

Design Manual for Tourists

IN.FORMAL academy

2nd Istanbul Design Biennial

Aslı Kıyak İngin

Pierre Kracht

Sabine Voggenreiter

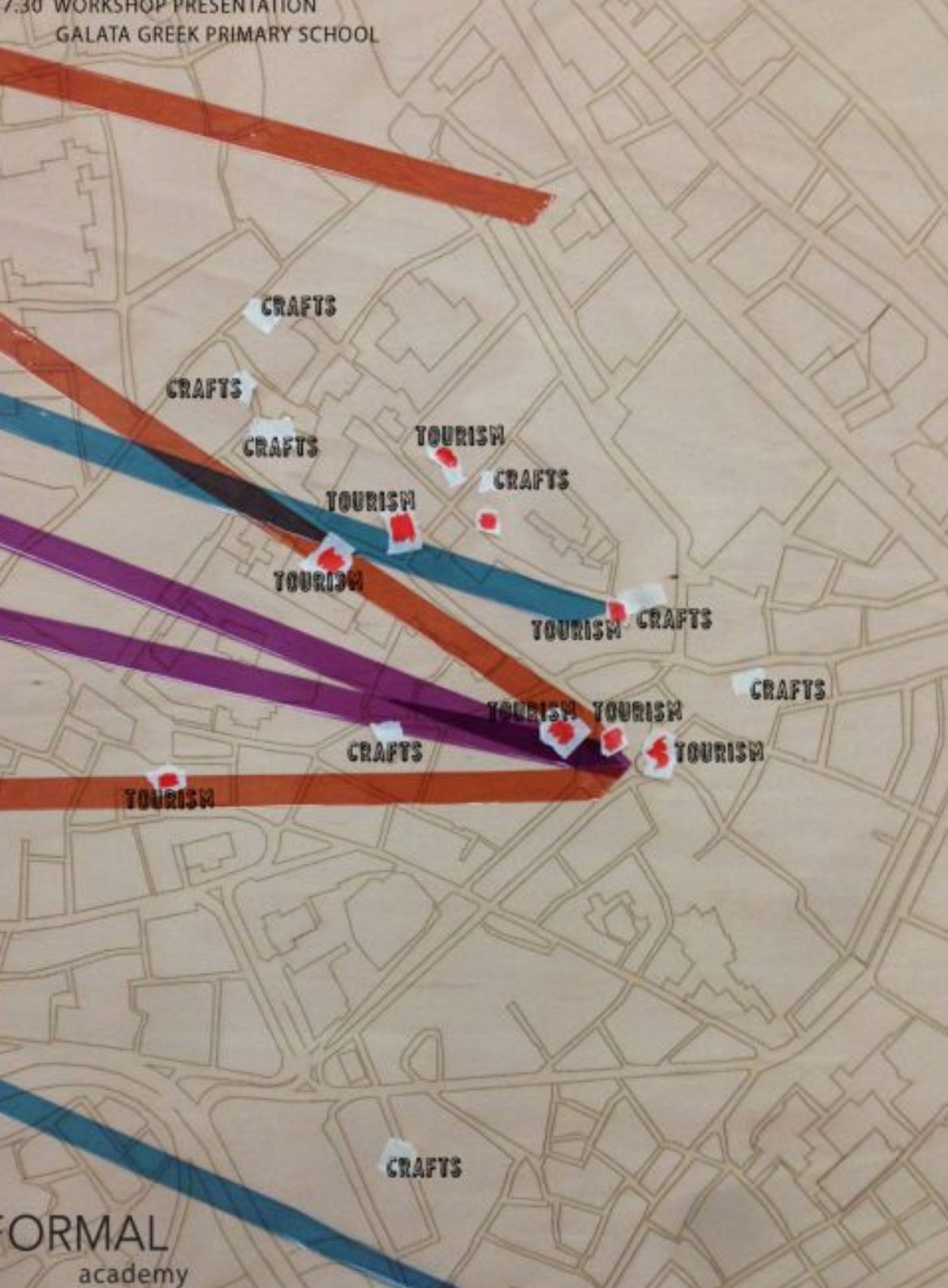
www.informalacademy.net

Craft neighbourhoods in Istanbul are under threat by city politics and economy and their decisions as a part of a top down urban transformation process.

