REMAPPING CONTEMPORARY HOUSING PRODUCTION IN TURKEY: A CASE STUDY ON HOUSING PATTERNS AND MARKETING STRATEGIES

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A CASE STUDY ON HOUSING PATTERNS AND MARKETING STRATEGIES

submitted by **DUYGU KOCA** in partial fulfillment of the requirements for the degree of **Doctor of Philosophy in Architecture Department, Middle East Technical University** by,

Prof. Dr. Canan Özgen _____
Dean, Graduate School of **Natural and Applied Sciences**

Prof. Dr. Güven Arif Sargın _____
Head of Department, **Architecture**

Prof. Dr. C. Abdi Güzer
Supervisor, **Department of Architecture, METU** _____

Examining Committee Members:

Prof. Dr. Aydan Balamir _____
Department of Architecture, METU

Prof. Dr. C. Abdi Güzer _____
Department of Architecture, METU

Assoc. Prof. Dr. Lale Özgenel _____
Department of Architecture, METU

Prof. Dr. Ruşen Keleş _____
Department of City Planning, METU

Prof. Dr. Meltem Yılmaz _____
Interior Arch. and Env. Design Dept., Hacettepe Uni.

Date: 15 June 2012

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

Name, Last name : Duygu KOCA

Signature :

ABSTRACT

**REMAPPING CONTEMPORARY HOUSING PRODUCTION IN TURKEY:
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Koca, Duygu

Ph.D., Department of Architecture

Supervisor : Prof. Dr. C. Abdi Güzer

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The important positions of the thesis are mainly to understand the transformation in the architecture discipline under the umbrella of globalization and to define the current situation of residential architecture dominated by the new actors of construction sector through the transformation of identity value. In the first part of the study, how the production of residential architecture in Turkey is affected by the new values of capitalist globalization in the 21st century is examined. In order to monitor the development by the reflections of new actors in residential architecture, İstanbul is defined as a domain of the study. The main aim is to read the spatial and socio-cultural changes and developments in terms of residential architecture and to explore how the structure of the city affected by global developments and neo-liberal economic policies has formed. Thus, an inventory is established by the multi-unit housing projects completed in the first decade of the 21st century and the full list is investigated in terms of various kinds of housing supply and the different socio-economic status groups addressed by the projects.

After defining the relation of residential architecture with city, the specific contribution of this dissertation is the explication of the role of the marketing

industry in the formation of residential architecture through the conception of identity. The effects of marketing strategies on the architectural formation are discussed through selected cases to uncover which attitudes have caused the transformation in the internal values of the residential architecture. Therefore, the discussion on the identity formed by the coercive notions and the personalization of the actors involved in the process provides a basis for analysing the reflections of different disciplines on the architectural formation. This new discussion ground not only identifies the decisiveness of the architectural design in the formation of the end product but also contributes to the probe of the positional existence of the architect.

Keywords: residential architecture, identity, marketing, İstanbul, TOKİ

ÖZ

TÜRKİYE'DE ÇAĞDAŞ KONUT ÜRETİMİNİN YENİDEN HARİTALANDIRILMASI: KONUT ÖRÜNTÜLERİ VE PAZARLAMA STRATEJİLERİ ÜZERİNE BİR DURUM ÇALIŞMASI

Koca, Duygu

Doktora, Mimarlık Bölümü

Tez Yöneticisi : Prof. Dr. C. Abdi Güzer

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Bu tezin önemli yaklaşımı temel olarak küreselleşme şemsiyesi altında mimarlığın geçirdiği dönüşümü anlamak ve Türkiye'de mimari oluşum sürecine dahil olan yeni aktörler tarafından yönlendirilen konut mimarisinin ana gündemini, kimlik değerindeki dönüşüm üzerinden tanımlamaktır. Çalışmanın ilk bölümünde 21. yüzyılda başat olan kapitalist küreselleşmenin yeni değerlerinin Türkiye'de konut üretimini nasıl etkilediği araştırılmıştır. 21.yüzyılın ilk on yılında biçimleniş sürecine katılan yeni aktörlerin etkisi ile şekillenen konut gelişimini izleyebilmek için İstanbul tezin çalışma alanı olarak belirlenmiştir. Konut mimarisi açısından mekansal ve sosyo-kültürel değişim ve gelişimleri okumak ve küresel gelişimler ve neo-liberal ekonomik politikalardan etkilenen kentin mekansal yapısının nasıl şekillendiğini ortaya koymak hedeflenmiştir. Bu amaçtan hareketle, on sene içerisinde şehirde tamamlanmış olan çok haneli konut projelerinin bir dökümü çıkarılmış ve bu tam liste farklı konut sunum biçimleri ve projelerin hedeflediği farklı sosyo-ekonomik grup kullanıcıları açısından incelenmiştir.

Konut gelişiminin şehir ile olan ilişkisi tanımlandıktan sonra, pazarlama sektörünün kimlik kavramı üzerinden konut mimarisinin biçimleniş süreci içerisindeki rolünü keşfetmek bu tezin özgün yanını oluşturur. Mimarinin içsel değerlerinde dönüşüme neden olan yaklaşımları açığa çıkarmak için reklam stratejilerinin mimari oluşuma ve kimlik biçimlenişine etkisi İstanbul'da tamamlanan çok haneli konut projeleri arasından seçilen örnekler üzerinden tartışılmıştır. Böylece, zorlama kavramlar ve sürece dahil olan aktörlerin kişiselleştirilmesi yoluyla şekillendirilen kimlik üzerindeki tartışma, farklı disiplinlerin mimari biçimleniş üzerindeki yansımalarının çözümlenmesi için bir zemin oluşturmuştur. Bu yeni tartışma zemini mimari tasarımın sonuç ürünün biçimlenmesindeki belirleyiciliğini yeniden tanımlamakla kalmaz aynı zamanda mimarın bu süreçteki pozisyonel varoluşunun sorgulanmasına da katkıda bulunur.

Anahtar Kelimeler: konut mimarisi, kimlik, pazarlama, İstanbul, TOKİ

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CHAPTER 1

INTRODUCTION

1.1 Problem Definition

Today, we are living in a period in which the globalization, technology, communication tools and the circulation of people have become rapidly increasing activities. 'Change', as a common notion, is confronted in all areas of life. In the period after the Cold War, changes in economic, political and the cultural domains were the primary initiatives for the creation of a transnational phenomenon and globalization. For over 30 years, transnationalism and globalization have been dominant phenomena in all kinds of disciplines all over the world.

At that point, what kind of relation exists between globalization and the formation of physical environment, how architecture is affected and where the architect stands in this global cycle remain as the main questions to understand the current situation of architecture discipline.

It is clear that nearly all disciplines have been affected under the umbrella of globalization conception. However, the concept itself has undergone a transformation from a generic globalization to capitalist globalization (Sklair, 2006). The generic globalization which was an outstanding concept since middle of 20th century has shaped through the technological developments and the creation of transnationalism and cosmopolitanism; whereas, at the beginning of the 21st century, the capitalist globalization was totally based on the transnational practices operating in political, culture-ideological and especially economic grounds (Sklair,

2006). In fact, the increase in the volume of financial transactions by the integration of national markets and the formation of transnational groups of people governing these transactions are the basis of the new global system. The financial volume has been expanded by capitalist economy, fast communication and integration of markets and technologies. In the capitalist world order, communication tools and the speed of technology have redoubled the performance of financial index and money exchange traffic. Therefore, all modes of production whether it is physical or not, have lost their significance versus financial capital.

