Evaluating Istanbul in the Process of European Capital of Culture 2010

INTRODUCTION

Istanbul has had a closer relation with the European culture throughout the history with its commercial identity and strategic location. This relation has exposed one of its tangible results as saddling the city with the mission of being European Capital of Culture (ECOC). As Istanbul is getting ready for the ECOC organization that will be held during the year 2010, there are many projects on the agenda. It is a difficult mission when the content of the whole ECOC process is thought.

This study, evaluating Istanbul in the process of its preperations for the upcoming mission of the ECOC, focuses on the content of the projects and aims to discuss their integration with the city, their responsibility of conserving the cultural heritage and participation of the public to the organization.

After a brief history of Istanbul is given and the city's challenge in the globalised and competitive environment is explained, the planning and conservation studies in Istanbul will be defined. Secondly, the term Eurpoean Capital of Culture will be explained and the process in Istanbul will be stated by setting the organization scheme and the planning phases. After the current situation is determined, the expectations of and proposals for the ECOC process will be discussed.

The methodology in this study is followed by understanding the conceptual framework of ECOC process and investigating the process in Istanbul by interviews with cultural institutions those are involved in the organization.

CAPITAL OF CIVILIZATIONS : ISTANBUL

Carrying the traces of residences belonging to 7th century BC, has hosted Trak, Phoenician and Roman people for centuries. The city was made the capital by the emperor Constantine after reconstruction in the 4th century AD, and from that day on, it has remained the capital in Roman, Byzantine and Ottoman Empires for nearly 16 centuries.

Becoming one of the centers of Christianity with the Emperor Constantine, Istanbul was conquered by the Ottomans in 1453 and became one of the most important cities of the Muslim world. There is no other city that dominates the politics and culture of the area around Mediterranean Sea, which is the cradle of the contemporary civilization. The city Istanbul has had physical and cultural properties in line with its uniqueness in history (Kuban, 1982). The Historical Peninsula, Anatolian part and Bosphorus coasts are open air museums in Istanbul exhibiting the culture and history of the city.

The point of intersection of many civilizations, Istanbul appears with the aim of being the world city with its location, intensity of economical relationships and the population of more than 10 million.

The aim of being the world city is actually a result and a condition of globalization. The erosion process of the nation-state has enabled the cities in nation-states to act more freely. The cities establishing relations through the state in the nation-state period, can now establish these relations on their own. As a result, a network is mentioned among the cities that can accommodate the globalization process more easily. For many cities, becoming a part of this network is crucial (Çavuşoğlu, 2002). The capitals are mentioned as "world capitals" and cities as "mega cities". While Paris competes with London, London is now able to compete with Sydney and Sydney with Istanbul. The competition between Madrid and Barcelona is an example of a competition between the two cities in the same country. The medium of competition has become the city and the activities on the city. The attractiveness of these activities brings the increase in the number of tourists and this increase contributes remarkably to the economy of the state. Nevertheless, being a part of this web foments the inter-regional inequalities and differences in terms of development, and causes endemic and social separations.

The process in Istanbul functions similar to other world cities. Within the process that started with the full membership aim of the political power, the city experiences significant changes. These developments have direct and indirect reflections on Istanbul. Big congresses and exhibitions held formerly in Istanbul and all the projects planned to be applied are both indicators of the development of the city and the city culture and the effort of the city to be able to compete. Secure atmosphere enhanced by the signals indicating that negotiation process will start with the EU has ensured the increase of the international capital investments. At this point, Istanbul has become a point of attraction at the country-scale. For the dimension of location, the definition of the city not in terms of its own administrative borders but in terms of the borders determined by the economical relations is significant for detecting the area which is attractive for the investments in question. In this context, cross-border collaborations and good relations that the city will develop in its near geography will lead to new investments in the city and its hinterland.

PLANNING AND CONSERVATION

As a result of the changes in Istanbul in the field of economics and politics, the city has entered into a process of reconstruction. This situation has influences on the planning concept in the city. Therefore, a short study on the historical development of the planning concept of Istanbul after the proclamation of the republic should facilitate understanding this structuring process.

One of the important studies affecting Istanbul directly which were carried out after the proclamation of the republic so as to strike the balance between the east and west parts of the country is the movement of the capital from Istanbul to Ankara. With the development of Ankara, which has a location where it dominated Anatolia; development of the neighboring cities is aimed. Planning studies supporting this were carried out for many cities of the country, foreign city planners and architects were brought for planning studies. Similarly, big squares and high state buildings which are the signals of the republican regime started to change the structure of the city. The effect of this new regime became apparent in 1930s. While the country was recovering from the World War I, it entered into the effect of the World War II in1940s. These effects were effective for the city in social as well as economical terms. The social incidents experienced, started to change the identity of the city. Especially after 1950s, the minorities left their dwelling places, which affected the Historical Peninsula especially in Istanbul. In the same years, the provision of the mechanizing in agriculture throughout the country led to unemployment of the labor force in rural areas and their migration to big cities. Istanbul had become the city that was affected most from this process. Until 1950s, the concept of protecting the historical and cultural values of Istanbul overlapped the modernization concept of the Republic. However, with the developments after 1950, the administration planned to meet the population increasing in cities, the need of houses, infrastructure and transportation with short term solutions. At this period, so as to open new roads, building bridges, and energy transmission lines; cultural values, historical artifacts and historical textures were destroyed and most of the time collapsed. Because a policy against the increase in population was not formed, the public that came with immigration had to settle into the empty areas and forest fields of the city in an illegal way. Empty houses especially in historical areas in the city were started to be used by the new comers. Natural indifference of the new population that came with economical concerns, to historical areas and the lack of a special effort of the administration to protect, have caused these areas to become blighted areas. After 1980s, with interventions to physical places like establishing new housing areas, opening wide boulevards, restoration studies that are not compatible with the historical texture, destruction of historical artifacts continued. The biggest leap for the protection of the cultural inheritance is the entering of the historical peninsula to the UNESCO World Heritage List in 1985.