The craft neighbourhood of Galata is supposed to be replaced soon by tourism and consuming orientated structures.

city centre of Istanbul.





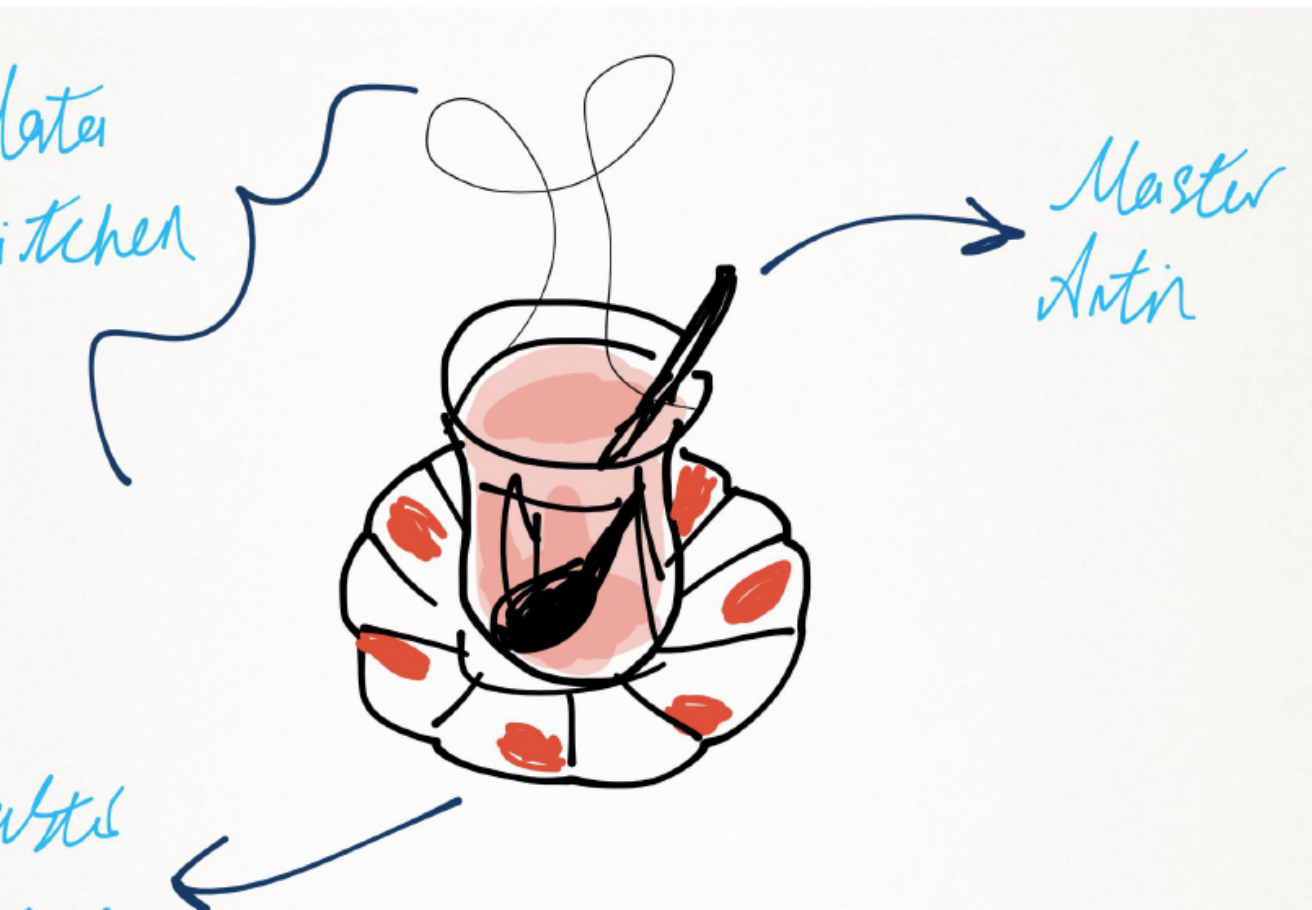
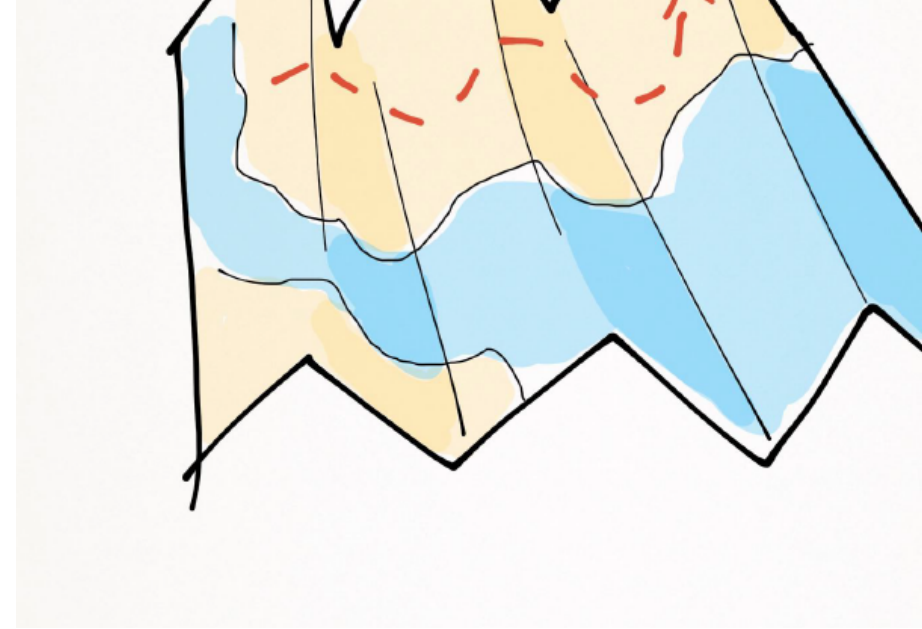
The workshop "Design Manual for Tourists" focused on the tension between crafts workshops and tourism and tried to find a new balance and togetherness for the benefit of the city neighbourhood.



