembe Pazarı, near Galata Bridge, is known for its hardware stores. With new trends and regulations, however, has come the move of trade and production out of the city center. In place of these traditional shops are the trendy cafés and fashionable boutiques of Galata, and today’s Beyoğlu is peppered with generic souvenir shops promising tourists a memento for home. In the future, souvenirs may be the only “original” products sold in Beyoğlu.

Ambition: Make a plan to optimize tourism in Beyoğlu that would help the “living city,” keeping in mind the needs of the people who live there, as opposed to its temporary visitors.

5. PEOPLE OR PROPERTY
Beyoğlu aims to be the center of İstanbul, with the highest reputation of all the city’s districts. This ambition promises a future for private capital and undoubtedly attracts investors. Beyoğlu is valued for its architectural heritage, and authorities wish to preserve its run-down buildings. However, when buildings are set to be restored for better use, real estate prices skyrocket. Former residents of those neighborhoods are left no choice but to leave for other destinations. Eventually, both the buildings and the residents are replaced.

Ambition: Make the city better, but choose whether to put people or property first. Decide when your renovation will be declared a success.
1. UNMISTAKABLY OURS
Authenticity is a concept misinterpreted and manipulated. It is never fixed, but rather constantly evolving. If you were to decide what is “typical” of Beyoğlu, you would discover many different layers of history, and many stances within these layers to choose from. Each member of a society takes part in the debate that works to redefine authenticity. It is a living, not static, concept. Authenticity isn’t something of the past – it is NOW!
Phenomenon: Use in your proposal the DNA of Beyoğlu. All the aspects of your proposal should be unmistakeably “typical” of it.

2. FEST
It is timely and fashionable to celebrate all sorts of achievements today. There are festivals to raise awareness of issues that matter, to enjoy contemporary cultural products, or to merely have fun. They may all be temporary, but speak to ever-present cultural desires and concerns.
Phenomenon: Turn your proposal into an event in order to make people aware of it.

3. COMPROMISE
No lone soldier can influence powers to change their ways. Only ideas supported by groups of people succeed in doing that. No matter how hard it is to shape an idea into a product within a crowd, one must learn to convince and compromise in a smart way, and to make larger groups comfortably take a stand for the proposal at hand.
Phenomenon: Use your powers of persuasion to make as many people as possible agree with your proposal.

4. SELF INVESTOR: DO IT YOURSELF
If you want it done right, you must do it yourself! The best way to get things done is not by depending on other people or groups, like the government or big investors, but by rolling up your sleeves to do what it takes. Self-reliance and the willingness to take risks are qualities that are needed to make projects succeed.
Phenomenon: Find a way of realizing your ambition yourself, independent from big investors.

5. ŞİŞHANE'DEKİ GİBİ
The relationship between the lighting shops that have filled Şişhane since the end of the 19th century is neither characterized by rough competition, nor pure capitalism. Rather, it has many social qualities. Shop owners try to build relationships with each other by providing honest advice to their customers, even when that means telling them they can find the same product, cheaper, somewhere else. If one shop doesn’t have a product on-hand, it is not uncommon for the shop owner to send an employee to another shop to retrieve the wanted item, and to serve tea or coffee to the customer while he or she waits. This system builds a relationship between different shops and workshops: at the end of the day, employees often go from one shop to another to collect the products that another shop borrowed, or the money from products sold. This system is particularly unique to Şişhane, as so many shops sell the same products within a very small area. As land in this neighborhood is bought for commercial development, these shops have begun to move away. Soon, this system may be a thing of the past.*
Phenomenon: Use the interdependent network society that is typical of Şişhane.

*Rephrased from İstanbul Para-Doxa: Conversations on the City and Architecture, Ed. Pelin Derviş, Garanti Gallery, 2010

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