

we|you|they

SEPTEMBER - OCTOBER 2019 - ISSUE 17

FASHION, SHOPPING, CULTURE AND LIFE MAGAZINE

by **Özdilek** EN

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**AN AUTUMN
ATMOSPHERE
AT HOMES**

**COLORS OF THE
AUTUMN ARE IN
YOUR WARDROBE**

**The Tale City
in the Heart
of Europe:
PRAG**

**EMİR MURAT
ÖZDİLEK
“WE HAVE A
PARTNERSHIP IN
COMMUNICATION”**

**Timeless
Pieces
of the New
Season**

**SCHOOL
EXCITEMENT
STARTS**

**The Beloved Comedian:
CMYLMZ**

**BAŞAK
PARLAK**

**“SIMPLICITY
LIBERATES ME”**



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EDITO



Dear We You They Readers,

The nature started to wrap itself up in fall colors while leaving the sunny days behind... New education period for children and the young and new hustles for the adults are at the door in these days when the sunny weather leaves its place to cold winds! Here comes our new issue which you can read with pleasure while sipping your coffee with a calm energy of the fall.

After a summer which we enjoyed the sea, sand and sun, a vacation recommendation which is full of excitement reaching to new discoveries is waiting for you in our Travel page! In this issue, we are dropping by Prague, the Heart of Europe, the City of Fairy Tales... We have listed the travel recommendations and historical structures which you need to see while walking around the streets of culture and art.

We brought together the most favorite pieces of the season so that you can arrange your wardrobe in line with the season while the winter clothing is taking their place in the wardrobes. You can check our Decoration Ideas page for decoration recommendations inspired by the nature and warm touches which you can use with fall colors for your living quarters.

We gathered together the joyous activities which you can do before September and October pass by in the blinking of an eye, travel routes which you can enjoy the serenity and season preparations in our It's High Time page. You can read medical advices regarding your current and seasonal complaints on our Health pages to protect your health in these days which are full of new experiences.

We made a delighted interview with beautiful actress Başak Parlak who is the face of Sadem, a brand of Özdilek and draws the attention with her naturalness and elegance, in which we talked about everything from her acting to personal life, from her daily routines to her lovely friends.

You can also read the interview of Emir Murat Özdilek who is the Chairman of Özdilek Holding's Board of Management, during which we talked about his future projects, sectoral detections, targets and interests.

I would like to wish you a peaceful fall with my best regards.

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Print

Promat Basım

Yayın San. ve Tic. A.Ş.

Orhangazi Mah. 1673 Sok. No. 34

Esenyurt / İstanbul

P: 0 212 622 63 63

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Published As

WE YOU THEY MAGAZINE

NATIONAL PERIODICAL

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in mobile applications and the web



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NEWS FROM ÖZDİLEK

Mobile Application of Özdilekteyim.com is Available Soon

Özdilek that establishes all production and sales-related activities on the basis of customer satisfaction launched a mobile application of Özdilekteyim.com which is an online shopping site in order to transmit its half century of accumulation, experience and its best quality products to the customers in the fastest way. The mobile application was promoted with a commercial film including the actress Nihan Tarhan.

“Quite Easy with One Click” Thanks To User-Friendly Interface

Özdilekteyim bringing its new mobile application into use enables adding the searched products in the basket and completing your shop easily thanks to its user-friendly interface. Mobile application of Özdilekteyim.com can be downloaded easily and for free with both iOS and Android application support.

Özdilek is Now Everywhere in Turkey with Özdilekteyim

Özdilekteyim.com where you can shop securely with the quality of Özdilek presents online supermarket and store service together. Özdilekteyim which presents the supermarket service including a vast variety of freshest products in Antalya, Bursa, Eskişehir, İzmir, Kocaeli and Yalova provinces provides all Turkey with its store service including globally known brands of broad product range from textile to home textile, from home and lifestyle products to household electrical appliances.





16th Traditional Circumcision Feast

281 children were circumcised with the Traditional Circumcision Feast which was held by Özdilek Holding for the 16th time. 2 thousand 100 children was circumcised until today in the circumcision feast which became a tradition being held every other year since 1992.

This year, Traditional Circumcision Feast was held again in grass area in the parking lot behind the Özdilek Bursa Shopping Center on the İstanbul Street. Feast program started with reading Mawlid al-Sharif and prayers. After the prayers, the sword dance played by men in Bursa region without music was performed and food was served.

Emir Murat Özdilek who is the Chairman of Özdilek Holding's Board of Management made a speech on the meaning and importance of the day and then feast proceeded with the gift ceremony.

Emir Murat Özdilek and senior managers of the holding presented gifts to all children who were circumcised in the feast. After the gift ceremony, Gülnur Gökçe and Kubat livened up the feast with their performances and everyone had fun to repletion.

In the feast, during which people went through emotional moments, Özdilek employees expressed their gladness to be a part of Özdilek Family who let them feel the first joy for their children with such a nice organization.



PURE AS WATER, PLAIN AS NATURE

Sadem which is a brand of Özdilek and whose products were put on the market abroad particularly in the United States of America in 2017 promoted its organic products and special design collection produced exclusively to the users in Turkey with a digital commercial film.

Young and beautiful actress Başak Parlak who is the face of Sadem brand posed for the camera for the commercial film to be used in Sadem's digital media launch.

“Feel the Naturality...”

We see the nature's dream in the Sadem's misty patterns in the commercial film of Sadem products created with inspiration from the motto of returning to the natural and nature.

In the commercial film in which we discover the Sadem's naturalness over the clouds of pure cotton, we fall into serenity and simplicity we need in the life which we cannot keep up with.

One Hundred Percent Organic Cotton

Sophisticated and spacious look emphasizing the details, geometrical shapes, a calm character with soft tones... There are boutique quilt cover sets, printed quilt cover sets, baby quilt cover sets, towel and bathrobes which are manufactured from one hundred percent organic cotton in Sadem's collection in which the light becomes gray and the details become plain.

The users who prefer coding plainness and naturalness into their living quarters can find the Sadem's magnificent collection in selected Özdilek Home Textile stores or online shopping site of Özdilektheyim.com.



Pure as water, plain as nature



SADEM
Organic



Özdilek Bursa Geçit and HETADER Gave Hope to Children

Özdilek Bursa Geçit hosted a very meaningful exhibition in cooperation with Hemophilia and Thalassemia Association (HETADER) carrying out exemplary social responsibility efforts, Özdilek Bursa Geçit has lent its support to a significant project to raise awareness about Hemophilia and Thalassemia diseases and to pointing out to the cruciality of undergoing premarital screening tests for a healthy childbirth. The works created in the gifted hands of Yusuf Kurhan, a Thalassemia patient and Ali Mansour, a leukemia patient under follow-up in the Pediatric Oncology Unit at Bursa Higher Specialization Training and Research Hospital, were featured in an exhibition which was organized in Özdilek Bursa Geçit to raise awareness about children fighting blood diseases and healthy childbirth. The opening ceremony of the exhibition was attended by HETADER Administration, executives of Özdilek Holding, visitors at the shopping mall and children. People visiting the shopping mall also had the opportunity throughout the day to enjoy the exhibition free of charge.



Spider-Man: Far from Home at Cinetime

The superhero of the movie, Spider-Man: Far from Home to come to the theaters on July 5 in our country, met with his fans at ÖzdilekPark İstanbul. The Spider-man costume character appeared before the visitors at various points of the shopping center and attracted a great attention especially by children. Favored by everyone from grown-ups to children, the superhero didn't forget to take photos with their fans. Cinetime ÖzdilekPark Antalya, Bursa Nilüfer, İstanbul and Özdilek Düzce, Eskişehir, Kocaeli, Manisa Turgutlu, Uşak and Yalova guests was lucky enough to appear in the same frame with the Spider-man thanks to the photos taken with Greenbox technology. The guests who took part and had their photo taken in the Greenbox event were given the photos as souvenirs.



Car Dreams Have Turned into Reality

Özdilek's 48th anniversary celebrated through a fantastic campaign 5 winners who shopped in the amount of TRY 100 and more in total in the same day from Özdilek shopping malls, stores and Ozdilekteyim.com and participated in the drawing won the Mini Cooper XU71 through drawing performed in the presence of a notary public at Özdilek Kocaeli in August 27. Shopping center visitors showed a great interest in the drawing for 5 Mini Cooper XU71 give away campaign, which witnessed quite exciting moments. After the announcement of the short list according to the results of the draw, the vehicles were delivered to their owners in each province.



Özdilek Did Not Forget Its Little Friends

October 4th is being celebrated as the World Animal Day to remind all humanity of animals' right, whether pets or wild, to live a good life and improve our animal friends living conditions. In this regard, Özdilek, attaching importance to such sensitivities, and Özdilek Shopping Malls will draw attention to the meaning and importance of the day by way of various events. The visitors will be informed on the matter through various events to be organized at all branches to this end.

Animal Shelter Workshop

Özdilek Izmir is getting ready for a series of events to raise social awareness on October 4th - World Animal Day. Last year in Eskişehir, Özdilek built doghouses together with children to draw attention to the animals' shelter needs and lend them support and donated them to the animal shelters. This year it organizes a bird and rabbit house building workshop with little guests at Özdilek İzmir. Bird houses to be painted by the help of little guests will be hanged on the trees in the garden of Özdilek İzmir. Workshop activities such as animal-themed painting and model making will contribute to the development of the skills of the little ones while at the same time supporting the instillation of animal love. Art and photo exhibitions for World Animal Day will be open for visit throughout the day.





THE JOY OF THE REPUBLIC DAY

October 29th - Republic Day was celebrated with enthusiasm at Özdilek and ÖzdilekPark Shopping Malls. Özdilek offered an unforgettable Republic Day experience to its guests with various events including Greenbox, the Republic band, exclusive workshops for children and flag giveaways organized at all branches on October 29th. The guests experienced emotional moments during the Greenbox event organized exclusively for the Republic Day. Guests who had their photos taken via Greenbox technology had the opportunity to appear in the same frame with Atatürk. The photos were then presented to the guests as precious souvenirs.

The Republic Band at Özdilek

The republic band, which has been hosted by Özdilek in national holidays and now become a tradition, was welcomed with great joy by the guests at Özdilek Bursa, Ataevler, Geçit, Gemlik, İnegöl, Kaplıkaya, Mudanya, Özlüce and ÖzdilekPark Bursa Nilüfer. Guests sang along the songs and marches with the band, which is favored by both children and grown-ups and enjoyed the national holiday enthusiasm to repletion.

Children's Workshops and Flag Giveaways

Children's Workshops organized on the occasion of the October 29th Republic Day attracted a great deal of attention from the young visitors. Children, who attended the Republic Day Workshops, not only made frames for Atatürk images and Turkish flags, but also draw pictures about the October 29th Republic Day.





The Premiere of Geniş Aile Komşu Kızı Special to Cinetime

Cinetime which hosts the premieres of loved and hotly-anticipated movies along with bringing the movies in theaters together with their audience with comfort and service manners beyond expectations in the high technology cinema halls continues bringing talented actors and actresses in Turkey together with their fans. Cinetime hosted the premiere of Geniş Aile Komşu Kızı (Extended Family The Girl Next Door) movie lastly.

Explosion of Laughter in Cinetime

The premiere of Geniş Aile Komşu Kızı which is the sequel of Geniş Aile: Yapıştır movie was held in Cinetime ÖzdilekPark İstanbul, ÖzdilekPark Bursa Nilüfer and Özdilek Eskişehir with explosion of laughter.

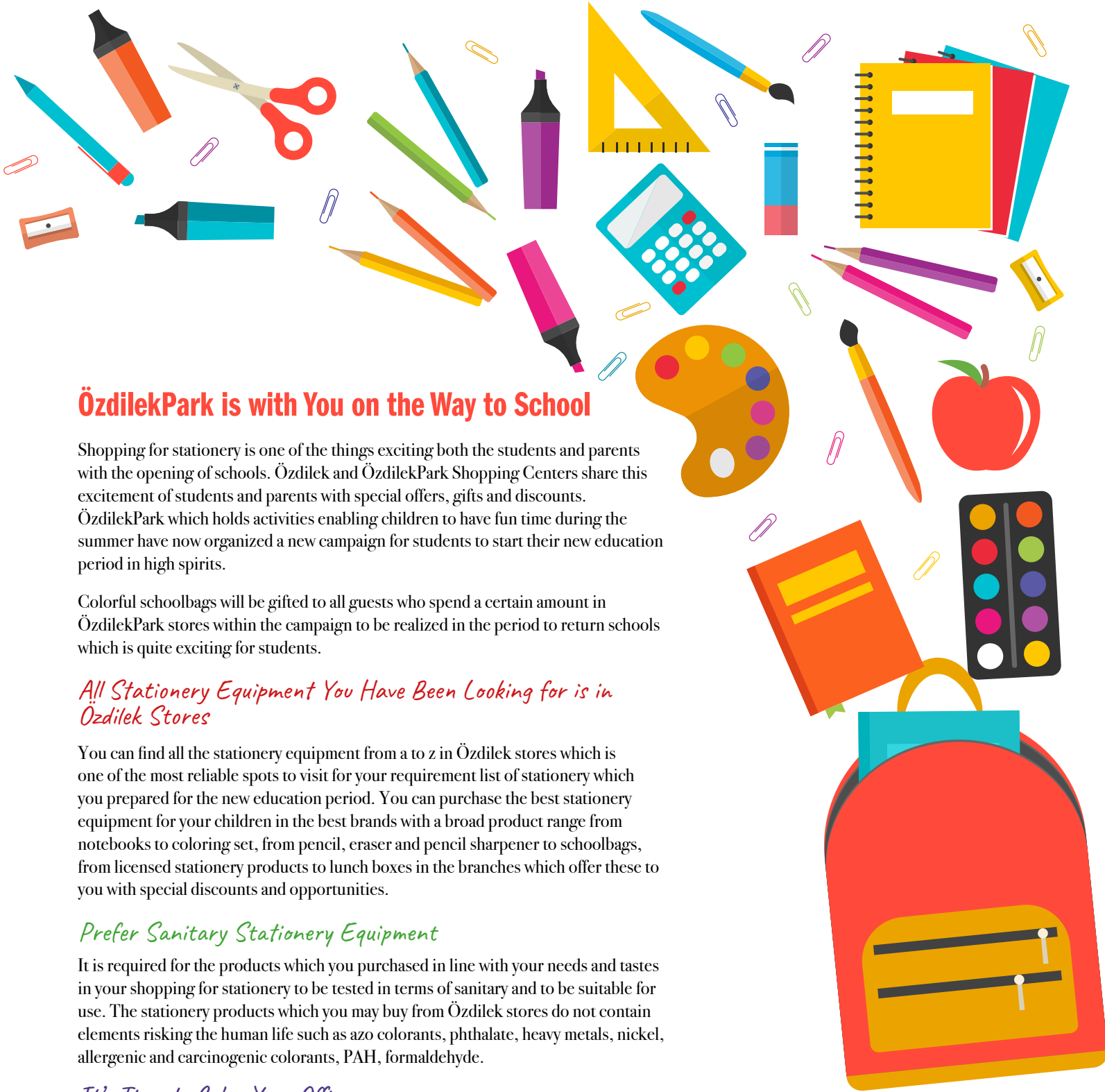
Ufuk Özkan, Bülent Çolak, Rojda Demirel and Emre Altuğ who are the movie's leading actors participated in the premiere. Famous actors had a delightful conversation with their fans who came to see them and had the chance to meet them. After the conversation, the audience who watched the movie with the participation of actors in Cinetime had moments which was full of fun with the comedy peaking.