The physical production that mainly refers to the construction sector in this study has also been affected by this financial dominance. The relationship between construction and finance sector has evolved to a different scale by new applications experienced by the construction sector in order to gain a particular importance against the dominance of finance sector. In other words, construction industry has borrowed the terminology and internalized the techniques of the finance sector. With “mortgage” and similar techniques, construction as a physical product, has become a financial investment even before starting the construction process. The final product has been realized as “an asset”, valued through its capacity to liquidate. The physical production has been included in the financial transactions and controlled mostly by the transnational class besides the professions involved in construction process.

Architecture has begun to lose its value system and own dynamics which are shaped by different actors involved in the whole process and unfamiliar formation methods, though the physical production has increased in value through these transformations against financial production. Architectural design cannot be perceived only as the physical construction of a space. It is responsible to investigate, realize and evaluate the environmental, social, cultural even economic and political conditions of its environment and society. The value of built environment can be recognized through its functionality, applicability, accessibility,

liveability etc. However, the internal dynamics of architecture have begun to be transformed by the capitalist globalization, by different disciplinary debates and by the dominance of financial production. Thus, architecture, which is formed by the constraints of powerful market developed through financial capital and the new actors of this system, has become to dominate both living environments and the discipline itself. The thing that makes architecture valuable in finance sector is that how rapidly the structure of it is exchanged and is a part of the financial actions. By the financial purposes of transnational class, the industry has been transformed into a consumer-based industry which markets the exoticism and attraction in an effort to be consumed and liquidized rather than supporting the humanitarian dialogue of architectural environments.

Many structures highlighted and appreciated in the architectural discipline, cannot find the same value in the same way in popular culture. New understandings of value, as a result of the conceptions of consumer society do not correspond with the concepts of architectural discipline, especially with the meaning and the values that design can embody. This incompatibility can easily be realized in the formation of residential architecture under the effect of financial capital and the actors in this sector. However, when mostly heated discussions of architecture made in 20th century are considered, the prominent examples were the housing projects in which architect feels dependent only to a single customer and mostly feels free. For example, although houses like “Fallingwater House” by Wright and “Schröder House” by Rietvelt are very small-scale structures, they become deterministic, guiding and prominent examples in architectural debates. Additionally, there are several examples in the scale of mass housing taking place in this debate like Unite d’Habitation by Le Corbusier, glass apartment buildings in Chicago or Byker wall housing by Ralph Erskine. In these debates, identity is perceived as a concept formed with the reference to a contemporary architectural approach. It is a unique outcome of a physical production, which has a direct relation with architect and the user. The internal dynamics of architecture, the positional existence of architect and

the originality of the work mainly defined the authenticity, identity and the value of designed structure.

Today, opposite to this situation, “identity” is considered as a notion, which can be regarded as a direct design input like an architectural program and attached to any kind of production as a cliché. Architecture faces with a cross-referential system and with a confusion of values and thus, residential structures have been produced through certain expectations, specific typologies and different modes of production.

The priorities / own dynamics of architecture and the power / knowledge / process of design (the originality of architect’s will) are no longer the primary issues of the physical production driven by the finance sector. Fast production by the help of technology, fast consumption by the help of imagery and identity of the product whether it is formed by architecture or defined by marketing industry are the primary design inputs for the formation of residential architecture which evolves completely to a liquid asset. If this situation is assessed from a different perspective, the concept of identity constructed through the form and imagery of construction has been evaluated as a market value and also has become to be the major concept of architectural formation.

1.2 Objectives and Method of Thesis

The transformation in the characteristics of residential architecture by dominance of private sector and global economy have proved that the effect of new trends should be studied to discover the present state of residential architecture. The domain of the study is Turkey which has been lately included in generic globalization upon the architecture after 1980; however, has directly experienced the capitalist globalization since the beginning of the 21st century. Therefore, the starting point of this dissertation is to understand the current state of residential architecture in Turkey, its transformation through transnational capitalist class and identity formation that supports or contests this transformation. In other words,

main aim of the study is to define the decisiveness of architectural design and the position of architect through identity formation of residential architecture dominated by the capitalist globalization.

In this dissertation, the major point is how the production of residential architecture in Turkey is affected by the new values of capitalist globalization in the 21st century. As a domain of the study, the completed multi-unit housing projects in İstanbul were investigated in terms of various kinds of housing supply and the different socio-economic status groups addressed by the projects in order to monitor the development in the first decade of the 21st century by the reflections of new actors in residential architecture. After defining the relation of residential architecture with the city, the specific contribution of this dissertation is the explication of the role of marketing industry in defining the residential architecture through the conception of identity. The effects of marketing strategies on the architectural formation were discussed through selected cases to uncover the attitudes that had caused the transformation in the internal values of the residential architecture.

In discussing the new values, the study is based on the conjecture of the assessment of identity as a market value rather than a notion originated in architectural formation. Namely, the identity refers a notion which is obtained by not only the architectural formation but also the marketing strategies before occupancy instead of the identity generated by the user of the construction in post-occupancy period. The nature and condition of identity has transformed into an add-on component which is utilized only to increase the market value of final product beyond its functional competence, spatial organization, durability, material quality and location.

Within this framework, the objectives of this dissertation is to identify the notions formed the identity in both architectural formation and marketing strategies, to

identify the relationship between architectural design and the marketing rhetoric and to explore the continuities and discontinuities between architectural formation and marketing rhetoric in terms of identity formation. Therefore, by examining the reflection of the relationship established with different disciplines on the architectural formation, it can be possible to identify the notions and coercive generalizations, directly affect the own rules and the decisiveness of the architectural discipline and the positional existence of the architect.

This study presents a research focusing on relations between globalization, residential architecture, marketing industry and identity formation. The area where this identity issue becomes more prominent as a market value is residential architecture, especially in multi-unit housing developments, which address and consumed to a wider audience. Therefore, this study firstly investigates the housing production in city scale through an analysis of multi-unit housing projects constructed between 2000 and 2010 in İstanbul. Secondly, the study rests on the selected cases to decipher the relation between architectural formation and marketing strategies through identity formation. The theoretical and methodological findings, case sampling and data analyzing methods were specified and elaborated at the beginning of each chapter.

1.3 Organization of Thesis

The first chapter outlines the problem definition, objectives, scope, method and structure of the study. In order to understand the transformation in architecture discipline under the umbrella of globalization and to define the current situation of residential architecture dominated by new actors of construction sector, the different bodies of literature was reviewed.

Chapter 2 mainly focused on the development of residential architecture in the domain of the study - Turkey. The historical process of housing production is overviewed in order to understand the changes and transformations seen in the

development of residential architecture by the effects of capitalist globalization in Turkey. Realizing the dynamics and actors involved in housing production after 2000 can only be possible by probing the time period from establishment of the Republic of Turkey to today. In order to do so, this chapter provides a concise chronological narrative that discusses the development of residential architecture in Turkey until 2010.