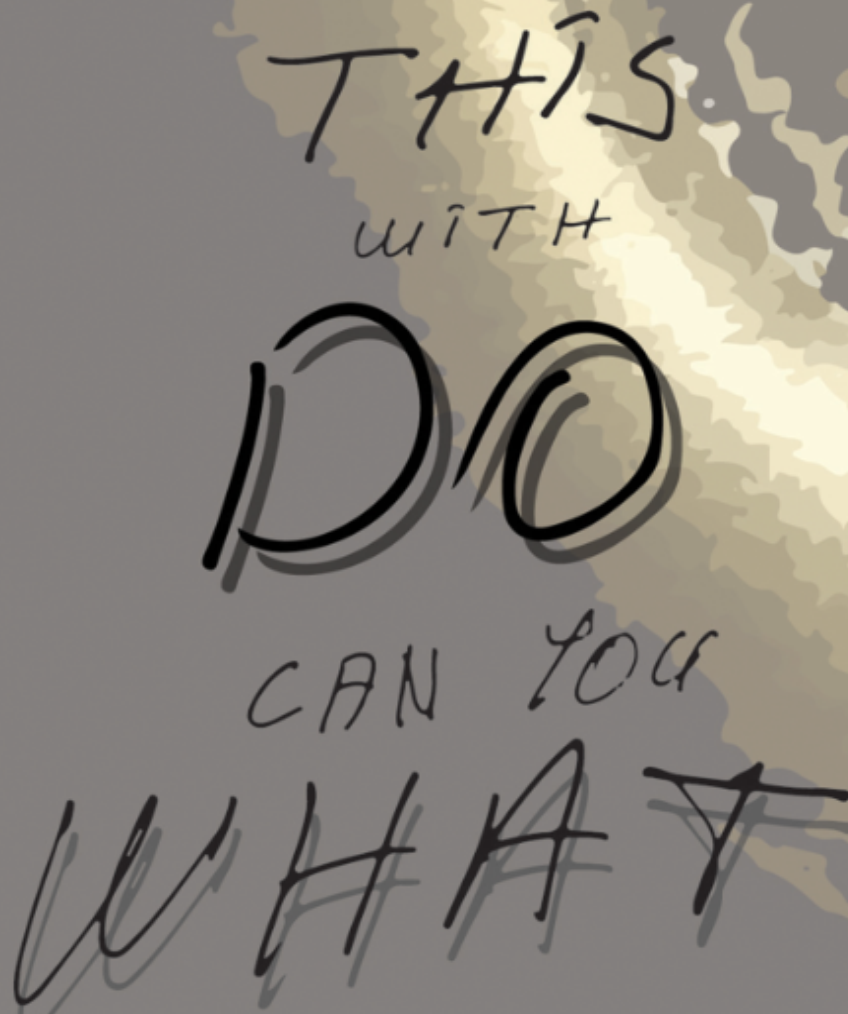
Central targets of the workshop was the community based development of sustainable tourism in a vivid and dynamic urban community.