Mothers are Happy in Pregnant School

Özdilek Yalova organized an event called "Happy Pregnant School" with the cooperation of Private Atakent Hospital for mums-to-be. Applications and registration to pregnancy school opened with 20-people quota were conducted by Özdilek Yalova Customer Services. Happy Pregnant School to which mums-to-be participated with a great curiosity and excitement included Gestation Period with Obstetrician and Gynecologist Surgeon Bilgin Yurdakul, Newborn Infant Period and Vaccines with Pediatricist Dr. Onur BALCI, emotional changes during pregnancy with Psychologist Dilara Deniz, Breastfeeding / Infant Care / Breathing and Relaxing Exercises with Labor Coach Seher Sema Koray, Postpartum Period with Obstetrician and Gynecologist Surgeon Bilgin Yurdakul. Özdilek Yalova management gave certificates to mums-to-be who completed the trainings which lasted about one month.





ÖzdilekPark is with You on the Way to School

Shopping for stationery is one of the things exciting both the students and parents with the opening of schools. Özdilek and ÖzdilekPark Shopping Centers share this excitement of students and parents with special offers, gifts and discounts. ÖzdilekPark which holds activities enabling children to have fun time during the summer have now organized a new campaign for students to start their new education period in high spirits.

Colorful schoolbags will be gifted to all guests who spend a certain amount in ÖzdilekPark stores within the campaign to be realized in the period to return schools which is quite exciting for students.

All Stationery Equipment You Have Been Looking for is in Özdilek Stores

You can find all the stationery equipment from a to z in Özdilek stores which is one of the most reliable spots to visit for your requirement list of stationery which you prepared for the new education period. You can purchase the best stationery equipment for your children in the best brands with a broad product range from notebooks to coloring set, from pencil, eraser and pencil sharpener to schoolbags, from licensed stationery products to lunch boxes in the branches which offer these to you with special discounts and opportunities.

Prefer Sanitary Stationery Equipment

It is required for the products which you purchased in line with your needs and tastes in your shopping for stationery to be tested in terms of sanitary and to be suitable for use. The stationery products which you may buy from Özdilek stores do not contain elements risking the human life such as azo colorants, phthalate, heavy metals, nickel, allergenic and carcinogenic colorants, PAH, formaldehyde.

It's Time to Color Your Offices

Shopping for stationery which is passion along with being a need is definitely essential for your offices... You can visit Özdilek stores for your requirements such as desktop materials, files and glues and all office equipment which would ease your business life along with livening up your office.

Özdilek

YAŞAMIN İÇİNDE

THE SAFE CHILDREN,
HAPPY PARENTS

- Azo Colorants
- Phthalate
- Heavy Metals
- Allergenic and
Carcinogenic Colorants
- Nickel
- PAH
- Formaldehyde

NO DANGER OF



NEWS FROM ÖZDİLEKPARK

Jessica May Storm at Özdilek Malls

Famous actress Jessica May who is also the face of Özdilek Home Textile will meet her fans at ÖzdilekPark Antalya on August 3th Then various talk sessions will be held at ÖzdilekPark Istanbul on September 21st and 19th Özdilek Eskişehir on October 19th where Jessica May will have an entertaining and cheerful encounter with her fans. The last meeting of the Brazilian model, whose sympathetic manners in the TV series featuring her gained her a broad fan-base in Turkey, with her fans will be at ÖzdilekPark Bursa Nilüfer on December 21st

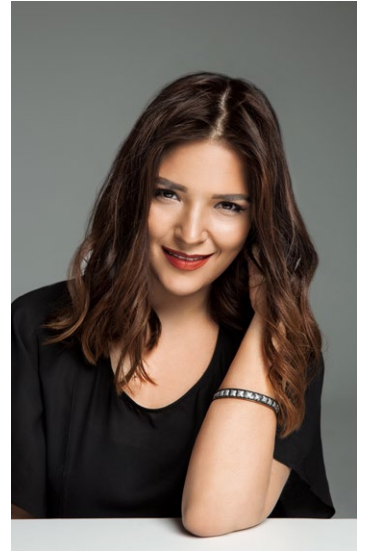


10th Anniversary Celebrations at ÖzdilekPark Antalya

ÖzdilekPark Antalya celebrated its 10th anniversary since opening with great joy. Aside from unique campaigns and discounts arranged for the anniversary, it made all of its customers happy, regardless of age, with children's workshops and activities.

Joyful Concerts

Tuğçe Kandemir's and Cem Belevi's concerts, which were organized as a part of the anniversary event were met with great joy. Thanks to the concerts taking place on different days by famous artists, the visitors of the mall were met with a mini music festival. The fans, who have shown great interest to the concerts, visited ÖzdilekPark Antalya in the early hours of the morning and eagerly waited for the start of the concerts. Kandemir and Belevi performed their popular songs during the concerts. At the end of the concerts celebrating the 10th anniversary, the post-concert photo session, which has become a tradition in Özdilek and ÖzdilekPark shopping centres, was not forgotten. Visitors of the anniversary event, which took place as a festival with its concerts, left happily.



They Competed with Huge Backgammons

ÖzdilekPark Antalya hosted a very different event this time. Participants of the tournament played the game with 16 two-meter wide and two-meter tall backgammon boards, huge dices and chips and had a very unique experience. In the breathtaking tournament where not only the contestants but also the spectators got very excited, the first, second and third contestants were presented with beautiful gifts. At the end of the day, the visitors of the shopping mall left the event area with the joy of being a part of an unusual experience.



The Children Met in Workshop Events

The children who participated in the My Grandpa's Farm workshop, which took place at ÖzdilekPark Antalya, had a real-like farm experience. The horses, carriages, carpet weaving looms, colorful flowers and bakery area placed at the event area within the shopping center, allowed the children who joined the event to have a lot of fun and participate in many workshops. The kids who participated in horse riding, rug weaving, bread making and tractor using activities also spent quality time thanks to the hand-skill improving workshop activities and the Gardener Painting Workshop.



Great Excitement in Mini Golf Tournament

Mini-Golf Tournament excitement at ÖzdilekPark Istanbul. Participants aged between 8 and 15 practiced before the tournament on the driving range built in the event area and competed in two separate tournaments organized within the scope of the event. The tournament, where skills and talents came to the forefront, was full of enjoyable moments. Competitors who ranked first, second and third in the Mini Golf Tournament was presented with D&R gift vouchers worth TRY 250, TRY 150 and TRY 75, respectively.

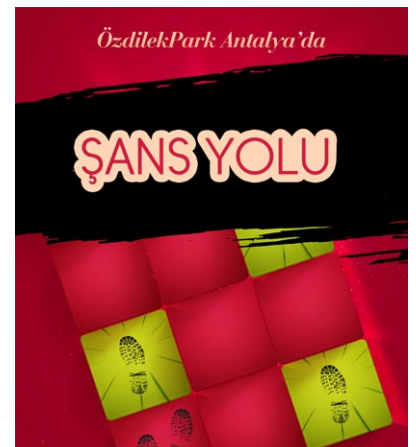


Surprise Gifts in the Road to Luck

Offering its visitors an opportunity to have fun as well as shopping, ÖzdilekPark Antalya put its signature under a very enjoyable event. The Chance Route Contest, in which anyone who had shopped for TRY 100 and more could participate, witnessed highly colorful scenes.

“Watch Your Steps”

A platform was installed in the event area for the Chance Route Contest, which is played with two participants. Each couple stood on the platform facing each other. When the specific squares on the platform were stepped on, the red lights hidden inside them turned on and sent back the competitors to their initial place. Couples who managed to join at the center of the platform within the shortest time without stepping on the red-lighted squares won surprise gifts.



Emir Murat Özdilek:

“We have a partnership in communication.”

In this issue, we had a sincere interview with Emir Murat Özdilek, the Chairman of Özdilek Holding's Board of Management, during which we talked about his future projects, sector analysis, goals and interests. We hope you enjoy reading our interview with the new leader of a long-established organization.

Interview Ece Şentürk Photo Bahadır Özen

We would like to start our interview by hearing your story as the new Chairman of Özdilek Holding's Board of Management. Could you tell us of yourself?

I was born in 1988 in Osmangazi, Bursa. I finished my elementary and secondary education in the Çakır Primary School and my upper education in Tan High School. In 2006, I started studying in the Business Administration Faculty of the Bilgi University. In 2012, I quit my university education midway and got married, then I joined the army for military service. I have been in the boards of management of the companies affiliated with the group since 2010. I have been active in the business life since 2013. I took up the position as the Chairman of Özdilek Holding's Board of Management in July, 2019, after the retirement of Hüseyin Özdilek.

Significant changes were made in the Özdilek Holding's executive board recently. Firstly, could you please tell us about these changes?

As of July 2019, Mr. Hüseyin Özdilek retired from his duty as the chairman of the board of management, and I took over. Likewise, our Chief Executive Officer Mr. Nafiz Kına also retired after 40 years of work. Mr. Sertaç Ünal, a colleague of ours for 30 years and our former retail operations general manager, came to replace Mr. Nafiz as the chief executive officer. Likewise, former Retail Operations Assistant Manager Mr. Ahmet İri, who has been a part of our company for 23 years is appointed as the

Retail Operations General Manager.

We have no doubts that our friends will contribute a lot to Özdilek in their new positions. We will keep moving on even more dynamically. Our goal is to sustain our corporate culture and to bring our business to future while being open to innovations and developments and to embrace new generations. I wish good luck to my friends in their new duties.

You took the lead of a 50 year old organization. We know that leaders always have more than just one plan. What are your new targets, strategies and plans about Özdilek regarding the future?

As you have said, Özdilek is a well established organization at 50 years old. The factors that enable this are its strong staff, institutionalism, openness to innovations, keeping logic on the forefront at all times and its ability to plan cause and effect relations correctly. We undertake our duty in consideration of budgets and data. There are middle and large scale enterprises and greater and smaller organizations in our country and in the world, and we are among them. As a matter of fact, it's not the size of the organization that matters, but the effectiveness of it. Özdilek, in this context, is one of successful companies. Of course this makes us very happy, but we have to sustain this success and make it permanent. And we are working with our heart and soul as a team to make this possible. Our primary objective is to further improve our qualification in the next three years. In order to achieve this we are making innovations within our service units. For example, we place Game Factory

game & entertainment centers, where our young guests can have a good time with various new, innovative and high quality gaming machines, in our shopping centers. Our hygienic children's playing fields, which are enthused and loved by our little guests, are widely appreciated.

On the other hand, we brought all of our cinemas to a single concept and made the best of it. We provide movie experiences with the same standard ambiance in all of our branches where Cinetime, our own brand, is present and we manage to do this with a reasonable pricing policy. In our markets, we've reviewed our fresh food areas. Our shelves now affect our guests not only with product variety and quality but also with a better ambience and better presentation, which affects the shopping experience positively. Our food R&D center is reinforcing its services in these areas. This way, our café - restaurant, market and all food operations will be developed, whilst maintaining their standards, and will be even better. Thus, we'll be more qualified. Quality food products are the highest priority of people. We see food as a field that will never fall into the second place. With our 21 markets, 17 restaurants, 17 cafés and 2 hotels, we are continuing our food operations effectively. Özdilek Holding Directorate of Food R&D has been in active duty since November, 2018. Here we have a core structure which consists of a tasting commission of approximately 20 people and two people. Of course we have categorical directorates of food, beverages and fresh food which support this structure. These units work together. And we are always with them to contribute to their efforts. As for the information technology field, we launched our Özveri R&D Center in June, 2019 with the approval of Ministry of Industry and Technology General Directorate of R&D Incentives. This center is working on six projects for the time being.



Özdilek set its motto for this year as “Quality Communication = Quality Work”. You noted the importance of quality communication in business, as with all aspects of life. What are the essentials of quality communication?

It wouldn't be wrong to consider communication as the mutual minimum of humanity. Every person constantly needs communication, in all aspects of life. Communication starts from infancy and regardless of one's educational level, continues for a lifetime. Every living person communicates, regardless of whether he/she is good or bad at it... If one can do this well, the person wins, otherwise the person loses. Communication is also irreplaceable in the business life. We noticed that, people could not utilize their communication potential to its fullest when faced with problems caused by lack of communication we see from time to time internally or around us. And we can still witness this from time to time, unfortunately... It is clear as day that quality communication and quality work increase simultaneously and we, as an institution, emphasized communication greatly this year. And I believe we have collected the fruits of this. We see that employees from all professions are showing great determination to this issue and this makes us very happy. Because, that's how success is achieved. Right questions should be asked in communication, right answers should be given. We should ask the question not only to the opposite party but also to ourselves. We need to understand the subject correctly before any transmission is made. For that, it's important that we ask the right questions. Of course, empathy is also essential in communication. For example, I really like this quote from Einstein: “If you cannot explain something to a six-year-old, you don't understand it yourself.” This message is an example of parable. First, we will understand the subject well, then we are going to transfer it in an accurate and concise manner. As a result, quality communication will be achieved. Communication occurs between a minimum of two people. We can say we have

a partnership in it. A task falls on everyone so that quality communication can occur.