The investigation is founded on specific themes such as: the actors involved in housing production (financier, investor, constructor, the property owner and the target group of the housing project), various forms of housing supply and the nature of urbanization on the basis of years. The main objective is not to vilify the houses produced, or to highlight the works that cannot be realized; instead, the main objective is to understand the current conditions by reading the related history from a specific distance.

In this historical development process, various identities imposed by the market economy of the houses produced after 2000 in Turkey form the basis of this study. After 2000, especially İstanbul has become a city where the global investor has operated intensively in housing sector. Istanbul has been included in the network of global cities where the new system of neoliberal politics is implemented after 1980s; and also the city has become to be shaped by the multi-unit housing projects in which transnational capitalist class, especially the marketing industry has specialized. In this framework, in order to see the reflections of new actors on the formation of housing projects, an inventory of the multi-unit housing projects completed between 2000 and 2010, in İstanbul, is established in Chapter 3.

Due to this inventory, Chapter 3 discusses the development patterns of the residential architecture in Istanbul in the first decade of the 21st century. Firstly, a list of housing projects, which was completed in Istanbul and tried to reach its users through advertisements and news in written or visual media, was established in

order to draw a general picture. Secondly, this list of housing projects was elaborated through an analysis based on several characteristics of the projects to identify various forms of housing supply produced in different contexts and for different target groups under the effect of financial dynamics of the research period.

Chapter 4 discusses the effects of new actors in the design process of architectural formation through identity formation methods based on the changes and the distribution of various forms of housing supply for different socio-economic status groups developed in Chapter 3. The dominance of private sector and media in residential architecture has transformed the perception of housing developments from being constructed for sheltering purposes to an investment tool bought and sold as a commodity. Therefore, the identity value which is defined by the internal dynamics of architectural design, the positional existence of architect and the originality of the work has begun to be perceived as a direct design input like an architectural program or as a notion attached to the final product in order to improve its marketability. In this framework, the aim of Chapter 4 is mainly to investigate the effects of not only internal dynamics but also the marketing strategies on the architectural formation through identity creation.

In Chapter 4, data of selected cases were analysed in two-fold investigation in terms of architectural design and marketing strategies. In the first part, the architectural designs of all cases were examined through several themes such as context and land use, components of architectural construction in terms of structural system, architectural layout of blocks and units, form and façades. In the second part, the marketing strategies of selected cases were investigated in terms of the names, slogans and rhetoric used in the advertisements. Through this two-fold analysis, this chapter mainly discusses the continuities and discontinuities between architectural formation and marketing strategies through the conception of identity.

The detailed results of the analyses made in Chapter 3 in the city scale and in Chapter 4 in the projects scale, were denoted in the interim conclusions following each chapter. In Conclusion Chapter, firstly, general implications for the development of residential architecture in İstanbul in the first decade of the 21st century were presented in terms of various forms of housing supply and different income groups. In the second part, both architectural and marketing attitudes that redefine the identity value are indicated. Therefore, the implications about the transformation of main agenda in architectural practices of Turkey in the 21st century by the interruption of marketing industry and the decisiveness, new role and responsibilities of architect on architectural design were discussed.

1.4 Literature Survey

The starting point of this dissertation is the current state of residential architecture, its transformation through marketing industry and identity formation that supports or contests this transformation. The housing projects completed between 2000 and 2010 were analyzed through the identity formation to redefine the new position of architecture; thus the architect, in global economy. Therefore, this dissertation relies on a variety of bodies of literature, on globalization and architecture, on housing production as a commodity, on identity and house relation and marketing. Several bodies of literature were discussed to emphasize the main point of this study.

1.4.1 Globalization and Built Environment

“Global” as a word means “(a) relating to or encompassing the whole of anything or any group of things, categories, etc.; comprehensive, universal, total, overall (b) of, relating to, or involving the whole world, worldwide; of or relating to the world considered in a planetary context” (Oxford English Dictionary, 2012). The meaning “world-wide” is directly refers to the usage of globalization in almost every field. The phenomenon has actually an economic base; thus, in all other fields, it is

accepted in the way that it is structured in economy. Jürgen Habermas describes globalization as:

> By "globalisation" is meant the cumulative processes of a worldwide expansion of trade and production, commodity and financial markets, fashions, the media and computer programs, news and communications networks, transportation systems and flows of migration, the risks engendered by large-scale technology, environmental damage and epidemics, as well as organised crime and terrorism. (Habermas, 2006, p. 175).

In this expansion, the argument on globalization is mostly exercised by the homogenization and standardization in every sector. Theodore Levitt emphasized this uniformity as “everywhere everything gets more and more like everything else as the world's preference structure is relentlessly homogenized” (1983).

Besides various interpretations of globalization, several studies have been conducted on the effects of globalization and city. The importance of specific cities and the relationship with the global system have been propounded through the world city hypothesis (Friedmann, 1986) and the global city concept (Sassen, 1991). The subject area is expanded by several studies particularly based on the impact of globalization on the built environment (King, 1990; Zukin, 1991; Sudjic, 1992) and on cultural values (Hannerz, 1996; Hall, 1991).

The literature on globalization in architecture is closely associated with Modernism. In the basis of Modernism, the intention is to create common conceptions in the architectural formation through a design and a commonly accepted “world-view”. This ambition was defined as “International Style” that “unified and inclusive” attitudes of this style could be applied throughout the world by “parallel experiments” (Hitchcock & Johnson, 1995). After International Style, Modernism followed a more radical path in the light of globalization. The rationality, scientific approach, innovation and the end of tradition have been the primary issues that Modernism shares with globalization or just borrowed from it. Leslie Sklair classifies the concept of globalization into two different ideas, which are the bases of

theoretical and methodological sources of this dissertation. First one is the generic globalization promoted by four phenomena – "the electronic and postcolonial revolutions, transnational social spaces, new forms of cosmopolitanism" – especially after middle of the 20th century (2006, p. 22). Although, all features of generic globalization were applied in architecture of the 20th century, the system dominating the world order and architecture is transformed to "the capitalist globalization" in the 21st century. This system is "based on the concept of transnational practices, practices that cross state boundaries but do not originate with state or actors". The primary components of the global system is defined as "the transnational corporation, the characteristic institutional form of economic transnational practices, a still-evolving transnational capitalist class in the political sphere, and in the culture-ideology sphere, the culture-ideology of consumerism" (Sklair, 2006; 2001). At that point, the physical production has been a part of financial transactions and consumerist society.

1.4.2 Consumerism and Commodification of Architecture

The position of a work of architecture within the productions of global system is an important issue for this dissertation. The obtained characteristics of architectural formation process to find a place in consumerist society and the role of architect in this process are examined through the formation of identity conception in residential architecture.

The capitalist globalization governed by transnational class shifted up after 1980s and the global capital has directed through financial world instead of any kind of production. Being a part of financial transactions can only be possible by the fast consumption of any kind of production. In other words, in the global market economy, the volume of production has scaled-up according to the increasing capital demand. Jacob J. Goldberg explains the transformation of architecture in popular consumption attitudes in his article; *Corporate Capital and the Techniques of Modernity: Problems in the Mass Production of Space, Image and Experience* that

architecture as a physical production has been mass-produced by the diversification of “commercial enterprise from manufacturing to trading into a range of complex forms that combine the production of goods and services with the manipulation of capital” (Goldberg, 1995). Hence, architectural production has become a visible commodity as a “consumer item” for profit-seeking corporations.