In the years of 2000s, Istanbul has become a city both trying to get over the problems in itself and trying to compete with the cities in the world. While on the one hand, the big hotels built, congress centers, competition fields, congresses at which the city hosts make the city attractive; unsolvable problem of gecekondu, need of new houses, social differences, imbalance in the distribution of income and destruction of the cultural inheritance make the binary side of Istanbul obvious. Because of deficiencies in city administration and some legal loopholes, natural and cultural inheritance which should be protected is facing destruction. Recently, there have been many examples concerning the destruction of the cultural inheritance.[1]

Currently in the planning studies in Istanbul, a dynamic process is observed. Planning studies are developed by both city administration and academic circles in accordance with the changing world literature. Within the framework of these innovations, it has been observed that protecting historical environment depends on the sustainability of the cultural inheritance and this can only be possible with a planning concept that will be developed within the framework of the principle of participation. While there are planning studies carried out by the city for the adaptation process to the European Union, these studies are inefficient when implemented. One of the most significant consequences of the failure in protecting the cultural inheritance is the danger that UNESCO might exclude the historical peninsula from the World Heritage List.

EUROPEAN CAPITAL OF CULTURE

Today, Istanbul is faced becoming the cultural capital of Europe. As a result of the membership process to the European Union Istanbul has introduced the concept of "European Capital of Culture (ECOC)".

The idea of Cultural Capital of Europe was set forth by the Greek Minister of Culture Melina Mercouri. The same year, European Union Council of Ministers defined the content of the project and implemented it. From 1985 until the year 2000, one of the cities of the member countries to the European Union was chosen as the ECOC. Since 1985, cities like Athens, Florence, Amsterdam, Paris and Luxembourg have been the ECOC. The capital of civilizations, Istanbul, has had the right to be the ECOC in the year 2010.

In the year 2000, for the celebration of the new millenium, the right of non-members of the European Union (EU) to be ECOC was recognised by Article 4 of the Decision No.1419/1999/EC of the Council of Europe and the European Parliament on 25 May 1999. Thus, the title ECOC was started to be given to both more than one city and the cities of the EU candidate countries.

Cities which are ECOCs exhibit their local authenticity, display cultural and artistic activities with various activities one year long, and find the opportunity to revise their cities by producing new city plans and architectural plans. Becoming the ECOC is a great competitiveness opportunity for Istanbul.

Within 21 years from the year 1985 to 2006, 33 cities have been ECOC (Appendix 1). The year in which most ECOC were chosen is the year 2000, with nine cities. Until the year 2006, the countries that undertook the mission of being ECOC are Greece, France, Italy, Spain and Belgium with three cities. Then Holland, Portugal and Germany have been the countries that hosted the title ECOC with two cities. Scotland, Ireland, Luxembourg, Denmark, Sweden, Norway, Finland, Poland, Iceland, Czech Republic and Austria became the capital once. From the year 2007 on, Luxembourg, Norway and Austria are going to be the capital for the second time and Romania and England are going to be the capital for the first time.

When cities become candidates of being the Cultural Capital, there are some elements they are expected to plan. These are;

•   Emphasizing the artistic movements and styles which are shared by the European people, which inspire or contribute remarkably

- Paving the way for long-term cultural relationships
- Supporting and improving creative studies
- Enhancing the access and participation of as many people as possible and guaranteeing the continuation of this participation after the organization
- Encouraging the visits of the European Union citizens and accessing as many audiences as possible
- Deepening the dialogs between European Culture and other societies of the world
- Raising the historical inheritance, urban architecture and living quality in the city are some of these elements. (www.arkitera.com)

While evaluating the projects, European Union is looking for answers to some questions. Some of these questions are;

- Were the sides defined openly and chosen with a strategic approach concerning the activities?
- Are the existence and participation level of the target audience and ultimate beneficiaries in the project sufficient?
- Is the project clear and applicable?
- Does the project have a possibility to leave a concrete effect on the target audience?
- Are the expected consequences of the presented project sustainable?

The previous ECOC organizations can be investigated according to the figures mentioned above and the report prepared by Palmer Rae under these headings: European, Internationalism, Participation, Creativity, Urban Quality (Rae, 2004).