You emphasize concept projects in the retail sector. Do you have any special projects that will be realized in the future?

Again, I would like to give an example about food. We opened the Özdilek Turkish Delight store in İstanbul. As well as being a boutique store, Özdilek Turkish Delight store is also important to us with its design. Such that we made an application for the registration of the design of our Turkish delight store. There we produce and serve boutique and new Turkish delights, which has received a great deal of appreciation from our visitors. Our guests can acquire Özdilek Turkish Delight from 21 locations. We offer our Turkish delights to our guests at Özdilek hypermarkets and on Özdilekteyim.com website. Within a month, we will open the second store of Özdilek Turkish Delight in Bursa. Apart from that, we have Sadem, which is a prestigious brand in the home textile sector offering organic, boutique home textile products. We started offering Sadem products in special sections in most of our home textile stores and department stores. We aim to further expand the Sadem brand..

“By 2023, we will construct our smart factory.”

Özdilek is placed among the top hundred women-friendly companies. 3,369 out of 8 thousand employees are women. What is your policy on personnel selection in the subject of positive discrimination towards the employment of women?

We did not have any woman staff working in the field operations of Café Safahat and Safahat Restaurants before. In the last four

years, we started to create opportunities for the employment of women in those areas. We have an approximate of 42% women employment ratio both in production and in administrative positions. We also place a significant emphasis on competence while supporting the employment of women... We can never push competence on the background. Otherwise, we would wrong both our guests who show kindness to us and to ourselves and our company and we cannot do our work properly.

The world we live in is in the process of digital transformation. Concepts such as artificial intelligence, internet of objects, big data, Industry 4.0 are introduced to our lives. What are the corporate digital transformation strategies of Özdilek in this process?

We aim to move our factory to the industrial zone in Badırğa, Bursa. We will maintain a big part of our textile production in the new premises there. We are working to ensure that the factory is designed to be suitable with Industry 4.0. In this context, we visited the ITMA Textile Machinery Fair, which takes place every four years, In June, 2019 in Barcelona. There, we've learned a lot about smart factories. We will continue and conclude our investigation in this process and by 2023, we will construct our smart factory.

Speaking of the digital world, Özdilek is in our lives in digital retail with Özdilekteyim.com. Do you want to create a working field in a different sector in the future?

Before 2013, we participated in e-commerce with small attempts. At that time, we were only offering our home textile products to our users... We started small with the sale of our home textile products on Ozdilekmagaza.com. In 2013 however, we expanded our e-commerce operation by including our department stores and markets, which we integrated by gradually expanding their network, and set up Özdilekteyim.com. It's obvious that people in Turkey spend a lot of time online, as data indicates.

Practicality, easy access to great variety and the function of comparison are the strengths of e-commerce. Besides that, as I said before we are



pushing forward in the information technologies field with Özveri R&D Center. We see food and e-commerce as sectors open to developments, continuously meeting the needs of the community. Hence we will continue our work in these areas.

Özdilek is a versatile organization, from home textiles to retail, hotels and tourism to foundations. Well, which field interests you the most?

It's all our business. Hence, all of them are very special and important to me. Socialization in the service sector is more prevalent and so, that area is very colorful. All fields are very important and precious, but I can say that I find the service sector very exciting.

Music, literature, performance arts, cinema, painting and sports... How's your interest in these fields?

I've always loved listening to music. I listen to all kinds of music as long as it stands out with its composure and lyrics. I read books from time to time, I try to read more, but to be honest, I don't see myself as adequate about this. I try to make time to see performance arts as a viewer. Back when I was a child, I was interested in painting as much as every child. I was a little more ambitious than others back then (laughs). About sports, I do fitness at least three days a week, I managed to put that in order. I try to swim in the summer, like most of us. In winter, the opportunity for sports is reduced, but I try to spare some time for sports regularly. In the cinema, I most recently saw the movie named

Bizi Unutma (Do Not Forget Us) by Çağan Irmak and liked it a lot. Once again, Mr. Irmak made a very emotional and beautiful movie. Among Turkish movie directors, I like Çağan Irmak and Nuri Bilge Ceylan. I found the opportunity to watch some of Ceylan's movies. Other than that, the last Batman series by Christopher Nolan was really successful in my opinion. I watch all kinds of movies in the cinema, however, like many cinema lovers, I find movies with an original subject much more appealing... Cinetime does a good work in cinema administration. We, as senior management, are always with our operation managers. I can't go without saying that Cinetime is in service in 9 cities to provide the best movie experience for the cinema lovers. Our friends set off in this path and are working their hearts and souls to provide quality service.



Each trip is a different experience, a different perspective... What are the foreign geographies that you're interested in? Do you have a special habit that you can say "I always do this." in each city or country?

As long as I have the opportunity outside of my business trips, I travel with my wife, both domestic and abroad. We like to experience the popular restaurants and cafés of all countries. This past winter, I traveled to Palandöken for the first time, and I was fascinated by our country once more. I like Italy other than our country. I see Italians as close to Turks, thanks to their cuisine and Mediterranean sincerity. Maybe this makes that geography feel warm to me.

How do you balance your work and your private life? What is your formula of balance?

I'm doing what we all do, I try to work

according to a plan. I believe this is important for people and managers. Because time is limited, we need to plan appropriately and use our time efficiently with quality communication.

Thus, we can save time that would be spent for work. Understanding each other quickly and well brings us to our goals faster, without a doubt.

The emigration of talented, knowledgeable and well-equipped minds is one of the most important problems of our country. What do you think about this as a young leader?

Our country has a lot of young people and that's an advantage. I think we need to use it right. Of course the value judgements of our community sometimes doesn't give young people much opportunity. I think this is a problem we need to overcome. We can carry our society forward if we do not separate them as a male or female, or as young or old. It's a fact that us young people also need to be responsible.

As a final note, what would you like to say to the precious readers of We You They?

We You They is a very important publication for the Özdilek Family, which was first published in 2017. We were incentivized to create this publication due to the fact that Özdilek maintains its services not only as a shopping center, but also as an experience provider. Why wouldn't we offer an actual publication to the readers which compiles all the activities that we are hosting? We brought We You They to life and found the chance to send our message to the readers first-hand. Among those readers are our guests, employees and the public. We thought that the synergy brought with such a publication might be very satisfactory, and so it did. We You They is a successful work with a Turkish circulation of ten thousand, and English circulation of two thousand. I congratulate the Duma Agency, which is an affiliate to us, and content editors for their precious work. I wish successful continuation of work. I send my heartfelt love to all our readers.



Özdilek

KAFFE SAFAHAT

Just for you at ÖzdilekPark

A NAIVE WELCOME TO THE SEASON WITH IPEKYOL

Ipekyol's collection, incorporating pieces, each one more beautiful than the other, while at the same time making naive references to urban and modern women, appears as silhouettes dancing with all reflections of light. The light fabrics accompanying the colors embracing natural tones set sail for new routes with the magic of the season. The collection salutes the season naively with its modern, feminine and minimal appearances. The silhouettes accompanying the new season offer a perfect selection to Ipekyol women with its elegant details.



MEN'S FASHION TRENDS IN NETWORK

Please welcome the most exclusive pieces of NetWork's men collection for the new season, which guide stylish men who follow trends closely while maintaining the timeless line of classics! The designs that combine different styles with new season men's collection, interpreting the season-leading trends in NetWork's unique language... NetWork invites you to explore the stylistic and comfy codes of the urban men.



DIFFERENT BAGS FOR ANY STYLE IN NINE WEST

Nine West bags are up for becoming the most stylish complementary products of your style again this fall. Essential style complements for women, bags reveal their elegance with autumn colors and designs. Chain-strap shoulder bags that are essential parts of the season always come to the forefront with their easy-to-use elegance while the comfortable and stylish messenger bags with lock details can be easily combined with your casual combinations and evening dresses. The bags that can be used as both hand and shoulder bags quite fit to different combinations and styles. If you prefer much larger bags, Nine West's bowling bag purses allow you to take everything you need with you.



BIG IDEAS BOLDER PERSONALITIES FROM SWATCH

World-renowned Swiss-origin watch brand, Swatch, brought watch enthusiasts and its new watch collection "Big Bold", designed inspired by bold ideas for even bolder personalities, together. Loaded with excitement by the urban street wear, these models come to the forefront with their 47 mm diameter case and large arrows designed to guide your next move. The brand-new flat glass exhibits the beauty of the modern design of the watch by emphasizing the 3D print of the face. There are 6 watches in the collection named BBBBlue, BBBBlack, BBBlood, BBBBeauty, BBB Blanco and BBBubbles.



MULTIMODE FREEZER FROM ARÇELİK

Arçelik launched the Multimode freezer, which offers the opportunity to use the upper section as cooler, freezer or closed. No-frost cooling and A+++ energy class bring Multimode freezer to the forefront, which has a 300-liter capacity, 8 wide and useful cooling areas, quick freezing section, vegetable drawer, icebox and icebox tray. The freezer comes in handy with child lock, door alarm, cooling mode options, electronic control system and touch panel. Arçelik Multimode freezers are presented to consumers' taste with inox and white color options.



ULTRABOOST 19 FROM ADIDAS

adidas Ultraboost 19 is inspired by the expectations of thousands of runners worldwide. The running shoes are reshaping the key performance technologies to offer a safe and energetic running experience. Ultraboost 19 stands out as the most energetic product that gives the fastest responses of the iconic running silhouette designed by adidas Running. 20% more BOOST technology used in the midsole gives more energy at each step. Ultraboost 19 attracts attention also with its new design and has an improved fitting. The 3D heel frame protects the foot from impact and provides enhanced support and stability for safer running. The one-piece upper used in the design is the first of its kind in that it tightly wraps the foot for more support and comfort.



BAŞAK PARLAK

"Simplicity liberates me."

In our new issue, we got together with Başak Parlak, the face of Sadem, which is an Özdilek brand. We wish you to enjoy reading our sincere interview, in which we talked about everything from acting to personal life, daily routines to cute pet friends of the beautiful actress, who attracts attention with her naturality and elegance.

Interview Ece Şentürk Photo İlker Sayılğan

Can we hear about Başak Parlak, who we know from motion pictures and TV series, from you?

I love being at home, watching movies, reading books and travelling in my spare time as well. I sometimes paint, as well as reading and researching subjects that interest me. I have a quiet world of my own.

Movies, TV series and commercials... A different kind of acting is on display in each project. What do you think are the differences between advertising and film acting?

I think it's all separate, what you describe in a commercial is based on being able to give the desired emotion or idea in a much shorter time. That's why you usually have a lot of good, compressed stories and plenty of time while shooting commercials. During the filming of a series, we are in a very fast tempo because we are trying to shoot long times in a short period of time during the filming of a series. Sometimes we have to run even when we're changing clothes. So it's a luxury for us to work in a commercial (laughs). The difference between a motion picture and a series is that as an actor, you know the last place the character will go in a motion picture and you create your character

accordingly. In a series, it's a little more risky because we don't usually know much after one episode before the script arrives. So we can get confused (laughs). In general, I can say that no acting performance is easy, but it's all very enjoyable for me...

One of the productions you starred in is the motion picture Neva, whose subject is based on a true story. What kind of experience was Neva for you, how did it make you feel to be in a film of a true story?

When I first read Neva's script, I cried. It was very emotional because it is a story that actually happened. The flow of the event and the dialogues was not fictional but natural. The movie was touching for a lot of people and it was a beautiful project that affected me a lot as well.

Is there a production in which you dream of acting or an actor you want to work with?

There are many, of course... there are very good actors and directors that I like to work with in Turkey. I love periodical projects. Most recently, in 2012, I was involved in a project called Yamak Ahmet which takes place during the Ottoman period. After

that, I always worked in up-to-date stories. Sometimes I think it would be nice if we ran into each other at the same time with a periodical project.

You've played multiple characters throughout your acting career. So, what are the three most obvious characteristics of your own character?

Perhaps it would have been more accurate for one of my closest friends to answer this question, but first I would say I am disciplined. I look cold on the outside, and I'm not the kind of person who can just blend in and make friends... So my close friends always say, "I never thought we could be such close friends." Finally, I can say that I am energetic. I never get tired until I'm done. This is especially useful for me when I'm doing a series.

**"I HAVE A QUIET
WORLD OF MY
OWN."**





You are remarkable for your grace and natural beauty. What does simplicity and naturality mean to you?

Because we are on sets all the time, my soul has been saturated personally from things like hair, make-up and clothing. In my every day life, when I'm not working, I try to stay away from these. I like to feel comfortable and free when I'm at home or meeting my friends. I feel happier when I put on a moisturiser and go out, when what I'm wearing isn't flashy, when I prefer casual pieces. I'm also in favor of simplicity at home because the home is a place to rest, I don't like the clutter of too many things and decorations at home. Simplicity liberates me.

You have become the face of Sadem, an Özdilek brand. What kind of experience was it to feel the naturality of Sadem's one hundred percent organic products?

Organic living has been in all of our lives for a while. As you become aware of the damage that non-organic products cause to the body and the person, you begin to pay a little more attention. What we wear at this point is also very important. It's very important that a product that touches us is organic. That's what attracted me most when I met Sadem. When I put on its bathrobe, it's like there's nothing foreign on my skin... It makes you feel like you're wearing something that suits you and is natural.

As you pointed out, one of the rising trends of the period is organic products. Do you prefer these products that we have started to use in every aspect of our lives?