The commodification of architecture is tangible especially in residential architecture, which is transformed to real estate industry relying on image production. By “mortgage” or similar techniques, the physical product has considered as “an asset” valued through its capacity to liquidate. In other words, besides any other typology, residential architecture has gained its importance in financial sector by dominating the exchange value as a commodity. Therefore, it is worth identifying the concept of commodity and its characteristics.

The theory of Marx on commodity fetishism in capitalist societies is remarkable to understand the aspects of current residential architecture. The commodity and its value were identified by Marx through the fetish-like characteristics as:

> There is a physical relation between physical things. But it is different with commodities. There, the existence of the things qua commodities, and the value relation between the products of labour which stamps them as commodities, have absolutely no connection with their physical properties and with the material relations arising therefrom. There it is a definite social relation between men, that assumes, in their eyes, the fantastic form of a relation between things. In order, therefore, to find an analogy, we must have recourse to the mist-enveloped regions of the religious world. In that world the productions of the human brain appear as independent beings with life, and entering into relation both with one another and the human race. So it is in the world of commodities with the products of men’s hands. This I call the Fetishism which attaches itself to the products of labour, so soon as they are produced as commodities, and which is therefore inseparable from the production of commodities. (2003, pp. 473-474)

The point in fetishism is the meaning or a belief that being a part of a specific structure rather than a materialist tendency. Instead of forming the structure, this fetishism was “a mechanism to obscure and conceal reality” (Kaminer, 2007, p. 65).

The relation between reality and non-reality is discussed in many studies (Simmel, 2003; 1997; Baudrillard, 2005; Haug, 1986). Georg Simmel regarded that idea of an object mainly linked with the reality, how this object is perceived by the audience, and value, which is directly separate from its reality. In his book *The System of Objects*, Jean Baudrillard contemplates not only the direct meanings of the everyday objects but also 'the secondary meanings" of objects in consumer society through the capacity of conveying messages by circulation. He thus, classified objects as "model" and "series" through their capacities (2005, pp. 145-168). Series are mass-produced commodities having same identities with each other; whereas, model is "a tangible object such as luxury product but also an idea" having a specific status in mass-produced objects (Kaminer, 2007). Model, as an individual object or an idea, expresses its uniqueness while reflecting its value to the owner of the user. Thus, the owner or user can acquire individuality, a specific identity through the uniqueness of model. However, mass-produced objects – series – require the presence of this specific identity to reach the level of model. To satisfy this demand the series highlights the "difference" notion, which is mostly referred to the imagery rather than "the utilitarian value of the object".

The eager demand of the "difference" is also a key theme for "commodity aesthetics" (Warenasthetik) described by Wolfgang Fritz Haug (1986). In capital economy, the effect of imagery in seducing the senses is used to emphasize the difference between use and exchange value. The use value of a commodity is related with the practicality of the object within a determinate context of use. The exchange value, however, originates the purchasing power of the consumer, which has not a direct relation with the use-value. To provide customer for a commodity, the exchange value should be raised. In order to do so, the appearance, in other words, the aesthetics of the commodity is promoted for the exchange process. For Haug, the exchange value can be substantiated only if seller invests the visual qualities of the commodity to attract the customer. The visual characteristics are employed to appeal the senses of consumer, while shaping "the difference" for

serial commodities. In fact, the description of Adorno elucidates the attached value originating the visual difference that 'mass culture sells the same object as though they were different' (Kaminer, 2007).

In the light of this framework, the interpretation of the identity formation can be facilitated by this 'difference' notion as the dominant discourse of 21st century residential architecture. The housing projects have been produced mostly on the basis of these dynamics mentioned above. The average architectural practice has focused on the allure of the appearance and the discipline has formed a new rhetoric to trigger certain pleasures instead of underlining the originality of architectural formation.

1.4.3 Advertising Media as a Promoter of Consumption

At this point, the domination of architectural media promotes the generation of identity value only through the imagery of the product or specific notions barrowed from popular discourses. In capitalist industry, due to the instantaneous mass-production and communication tools, the competitive conditions and immense stock of housing forces the developer to orient marketing, besides producing. David Harvey indicates the need of research on the production of postmodern forms under the media influence as such:

> The production of images and of discourses is an important facet of activity that has to be analysed as part and parcel of the reproduction and transformation of any symbolic order. Aesthetic and cultural practices matter, and the condition of their production deserve the closest possible attention (1990, p. 355).

In this framework, this dissertation aims to analyze not only the architectural formation of residential architecture addressing different socio-economic status groups but also examines the image production of these settlements through advertisements. The cross-referential analysis is essential to explore the current state of residential architecture and the decisiveness of architect, whilst, the

discipline is confined in the image bank of marketing industry and in the attitudes of transnational capitalist class of capitalist globalization.

Advertising media as one of the significant tool of marketing pursued the similar path with the value transformation of the architectural product as a commodity. Similar to the generation of exchange value, the focus is on the image-dependent attitudes and symbolic values in order to appeal consumer and increase salability. These images and symbolic values used in advertisements are joined with the "consumption link" that can be defined as dominated consumer choices (Gottdiener, 2001). In other words, the visual material in advertisements is determined according to the targeting audience clustering through demographic techniques and surveys. Therefore, the techniques are diversified according to these groups to create collective identity. In addition to the consumer, the firms can also create diversification through "not the product itself but the product, the sign and the image of the end product" (Baudrillard, 1983). This statement demonstrates that the certain images, signs and values used in advertisements communicate with its targeted audience through a collective identity, whilst to provide a specific identity for the product and the firm through visual appeal.

Advertising is one of the major strategies of marketing directly employed in architectural discipline in capitalist globalization, which is encouraged by transnational practices. Sklair defines media as one of the four fractions of transnational capitalist class. As a consumerist fraction of the class, the role of the media is represented, as "there are the people who are responsible for the marketing of architecture in all its manifestations and whose main task is to connect the architecture industry with the culture-ideology of consumerism" (Sklair, 2006, p. 25).

At this point, the decisiveness and responsibilities of architect on design and formation of the product has been transformed by these dynamics of new world

order. Architect is even forced to take different positions with several other disciplines or even with his colleagues. In this framework, this study discusses not only the development of residential architecture under the rules of capitalist globalization but also the architectural formation of residential compounds and the effects of the advertising industry as a new actor working with these new rules through the conception of identity.

The two-fold characteristics of architecture generated by the relationship between architect and user, has gained several folds due to the processes and new actors involved in these processes imposed by capitalist globalization. Here, how the process is realized in Turkey is the key question for this dissertation. In fact, in formation of residential architecture in Turkey, it is difficult to classify the exact relationship between “model and series”. There is, rather a conglomeration of the uniqueness of model and reproducibility of series. One side the advantage of developed constructional techniques is utilized in the production of housing projects as series and on the other side, the power of media is used to array the differences. Here, in the domain of Turkey, it is important to quest the position of architecture between construction technologies and advertisement industry. Through which notions the identity of residential architecture is formed in visual media or how architectural design affects the marketing rhetoric in Turkey are the fundamental investigation problems of this dissertation. Before the explore the relationship between residential architecture and marketing rhetoric, the development of residential architecture under the effects of globalization in Turkey is investigated and then this development is probed deeper in the domain of the study – İstanbul – in order to define various identity formations in different types of residential compounds.