European

In Luxembourg 1995, European dimension of the program was very important. The country is geographically at the heart of Europe, it is a founding member of the EU, and host to several European institutions. Their slogan "Luxembourg, city of all cultures" and the multicultural and multi-lingual characteristics of Luxembourg highlight important issues in the European context.
However in Copenhagen 1996, the cultural programme was more international than European, including projects like Images of Africa and special programmes with New York and Japan. Also in Brussels 2000, the city's multi-cultural identity was mentioned and the city adopted an international perspective than european.
In Thessaloniki 1997, the city's european heritage was highlighted like in Bergen 2000 as they are both historical port cities. During the ECOC cultural heritage and history were the primary sectors in both cities.

Internationalism

Attracting as many visitor as possible and improving the international dialog for long lasting relations were very important in all cities. So internationalism had priority in all ECOCs.
For example in Helsinki 2000, internationalism was one of the main targets of the year for Finnish culture to be familiar to Europeans and for Finns to become acquainted with a multicultural Europe. During the year 2000 5.4 million people visited Helsinki.
In Bologna the central theme for the programme was 'Communication'. To increase tourism was the desire to encourage more entrepreneurial attitudes towards culture. As cultural infrastructure is important to attract more entrepreneurs, there had been several improvements for infrastructure and the city's position as a transport centre was mentioned during the year 2000. As a result of the development in the city foreign visitors increased by 7% and it is still increasing and the cultural organisations and the projects those were set during the ECOC year are still running.

Participation

Most of the ECOCs were open to the collaboration of different public sectors. The public get involved in the process before and during the ECOC year with their projects, with their ideas during the meetings and they are also employed in the projects.

In Luxembourg the operational team organised an open call for projects in 1992 which was heavily oversubscribed with over 750 applications. The ECOC team developed a great cultural awareness both in the public and politicians.

In Thessaloniki, 3750 people worked on projects directly connected with the Capital of Culture. Another two to five thousand people are estimated to have had jobs indirectly linked to the event. Projects were comprehensive ranging through different issues: involving the gypsy population, establishing centres for immigrant Greeks returning from other countries, with language and computer courses as well as an arts programme.

With a history of democratic participation in Sweden there was a widespread feeling that everyone should get equal treatment in the ECOC process of Stockholm 1998. The Swedish agenda for Culture 2003-2006 emphasized the concept of culture for everyone and focused on: accessibility to culture, free-entry to museums, children's culture, artists in different "social" contexts. But it was felt by some journalists, artists and some institutions that the aims and the programme were formed by the cultural elite of Stockholm and that the suburbs and artists were not adequately involved in the preparation and planning of the project.

In Helsinki, the most important factor in the management of the year was the organizational model developed by the organization team. The staff of the team were not the generators of the ideas, quite the contrary they acted as facilitators and developers of ideas coming from outside.

Genoa's vision was determined as "Participant and Long-lasting 2004" in the beginning of the ECOC process. In order to achieve this goal, a consultative team was formed of participants from different sectors involving 2500 issues. Seven workshops were performed by 300 associations to discuss the projects for Genoa 2004.

Although the amount of participants is huge, in most of the cities the projects could not be sustainable. For example in Weimar 1999, the projects were unsustainable due to lack of sufficient finance, advanced planning absence of leadership.

Creativity

Like in many sectors and projects, creativity is very important in ECOC project. From one perspective, being an ECOC is a marketting project, as the city is introduced to the world with its cultural amenities through a year. So as long as the time is limited the projects those will represent the city should be creative, expressive and impressive. The organization team should select the projects very carefully. For example in Genoa 110 projects are selected through 800 applied projects. The project numbers differ from one city to another. 500 projects were selected in Luxembourg, while there were 670 projects in Copenhagen and 1270 projects in Thessaloniki.

The cities also developed different strategies to have the interest of the public from all sectors. In Bergen, the organisation committee employed a small team with close connections to local producers. The team had a flexible structure and it was small sized which meant many staff worked on several roles during preparations. According to the public it was a successful strategy.

Urban Quality

One of the main events in ECOC process is the rehabilitation and the transformation of historical urban quarters and buildings rapidly in order to exploit the opportunity of being ECOC. As the cities get sponsored for these activites, they try to implement their urban planning and architecture projects during the preparations and create new venues for the activites those will take place during the ECOC year.

For example in Luxembourg, an important infrastructure project was the transformation of the Casino into an exhibition space, the Forum for Contemporary Art. Opened in 1995 it ran five big exhibitions within the expo-pass programme. The Casino, Forum for Contemporary Art has continued to develop and organise important exhibitions since it opened its doors in 1995.

There have been several restoration projects and new constructions for cultural activities. In 1996 an exhibition centre was converted from a nineteeth-century cattle market and disused torpedo workshops were converted into a theatre in Copenhagen. In Berlin 1998 the world-famous Hebbel Theatre was opened short after its restoration. In 2001, Casa de Musica was constructed in Porto. In 2002, the music hall, Concertgebouw, was opened while in Salamanca a new exhibition and cultural center was constructed.

The projects were not only on urban design and restoration issues, there were also urban transportation projects like the newly constructed tram in Glasgow in 1990.

There were also social projects. With the participation of the public through the preparations, during and also sometimes after the ECOC year, a common conscious in the public has been established in most of the cities. For example in Genoa participants from public, universities, different sectors, politicians etc. are integrated under working groups as a requirement of participation strategy.

