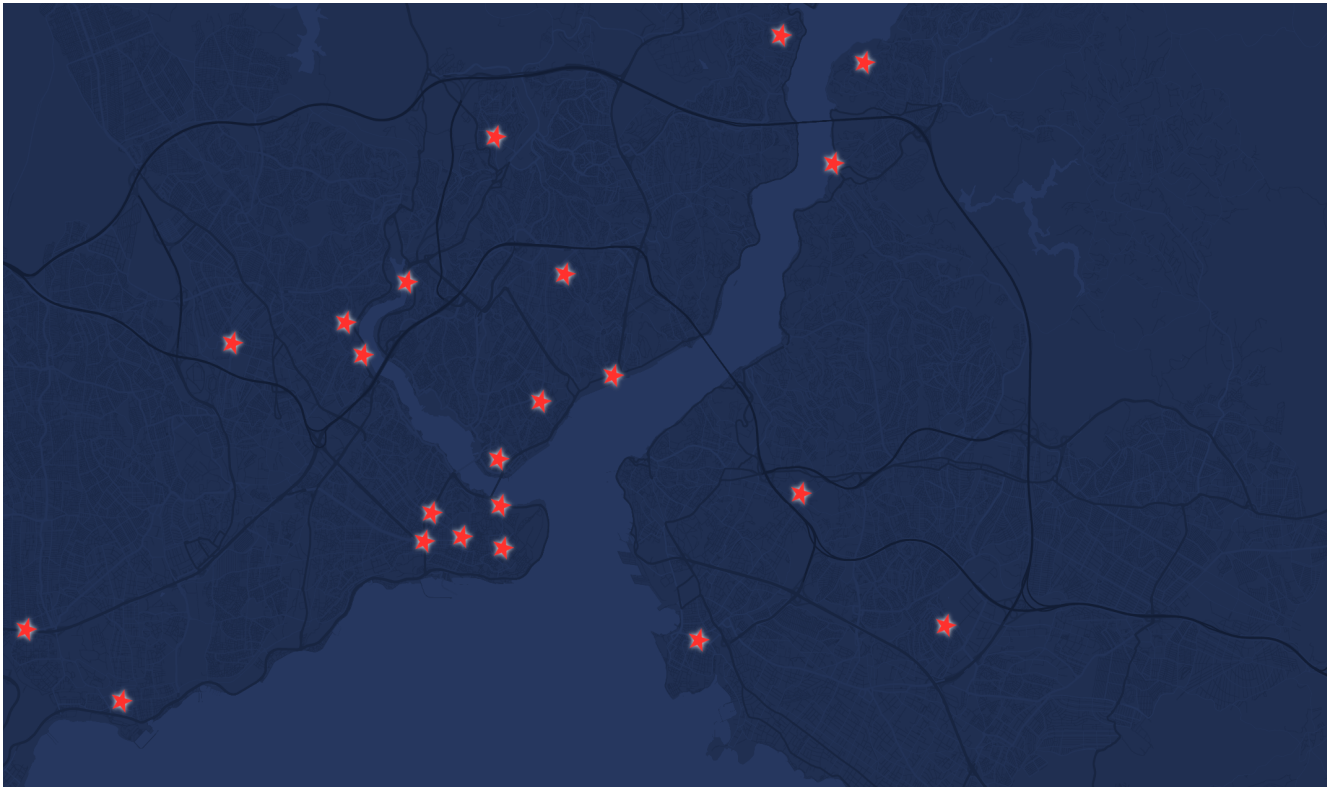


10-11 DECEMBER 2014  
Workshop / Panel

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## Istanbul Smart City Information Hubs -

Initiating, supporting, and facilitating local interventions for developing the future Istanbul as *Smart City*



1/3

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### Workshop

in collaboration with  
TAK - Design Atelier  
Kadiköy

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10 DECEMBER 2014, 09:00 - 19:00+

participants: limited to 30

admission: free\*

location: TAK - Design Atelier Kadiköy

[url.ipoles.org/google\\_VU54](http://url.ipoles.org/google_VU54)

register [here](#) by **November 23**

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### Panel

in collaboration with  
WICS 2014 - World Intel-  
ligent Cities Summit

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11 DECEMBER 2014, 16:00 - 19:00

admission: free\*

location: Conrad Istanbul Hotel, Beşiktaş

[url.ipoles.org/google\\_BA0C](http://url.ipoles.org/google_BA0C)

register [here](#) by **December 7**

\*admission only for registered visitors

## Istanbul Smart City Information Hubs -

2/3

Following the Istanbul Design Biennial's call of making propositions that initiate, support and facilitate local interventions for developing the future Istanbul as Smart City, we propose a visible Urban Manifest firmly anchored in the city's neighborhoods: a mesh of interconnected local Information Hubs at strategically selected public locations.

Hubs offer free public WiFi connection in a narrow range. They collect information provided by people, narrowcast context-relevant information, and also generate income by leasing space for commercial and non-commercial purposes. Hubs reinforce a sense of community for locals, act as landmarks/meeting-points for non-locals, and are highly exposed markers for the city's identity and brand-building strategy.

HUBs are catalysts for urban planning and development, producing physical evidence and arguments of feasibility for the future Istanbul.

The Istanbul Smart City Information Hubs project is organized by:



**Istanbul  
Bilgi University**  
LAUREATE INTERNATIONAL UNIVERSITIES

**Istanbul Bilgi University**  
Cihangir Istek  
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**IIDj**

**Institute for Information Design Japan**  
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**LIN**

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Organizers / Support:

Istanbul Design Biennial  
Istanbul Foundation for Culture and Arts - IKS  
[2tb.iksv.org](http://2tb.iksv.org)

**TAK**  
TASARIM ARASTIRMA KATILIM

TAK - Design Atelier Kadikuoy  
[www.kadikoytasarim.org](http://www.kadikoytasarim.org)

**WICS2014**  
WORLD INTELLIGENT CITIES SUMMIT

WICS2014 - World intelligent City Summit  
[www.wicssummit.com](http://www.wicssummit.com)



Goethe Institut Munich / Istanbul  
[www.goethe.de](http://www.goethe.de)

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## Istanbul Smart City Information Hubs -

We invite young creators, business developers, communal activists, and local government strategists to explore three different views on Istanbul Smart City Information Hubs in a one-day workshop. 3/3

In small teams, directed by local and international experts, participants will review current developments in world-cities and engage in local research to produce three micro manifestos that will be presented and discussed in a follow-up Panel.

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### Team 1

Content and Editorial Management / Resources and Sustainability

- *how to engage locals as active producers of content*
- *what contents are available and could/should be considered*
- *how to maintain steady streams of relevant content*

#### Participants

- professional writers/curators
- young creatives from the local hackathon scene
- social/community activists

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### Team 2

Branding and Creative Industries / Business Strategies and Development

- *how to bring in local businesses and initiatives*
- *who is playing what roles*
- *how to plan for the short-/mid-/and long-term scenarios*

#### Participants

- professional designers, marketing experts
- young start-up leaders
- representatives of city administration

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### Team 3

Governance and Local Administration / Feasibility and Implementation

- *how to take advantage of specific local conditions*
- *what is the scope of administrative involvement*
- *how to maintain, update, extend physical infrastructure and systems*

#### Participants

- professional engineers, system developers
- IT/telecom/urban furniture corporations
- representatives of city administration

The number of participants is limited to 30  
register [here](#) by **November 23**