CHAPTER 2

HISTORICAL DEVELOPMENT OF HOUSING PRODUCTION IN TURKEY _1923-2010

This chapter examines the historical process of housing production until to 2010, in order to present and understand the changes and transformations seen in the development of residential architecture in Turkey. Understanding the basic factors and actors involved in housing production after 2000 can only be possible by probing the time period from establishment of Republic of Turkey to today. In order to do so, this chapter provides a concise chronological narrative that discusses the development of residential architecture in Turkey until 2010 through themes such as: the actors involved in housing production (financier, investor, constructor, the property owner and the target group of the housing project), various forms of housing supply, the nature of urbanization on the basis of years. The main objective is not to vilify the houses produced, or highlight the works that cannot be realized; on the contrary, the aim is to understand the current conditions by reading the related history with a critical approach. The development of housing schemes in the 90-year period after the establishment of Republic, which brought neoliberal politics to Turkey, is narrated in four periods. This sequence is important in revealing the relationship between social, economic and political changes and housing production.

The narration is summarized in Table 1 will be established to discuss the following questions:

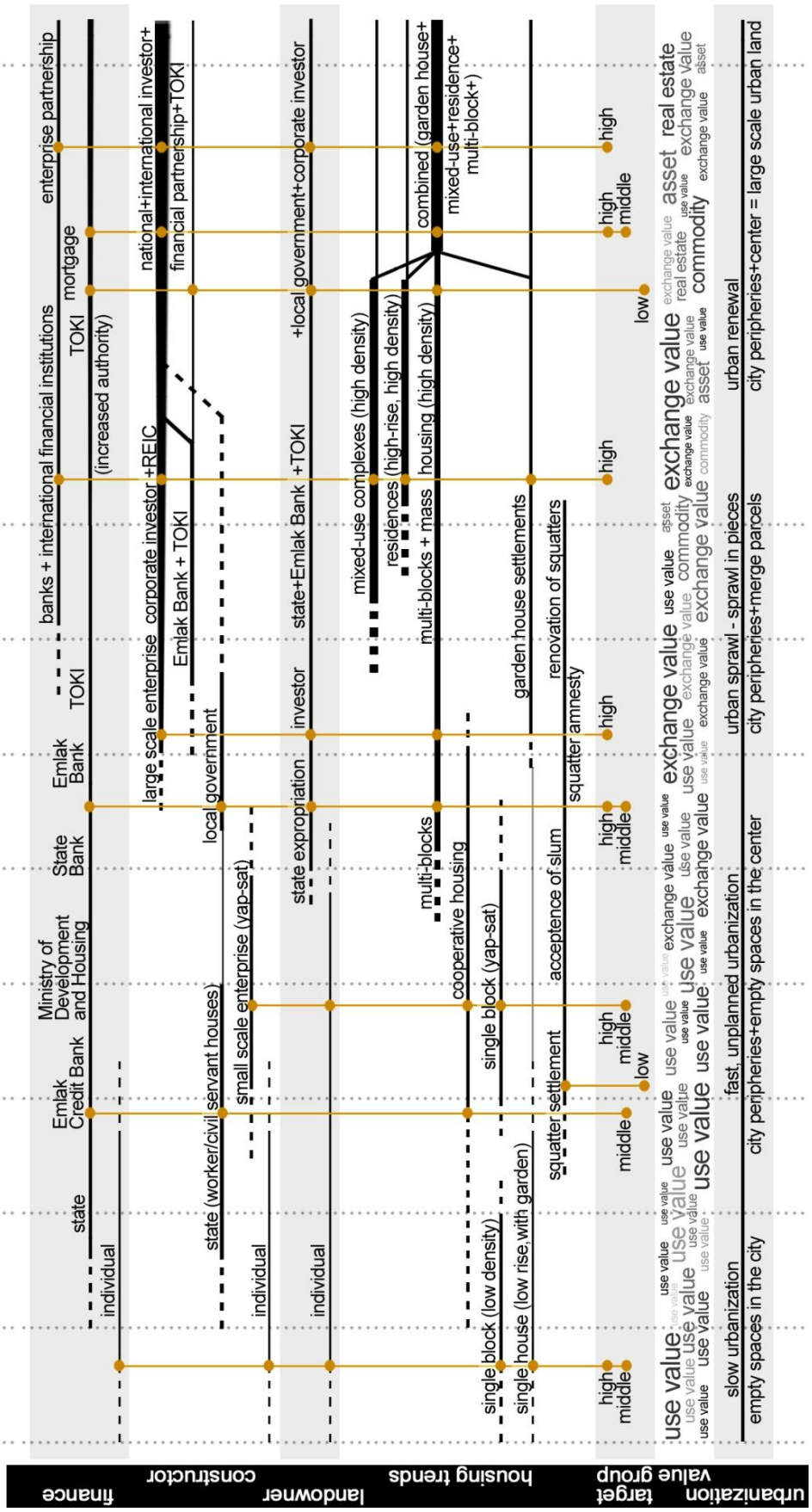
- how the housing production was transformed in this historical process,

- what kind of processes are followed up to realize today's housing production trends and techniques,
- who were the actors in the production process,
- how the roles of different actors are defined in time.

At a first glance, the differences in almost all reference themes between the periods can easily be observed. These periods are; 1923-1950s, 1950-1980s, 1980-2000s and post 2000s. Economic and political changes that occurred in these periods caused changes in actors of the housing production process and thus, various forms of housing supply and the perception of house in global economy have transformed by the new perspectives introduced by these new actors. In fact, these ranges easily perceived in the table, show parallelism with three periods that are repeated widely in architectural literature and also defined in the housing development literature in Turkey as 1923-1950, 1950-1980 and after 1980 (Sey, 1998; Tekeli, 2009; Bilgin İ. , 1998; Yırtıcı, 2010; Keleş, 2012). However, in this study different from the previous studies, it can be remarked that there is a break after 2000 as traced from the table. Unlike other periods, in post 2000s, different organizations in housing production and the increase in the scale of the mass production have brought new definitions for residential architecture through notions, which have never been seen in any other periods.

In short, different modes of housing production during 1923-1950, 1950-1980, 1980-2000 and post 2000s are represented respectively and the 'zeitgeist' of the housing production after 2000, which is the main domain of this study, can be perceived in this chapter. The period until 2000 is discussed in general terms, whereas, unlike first three parts, the period after 2000 is investigated in detail and specialized in the scale of Istanbul due to the domain of the study focuses on the period after 2000.

Table 1 The development of residential architecture in Turkey between 1923 and 2010



2.1 1923-1950: After the Turkish War of Independence - Slow Urbanization

This first period covers the time between the establishment of the Republic of Turkey and the end of World War II. Although Turkey did not enter the World War II, this period can be considered as the reconstruction period of a nation between a National War and a World War.

The reconstruction of cities bearing the traces of war and housing problem were the primary issues of the state to consider and produce long-term solutions. However, improvement of the existing housing stock or individual houses produced by individuals for their own use characterized the development of residential architecture in the period between the proclamation of the Republic and the 1930s. These houses addressed middle and mostly high-income groups, who were financially capable of owing a land. The individual property owner performed the production of a house as both a financier and constructor, as it can be seen in Table 1. Homes were low-density, individual houses with gardens and built often for the own use of the property owner. Besides the individual houses, apartment buildings were constructed by individual production in urban centers as well. Urban apartments of which actors in the production process are the same but the mode of production is different from the independent houses were constructed. In these apartments as well, the property owner was the landowner and apartments were designed mostly for the owner and family members. In a short period of time however, apartment units began to be used as rental apartments by families of regular income moving into the city centers.