ISTANBUL AS EUROPEAN CAPITAL OF CULTURE

Following the decision of EU for candidates, in 2000, thirteen non-governmental associations and representatives of local government, under the coordination of the Istanbul Foundation for Culture (IKSV), began to work on Istanbul becoming European Capital of Culture.

The project is mainly a bottom-up project as it was started with a civil initiative and now it is supported by the Turkish Mininstry of Foreign Affairs with the support of the Turkish Ministry of Culture and Tourism, the Istanbul Governorship and the Istanbul Metropolitan Municipality and has developed into a contemporary model of cooperation involving the active participations of representatives of central and local government and civil society organisations.

The project is supported by the Turkish government at Prime Ministerial level and was officially confirmed by a letter of intent sent in 2003 by the Director General of the Department for Foreign Promotion and Cultural Affairs at the Turkish Ministry of Foreign Affairs, to the Director General for Education and Culture at the European Commission.

The studies, begining with the first meeting of the Initiative Group, followed by the the agreement on Istanbul's candidacy. After the agreement, the dossier, entitled "Istanbul: City of the Four Elements" was presented to the Council of Europe General Directorate for Education and Culture by the Inintiative Group in Brussels on 13 December 2005.

On 14 March 2006, the candidacy of Istanbul was presented to the jury of European Union. On 11 April 2006 the committee of EU decided between Istanbul and Kiev and Istanbul became the ECOC for 2010 in the category of non-EU members.

Organization

The Initiative Group began working under the leadership of thirteen Non-govermental organizations (NGOs) in 2000. After the support of the national authority, the initiative group has been expended through the inclusion of members of the city's cultural and artistic communities, academicians, city administrators and representatives of new NGOs.

Under the leadership of the Turkish Ministry of Foreign Affairs, and with the active support and participation of the Ministry for Culture and Tourism, the Istanbul Governorship and the Istanbul Metropolitan Municipality, and participation from civil society organizations under the coordination of the Istanbul Foundation for Culture and the Arts, an Advisory Board has been chosen; and this board has, in turn, selected an Executive Committee (Appendix 2, Table 1).

Organization Team	National Authorities[2]	City Authorities[3]	Cultural Institutions[4]	Private Sector[5]	Universities[6]
Advisory Board	8	11	13	18	2
Executive Board	1	6	8	3	1

Table 1. ECOC 2010 Organization Team; Çalışlar, Izzettin, Istanbul a city of the four elements, Istanbul 2005

The studies of the initiative group seem to get weakened between 2000 – 2003. The rare meetings between 2003 – 2005 became frequent after the year 2005 and the team started to have meetings in regular sessions. After 2005, the Advisory Board started to meet monthly and the Executive Board have had sessions at least once in two weeks. Right now the organization team is restructring

As seen on the organization scheme of the previous ECOCs the participation level of the cultural institutions and other associations is mostly high. For example in Genoa 300 associations have participated in the organization in 2004. When the number of total social associations[7] and NGOs in Istanbul are taken into consideration, the participation of the associations or the cooperation with them seems inadequate. Also the number of participant universities is very low.

Projects

In the project, titled as "Istanbul: A City of Four Elements", the city has been represented by the four elements of universe which are: the earth, the air, the water and the fire. The project is inspired by the Aristotle's theory of the four elements. In the project, which has nearly 70 different activities as at July 9th, the year 2010 is divided seansonly to four phases each of which symbolises an element (Appendix 3).

"Earth" means the history, tradition and cultural heritage of the land. Under this heading come the values of the past which have been preserved down to the present day and will be past on the future generations . The Earth phase will last from New Year until the first days of spring as İstanbul officially marks its year as European Capital of Culture with a Grand Openning.

"Air" symbolises the city's spiritual wealth with its wide cultural amenties which are the minarets, church towers, synagogues etc. Through the Air phase, the art of these spiritual buildings will be mentioned. The phase will last from 21st March to 21th June of 2010.

"Water" emphases Istanbul's water features. As İstanbul is founded on an important waterway, Bosphorus, the city has a close relation with the water. Thorugh the phase this relation will be mentioned. The Water phase will last from 22nd June to 22nd September.

"Fire" symbolises the future of İstanbul. Through this phase future projects will be thought to create sustainable cultural assets and urban renewal. The Fire phase will last from 23rd September to 31st December.

"Istanbul 2010" will be performed within the framework of four elements through the different activity sectors mentioned below (Table 2).

Events	Earth (1 January - 20 March)	Air (21 March - 21 June)	Water (22 June - 22 September)	Fire (23 September - 31 December)
Exhibitions	5	1	4	3
Concerts	2	5	5	7
Theatre	1	1	1	-
Walking Tours	1	1	1	1
Street Festivals	1	1	1	-
Symposiums	-	2	-	2
Workshops	-	1	2	2
Dance	-	2	-	1
Film	-	5	-	-
Sports	-	-	1	-
Biennial / Triennial	-	-	-	4

Table 2. Events of Istanbul 2010, www.istanbul2010.org

Beside the events, those will be performed in 2010, the other projects those will be implemented up to year 2010 are defined in the booklet of ECOC team (Appendix 4). According to this, there will be studies on different sectors like education and training, exhibitions and also there will be urban project (Table 3).