Absolutely. I started paying attention

to almost everything, from what I ate, what I drank, to the personal care products I use. I prefer natural products both for my personal care products and for my clothing. It's important to me that even the dye I use in my hair is natural. I mentioned that I was in favor of naturality in home decor. In the same way, using natural products in home textile products makes me feel better.

We're curious about your future projects. Can we see you on the screens in the new broadcast period?

I'm also curious about future projects (laughs). I'm at a time in which I'm reading and evaluating projects. So I'm excited too, I miss being on set and the pace of a TV series. During that period, I also got some rest. Although, after three episodes of the show, it's like we haven't got any rest because we work 5 to 6 days a week, but it's a different kind of fun.

What do you do when you need to be free from the tempo and stress of the day and rest?

I rest well in my house with my cats. I try to keep the noise out. No television, no music, I just like to rest with them alone. I like to go out of town if I have plenty of time. Traveling gives me both a rest and a refreshment. Exploring a new place, meeting new people, trying new flavors are very important to me.

You said you liked to travel. Can you share with us your preferred holiday route for autumn?

I'm planning to go to Amsterdam soon, I'm planning to go with a few friends. I've been there before, but I really want to go again. Because it's beautiful in the fall out there. There are some places that I like to go again. Like Barcelona, Paris and Amsterdam,



I feel like I haven't been able to get a full tour, and it's not enough for me, so I want to experience it again. What excited me most recently was my trip to Bali. It's unlike any place we've ever lived or seen in Europe. The nature, the culture, the people, the fruits they eat, even the fish, are so different that it is so magical and so beautiful... I would definitely recommend Bali to those who love to travel.

October 4th, World Animal Protection Day is approaching. You said you had cats. What are your suggestions for those who want to adopt a pet?

Honestly, I can't believe that animals can still be bought, which is so horrible. It saddens me that an animal can be bought in a store. So first of all, I want to say, "Don't



buy, adopt." It's a very privileged situation, to live with animals. Cats, dogs, birds are all very special, but I'm a cat person, and I have two cats called Köfte and Tavşan. The peace and happiness those furries give at home is a really great feeling. Anyone who asks if they love animals will know how much they love animals when they start living with them at home. You're responsible for the pet you took home. So you have to be ready for it because it's not a simple job, but it's not a difficult job, and the result is very enjoyable and peaceful.

Social media is a powerful medium for raising awareness. Do you also support social awareness campaigns through digital media?



How is your approach to social media?

I support the campaigns about projects that are right for me, which I believe are right in conscience, as much as I can. I don't need to tell you the state of social media right now, it has a great impact on people. So I think the number of followers can be used in very important places. By supporting good projects and campaigns, I try to use that power in a good way. However, my approach to social media is not planned and strategic at all. Sometimes I don't share for a month, but sometimes I can share for three days in a row. In short, I like to share moments from my personal life.

Colors of the Autumn are in Your Wardrobe

The collections inspired by the autumn colors of nature are just like a painting. Pastel colors accompany the warmest shades of brown and the prettiest shades of green. We have compiled the trendiest pieces of the season for you to get your wardrobe ready for the autumn.



YARGICI
Sweater
169.95 TRY



KOTON
Earring
19.99 TRY



NINEWEST
Bag
219 TRY

MANGO
Dress
349.99 TRY



YARGICI
Skirt
399.99 TRY



ALDO
Shoes
299 TRY



MAVI
Belt
69.99 TRY



KOTON
Wristlet
32.99 TRY



H&M
Dress
169 TRY



MANGO
Leather Jacket
699.99 TRY



HERMES
Perfume
690 TRY

H&M
Trousers
179 TRY



IPEKYOL
Dress
759 TRY



DERİMOD
Wallet
169.99 TRY



ROMAN
Wrap
179 TRY



ALDO
Sneakers
239.20 TRY



SWATCH
Watch
565 TRY



TIMELESS PIECES OF THE NEW SEASON

The magic of the autumn color has taken over the brands and collections and we have meticulously collected timeless and stylish pieces to inspire you in your stylish combinations in the new season.



D'S DAMAT
Cardigan
221.99 TRY



ASTON MARTIN
Sunglasses
145 TRY

AVVA
Jacket
399 TRY



AVVA
Trousers
89.99 TRY



MANGO
Sweater
64.99 TRY

MANGO
Trousers
89.99 TRY

MANGO
Shirt
199.99 TRY



DERIMOD
Shoes
249.99 TRY



SÜVARI
Wallet
99.99 TRY



MAVI
Belt
99.99 TRY





H&M
Trousers
119 TRY



BEYMEN CLUB
Tie
199 TRY

GUCCI
Perfume
425 TRY



H&M
Trousers
99.99 TRY



FOSSIL
Watch
440 TRY



KOTON
Trousers
51.99 TRY



VAKKO
Handkerchief
64 TRY

ALDO
Shoes
359 TRY



KEMAL TANCA
Bag
399 TRY





Welcoming Fall in Özdilekteyim

Özdilekteyim.com including outstanding products from the new season of woman, man and child's clothing is presenting you the most elegant fall showcases of quality brands.



KOTON
Sweater
59.99 TRY

FIRST COMPANY
Shirt
39.99 TRY

KOTON
Trousers
89.99 TRY



KOTON
Cardigan
99.90 TRY



KOTON
Jacket
119.99 TRY

KOTON
T-shirt
24.99 TRY

FIRST COMPANY
Trousers
139.90 TRY



MAVI
Shirt
149.99 TRY

KOTON
Trousers
99.99 TRY



FAAF SHOES
Shoes
49.99 TRY



FIRST COMPANY
Shirt
59.90 TRY

FIRST COMPANY
Trousers
99.99 TRY

BENETTON
Bag
259.90 TRY



MILLE
Sneakers
129.90 TRY

KOTON
T-Shirt
69.99 TRY



KOTON
Skirt
69.99 TRY

KOTON
Cardigan
99.99 TRY

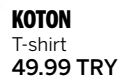


MAVI
Sweater
129.99 TRY



MAVI
Trousers
149.99 TRY

KOTON
T-shirt
49.99 TRY



BENETTON
Bag
269.90 TRY



FIRST COMPANY
Trousers
99.90 TRY



FINESUITS
Shoes
199.99 TRY

FIRST COMPANY
Shirt
59.99 TRY



SCHOOL EXCITEMENT STARTS

After an enjoyable summer holiday, our little readers are now excited to get ready for the school. We have prepared these pages specially for children where they can find trendy products to reflect their style.



FLO
Rain Boots
169.90 TRY



EASTPAK
Pencil Box
70 TRY



PENTI
Hairgrip
29.96 TRY



KOTON
Sweater
27.99 TRY



H&M
Windbraker
79.99 TL



LCW
Sleepwear
66.70 TRY



DEFACTO
Jacket
89.99 TRY

MANGO
Trousers
99.99 TRY



SWATCH
Watch
272 TRY

NIKE
Backpack
69.99 TRY





PENTI
Sleepwear
119.95 TRY

LACOSTE
Beanie
100 TRY



KOTON
Sweatshirt
25.99 TRY



H&M
Trousers
179 TRY

PAPE
Pencil Box
49 TRY



MANGO
Shirt
59.99 TRY

DEFACTO
Jacket
69 TRY



NIKE
Backpack
69.90 TRY



POLARIS
Shoes
39.99 TRY



MANGO
Umbrella
49.99 TRY

WE ARE CODING THE SERENITY OF FALL INTO THE LIVING QUARTERS

What about creating a warmer and more intimate environment which is more appropriate for the season's spirit in your living quarters? In these days when we start to feel the melancholy of fall returning with the rainy weather, it is time to adapting our home's decoration to yellow, orange, brown tones of the season. It is not difficult at all to compose an intimate and warm tune in your home and to prepare your home for the fall. Let's start...

Make Room for Fall Colors...

Of course, we do not need to change our decoration extremely and radically to feel the season's spirit in the homes. What we want to do is a small coding to our living quarters with small touches. You can start your decoration by using the colors of nature during the fall such as orange, dark gray, brown, yellow and red in harmony. You can have a much warmer ambience in your house using these colors only in your pillowcases, toss pillows and chair covers.



The Magic of Candlelight

It is possible to turn the gloom of the weathers getting dark early with the days drawing in into a more fun situation. You can have a fun and romantic atmosphere by illuminating a spot in your house which you determined before with LED spotlights or creating a corner of candles. You can prefer cinnamon decorative candles which are easy to make and would create a softer and warmer atmosphere in your environment instead of using modern LED lights in your illumination.

Materials Required to Make Cinnamon Decorative Candle:

- Candle as much as you desire
- Cinnamon sticks
- Rope or ribbon to tie
- Little herbs
- Rubber band



Directions: First, shirr the candles which you choose in different sizes with the rubber bands. Then place the cinnamon sticks in a way surrounding the rubber band completely or glue them with silicon. Ornament as you wish by tying the candles with the rope or ribbon you choose.



Let's Ornament the Pine Cones

Pine cones have been used in home decoration in different ways for many years. You can get a different concept by painting the pine cones as well as you can use pine cones which are tiny but have wonderful details as they are without any process. You can place pine cones which you paint with golden or copper colored spray paint on wear trays to use on your tables or sideboards. If you imagine a more energetic and fun decoration, you can prefer pumpkin color suiting to the season in your pine cones. You can use the painted pine cones on your walls and in entrances after string out them. If you wish to use bigger objects in your decoration, you can carve and turn pumpkins into candle holders, vases and even boxes.





Soft Knitted Blankets

We require warmth in these days when the weather is getting colder and our homes cannot help but keep up with the season's spirit. We can use baskets which we can fill with wool, books or magazines in our decoration. Warm polar, cashmere scarfs, cushions in the colors of fall will create the warmth you desire. A fluffy knee blanket which we need during long fall nights in front of the television will be quite delightful. You can make yourself a knee blanket both for decoration and need within a very short time.

Materials Required to Make Knee Blanket:

- Small size wool yarn (2 kg)
- Middle size wool yarn (3 kg)
- Large size wool yarn (4 kg)
- Extra-large size wool yarn (6,5 – 7 kg)

Hand
Made

You need to buy 2 kg wool and spare half an hour to make a small knee blanket. Soft wool turns into a soft knee blanket within a very short period of time. You can prefer thick felt wool to knit a soft knee blanket with huge knots using your hands without a knitting needle. You can watch online videos for the stages of knitting a blanket without a needle.

Ornament Your Walls with Fall Frames

The best part of transparent frames is that both sides are transparent. Thus, it presents a more elegant and minimalist look. The frame would look good with any ornaments since it is plain. You can ornament your frames with dry leaves, white bird feathers, dried orange peels and cinnamon sticks. You can make thematic arrangements inside the transparent frames. For example, you can place an old note or dry flowers belonging to the memory in that photo with that photograph to remember.

Materials Required for Transparent Frame:

- Thick packing rubber bands
- Little bushes
- 2 pieces of old framing glass
- Chain to hang

Hand
Made

We need two equal sized glass frames to make the transparent frame. First, cover the glasses all around with packing rubber bands. If you have difficulty in finding a rubber suitable to your glass or matching the color with your decoration, a wooden frame with broad edges may be helpful for you. After fitting two glasses in the frame, you can put the leaves you chose between the glasses. If you bend the clips of the frame inwards, clips will not be seen and you can get a more stylish look. You can use chain to hang your frames on the wall. If you wish, you can also prefer frame legs or lean your frame to the wall.



Bebetto®

hayata merhaba
welcome to life

2019-20 Kış Koleksiyonumuz
Tüm Özdilek
Departman Mağazalarında
Sizleri Bekliyor..



An Autumn Atmosphere at Homes

It is time to get your living spaces ready for autumn with decorative objects... The decoration suggestions we have compiled based on the theme of the season will help you reflect the magical colors of autumn to your favorite spaces.



BACI MILANO
Decorative Plate
129 TRY



H&M HOME
Candles
89.99 TRY



KOÇTAŞ
Newsstand
296.90 TRY



LCW HOME
Pillow Case
44.40 TRY



H&M HOME
Pillowcase
34.99 TRY



ÖZDİLEK
Single Blanket
59.95 TRY



YARGICI
Basket
189.99 TRY



HOMETIME
Jukebox
74.50 TRY



PORLAND
Vase
60 TRY

PAŞABAĞÇE
Decorative Object
145 TRY





KOÇTAŞ
Bookshelf
159 TRY



BERNARDO
Bottle
19.90 TRY

HOMETIME
Bamboo Basket
129 TRY



PORLAND
Mug
34 TRY



HOMETIME
Tray
169 TRY



TEKZEN
Pictures
54,90 TL

TEKZEN
Floor Lamp
79.90 TRY



HOMETIME
Candelabra
64.95 TRY



YARGICI
Ceramic Handle
24.99 TRY



HOMETIME
Frame
99.95 TRY



LAV
Decanter
24.95 TRY



TANTITONI
Wooden Frame
32.90 TRY



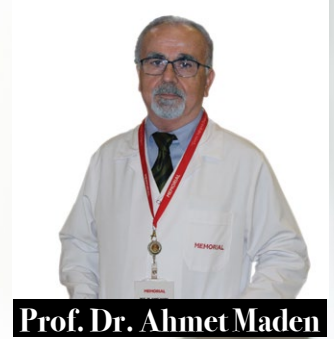
15 GOLDEN RULES TO PROTECT YOUR EYES FROM THE DIGITAL WORLD

The usage of technologic devices with digital screens becoming widespread and these communication tools are almost an indispensable part of modern life. People from all parts and age groups of the society spend a considerable amount of their time in front of a screen with different reasons. This situation affects the eye health negatively and many people started to develop a disease called “digital eye strain”.