Toursits will be a kind of communication tool to connect craftsmen and tourists in a sustainable and respectful way and to protect the neighbourhood.



workshop pointed out the potentials seen in the
sustainable tourism and the protection of the craftsmens
district and also how design can play a leading role in
the transformation process of improving urban living from
bottom up.



THIS
WITH
DO
CAN YOU
WHAT

The text is written in a casual, hand-drawn style on a background that looks like a piece of paper with a yellowish, textured surface. The words are arranged in a vertical sequence, with 'THIS' and 'DO' being the largest and most prominent. The overall tone is informal and creative.

Questions:

Manifestos!

For Now and Future...

Is it possible to
redefine and reverse
the tourism visions
and habits to sustain
the craft
neighborhood?

What kind of
relations can be
constructed between
craft and tourism?



ifestos!

Now and Future...

ould a production
cess and
ducing a product
a part of
ristic
erience?

ould a tourist be
ew customer for
craft workshops?









impressions!

- A GAME WHICH CRAFTSMANS
AND TOURISTS CAN CONNECT

GAME WOULD BE A GUIDE
FOR THE TOURISTS

LIMITS OF THE CRAFTSMANS
ARE IMPORTANT!

SOCIAL NETWORK

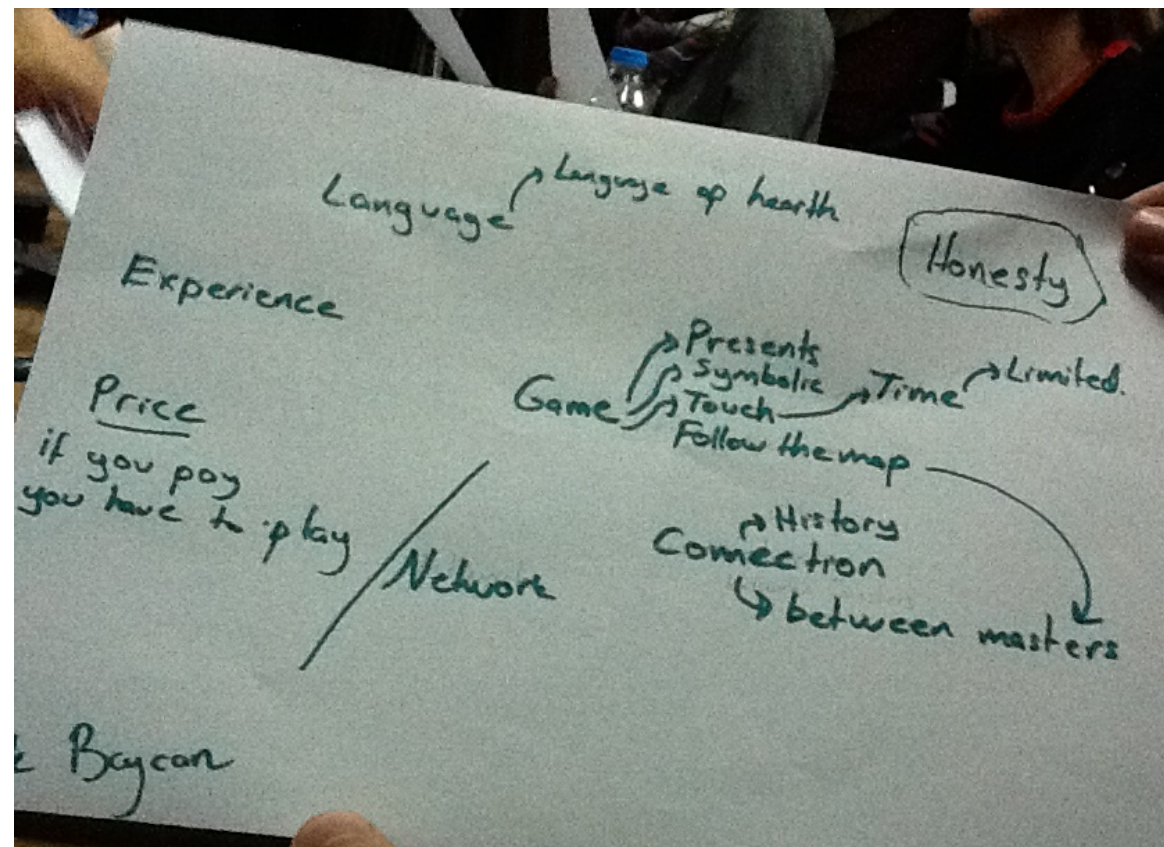