Project Sectors	Untill 2010	During 2010
theatre, dance, opera, visual arts, film, literature, sports	-	14
crafts, workshops, educational and training projects	4	5
fashion/design, exhibitions, symposiums	4	21
music	-	19
heritage, history-archives, restoration projects, architecture	15	-
street festivals, walking tours	-	7

Table 3. ECOC Project Sectors; Çalışlar, Izzettin, Istanbul a city of the four elements, Istanbul 2005

During the preparation process, there will be exhibitions in order to integrate the European cities with Istanbul. At the same time, educational and training projects will be performed concerning the development of the capacity of local producers in Istanbul. Another study will be about the restoration and rehabilitation of historical parts of the city.
In addition to this project schedule, the organization team of Istanbul 2010 has announced through their website in July 2006, that they are open to new projects. In this announcement, the information about the subjects of the projects, the criteria in selecting them and the presentation form of the projects are given (www.istanbul2010.org).
The projects set for Istanbul 2010 will be held mostly in the historical parts of Istanbul. The activities will be performed especially in 11 of 32 districts of Istanbul[8].
Beside the activities and large-scaled projects envisioned for Istanbul 2010, there is a communication plan driven by the organization team, mentioned in the booklet of ECOC process. This study is believed to be one of the main features of Istanbul ECOC project and it is expressed as a comprehensive and far-reaching communications and marketing operation with two aims:
To involve as many people and organizations as possible and
To use this opportunity to redifine relations between the people of Istanbul and the city administration in order to create a new mechanism for desicion making.
The communications plan will be an integral part of strategic planning and will be supported by the PR activities. The communications plan for 2010 have been established in five phases

and for each phase the actions are set (Çalışlar, İzzettin Istanbul a city of the four elements, 2005).

- The year 2006 is the first phase of the communication plan and during this year a follow-up and feed-back system will be established between the Executive Committee, Communications Committee, Artistic Committee, project managers, discussion groups, NGOs and local authorities at the district level. The aim is to generate the communication between different actors in the city and make citizens to be aware of the project.
- After the planning phase in 2006, the year 2007 will be the phase for setting up a communications strategy, determinating the target audiences and creating a Public Relations (PR) plan.
- Through the year 2008 several tools for communication will be used to facilitate halkın bilgilendirilmesi. This aim will be achieved by the help of media, publications and internet.
- The PR project will be completed through the year 2009. During the last year before the begining of Istanbul 2010, the communications will be strengthened by initiating creative and alternative media channels and tools.
- In the year 2010 the project will be launched and the public will be informed of the events regularly.

CONTRIBUTION OF EUROPEAN CAPITAL OF CULTURE EVENT TO ISTANBUL

According to the organization team of Istanbul 2010 the contribution of the ECOC process to the city is extensive. The team expressed the benefits of this event as follows;

- From 2006 onwards the name of Istanbul will be associated with culture and the arts all over the world.
- As Turkey moves ahead with the process of its candidacy for the European Union, the projects that will be realized will demonstrate that Istanbul, the symbol of the country, has been interacting with European culture for hundreds of years.
- The city's cultural heritage will be managed in a sustainable manner and it will become even more of a magnet than ever.
- Istanbul will achieve lasting gains in the fields of urban renewal, urban living and environmental and social development.
- New museums will be established to protect and display our cultural assets and historical buildings will be renovated, given new roles and opened to the public.
- Citizens of Istanbul will embrace new artistic disciplines. Young talented people will have the opportunity to become more closely involved in artistic creativity.
- Jobs will be created for a large number of people ranging from communications to organization, education, design, management and creative fields.
- Those who come to Istanbul for cultural and artistic projects will visit the city's cultural riches, mosques, churches, palaces and museums.
- Cultural tourism will be invigorated and develop. (Educated, cultured tourists spend three times as much as normal tourists. This means that, as a European Capital of Culture, Istanbul will have a great tourism potential.)
- Many people from the world of culture and the arts, together with members of the print and visual media, will come to Istanbul from Europe and different countries all around the world.
- This will make a positive contribution to the promotion and branding of Istanbul.
- Being selected as a European Capital of Culture will give a boost to the city's economic relations with Europe as well as contributing to its cultural relations.
- With the renovation that will take place, the administrators and administered will join together, hand in hand, sharing their knowledge and experience, to develop a long-term sustainable model for the future.

- Through discovering the beauty of their city, Istanbullites will be proud to live in such a city.

CONCLUSION

Considering the city's cultural identity and heritage and its current situation, there appear to be important issues about the mission of European Capital of Culture. It should be defined at first that, being an ECOC is fundamentally an opportunity if it can be used as a tool for rehabilitation of the city in a comprehensive approach. The important thing is the way of evaluating this opportunity.

Istanbul 2010 has a major vision for ECOC process. However it is seen that there is lack of vision-oriented comprehensive action plan. In this context, Istanbul 2010 project can be understood as a programme of large and small scaled events where the main objectives and strategies are not determined. Since the ECOC may act as a catalyst for city planning with its comprehensive perspective, the project needs an aim, objectives and strategies.