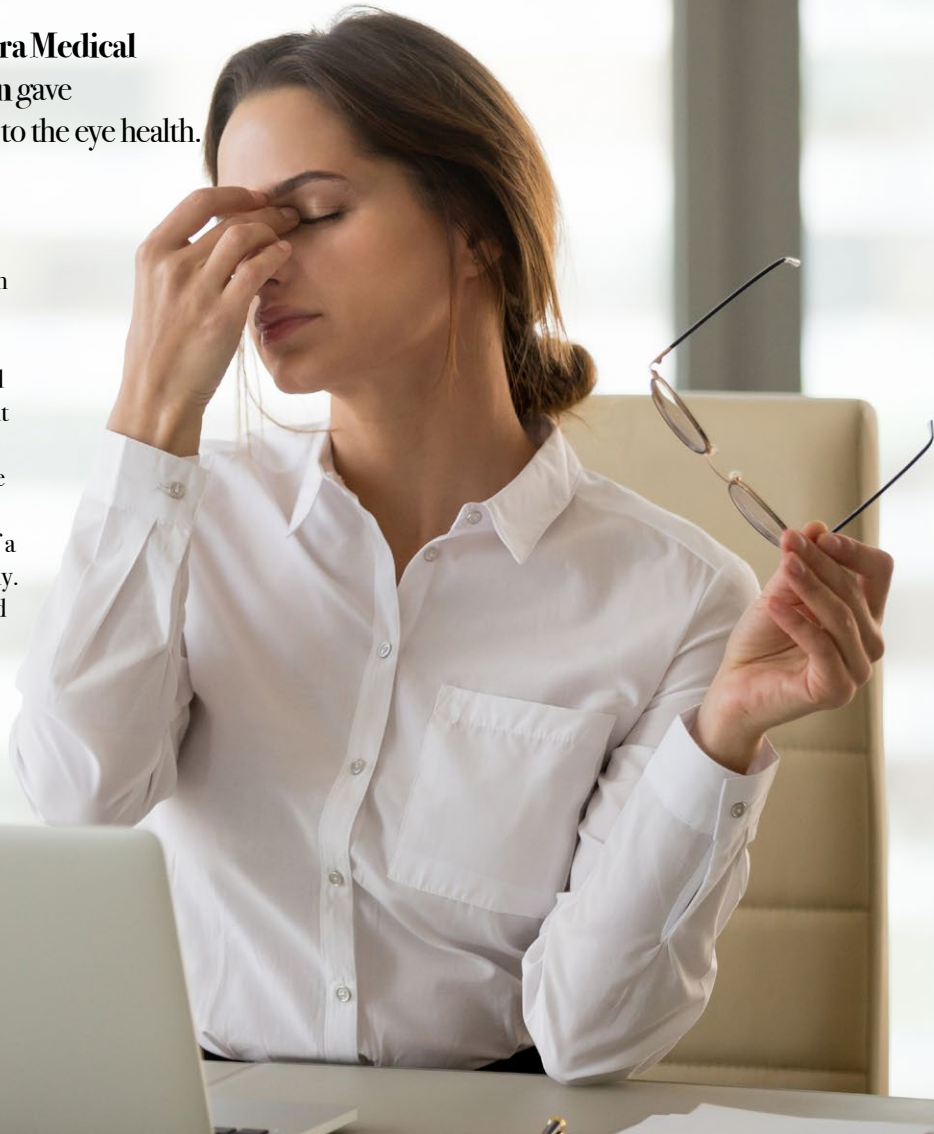
Prof. Dr. Ahmet Maden from Memorial Lara Medical Center Eye Health and Diseases Department gave information on the effects of the digital screens to the eye health.

Blue Light is Dangerous for the Eyes

“LED and fluorescent” based lighting equipment used in the digital visual tools and screens consists “blue light” which has more short-wavelengths than the natural light sources. These short wavelengths may cause cataract and macular degeneration. However, the role of the blue light must not be exaggerated compared to the dense short-wavelengths of the natural light which can even penetrate the clouds and reach the surface. Blue light reduces the melatonin synthesis; therefore, spending time in front of a screen in the bed affects the quality of the sleep negatively. The disease which stems from looking at screens is called “Digital Eye Strain”.



Prof. Dr. Ahmet Maden





Deformations in the body resulting from the “Digital Eye Strain” are fatigue in the eyes, heaviness on the eyelids, tendency to sleep as well as obtuse ache in the forehead area and headache. It also causes blurred vision, mixing the letters in a text, drying, reddening, dilation and inflammation in the eyes. In accordance with the time spent in front of a screen causes problems such as neck and shoulder pain, having a hard time trying to blink while looking at a screen and the feeling of sand in the eyes.

Eye Dryness is also a Result of the Digital Screens

Normally, you blink without realizing 15 – 20 times in a minute. This natural reflex enables tear film to cover the eye so as to prevent dryness. However, blinking frequency drops to half while looking at a computer, cellphone or tablet screen. This situation is one of the biggest reasons to the eye dryness and inflammation complaints. These complaints may especially increase in old age and period after menopause in which natural tear is reduced. Children, whose tear quality and amount is high, may not experience these complaints.

So, what can we do to protect our eyes from “Digital Eye Strain”? Here are 15 golden rules to take notice against eye strain:

- ✔ You need to blink consciously and frequently to increase the dilution in the eyes and to reduce the complaints in front of a screen.
- ✔ The air of the working environment must not be too dry. In order to increase humidity in the air, water pans and humidifiers must be used.
- ✔ People who have eye dryness complaints must use artificial tear drops with the advice of the doctor.
- ✔ If you need to wear glasses due to long sightedness and old age,

you must not force your eyes to see without glasses. Good quality lenses can block short-wavelength ultraviolet light up to 100%.

- ✔ The glasses must be prescribed by the doctor and bought from a reliable place.
- ✔ You need to periodically work in accordance with the “20 – 20 – 20” rule. You need to look away from the screen every 20 minutes for 20 seconds and focus on something that is at least 60 meters away.
- ✔ You should rest for 15 minutes after working for 1 – 2 hours.
- ✔ You must regularly clean the screen.
- ✔ The lighting of the working environment must be organized so as to prevent any reflection or glowing on the screen. Standard office lighting is usually too much for computer usage. If it is not possible to organize the lights of the environment, around the screen must be covered with furniture or curtains to reduce the light.
- ✔ The screen must not be disturbed with an external light source. Light must not directly contact with the screen or the eyes and reflection and glowing must be prevented.
- ✔ It is important to look at the screen from 40 centimeters away. This distance can go up to 70 – 75 centimeters in accordance with the size of the screen.
- ✔ The top side of the screen must be below the eye level. You must not look above to see the screen.
- ✔ Keyboard must be directly in front of the screen, the related documents, if available, must be hanged to a paper fastener so as not to place it away from the screen.
- ✔ The chair must be comfortable and proper height, the posture must be upright and the position of the femur must be parallel to the ground.
- ✔ The time spent in front of a screen is especially important for children and it causes a serious problem for the families. Rather than a direct limitation or prohibition, families must divide the time spent in front of the screen and direct their children to other attractive activities.

IT'S high time

Leaves are turning yellow, the fall is at the door... We are here with our It's High Time recommendations which would do good to your soul and body in these days on which we are preparing to say goodbye to summer and welcome the fall. You can check our topics including travel, hobby, event and festivals which you can bring into action to slowly let yourself go into calm and serenity.

...TO GO TO THE THEATRE

Cultural and artistic activities start as the summer is ending. After a long season break, theatres open their curtains once again. If you want to boost your energy with artistic activities during the fall, cult plays, tours which ever city looks forward to and exiting plays written by new people are waiting for you. Remember to buy a ticket to your friend or family for the most pleasing activity of fall before losing the energy of summer months...



...TO DISCOVER BOLU ABANT

Bolu Abant, your ideal route for the fall with its peaceful atmosphere, for you to get rid of the fatigue of summer vacation... You will rest with the serenity of Abant Lake and you will be refreshed with the nature's energy while you rest. You can take magnificent photos in Abant and nearby with forests of pine, fir and beech trees. You can join the boat tours in the lake or you can go on an expedition around the lake with bicycle. If you wish, you can also camp with the astonishing lake view or you can experience a joyful vacation in lovely boutique hotels.



...TO HELP OUR CUTE FRIENDS

It is high time to do something for our cute friends as a preparation for the fall and the following winter months when the weather gets colder. You can protect our animal friends from the fall's stiff breeze and winter frost by designing little animal shelters with a few materials.

...TO JOIN GRAPE HARVEST FESTIVALS

The grapes of Bozcaada are getting ready for the festival. Local and foreign guests who join the Bozcaada grape harvest which became a festival pick grapes with the local of island during the day and they let themselves go with the colorful island life by joining shows and exhibits held near the castle during the night. You can spend your two days as a local of the island by attending the grape harvest festival which became a tradition.



...TO VISIT LIBRARIES

Reading is certainly one of the best alternative to give a short and relaxing break from lively and busy days. You can spend some time among books by going to city libraries or private libraries in your city or you can decide on a new book to read. If you wish, you can rest your soul by going with your book and reading it in the quiet atmosphere of library.

...TO PREPARE HOMEMADE CANNED FOODS

Conserving is one of the healthiest and most natural methods to preserve the fresh vegetables which we miss during winter. It may seem difficult to spare time for delicious conserves which you can prepare with different summer vegetables such as tomato, okra, corn, red capia pepper, green bean, kidney beans and many others but it will be practical and delicious to consume them when the conserves are ready.





THE TALE CITY IN THE HEART OF EUROPE:

Prague

Located on the Vltava River, the capital of the Czech Republic, the largest and most important city in the middle of Central Europe, Prague is known not to have suffered much damage during World War II compared to other cities. This is how this European city managed to preserve its architectural structure and history very well. Prague, which has become a magical city with its historical buildings, is one of the destinations much preferred by tourists every year with its colorful culture and artworks in every corner. I hope you enjoy our trip file on Prague, which is remembered by everyone as a beautiful city.



PRAGUE CASTLE

Prague Castle, which has been the administrative region of the city for nearly a thousand years since the 9th century, is the largest castle in the world according to the Guinness Book of Records. Royal Palace, St. Vitus Cathedral, St. George's Basilica, Lobkowitz Palace, Gunpowder Tower, Prague Castle Picture Gallery are just some of the many important historical structures that can be found throughout the castle, built on a large hill overlooking the city to west of the Vltava River. The castle, where even buildings have their own histories, incorporates a wide range of architectural styles, from Roman to Gothic, from Renaissance to Baroque and Neoclassical style. You can witness various periods of history just by wandering around the Prague Castle, where you have to spend a full day to be able to make the best of your visit.



OLD TOWN SQUARE

Old Town, one of the oldest cities of Prague, having five big squares, witnessed celebrations, festivals, riots and political protests throughout the history. The square is one of the most important places for tourists who want to get to know the real Prague. In the Old Town, which is a very rich in historical structures, Kinsky Palace with its Rococo style, Tyn Church, which is a mixture of Rococo and Baroque architectural style, Saint Jacob Church where classical music concerts are held thanks to its internal acoustics, Art Nouveau style city hall, Celetna Street hosting houses that are almost works of art and the Old Town Hall, where the astronomical clock, famous for its hourly interesting shows come to the forefront.



ASTRONOMICAL CLOCK

The clock, which gives clues about the astronomy of the Medieval Age, is estimated to be built in the 15th century. The Astronomical Clock has undergone a lot of repairs so far and carries the symbols of 12 signs of the zodiac and the statuettes portraying the protagonists of the hourly show. The Clock, Prague's living legend and the most famous symbol, is so famous due to its status as the world's oldest clock and the show it hosts every hour. The skeleton-shaped statue among the puppet statues located on the right and left of the clock bells the ring and turns the hourglass and starts the show. This statue symbolizes that every living creature will eventually experience death and that the inevitable end is approaching as the time passes. The other three statues shake their heads left and right, one pointing at its purse, one looking arrogantly in the mirror and the other having fun with its mandolin in denial of death. As they give their message, 12 apostles pass through the window that opens above the clock. This animation-like show ends with the cock crowing and getting into its nest at the top of the clock.



CHARLES BRIDGE

Built in 1357, Charles Bridge used to be known as Stone Bridge. The structure is considered the city's most famous bridge and is the most visited tourist attraction in the city. The bridge, built by King Charles IV to invite people to religious buildings, is 516 meters long. It has survived big floods and been used as pedestrian way for centuries. In addition to being an architectural work in itself, Charles Bridge also attracts attention with the sculptures on it. Of course, the sculptures on the bridge are all replicas. The originals are preserved in the National Gallery Lapidarium. Although there are multiple legends about each sculpture, the most famous one is the statue of St. John of Nepomuk.

ST. VITUS CATHEDRAL

The construction of St. Vitus Cathedral, which witnessed the coronation of many kings and queens, was commenced in 1344 and finally completed in 1929. It is a Roman Catholic cathedral, which is home to the Archbishopric of Prague. The Cathedral, considered one of the best examples of Gothic architecture with its spire towers and dedicated to Saint Vitus, hosts the graves of many saints along with St. Vitus. There are stained-glass depictions of Mary, the stained-glass window by Czech painter Alfons Mucha, prayer rooms, St Wenceslas Chapel, choral area from the 14th century, royal mausoleum, huge Sigismund bell in the big tower, royal artifacts and belongings in the cathedral.





THE DANCING HOUSE

This building is located at the center of Prague, which was initially thought to have spoil the city's structure and has become a building that is much favored that hundreds of tourists want to have their photos taken in front of the building every day. Built between 1992 and 1996 by architects Vlado Milunic and Frank Gehry, the astonishing building amazes everyone, in the middle of the Renaissance monuments on the Vltava River. The building, which was called the Dancing House because it resembles the famous dancing Hollywood couple Fred Astaire and Ginger Rogers of the 1930s, is an important example of postmodern architecture. The architecturally admirable design's wavy shape effect given by means of molds creates a feeling of movement when you look at the building. After a visit to this entertaining building, you can eat your dinner at the restaurant on the top floor of the building, enjoying the panoramic view of the city.