In this framework, the importance of the architect's role during the design process of individually produced houses needs to be evaluated. The landowner benefited from the architect's expertise in order to produce houses for his/her own use. The employer of the architect, who was the owner of an individual house mostly belonging to medium or high income group, used this house as a tool to support his/her reputation and prestige. Therefore, the type of production in such individual

houses can be identified as a process where architect was actively involved and designed original and specialized houses for his client.

Figure 1 The prominent examples of individual houses and apartments in 1930s, Source: Chamber of Architects, Arkitekt Database, http://dergi.mo.org.tr/detail.php?id=2, accessed at 22 May 2012
(a. Münip B. house, Nişantaşı, 1932 b. Hüsnü b. apartment, Nişantaşı, 1932 c. Melek apartment, Nişantaşı, 1932 d.İzzet bey house, Maçka, 1932, e. Dr. İhsan Sami house, Suadiye, 1934)

The main reason why individual housing production was one of the dominant forms of housing supply was the circumstances of the period. Even though state tried to solve the problems of planning and housing with several laws up to the 1930s, it could not become an actor in the production of housing due to the organizational ineptitude and economic insufficiency (Sey, 1998, p. 274). After 1930s, on the other hand, the state began the 'housing acquisition support' for its employees as a financier and also to prepare master plans for cities. Besides urban planning, housing production became one of the issues that the government begun to be concerned with; despite that the first examples were small-scale developments. Because of the increase in the demand for housing in cities and the individual

production of houses remained inadequate, cooperatives were established by the state. Physical development of Ankara, declared as the new capital of the new state, and the surrounding cities followed a relatively more and fast improvement than other provinces. Together with the relocation of the government in Ankara, the housing demand of the top governmental officials tried to be compensated by these cooperatives. These cooperatives however only addressed a small portion of the demand, which consisted of the government employees having regular income and considered as high-income group.

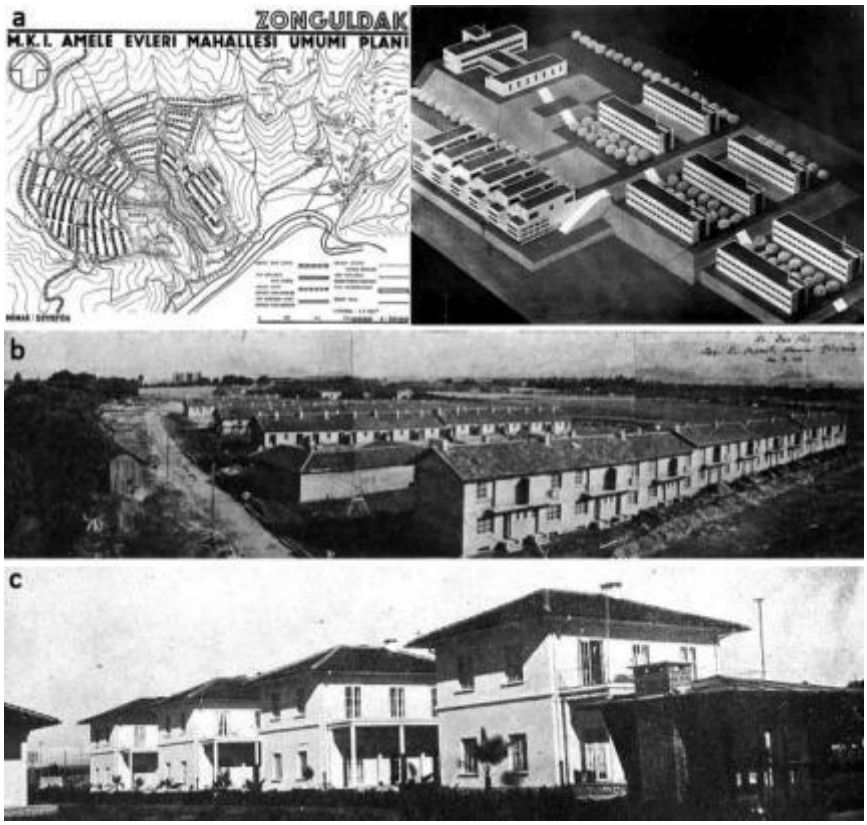


Figure 2 The prominent examples of houses for government officials in 1940s, Source: Chamber of Architects, Arkitekt Database, http://dergi.mo.org.tr/detail.php?id=2, accessed at 22 May 2012
(a. Zonguldak Amele houses 1935 b. Sümer Bank Amele houses, 1944 c. Adana Memur, Teknisyen ve Ustabaşı houses, 1947)

Cooperative type of housing production, in addition to the individual production, was continued by the state in the 1940s as well. Government mostly focused on the state cooperatives for its own workers and officials employed in several factories

established throughout Anatolia (Sey, 1998; Tekeli, 2009). By this way, houses for middle-income groups (workers and state officials) began to be designed and constructed in addition to those for senior bureaucrats. The production of cooperative settlements was increasingly continued by different actors in various parts of Turkey after 1950s.

Within this first period, it can be seen that the prominent house development schemes are limited to the individual houses, apartments and cooperatives. The construction process proceeded with individual property owner and the small scale investments of the government through low density settlements. The rate of urbanization was slow in this period because of the usage of existing housing stock, the production of houses only for the accommodation of the property owner in the city center and the continuity of this production in low-density.

2.2 1950-1980: Aftermath of 'Immigration' - Fast and Unplanned Urbanization

In the period after 1950, two major events brought changes and transformations in the housing production and forms of housing supply. First, one is that the economic recession during World War II acquired a different dimension after the end of War. Accordingly, agricultural production lost its value, as a result of the domination of mechanization and industrialization in the post-war period and a transition from production to market economy began all around the world. Turkey experienced this lost in value and transition closely, especially in the housing sector. Mechanization in agriculture and industrialization left agricultural workers, who settled in Anatolia after the National War just 25 years ago, unemployed. This unemployed group, new settlers of villages, migrated to cities with the hope of finding jobs and achieving better life standards, and thus, a dramatic upsurge was experienced in urban population. This increase can easily be followed statistically as well: while the urban population growth had been 20,1% between 1940-1950, it increased in 4 times between 1950-1960 and reached 80,2% (Keleş, 1978). Therefore, the new migrant families were added to existing city-dwellers, whose demand of housing could not

be supplied with the limited forms of housing supply of the previous period. Until the 1950s, housing for poor and low-income groups were not the matters of discussion. This became a problem for those, who migrated to cities and did not have a regular income. New solutions to answer this problem creates the first break in the Table 1; in other words, they demonstrate the emergence of squatter settlements (gecekondu) as a new form of housing supply and the inclusion of new actors in the production process. This new form, addressing mostly the low-income group, was the squatter house financed and constructed by its user that can be called as 'self-help housing' in areas which were not registered in the zoning plans of the city. By seizing the areas at the periphery of the city and constructing houses in an informal manner, these squatter houses proliferated rapidly[1].