When the new planning approaches are taken into consideration, the project should not be thought as activities those will be performed just through the year. The restoration and the rehabilitation studies should be sustainable and should integrate with the social structure of the city in accordance the strategies developed. It is known that the ECOC projects will mainly be performed in the Historical Peninsula. On the one hand it is perceptible that the ECOC project has a mission of bringing the city's cultural amenities foreground and intoducing them to the other cultures. But on the other hand, performing the project only in certain areas like Historical Peninsula, Bosphorus and Beyoğlu, means to ignore the other areas in Istanbul and this situation conflicts with the city's development strategies. Developing the process by ignoring the majority in the city, makes the project become "Istanbul Historical Areas 2010" rather than "Istanbul 2010". At this point the important question is whether the rest of the city will be the "Capital" or not. For instance the status and the benefits of the development areas in Istanbul like Küçükçekmece, Gaziosmanpaşa, Kartal and Ümraniye, both through the preparation process and during the ECOC year, should be discussed.

As it is mentioned by the organization team, one of the benefits of Istanbul to be an ECOC will be the improvement of tourism in the city. It is certain that the city will attract more tourists with its new mission. However when the project is undertaken with a tourism approach, the concept of being European Capital of Culture will have no difference than a city that hosts the Olympic Games or Formula 1. The differentiation of ECOC project than the other organizations may come up with understanding the concept of "culture". When the concept of culture and tourism are taken into consideration together, the commercialization of the culture occurs. At this juncture the crucial point is to place culture as a driving force in city development, not to consume it to become more competitive. Here, the integration of the projects with the social and physical structure of Istanbul becomes very important as they are thought as a part of cultural policy. Generally, the implementation samples for urban planning studies from foreign countries do not suit with the structure of Istanbul when they are implemented. Considering that every city has its own features, the implementation of the original projects those reflect the characteristics of the city, become more important than imitating. So the selection of the projects especially the ones with long-lasting objectives is vital. For instance a rehabilitation study that will be implemented in the Historical Peninsula should be appropriate with the urban fabric as it is with the social structure.

Another essential point is that if the ECOC is undertaken as a public – oriented project it may help to develop a democratic concious both for the public and the authorities. So the event may become an urban planning project, that considers the social values, rather than a public relations project. With the active participation of the public in the four year period until the year 2010, the studies will be legitimate and also they will help the public to gain the concious of being citizens.

Today, it has the priority to come to a mutual understanding in urban planning and cultural heritage conservation issues and produce projects for and with public. It should be better understood that the European Capital of Culture project is neither a marketing project nor a

public relaitons campaign. It is mainly a cultural planning project in which the culture should really work for the public. Thus the vision of the project should be perceived by the authorities clearly and explained to the public, so they can get involved in the project both in the preparation process and during the year 2010. By achieving the public participation in a wide scale, the base for a democratic platform will be established. Thereby, the ECOC project will become a catalyst as it generates a new approach in planning and in conservation of the cultural heritage, if only the 4 year period can be evaluated efficiently.

.

Appendix 1

European Capitals of Culture

1985 Athens -Greece
1986 Florence -Italy
1987 Amsterdam -Holland
1988 Berlin -Germany
1989 Paris -France
1990 Glasgow -Britain
1991 Dublin -Ireland
1992 Madrid -Spain
1993 Antwerp -Belgium
1994 Lisbon -Portugal
1995 Luxembourg
1996 Copenhagen -Denmark
1997 Thessalonica -Greece
1998 Stockholm -Sweden
1999 Weimar -Germany
2000 Avignon -France, Bergen -Norway, Bologna -Italy, Brussels -Belgium, Helsinki -Finland,
Krakow -Polond, Reykjavik -İceland, Prague -Czech Republic, Santiago de Compostela -
Spain
2001 Porto -Portugal, Rotterdam -Holland
2002 Bruges -Belgium
2003 Salamanca -Spain, Graz -Austria
2004 Genova -Italy, Lille -France
2005 Cork -Ireland
2006 Patras -Greece
2007 Luxembourg, Sibiu -Romania
2008 Liverpool -Britain, Stavanger -Norway
2009 Linz –Austria

Appendix 2

Initiative Team of Istanbul 2010

Advisory Board

Chairman, MP for İstanbul -Egemen Bağış
Turkish Ministry of Foreign Affairs -Şule Soysal
Turkish Ministry of Foreign Affairs -Deniz Çakar Singh
Turkish Ministry of Foreign Affairs -Hande Ceylan
Turkish Ministry for Culture and Tourism -Zeynel Koç
Turkish Ministry for Culture and Tourism -Serdar Tuğrul
Turkish Ministry for Culture and Tourism -Hidayet Memişoğlu
Turkish Ministry for Culture and Tourism -İffet Billur
İstanbul Governorship -Cumhur Güven Taşbaşı
İstanbul Provincial General Assembly -Kahraman Arslan
İstanbul Metropolitan Municipality -Muammer Erol
İstanbul Metropolitan Municipality -Ömer Türk
İstanbul Metropolitan Municipality -Prof. Dr. Erman Tuncer
İstanbul Metropolitan Municipality -Tülin Ersöz
İstanbul Metropolitan Municipality -Burcu Topbaş