FRANZ KAFKA MUSEUM

Not only Franz Kafka has the traces of Prague in his works but also the city has the traces of the famous writer. The cafes he used to go and the corners he preferred to sit back then as well as his house are still in Prague. If you don't have time to see all of these locations at the same time, you can just visit the museum dedicated to Franz Kafka. The museum is located at the exit of Charles Bridge. The interior of the building, which looks like normal from outside but in fact is a labyrinth, is designed in a way to reflect Kafka's spirit as described by him, gloomy and dim. The museum has many letters, reports and diaries written by Kafka in handwriting. The museum's stairs are illuminated by red lights and has some spooky old telephones in some of the rooms ringing without reason. In addition, in certain parts of the museum, a film about Kafka's life is projected on a curtain, giving visitors an interesting experience and different emotions.



WHAT TO EAT IN PRAGUE?

The reason of the cinnamon scent spreading through the historical streets is Prague's famous dessert: Trdelník! The dessert, which you can find on the streets across Prague, has its roots in the Czech and Slovakian culture. The dough is twined around thick skewers called "trdlo", which gives the dessert its name and baked. Once it is baked, it gets rolled and coated with a mixture of cinnamon, sugar and hazelnut on a tray and filled with fruit, chocolate, honey, ice cream or jam. This indispensable dessert contains 13 hidden ingredients.



ATTENTION TO SUDDEN LOSS OF SMELL DURING SEASONAL TRANSITIONS

Many factors such as changing weather conditions, passing from warm to cold or vice versa, increased pollen during seasonal transition, create an ideal environment for many problems ranging from upper respiratory tract infections to allergy attacks, which inevitably results in an increase in diseases. However, this situation conceals another danger that many of us do not know: loss of smell. **Aytuğ Altundağ, Assoc. Prof. Ear, Nose and Throat Specialist, Acibadem Taksim Hospital**, points out that one should immediately consult a doctor if the loss of sense of smell associated with many of these diseases does not disappear after treatment. Otherwise, loss of smell may become permanent.

Sense of smell is a kind of early warning system to ensure our safety in life, the biggest help in choosing healthy foods, an indispensable part of our personal hygiene and of course an indispensable part of our sense of taste. Smell is one of the 5 senses that humankind has been using from the beginning of its existence. People who have trouble in sensing smell may face several problems including decreased quality of life, forgetfulness, memory loss, increased home accidents, lack of sexual drive, weight loss and even depression. Therefore, inability to smell stands as an important problem that seriously affects the quality of life.



Assoc. Prof. Dr. Aytuğ Altundağ

It is primarily caused by nasal congestion, which anyone can have. Viral infections such as influenza, cold or allergic or bacterial infections that may cause nasal congestion such as sinusitis may cause temporary loss of smell. The main point to be taken into account here is that the loss of smell that develops after an occurrence of an illness during the seasonal transitions can become permanent. Aytuğ Altundağ, Assoc. Prof. Ear, Nose and Throat Specialist, Acibadem Taksim Hospital, listed the diseases that cause a change in sense of smell especially during the seasonal transitions such as the autumn months.

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Upper Respiratory Tract Infections

Upper respiratory tract infections are the primary causes of loss of smell. Stating that sudden losses are mostly caused by viruses, Aytun Altundağ said, “Under normal conditions, inability to smell for a while due to upper respiratory tract infections such as cold or flu is quite normal. However, persistence of the situation even after the congestion is relieved points to the possibility that the virus may have affected the olfactory bulb.” One percent of the influenza infections damage the olfactory system. Loss of smell becomes permanent in one tenth of those who have smell disorders. Many people in Turkey experience temporary or permanent loss of sense of smell, partial or complete loss after influenza infection every year. Stating that patients usually apply to hospital for treatment after a couple of months although early diagnosis is of great importance in sudden loss of smell, Aytuğ Altundağ, Assoc. Prof., said “If patients still have problem in smelling after flu, they should go to the doctor for a smell test immediately.” He added, “The prompt action they take, the higher is the success chance of the treatment”

Don't Wait for Self-Healing

In this regard, the second mistake made is leaving the situation to heal itself. The body tries to cure the disease but healing may proceed in the wrong direction. Stating that although the sense of smell is gained back it can be distorted, Aytuğ Altundağ, Assoc. Prof., said “When we make the patient sniff peppermint, they can sense it as if garlic. Such patients need to receive smell therapies and rehabilitation. In other words, the medical treatment should be accompanied by rehabilitation.” Sniffing exercises are very important in this rehabilitation process.

Allergic Rhinitis

Allergic rhinitis, which is one of the primary causes of loss of smell in seasonal transitions, can create an environment suitable for permanent loss in time. Nasal congestions often cause decrease in the sense of smell in people who have allergic diseases, in connection with increased amount of pollen or allergens. Asserting that some substances in allergic secretions cause damage on the olfactory cells, Altundağ said, “As these attacks become more frequent, the patient starts to lose some of the olfactory cells due to toxic effects. Therefore, the olfactory bulb gets smaller in volume due to the decrease in olfactory signals in long-term nasal congestion and the probability of developing permanent smell loss increases.” Stating that if loss of smell increased during seasonal transition, the occlusive factors need to be eliminated, Assoc. Prof. Aytuğ Altundağ said, “The patient whose sense of smell is found out to decrease due to an allergic problem, is first administered medication. If the patient cannot be relieved or if the patient does not want to use medication on a regular basis, the nasal flesh is reduced via laser to provide both a better perception of odor and respiration.”

Sinusitis

One of the most important loss of smell is sinusitis. During seasonal transitions, especially due to differences between AC settings and changes in weather conditions, an increase occurs in sinusitis cases. In these patients, infection in sinuses increases the secretion amount in olfactory area. At the same time, blockages that prevent odors from reaching the olfactory area results in decreased perception of odor. In proportion to the frequency of sinusitis attacks and delay in treatment, olfactory disorder's probability of becoming resistant increases. These patients are first administered medication and if there is no response, surgical method is used.



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THE SEASON'S MOST FAVORITE BEAUTY PRODUCTS

A clean skin shining bright with health even in the fall, perfect skin make-up, well-cared lips, attractive eyes... We gathered the most favorite beauty products which you may need in fall - winter season and never want to take them out from your sponge bag for you.



FLORMAR

Flormar's new product in the form of cream gel can be used as eyebrow mascara and eyebrow shadow. Brow Pomade can be used easily thanks to its ergonomic beveled brush and it gives a natural look with its matte finish. Brow Pomade preserved the look of eyebrows thanks to its aspect of being water-proof up to 24 hours. The product has four different color options including beige, light brown, brown, dark brown.



Price: 26.99 TRY



KIKO MILANO

Beyond Limits Eyeshadow Palette which has colors designed for those who want to feel the summer glare and shine in their skin in the fall months is from the Beyond Limits Collection of Kiko Milano which is among the significant brands in the world of cosmetics. The product promises a spectacular natural look in your eyes thanks to its feature to last up to 12 hours.

Price: 35 TRY



NYX

Born To Glow Illuminating Powder, powder highlighter for those who do not want to lose the summer tan and want to preserve the same skin color in the fall. Born To Glow Illuminating Powder which has 4 different tones to catch color most suitable for the skin gives an attractive but natural shining to the skin thanks to its feature to reflect the light. The product which can also be used for contour in the skin make-up leaves a velvety feeling in the skin.

Price: 79.99 TRY

YVES ROCHER

Yves Rocher's shower oil that was inspired by Turkish bath, has oriental notes and was enriched with almond and orange blossom was produced specially for a unique bathing experience with intense sensual attractiveness. The product presenting a massage joy to the skin also gives a nice smelling, bright look. Its satiny, soft formula turns into a delicate bubble when touched the skin.

Price: 23 TRY





BOBBI BROWN

Bobbi Brown's new moisturizing liquid lipstick is as relaxing as a cream and gives a shining glare to the lips. The product moisturizes your lips with its pure color pigments of cranberry, blueberry and raspberry essences and helps your lips to have a nice look.

Price: 150 TRY



SEPHORA

Now, it is so easy to contour with creamy textured pencil. Contour Stick's creamy texture with matte finish provides an ultra-natural and good-looking result since the product is absorbed by skin immediately. The product has light and mid matte tones which you can adjust its intensity according to your make-up with its creamy texture. The product can also be used as bronzer for a good-looking skin.

Price: 49.90 TRY



ZOEVA

Zoeva presents Graphic Lash Mascara to the user's taste for eyelashes that are longer, intense and have more volume. Graphic Lash Mascara which can add volume gives an attractive look to your eyelashes. The product thickens and grow the eyelashes with coal black. It instantly provides astonishing eyes and a perfect look thanks to its spiral brush and long-lasting formula.

Price: 79 TRY

BENEFIT

Benefit's Dandelion Twinkle product make your skin glare in a transparent, light-as-feather texture thanks to its special strobing technology. You can either use this product alone or you can have natural glitter by applying a blusher, powder or foundation you like. Dandelion Twinkle which you can prefer for a healthy and bright skin look in your dreams aims the same lasting duration as the Benefit's blushers.

Price: 160 TRY



L'OREAL PARIS

Facial care oil aiming to regain the skin's glitter and smoothness by moisturizing it blends the 8 basic oils (lavender, rose, marjoram, chamomile, rosemary, orange, geranium and santolina) known for their anti-oxidant features with valuable oils known for their nourishing aspects (jojoba, rosehip). The product makes you feel totally new and refreshed thanks to its aromatic scent.

Price: 35 TRY



ORIGINS

Moisturizer which does not include oil and gives energy with its light gel formula helps the skin have energy and bright look. It moisturizes the skin with its oil-free formula and herbal essences. Korea Ginseng in it helps giving energy to skin; barley, wheat and olive in it help the skin to repair the moisture barrier. The product cleanses the skin, makes it look lively, healthy and shiny.

Price: 145 TRY



THE BODY SHOP

Mango Body Yogurt which you can use anytime when your skin needs moist is absorbed easily thanks to its light new formula and its moist continues for 48 hours. You can use the product which moisturizes your skin and make it more soft and smooth after shower. This gel cream involving mango juice and organic almond milk is 100% vegan.

Price: 99.99 TRY

TOO FACED

Your lips shine in its purest form thanks to Natural Nude lipsticks which have natural and creamy intensity. The product which you can use with two or three layers if you wish to have more intense look with its rich pigmentation has natural and skin color options. The lipstick do not make your lips feel heavy.

Price: 129 TRY



CINETIME



Sinemanın Seyir Defteri

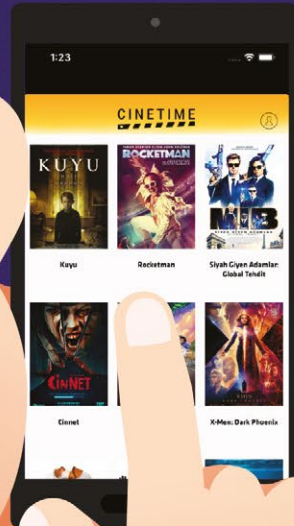
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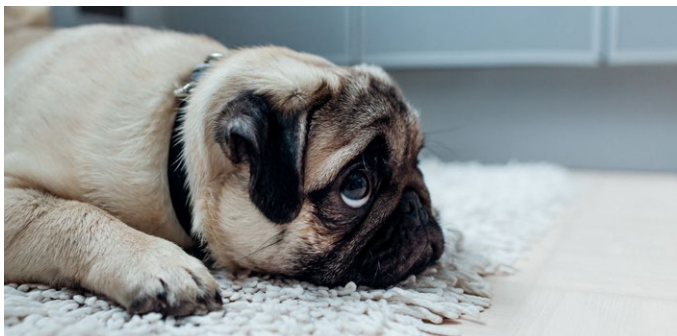
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"PUPPY EYES" GO BACK TO THOUSANDS YEAR OF EVOLUTION



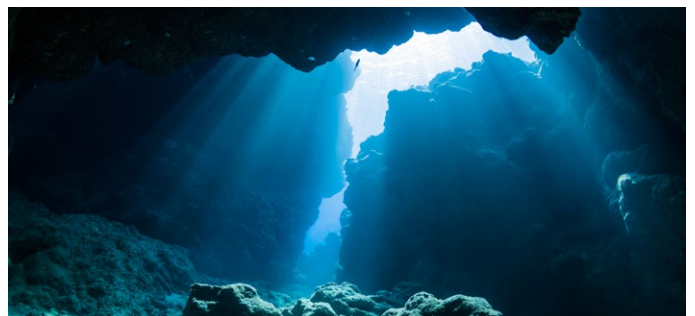
The research carried out by the scientists on the muscles of the dogs showed that the sad look of the dogs stems from the taming of the humans. According to this research published in the USA Science Academy media PNAS, the muscles enabling dogs to raise their eyebrows did not exist in their ancestors, the wolves. The findings of the American and English scientists show that this anatomy of the face of the dogs have changed after living with people for thousands of years. It was recorded in the research that the puppy eyes help the tamed dogs to connect with the people. Portsmouth University Academician Juliane Kaminski stated that "When dogs make this move, they awaken a strong desire in people to do what they want."

THREE METERS LONG AND HALF A TON BIRD FOSSIL



Paleontologists discovered one of the biggest birds that has ever lived in our planet in a study carried out in a cave in Crimea. This bird species named *Pachystrutho dmanisensis* is three meters long at minimum and 450 kilograms and is thought to have lived 1,5 – 2 million years ago. The bird which is thought to have been the biggest bird species of its time looks like the modern ostrich. Probably running faster than the elephant bird helped it to survive. The most interesting part of the research was the place of discovery of the bones. The fossils of the same species have only been found in the south hemisphere. But finding of the fossils in Crimea shows that these huge wild birds have had a more widespread existence.

A SEA WAS DISCOVERED UNDER THE SEA



Researchers of the Columbia University and Woods Hole Oceanographic Institution team discovered a freshwater sea during the examination of the area between New Jersey and Massachusetts with electromagnetic waves. Researchers found a freshwater body that extends up to 80 kilometers of the coast and starts at 183 meters depth. The freshwater seas were created with the melting of the ice layers occurred in the last Ice Age and these seas are thought to be a supply in possible water shortages in the future.