HOWING THE MAKING
PROCESS OF A PRODUCT

FIRST TAKE THE ATTENTION
TOURIST

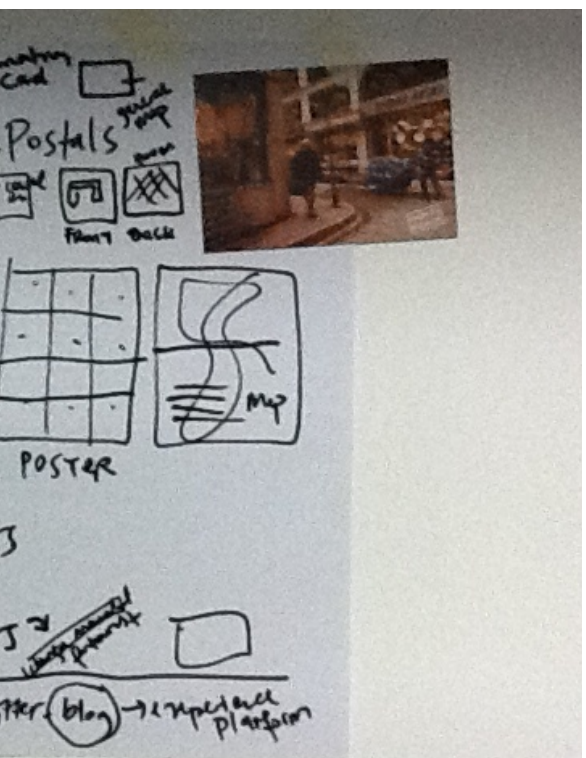
WORKSHOP ENTERENCES
D WELCOME PEOPLE

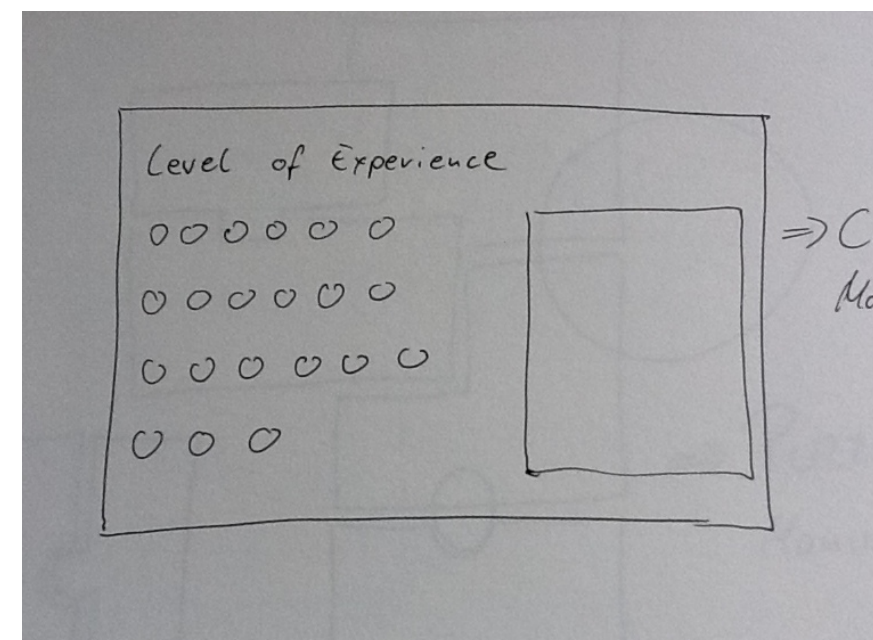
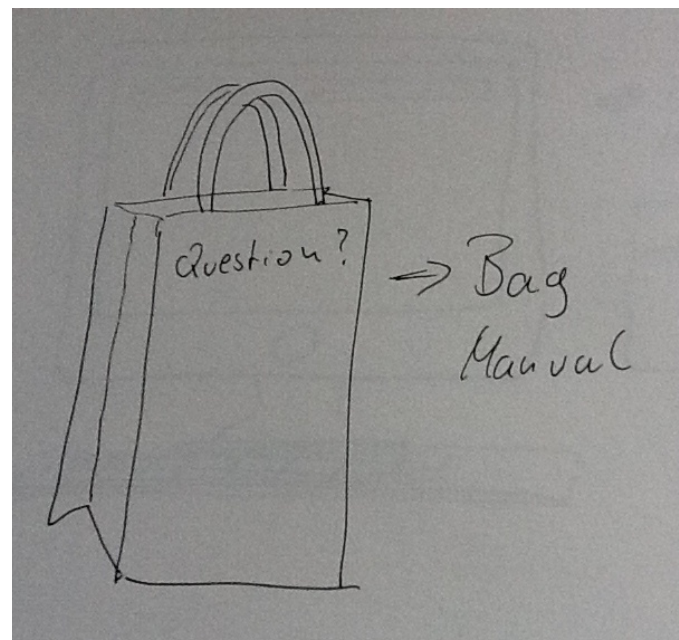
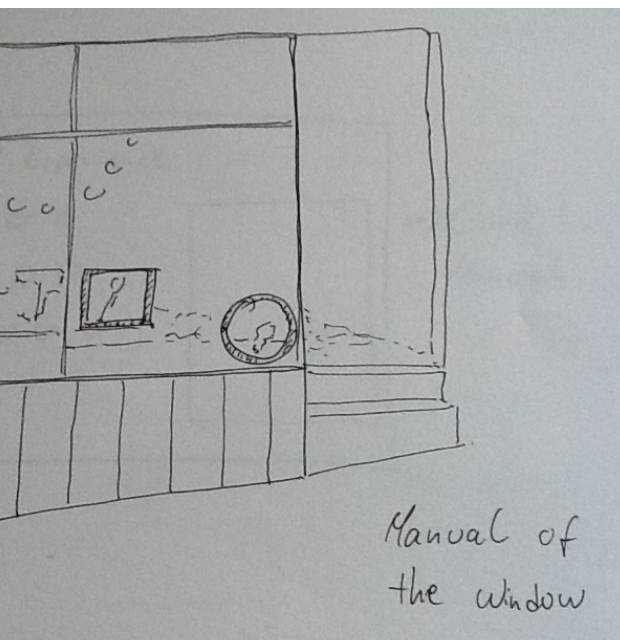
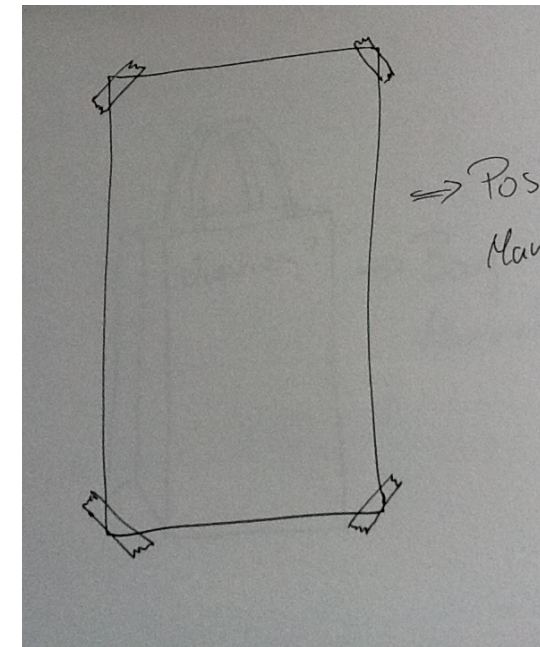
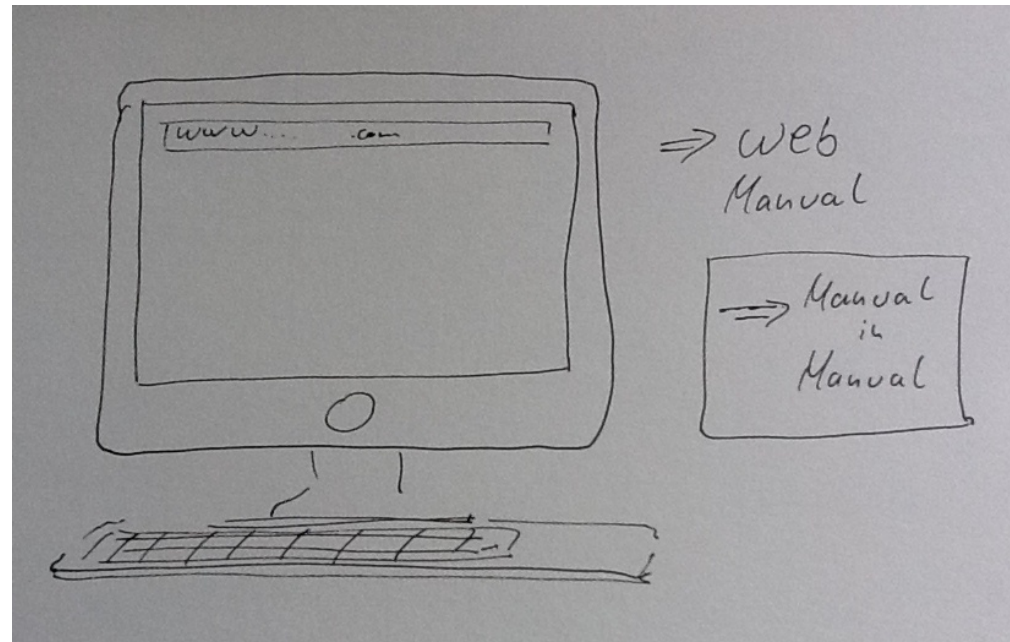
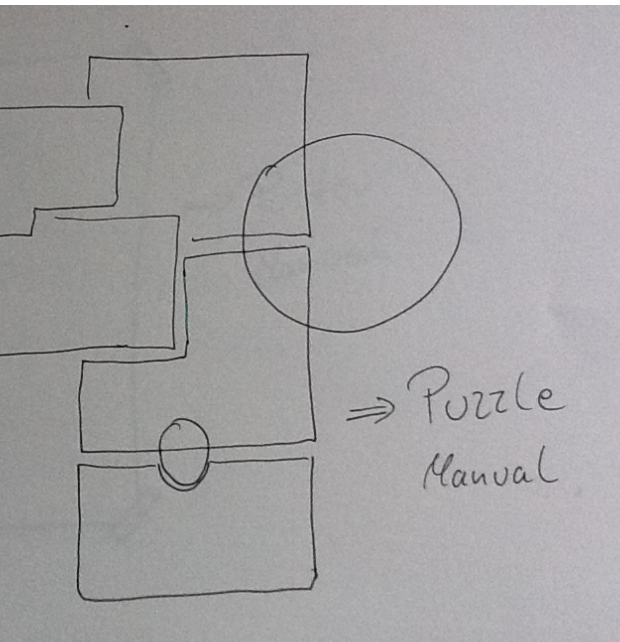
GUAGE