İstanbul Metropolitan Municipality -Dr. Ali Mazak
İstanbul Metropolitan Municipality Assembly -İbrahim Güllük
İstanbul Foundation for Culture and Arts -Nuri M. Çolakoğlu
İstanbul Foundation for Culture and Arts -Görgün Taner
İstanbul Foundation for Culture and Arts -Esra Nilgün Mirze
İstanbul Bilgi University -Asu Aksoy
İstanbul Chamber of Commerce -Şekib Avdağiç
İstanbul Chamber of Commerce -Selva Akçaylı
İstanbul Chamber of Industry -Tanıl Küçük
İstanbul Chamber of Industry -Ataman Onar
Human Settlements Association -Korhan Gümüş
Açık Radyo -Gürhan Ertür
European Cultural Association -Mahir Namur
Beyoğlu Municipality -İlhan Turan
Beyoğlu Municipality -Serap Sarıcı
Unity Foundation -Mehmet Alaca
Economic Development Foundation -Dr. Şebnem Karauçak
Economic Development Foundation -Davut Ökütçü
İstanbul Textile and Apparel Exporters' Association -Yaşar Acar
İstanbul Textile and Apparel Exporters' Association -Süleyman Orakçıoğlu
Exporter's Assembly of Turkey -Oğuz Satıcı
Exporter's Assembly of Turkey -Burhan Özkan
Association of Travel Agencies of Turkey -Gülsen Kırbaş
Association of Travel Agencies of Turkey -Ertuğrul Karaoğlu
Association of Travel Agencies of Turkey -Başaran Ulusoy
Tourism Investors' Association -Oktay Varlıer
Tourism Investors' Association -Nedret Koruyan
History Foundation of Turkey -Halim Bulutoğlu
Santral İstanbul -Suay Aksoy
Bahçeşehir University -Cengiz Aktar
Advertisers' Association -Birnur Akan
Cultural Awereness Foundation -Leyla Sürmeli
Cultural Awereness Foundation -Faruk Pekin
Cultural Awereness Foundation -Canan Pak
Association for Intercultural Communication -Vecdi Sayar
Pozitif -Cem Yegül
Ideas for Sale PR Agency -İpek Sabuncu
dDF Advertising Agency -Arhan Kayar
Chief Editor -İzzeddin Çalışlar
Budget Coordinator -Ahmet Çakaloz
Head of Secretariat -Emine Çaykara

Executive Board

İstanbul Foundation for Culture and Arts -Nuri M. Çolakoğlu, Chair
Açık Radyo -Gürhan Ertür, Deputy Chair
İstanbul Foundation for Culture and Arts -Esra Nilgün Mirze, Deputy Chair
İstanbul Governorship -Cumhur Güven Taşbaşı
İstanbul Metropolitan Municipality -Muammer Erol
İstanbul Metropolitan Municipality -Ömer Türk
İstanbul Metropolitan Municipality -Prof. Dr. Erman Tuncer
İstanbul Metropolitan Municipality -Tülin Ersöz
İstanbul Metropolitan Municipality -Burcu Topbaş
History Foundation of Turkey -Halim Bulutoğlu
Santral İstanbul -Suay Aksoy
Bahçeşehir University -Cengiz Aktar
Advertiser's Association -Birnur Akan

Association for Intercultural Communication -Vecdi Sayar
Cultural Awereness Foundation -Faruk Pekin
Cultural Awereness Foundation -Canan Pak
Human Settlements Association -Korhan Gümüş
Ideas for Sale PR Agency -İpek Sabuncu
dDF Advertising Agency -Arhan Kayar
Santral İstanbul -Serhan Ada
Chief Editor -İzzeddin Çalışlar
Budget Coordinator -Ahmet Çakaloz
Head of Secretariat -Emine Çaykara

Appendix 3

Projects for Istanbul 2010

Earth

Grand Openning
Mothers, Godnesses and Sultanas
Imperial Passions
Istanbul Inspriations Three Operas
Turkish Makam Music Between the Past and the Future
Istanbul Costumes
Topkapı Palace Cyber Museum
Only in Istanbul Music Festival
International Istanbul Ulker Puppet Festival
7000 years at 7000 meters
Harmony in Diversity
Şenlikname

Air

Living Together, Multi Cultural Life in Istanbul
Icons and Sacred Relics in the Atrium of Saint Irene
Ayasofya Throughout the Century
Istanbul and Humanitas
Days of Faith
Hıdırellez
40 Days 40 Concerts
Babylon Turns Istanbul On
Istanbul 2010 Major Encounters
New Language of Music in New Europe
Tango 3 Cities, 3 Cultures and A Passion
Istanbul: A Refuge for All Times
Towards Heaven
The Meeting of Street Theatres
2010 District Festivals
International Istanbul Theatre Festival
3 Women/ 3 Istanbul – Boddies and the City
Thinking Together on Public Projects
International Istanbul Film Festival
On Istanbul
Isyanbul Symphony of A City
We are Uncovering Istanbul
The Immigrants Towards a Common Future