ACTIVITIES OF THE BRAIN IN COMA

Scientists shed light on the question whether people in coma can perceive their surroundings. According to the research, 15% of the people with serious brain damage can cognitively react even if they cannot physically. 104 patients joined the research led by Jan Claassen from Columbia University. Researchers examined how people in coma or clinically nonreactive due to a reason would react to orders with a technique called EEG. 15% of the patients were observed to cognitively react to the orders such as “raise your left hand”. Electrical activities were found in the brains of these people similar to the healthy people while performing the orders. Researchers stated that more tests are needed to examine the EEG values.



UNDERGROUND MAP OF THE TREES AND PLANTS

In a research carried out by the Stanford University, in each forest or grove a complex network of roots, fungi and bacteria that connects the trees and plants were found. This 500 million years old network is called “wood wide web – mychorrhizal fungi network” as a reference to the term “world wide web – network in the whole world”. This “mychorrhizal fungi network” was mapped globally for the first time thanks to the conducted international studies.

The study, which was published in Nature magazine, was carried out by USA Stanford University in Crowther Laboratory in Zurich, Sweden. The database of the Global Forest Observation Initiative which consists of 1.2 million forests and 28 thousand species in over 70 countries in the world, was used in the study. Researchers made use of the direct observation of the millions of forests and symbiotic connections in the ground to model this fungi network from underground to the surface for the first time. Professor Thomas Crowther stated in his interview to BBC that “We have a glance for the first time to the world below our feet on a global scale.”



CINEMA

CINETIME

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COMING TO THEATERS

Karakomik Filmler 2 Arada Kaçamak

Release Date:
18th October 2019

2 Arada (In Between) and Kaçamak (The Fling) are movies each of which last about an hour and have two independent stories. Casting includes famous people such as Cem Yılmaz, Ozan Güven, Zafer Algöz, Özkan Uğur and Uraz Kaygılaroğlu and it is written and directed by Cem Yılmaz. You can watch Kaçamak and 2 Arada with only one ticket in two different sessions.



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IT Part 2

Release Date: 6th September 2019

Sequel to the “IT”, “IT Part 2” is based on the same titled book of Stephen King. After evil clown Pennywise returns to the town 27 years later, our heroes return to the town as well, as they had promised. The group that unites after 27 has a hard time recognizing each other since their characters have changed a lot and old friends leading different lives will learn to survive once again.



Good Boys

Release Date: 6th September 2019

In this comedy movie, three 12 years old boys do not go to school and embark on a journey that lasts a day and filled with comedy. The adventure continues with the boys stealing the drone of their neighbor. You will laugh a lot to the troubles they cause. The movie is directed by Lee Eisenberg and Gene Stupnitsky and starring Jacob Tremblay, Keith L. Williams and Brady Noon.



Ad Astra

Release Date: 20th September 2019

The casting of the film directed by James Gray includes Brad Pitt, Tommy Lee Jones, Ruth Negga. The movie is about an astronaut who travels to the most distant parts of our solar system to find his father who got lost 20 years ago and to unravel the mystery that threatens the world. The journey unravels the secrets that challenge the nature of our existence and our place in the universe.



Annem (My Mom)

Release Date: 20th September 2019

This dramatic movie tells the sad story of a mother and her daughter. Nazli is a young woman who is ashamed by her mother and wants to move away as soon as possible. On the other hand, Nazli’s mother is a devoted woman that is ready to anything for her daughter and who even tries to achieve the impossible. Nazli leaves the village in which she has grown up after enrolling in to the university. But after many years, Nazli decides to return to the village...





A Tale of Three Sisters

Release Date: 13th September 2019

The movie focuses on the story of three sisters that have to separate their paths after their mother’s death. Reyhan, Nurhan and Havva are three sisters that have been orphaned at a young age. After the death of their mother, they are sent to different families in the town. Sisters have a hard time to adapt to their new lives while being sad due to missing each other. When sisters cannot adapt to their new families, they are sent back to their family home. As they reunite after many years, they now have to face the reality which they have run away from.



Abominable

Release Date: 27th September 2019

The movie focuses on the challenging journey Yi and her friends embark on after Yi finds a Yeti on her rooftop. Yi’s life changes after she finds a Yeti on the rooftop of their house in Shanghai. Yi tries to communicate with the creature and understands that Yeti lives in Everest with his family and tries to return there. Yi names this magical creature as “Everest”. Yi and her friends make all the preparations to unite Everest with his family at the highest point in the world. There are many adventures for Yi and her friends on the journey of returning Yeti back to his family.



Goldfinch

Release Date: 13th September 2019

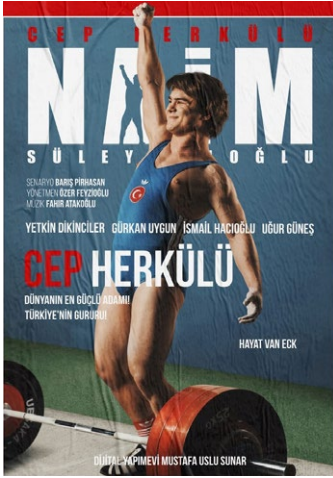
Life of 13 years old Theodore Decker is upside down after her mother has been killed in a terrorist attack. Theodore steals an invaluable work of art in this chaos. The only tangible thing left from the day of her mother’s death in the bombing is the Goldfinch. The Goldfinch is the portrait of a goldfinch locked in a cage and it holds an important place in Theodore’s struggle to rebuild his life.



IP MAN 4: Final

Release Date: 27th September 2019

This production, which is a sequel to the Ip Man movies, casts Donnie Yen, Chan Kwok-Kwan, Scott Adkins. Ip Man, a master of Wing Chun fighting style, decides to travel to USA to his student who disturbs the local martial arts community. Donnie Yen once more play the role of Ip Man in this movie directed by Wilson Yip.



Pocket Hercules: Naim Süleymanoğlu

Release Date: 25th October 2019

The movie is in documentary – biography category and focuses on the life of Weight-Lifter Naim Süleymanoğlu, who left his mark on the world sports history. Hayat Van Eck plays the role of Naim Süleymanoğlu, who first broke the world record at the age of 15, achieved 7 world records, earned three olympic golden medals from three different Olympiads, and achieved 6 European and 7 World championships.



Gemini Man

Release Date: 11th October 2019

An over-the-hill hitman wants to move away from his job. But he finds himself in a war while struggling for it. The person he fights against is his 25 years old clone. The director of this action and tension packed sci-fi movie is the famous Ang Lee. Elizabeth Winstead and Clive Owen co-star Will Smith who is the leading role.



Hareket Sekiz (Action Eight)

Release Date: 4th October 2019

The plot is about the funpacked story of three police officers hunting down a Russian mafia leader. Cast includes Ali Sunal, Onur Atilla, Devrim Yakut, Gürgen Öz. The police officers Bünyamin, Reşat and Kazım, who have been successful due to their luck, have a hard mission now: Russian mafia leader Zolka plans to steal boron from Turkey to use it in a special weapon. Bünyamin, Reşat and Kazım were tasked with bringing Russian mafia down find themselves in a challenging adventure.



Joker

Release Date: 4th October 2019

This film, directed by Todd Phillips is about the transformation of an unsuccessful comedian to a crazed killer due to going insane. Joaquin Phoenix plays the role of Joker and famous people such as Alec Baldwin, Zazie Beetz, Josh Pais co-star him.



Maleficent: Mistress of Evil

Release Date: 18th October 2019

In this sequel of the Maleficent, the years have been good on Maleficent and Aurora. Their relationship purifies from heartbreaks and revenge and turns into love. Since the marriage between Aurora and Prince Phillip unites the two regions, it is celebrated in Ulstead and Moors Kingdom. An unexpected encounter will result in new alliances. Maleficent and Aurora falls apart during the Great War, and their loyalty and family bonds will be tested.

CMYLMZ

Popular comedian Cem Yılmaz known with his comedy movies, stand-up shows, jokes and mischievous attitudes. Famous actor's upcoming movies "2 Arada" (In Between) and "Kaçamak" (The Fling) will be released on October 18. "2 Arada" tells a story that takes place on a ferryboat where Cem Yılmaz portrays a tea-maker named Ayzek, and costars Zafer Algöz, Ozan Güven, Cemre Ebuzziya and Cem Davran "Kaçamak" is about the funny events that group of close friends live through when they are on a detox vacation costars Cem Yılmaz, Zafer Algöz, Necip Memilli and Özkan Uğur. A comedian, actor, musician, cartoonist, voice actor, script writer, producer and director, Cem Yılmaz was born in April 23, 1973. The famous comedian, originally from Gürün district of Sivas, completed his primary education at Mehmet Akif Primary School. After graduating from Bahçelievler Kazım Karabekir Secondary School, Yılmaz graduated from Etiler Anatolian Hotel and Tourism Vocational High School and had his bachelor's degree from Boğaziçi University Tourism and Hotel Management Department.

Director: Cem Yılmaz
Starring: Cem Yılmaz, Zafer Algöz,
 Özkan Uğur
Distributor: UIP Türkiye
Genre: Comedy



Yılmaz developed interest in caricature during his university years, when he started drawing comics for the humor magazine *Leman*. He performed his first stand-up at *Leman Culture Center* back then. Thereafter he started performing at *Beşiktaş Culture Center*. Yılmaz made a name for himself by reaching to a wider audience through the stand-ups he did at *Beşiktaş Culture Center*. After a while, he collected his caricatures in a book named “*Karikatürler*”. Comedian entered the film industry in 1998 with his movie, “*Her Şey Çok Güzel Olacak*” (Everything’s Gonna Be Great) and has never get out the door. As an actor, dubbing artist, producer and director, he quickly climbed the career ladder in cinema. He appeared in *Vizontele*, starred in and wrote *G.O.R.A.*, won the 11th *Sadri Alışık Best Supporting Actor* award with *Organize İşler*, won *BIFF* and the 12th *Sadri Alışık Best Actor* awards with “*Hokkabaz*” (The Magician), starred in, wrote, produced and directed *A.R.O.G.*, won the best actor award at the 4th *Yeşilçam Awards* with “*Av Mevsimi*” (Hunting Season), won the 21st *Sadri Alışık Best Actor* award “*İftarlık Gazoz*” (Ifar Soda), and produced, wrote and starred in *Arif v 216*, each constitutes a very important contribution to the Turkish cinema. In 2007, he found a film production company, *CMYLMZ Fikir Sanat*, in İstanbul.

In addition to his works in cinema, famous comedian continued his career as a comedian and performed over five thousand shows throughout the world over the years. During the course of his career, Cem Yılmaz has performed several shows, namely *Milenyum* (Millenium), *Bir Tat Bir Doku* (One Taste One Tissue), *CMYLMZ*, *CM101MMXI Fundamentals*, and *STANDartCY* and is on an international tour for his new project *CMYLMZ Diamond Elite Platinum Plus*, the world premiere of which took place in London.

The comedian, being mentioned most often with his repetitive lines in advertising films of the brands he is the face of, also conducted the *Borusan İstanbul Philharmonic Orchestra* twice in private concerts, the DVD of which was released under the name *bifo & Cmylmz*. Cem Yılmaz, who continues to make us laugh not only with his films and shows but also through his social media posts, is one of the most popular celebrities on social media with 14,2 million followers.



agenda



“SYNTHESIS LIVE” CONCERT BY EVANESCENCE

Evanescence, which gained a great fame in world rock music with its songs Bring Me to Life and My Immortal, will perform at Volkswagen Arena as part of “Synthesis Live” tour. Embodying rock, metal and symphonic elements in its music, the band will meet its fans in İstanbul on September 13. Founded in the early 2000s by musician and songwriter Amy Lee, Evanescence has received numerous music awards.

THE BOURGEOIS GENTLEMAN

The Bourgeois Gentleman, starring great actor Haldun Dormen allowing us the opportunity to see him on the stage after long years, celebrates its 9th anniversary. The play will be staged in İstanbul, Balıkesir, Bursa and İzmir during September and October with the performances of many successful actors including Haldun Dormen, Göksel Kortay, Hakan Altın, Damla Cercisoğlu, Efe Yeşilay, Anıl Yülek, Caner Tör, Reyhan Aydınşel and Burcu Akyürek. The play is about the efforts of Monsieur Jourdain, an ignorant, foolish but very rich man, to become an aristocrat in the 17th century France.



WHAT HAPPENS HERE STAYS HERE

“Burda Olan Burda Kalır” (“What Happens Here Stays Here) by Can Yılmaz, elder brother of successful comedian Cem Yılmaz and actor Zafer Algöz will be staged at Denizli Open Air Theater on October 19th. Can Yılmaz and Zafer Algöz have recently won a great deal of appreciation for their posts on social media and could not resist their followers who ask them to stage a joint performance. In the show, the duo talks about their funny experiences in daily life.



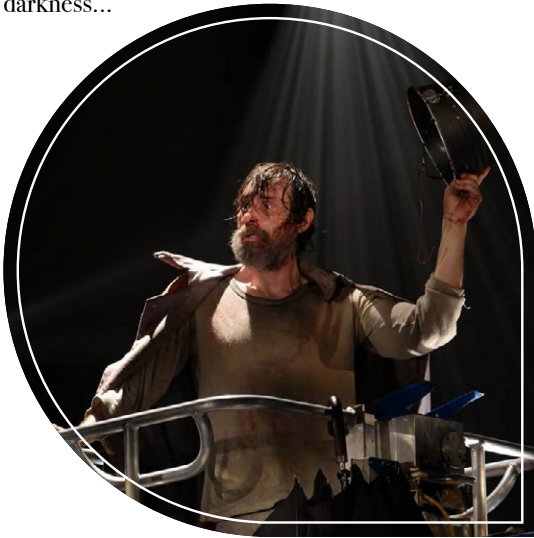


FIRE OF ANATOLIA - İSTANBUL DREAMS

The tour, organized within the scope of “İstanbul Dreams”, the last show of the Fire of Anatolia dance group, will be performed in Hatay, Mersin, Adana and Denizli during September. Aiming to bring Eastern and Western cultures together and giving messages of universal peace, Fire of Anatolia offers a modern cultural feast to the world by synthesizing folk dance with ballet, modern dance and other disciplines of dance with its team of 250 dancers.