Such squatter settlements, produced illegally on the peripheral lands, were acknowledged by the government for the first time with the "Slums Act" law issued in 1966 and the term" gecekondu" was first used in the official records (Sey, 1998, p. 288; Tekeli, 2009, p. 247). Hence, the first step was taken to legitimize the existing squatter settlements; in other words, these settlements could be identified as one of the forms of housing supply in Turkey after this legitimization.

Housing cooperatives starting to be produced in the 1930s continued to be developed in addition to the squatter houses after 1950. The state had produced cooperatives and apartments in the city for the citizens, besides the state employees, through the establishment of the Ministry of Reconstruction (1957), the Ministry of Housing (1958) and funding of the Real Estate Credit Bank (Emlak Kredi Bankası). Cooperative type of housing production however, gained a momentum after small-scale private sector entrepreneurs became concerned with the housing sector. One of the forms of housing supply preferred mostly by the middle-income groups settled in the city, was these housing cooperatives, investor and constructor

[1] For further information of the special definitions, the growing path and the critics for the squatter settlements in Turkey, see Keleş, R. (2012). *Kentleşme Politikası*. (12nd ed.).Ankara: İmge Kitabevi Yayınları.

of which was the private sector entrepreneurs. As with the forms, these cooperative houses were private properties produced with the aim of providing accommodation needs.

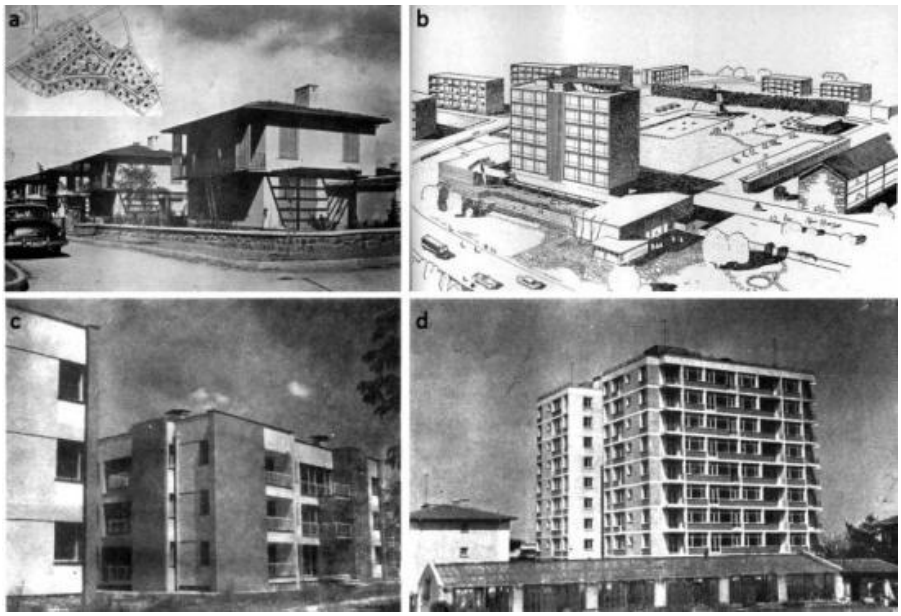


Figure 3 The prominent examples of cooperatives in 1950s, Source: Chamber of Architects, Arkitekt Database, http://dergi.mo.org.tr/detail.php?id=2, accessed at 22 May 2012
(a. Şenesen cooperative housing, 1952 b. 4.kısım Levent sitesi, 1956 c. Türkiye İş Bank, İkramiye apartmanları mahallesi, 1964 d. Emel cooperative housing, 1965)

One another form is the apartments preferred by middle and high income groups living in the city center in this period. Like cooperatives, this type also began to be produced by the private sector entrepreneurs. In fact, individual apartments built through individual production in the 1930s, were transformed by the participation of new actors in the process. A new form named as “yap-sat” (build-sell) apartments emerged, due to the economic and legal developments of the time.

The second important development affecting the housing production and various forms of housing supply between 1950 and 1980 was “Property Flat Ownership Law” passed in 1965. Together with this law, not only the production of cooperatives and ‘yap-sat’ apartments became popular, but also the legal infrastructure of these productions was completed (Tekeli, 2009, p. 249). The land

owner, who was not able to produce housing on his/her own land due to the increase in construction costs, found the solution in having apartments built for the private sector by giving a certain portion of the building to the entrepreneur. Therefore, yap-sat apartment constructed by the private sector entrepreneurs and sold by both the entrepreneur and landowner, emerged as a new form of housing supply. Private sector, on the other hand concentrated on cooperative production. The entrepreneur by producing cooperatives, both financed his investment with regular monthly payments, and was also able to produce relatively more units than yap-sat apartments on the lands at the periphery of the city.

Apartments became dividable into units, especially after the Property Flat Ownership Law, and hence, became suitable to be sold for making profit for not only its investor but also the landowner. While all various kinds of housing supply produced in the period from the proclamation of the Republic until 1965 were assessed through their use value; whereas, those built after the Property Flat Ownership Law had been appraised through their exchange value. As a matter of fact, house began to be defined as 'a commodity' by the emergence of the 1965 law. Residential architecture was directly affected from the changes in this value system. The houses produced in the previous period, were designed by architects shaping not only the interior organization to respond to the needs of its user but also form and façade as elements supporting the reputation or prestige of its owner. However, as a result of the urgency to find a solution for the housing demand after migration, the separation of the properties of housing units by the law and transformation of these units as commodity enabled them to be bought and sold. Houses produced according to general assumptions were accepted in the market. This process, began in the mid-1960s has come until today with changing scale and scope over time and had an impact on the Turkish residential architecture of the 21st century.

In the development process of all these various forms of housing supply, the government did not take an active role in producing of the public housing. After 1950s, the state continued to give support for housing cooperatives, the first examples of which were constructed in the 1930s, and also expanded the scope through different government institutions and trade unions (e.g. Social Insurance Agency). Furthermore, in the 1970s, in addition to cooperatives, government agencies and trade unions lead the transformation of apartment production from constructed as a single building to cooperative kind of production by bringing many blocks together. The method utilized by duplicating apartment blocks, swept through the private sector entrepreneurs, which funded from the loans of the Real Estate Bank. This mass-production process started in the 1970s by several actors through producing residential neighborhoods, which was designed on larger plots both in the center and the periphery of the cities (Tekeli, 1979).

As a result of all these various types of housing supply, the new laws and the introduction of new actors, the improvement of urbanization is highly debatable. The production of houses being unplanned and sometimes illegal in the city induced also unplanned urbanization. The kind of urban development can be identified in this period as the combination of apartment settlements, which have an ability to rise by multiplying the housing units in the city centers, and the squatter settlements that cannot be estimated to grow in which direction and in which part of the city. Except parcel-based planning and supervisions, the state was insufficient and unprepared about meeting the housing demand due to mass migration and developing urban plans in order to focus on the problems of the period. The similar situation was valid for the formation of residential architecture and the architects. Architectural projects, which have to be designed to provide shelters for different socio-economic status groups, as well as to designate the development direction and form of the city, were not produced.