HAZ



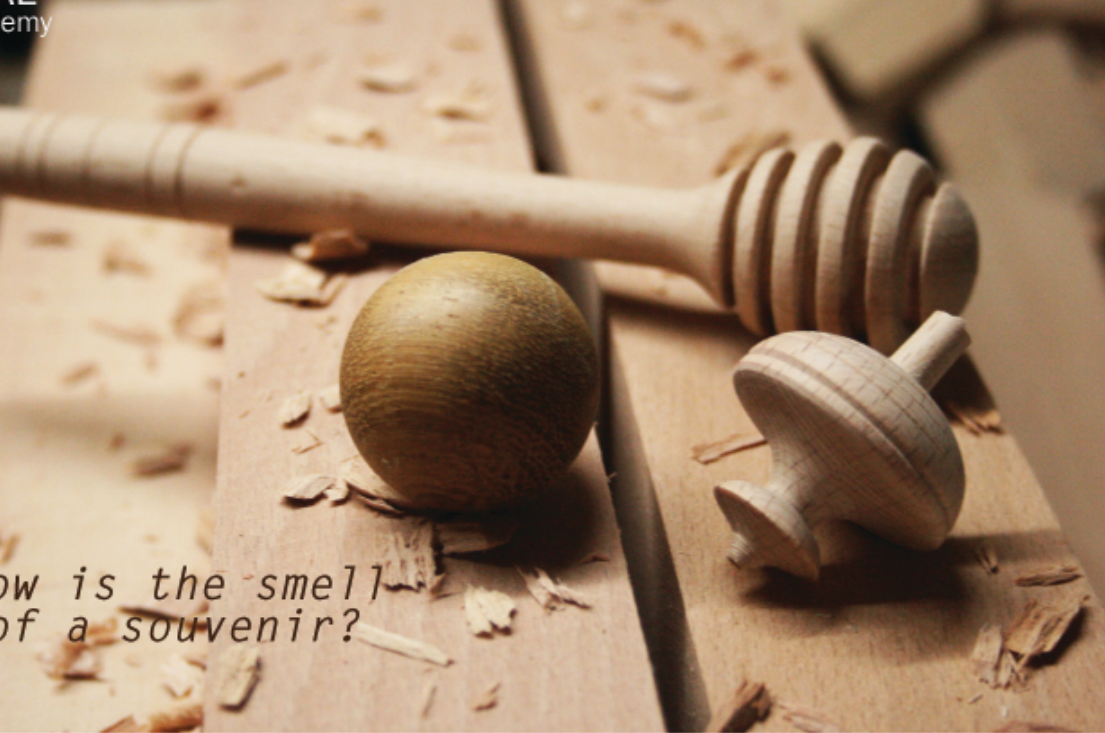








emy



ow is the smell
of a souvenir?

DESIGN TRAINING

COME AND GET YOUR
SOUVENIR DONE