GÖRÇEK WITH SUNAY AKIN

Sunay Akın will meet with the audience at İstanbul Trump Culture Center on September 17th through his play, Görçek. In the show, incorporating surprising real-life stories, our captain retired from a ship made of paper, invites the audience to read the new pages of his log. Spectators comprehend the feeling of coexistence by means of the fact that knowledge is the greatest power ever produced and managed. Come to this show where the light of two thousand books fits in two hours and feel in your hands the light that is carried into the darkness...

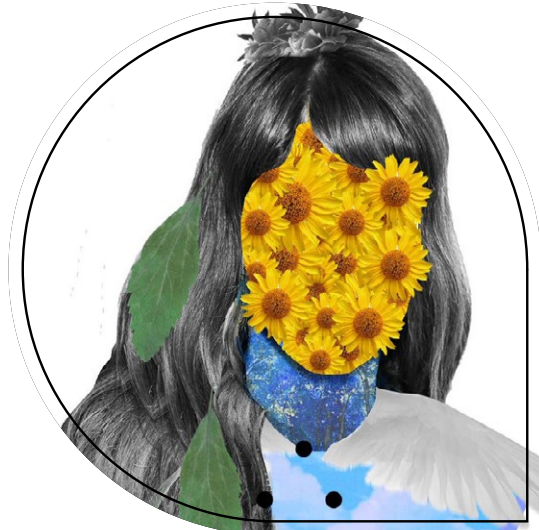


DIARY OF A MADMAN

Erdal Beşikçiöğlü takes the stage in “Diary of a Madman” by Gogol. Famous actor will meet theatergoers in İstanbul and Denizli between October 3 -26. The play depicts the life of a clerk who lived in the repressive era of Tsar Nikolai I. Poprishchin, the protagonist who has a boring and monotonous life, falls in love with his manager’s daughter, which paves the way to his madness.

“HAVE FUN AND DON’T LEAVE A FOOTPRINT”

Festtogether aims to be the first sustainable zero-waste music festival in Turkey. The motto of the festival to be held in Küçükçiftlik Park, İstanbul on September 28th, is “Have fun and don’t leave a footprint”. Purchasing a ticket for the festival, you support several non-governmental organizations including Tider (Basic Needs Association), İhtiyaç Haritası (Needs Map), Adım (Step by Step), Buğday Association, Çaba (Modern and Independent Assistance Association), TOG (Community Volunteers Foundation) and TOHUM Autism Foundation. The festival will host workshops and panels on ecology, recycling and environment throughout the day.



TECHNO TREND

You can find the smallest camera of the world, noise cancelling headphone, dry washing machine, smart watch measuring the sleep quality and more in this page we dedicated to the newly designed products of the technology world that will make your life easier...

THE SMALLEST AND LIGHTEST CAMERA OF THE WORLD FROM SIGMA

The camera also named as the Sigma FP is presented to the taste of the customers. Sigma FP, with the title of the smallest mirrorless camera of the world, draws attention with its 24.6 million effective pixels and 35 millimeters full-frame sensor. The camera is fully compatible with many accessories and lenses; it also has a replaceable lens option. Sigma Fp weighs only 370 grams and has ISO value that changed between 100 – 25.600. Therefore, Sigma FP can be easily used anytime and anywhere.



NEXT LEVEL AT NOISE CANCELLATION FROM SONY

One of the most prominent technology brands, Sony, is expanding its 1000X product family with new generation wireless headphones. The exceptional Dual Noise Sensor Technology and HD Noise Cancellation Processor QN1e chip of the Sony enables you to only hear the music with its improved noise cancellation feature. It catches the environment noise with its feed forward and feedback microphones located at the surface of the headphones. The HD Noise Cancellation Processor QN1e is activated after catching the environment noise. The processor creates an opposite sound to compensate the disturbing noises in the background. Therefore, it uses less energy.



A TELEVISION COMBINING QUALITY WITH AESTHETICS FROM PHILIPS

The television of Philips which combines the latest technology with aesthetics is no longer a white appliance. TV 7304 model of Philips appeals to the people who watch television or play games for countless hours with its color palette and overflowing images, slim and elegant design, easily rotatable T shaped console. New Performance Series meets the needs of the consumers with different screen size options. Philips TV 7304, has P5 Image Processing Engine, 4K smart HDR, Dolby Vision and Dolby Atmos sound and display features of theatre quality as well as voice command system thanks to the latest developed feature.

DRY WASHING MACHINE FROM SIEMENS

Washing machines of Siemens with SensoFresh feature can easily clean the scent from the clothes, which is worn for few times or a few hours, with active oxygen without using water. SensoFresh technology efficiently cleans sensitive clothes so your favorite clothes stay in good condition. Home Connect technology lets you choose the program anywhere and anytime you want and it sends you an instant notification when your clothes are ready. Siemens WM14U940TR washing machine makes your life easier with its efficient removal of stain technology for 16 different stain types and it also has a special memory system called myFavourite, in which users can record their favorite program combinations. The program times can be adjusted to your own liking as 20, 30, 40, 50 and 60 minutes with myTime feature.



DAILY HEALTH CONTROL IS MUCH EASIER WITH HUAWEI SMART WATCH

GT Active, the new smart watch of the technology of the Huawei, records exercise activities, heart rate and sleep quality. It also can sustain this analysis for two weeks or more due to low power consuming system. TruSleep technology of HUAWEI controls each phase of the sleep and enables the detection of typical sleep problems. It presents more than 200 possible solutions to these problems. Furthermore, it provides additional information by checking the sleep percentage and mild sleep condition: How many times you have awakened during your sleep, whether deep sleep is consistent or breathing quality. The smart watch has a durable titanium grey stainless steel body and 1.39 inches AMOLED screen. There are two physical buttons at the right side of the body which are identical to the crown of an analog watch.



PHILIPS' AZUR IS MORE POWERFUL NOW

Newest model of Philips' Azur series provides fast heating thanks to its power up to 3000 Watts. It enables you to use your time the most effective way possible and offers an easy ironing experience with fast ironing. It smooths out wrinkles easily with continuous and powerful steam generator of 55 g/min and powerful shock steam performance up to 250 grams. Aside from SteamGlide Elite base that is resistant to scratching, it shuts itself down automatically after being stationary for 2 minutes on its base and after 8 minutes on the back part and cares about the safety of the customers.





TAVUK DÜNYASI WITH ITS DELICIOUS SAUCES AND SPECIAL CONCEPT

In this issue, we are together with Tavuk Dünyası that has special recipes and turns chickens marinated with sauces and various spices into a taste story.

We collected the most special recipes of Tavuk Dünyası serving the chicken marinated with different sauces, the sauced pasta and Mediterranean salad in its different concept with big porcelain plates.



KEKİKLİM

INGREDIENTS

- 240 gram chicken
- Thyme
- 15 gram grated fresh kashar cheese
- 30 gram cream
- 10 gram oil

INSTRUCTIONS

First, add 10 gram oil into the heated pan and wait for oil to heat up well. Add 240 gram chicken marinated with thyme for each portion. Split the sticking chicken with silicon spatula. Add the kashar cheese after making sure that the chickens cooking in the hot pan for 6 to 8 minutes are cooked. Stir the chicken for five seconds and wait for the cheese to melt, then add the cream. After stirring for 5 more seconds, serve with Mediterranean salad and sauced pasta.

CHILDREN'S MENU

SAUCED CHICKEN

INGREDIENTS

- 120 gram chicken
- 10 gram soy sauce
- 10 gram oil
- 1 peeled carrot
- 120 gram pasta

INSTRUCTIONS

First, add 10 gram oil into the heated pan and wait for oil to heat up well. Add 180 gram chicken for each portion. Split the sticking chicken with silicon spatula. Add 10 gram soy sauce after making sure that the chickens cooking in the hot pan for 6 to 8 minutes are cooked. Take the cooked chicken into the serving plate. It is preferably served with sauced pasta and carrot divided into 6 equal pieces of 10 cm.



ŞEFİN TAVASI

INGREDIENTS

- 240-gram Şefin Tavası chicken
- 10-gram oil

INSTRUCTIONS

Preheat the pan. Add 10 grams oil and heat it thoroughly. Add 240-gram Şefin Tavası chicken for each portion. Separate the chicken pieces that stick to each other with a silicone spatula. Make sure the chicken pieces fried for 6-8 minutes on the hot pan are cooked and turn down the heat. Put the chicken pieces on a serving dish. Serve it with saucerized pasta and Mediterranean salad.



TOMATO SOUP



INGREDIENTS

- 20 gram oil
- 80 gram flour
- 1 gram pepper
- 100 gram tomato paste
- 6 gram sugar
- 15 gram salt
- 40 ml whole milk
- 1000 ml water
- 30 gram grated whole fat kashar

4-6
servings

INSTRUCTIONS

Add flour after the oil in the pot is well heated and roast it until it gives off a nice smell with frequently stirring. Then, add pepper and tomato paste and wait for it to boil. Add 1 liter water and stir before it sticks to the pot, and wait for it to boil. Add granulated sugar, salt, milk and boil it. After it gets to the desired concentration, take them to the pre-heated soup bowls and preferable serve with kaşar cheese.

MIXED FIRST COURSE

THE COURSE INCLUDES

- Mozzarella sticks
- Potato with five spices
- Chicken fingers

INGREDIENTS

- 200 gram frozen mozzarella sticks
- 200 gram frozen fries
- 8 Chili chicken
- 1 teaspoon taco seasoning
- 20 gram chicken coating
- Oil

INSTRUCTIONS

Take the mozzarella sticks from the freezer and an put them into the 180 – 200 degrees heated deep fryer as frozen. When the sticks are fried within 3 – 4 minutes, take them out filtering in order for them not to absorb oil. For the fries with five spices, take the fries from the freezer and put them into the 180 – 200 degrees heated deep fryer as frozen. Put the potatoes

into the deep fryer heated to 180 – 200 degrees as frozen for the potato with five spices. Take them out off the deep fryer after approximately three minutes when they get crispy and their edges become golden yellow. Let the drained potatoes rest. Then, homogeneously mix the potatoes with one teaspoon of taco seasoning for one portion. Cover all the chicken with chicken coating for chicken fingers. Put them into the deep fryer heated to 150 – 160 degrees. Drain the fries with a strainer within 4 – 5 minutes when it gets golden yellow. Place the chicken on the service plate on which a baking sheet is placed. Add the mozzarella sticks and fries with five spices into the service plate and serve it.





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Social Media



We have gathered the shared content of the social media influencers and celebrities on their Instagram accounts. We hope you will enjoy while reading...



SERENAY SARIKAYA (@serenayss)

Serenay Sarıkaya who has become popular with her successful acting in television series and music performances has 8.1 millions followers on Instagram. Sarıkaya has recently shared her latest project Alice musical, social responsibility projects, photo shoot from the collaboration she made with a clothing brand and rarely her daily life on her social media account.



ALPEREN DUYMAZ (@alperenduymaz)

Alperen Duymaz who drew attention to himself with performances in television series such as Çukur (The Pit) and Çarpışma (The Collision), has funny poses of his pets, his photographs with set friends, trailers of the productions that he is a part of and genuine photographs from his meetings with his friends on his Instagram account that has 1.5 millions followers.



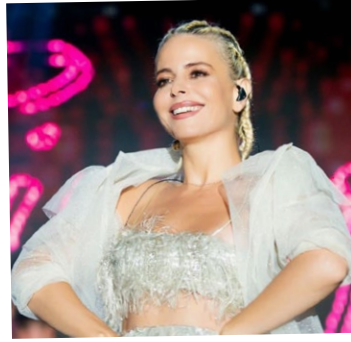
DILAN ÇİÇEK DENİZ (@dilandeniz)

Dilan Çiçek Deniz, who is at the top of her career now with the television series Çukur, is a travel enthusiast and archives discovery routes on her Instagram account that has 2.9 millions followers. She also shares collaborations made with famous brands, invitations she attended, behind the scenes of fashion and magazine photo shoots and quotes of famous thinkers with her followers.



CEM BELEVİ (@cembelevi)

Cem Belevi, who is famous for his acting and songs, shares colorful images from his live performances to stage shows, funny poses from his travels, behind the scenes of video shootings and photographs with his pets on his Instagram account that has 732 thousand followers.



SİMGE SAĞIN (@simgesagin)

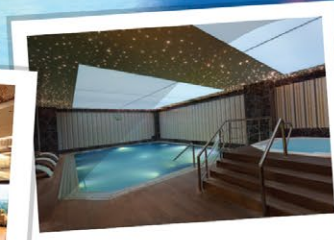
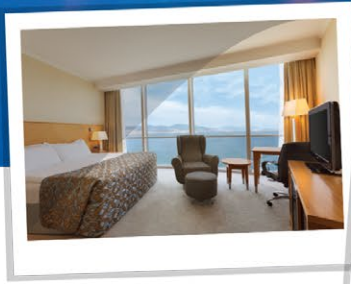
Simge Sağın, who is one of the most loved and successful names of pop music, has one million followers on her social media account. Sağın's "Mış Mış" song drew a lot of attention to her in 2015 and she shares photos from her daily routines, live performances, travels and concerts on her social media account.



AKIN AKINÖZÜ (@akinakinozu)

Akın Akınöz, who got famous with his Miran role in the television series Hercai (The Inconstant), has two millions followers on his social media account in which he shares photos from behind the scenes of the series, photo shoots for magazines and daily life.

Feel the Luxury and Comfort



Wyndham Grand İzmir Özdilek is close to recreation area with shopping malls, restaurants, cafés and military museum ship. Proximity to motorway for International Adnan Menderes Airport, Gaziemir Fair Complex, industrial zones including Aegean Free Zone, Ephesus and House of Virgin Mary makes the hotel's location excellent.

With 219 rooms and suites, the hotel offers privileges and advantages of distinguished location embracing sea & city to guests travelling for business & leisure purposes and meeting delegates with five star hotel quality.

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