Water

Europe on the Boğaziçi
Painting the Bosphorus Blue
Istanbul History and the Sea Festival
40 Hammams Story
The Danube Bridge
From the Past to the Future: Istanbul and Her Sister European Capitals of Culture
Istanbul Meeting of European Capitals of Culture
Europ-Ist 2010 Network
By the Flow of Water
Youth IntegrART
3 Countries 3 Composers 3 Concerts
International Istanbul Music Festival
International Istanbul Jazz Festival
Far Away So Close
Heybeliada Sounnd Project
International Festival of Islands
Ramadan Festivities 2010
Mahya Contest
Children's World

Fire

Internatioanl Istanbul Biennial
Architectural Binnial
Istanbul On the Move
Design 2010
International Student Triennial
Istanbul A Place with no Doors or Windows
DemArtRacy Village
Forging the Future, Forging the Culture
Photo Bridge
Internaitonal Istanbul Photography Festival
4+1 Earth/Air/Water/Fire + Eternity
Celebrating Istanbul At the European Cross Roads
Mediterranean Contemporary Music Days
Pera Fest
Two Musical Geniuses From East and West: Itri and Bach
Miam Electro Acoustic and Intermedia Platform
Miam Film Music and Sound Design
Miam Contemperary Music
Miam Ethnomusicology
Impresionnist
Istanbul City of Peace
In Lieu Writing On / In / To Istanbul

Appendix 4

Multi-Institutional Projects Towards 2010

1. Fatih Forum / Fatih Development Forum,
2. Sultanahmet Rehabilitation Project,
3. Human Resources Projects :
Programme for training qualified workers for cultural conservaiton,
Master builders in Beyoğlu User Training/Certificate/Office model project,

Capacity-building for local actors,
Urban design and support networks for small urban producers,
The "Culture Ants" March Toward 2010
4. New Museums and Cultural Centers :
The museum of Istanbul,
Transformation of the Hasanpaşa Gasworks,
Tersane-i Amire Project,
The reorganization of the Istanbul Archeology Museum,
Ottoman Bank Museum's Activities,
Natural History Museum.
5. Urban Transformation and Restoration Projects
Associazione Palatina / Sultanahmet Rehabilitation Project
Beyoğlu Rehabilitation Project
Fener-Balat Asessment / Sampling Project
The Revival of the Historic Bazaar of Kadıköy
Zeyrek: Historical Houses Restoration
Zeytinburnu Culture Isle
Kamondo Mausoleum and non-moslem cemetery restoration project
6. Bringing the World to Istanbul
2007 The Mediterranean Saga In the Footsteps of Piri Reis
2008 The Silk Road In the Footsteps of Marco Polo
2009 Circumventing Black Sea In the Footsteps of Jules Verne
2010 The Danube Bridge In the Footsteps of Franz Liszt

References and Notes

Books and Articles

Çavuşoğlu, Erbatur 2002 *Yeni Başlayanlar ve Şeytan Taşlayanlar İçin Küreselleşme*, MSGSÜ Planning Policy Lecture Notes.
Çalışlar, İzzettin 2005 *Istanbul Candidate for 2010 ECOC, a City of the for Elements* Istanbul Mas Matbaacılık.
Evans, Graeme 2001 *Cultural Planning – An Urban Renaissance* USA
Kuban, Doğan 1982 "Türk ve İslam Sanatı Üzerine Düşünceler" *Arkeoloji ve Sanat Yayınları* 1,172-173 Istanbul
Rae, Palmer 2004 *European Cities and Capitals of Culture* Study Prepared for the European Commission, Brussels

Web Pages (last entry on 10.07.2006)

www.istanbul2010.org
www.arkitera.com

Notes

[1] Gokkafes built in an illegal way against the law of bosphorus, building of Koc University in the naturally protected area, transformation of forest areas into big and closed, concrete sites are due to the legal loopholes
[2] National Authorities: Advisor to the Prime Minister, Turkish Ministry of Foreign Affairs, Turkish Ministry for Culture And Tourism.
[3] City Authorities: Istanbul Governorship, Istanbul Provincial General Assembly, Istanbul Metropolitan Municipality, Beyoğlu Municipality
[4] Cultural Institutions: Istanbul Foundation for Culture and Arts, Human Settlements Association, European Cultural Asssociation, Unity Foundation, Economic Development Foundation, History Foundation of Turkey, Cultura Awareness Foundation, Association for Intercultural Communication, Santral Istanbul
[5] Private Sector: Istanbul Chamber of Commerce, Istanbul Chamber of Industry, Açık Radyo, Istanbul Textile and Apparel Exporters Association, Exporters' Assembly of Turkey, Association of Travel Agencies of Turkey, Tourism Invertors Association, Advertisers' Association, Pozitif, Ideas for Sale PR Agency, dDF Advertising Agency
[6] Universities: Istanbul Bilgi University, Bahçeşehir Universiy
[7] The total number of active cultural associations in Istanbul was counted as 7563 in the year 2000.
[8] Predominantly Beyoğlu, Eminönü and Fatih districts and the other districts those will host the activities are Adalar, Beşiktaş, Beykoz, Kadıköy, Sarıyer, Şişli, Üsküdar, Zeytinburnu.