Figure 4 The prominent examples of building complexes around 1970s, Source: Chamber of Architects, Arkitekt Database, http://dergi.mo.org.tr/detail.php?id=2, accessed at 22 May 2012
(a. Türksan sitesi, Etiler, 1973 b. Yapı Kredi Bank, Valikonağı Sitesi, 1978 c. BağKur ve S.Sigortalılar Birlik cooperative housing, 1979 d. Real Estate Bank, İzmir Deniz bostanlısı blocks, 1978)

In brief, various forms of housing supply were introduced in order to cover up the housing deficit after the intense migration in the 1950s. Within the limits of zoning laws, cooperatives and yap-sat apartments were targeted mostly to middle and high-income groups, while informally produced squatter settlements were another form of housing supply addressed to low income groups. In the late 1960s, both "Slums Act" and "Property Flat Ownership Law" provided a legally accepted improvement to these three different types. Squatter settlements were recognized by law and yap-sat apartments created neighborhoods by expanding the settlement scales with the repetition of blocks. The division of apartment blocks into units and salability of these units caused a change in the definition and meaning of the house defined through exchange value as well as the use value. At the end of these two periods, the redefinition of house through exchange value has been the fundamental principle of the changes and transformations in the residential architecture until today.

2.3 After Neoliberalizm: Urban Sprawl Between 1980-2000

The initial factors that affected all forms of physical production after 1980 were the economic crisis and the provided solutions to surmount this crisis. It is possible to state that the relationship between financial and physical production began to evolve in a different manner. In this period, where national economies were integrated with each other, financial sector became more prominent when compared with other productive sectors including the building activities. In addition to the dominance of the financial sector, technological improvements and the rapid developments of communication tools became to modify the structure of construction sector. At this point, the developments in Turkey showed similarity to the progress followed in the world. Approaches, which put emphasis on market conditions above any other production, were adopted in the construction sector in Turkey to be a part of the dominant market economy. In in this part of the study, the role of the state in the housing production, new forms of housing supply and increasing role of the private firms are analyzed in detail.

Neoliberal policies followed by the state after 1980 brought about a rapid change on residential development. State, especially in residential applications, had supported a kind of development based on market economy rather than a production aiming at the increase the public interest. In the mid-80s, local governments have become an important actor in housing sector. New law on urban development (Urban Development Law N: 3194) empowered municipalities to take all decisions on regarding the preparation, approval and the supervision of the master plans. At the same time, they have become more active in the housing production through housing cooperatives. In addition to municipalities, "Mass Housing Law" issued in 1984 and the establishment of "Housing Development Administration" (Toplu Konut İdaresi: TOKİ) encouraged the intervention of state in mass production.[2] During the 1980s, the central government, working in

[2] In order to realize the housing policies in detail, see Yılmaz, M. (2008). Chapter 2: Housing Policies in Developing Countries and in Turkey, *Sustainable Housing Design Considerations for Turkey*. Ankara: Hacettepe University Publications.

cooperation with local authorities, continued to support cooperatives and also encouraged mass-housing production for middle income groups through Real Estate Bank as the investor (Sey, 1998; Görgülü & Kaymaz Koca, 2007; Tekeli, 2009).

Another step taken by the state closely affecting the process of housing production was the promulgation of the Law on pardoning the illegally built squatter houses (N:2981) in 1984. Squatter settlements, which began to be the subject of planning, regulation and renovation by the "Squatter Settlements Law" since 1966, were completely legalized within the framework of this law. Furthermore, this law authorized municipalities to make changes in the squatter houses through planning permissions.

Squatter settlements constructed in the periphery of the large cities since the 1950s begun to remain in the central areas of the cities in parallel with the growth of metropolitan centers and have become the main focus of the rent seeking speculators. However, due to the density of the housing fabric in both center and the legalized periphery of the city, to find an area being available for the investment of entrepreneurs became almost impossible. Not only the shortage of land in the city center, but also the transformation of house to a commodity, which was bought and sold, in the 70s provided the investment groups to focus on the areas outside of the city. The scale of the housing projects implemented in a single plot has been enlarged by both the expansion of existing plots and the use of larger plots outside of the city compared to the plots in the city center.

The various forms of housing supply and the scale of mass-housing developments underwent changes with the inclusion of institutionalized and organized investor in the housing production (such as Real Estate Investment Partnerships) besides the large-scale investor and the growth of investor's capital allocated to housing in the 90s. The widely applied forms of housing supply of this period were large-scale housing projects and housing complexes consisting of repetitions of individual

houses with gardens. However, the quality of large-scale housing production was quite different from the examples of mass housing in the 1970s in terms of combination of different functions in housing settlements. New projects were designed mostly as introverted and gated settlements with the same attitude based on the repetitions of the blocks, but besides the housing units, these settlements included different kind of social activities and service units. In addition to the complexes based on the block repetition, another housing form was applied on the suburbs by combination of individual houses with gardens. It is also possible to perceive the dissociation of the settlements from their context and to find the additional social and service units relatively in small scale compared to the mixed-use centers. Due to the capacity of being capitalized in high amounts and more quickly, the target groups of these projects were high-income group who wants to remain of the density and crowdedness of the city center.

Figure 5 The prominent examples of large-scale settlements around 1990s, Source: web site of Mesa Construction, web site of 9 Palmiye, http://www.mesagrup.com, 9palmiye.com, accessed at 22 May 2012 (a. Bahçeşehir II.stage, İstanbul b. Konutkent-II, Ankara, 1994 c. Koru sitesi, Ankara d. 9 Palmiye Residences, Kartal 1998)

In the late 90s, these mixed-use settlements began to move from the periphery to the center of the city. These mixed-use complexes were put into practice by destroying the squatter settlements or combining apartment parcels in the city center and changing the development rights of these parcels by the local authorities. Different form the urban transformation projects implemented in Western countries, inhabitance of these squatter settlements have been forced by the government to vacate their residences in contravention to their right of ownership and fundamental human rights.

In this framework, the development process indicates that residential architecture in Turkey has remained under the dominance of financial capital after 1980. The relationship between housing need and demand has changed its meaning by the commodification of housing (Yılmaz, 2008). The housing demand that the architect encounters with has come from large-scale investor instead of the individual user or landowner; in other words, the houses have been designed according to the demands of the investors rather than the needs and requirements of the user. What is expected from the architect in the production process of residential architecture has become to emphasize the exchange value of the product instead of the use value. As a consequence, to design according to the value judgments prevailing in the market and to produce “special” projects to appeal the high-income groups has become the primary design consideration. In other words, the character of housing reflecting the user needs and identity transformed to a simple commodity circulating in the market economy. The identity has begun to be regarded as a market value, which is user-independent and used to distinguish and recognize the project among others in the stage of production and sale. During this period, the idea of architecture designing the original and new one and the identity value obtained by the internal dynamics of architecture have been defined only through how quickly the end product, which is mostly residential structures, can be liquidated in the financial production.

2.4 Post Earthquake Period: Urban Renewal in the 2000s

The housing development in Turkey has been shaped by the effect of global market economy, which began to spread in the 80s, and has become dominant after 2000. The global investment groups, who discovered the capacity of the housing sector to address a wide audience and to liquidate easily in the 80s, have continued to invest housing production. National and international finance institutions, banks and large-scale investors have been participating in the housing production either separately, or by establishing partnerships. These large-scale investors have also expanded the scale of production when compared to the previous periods. At this point, the changes in the internal dynamics of Turkey after 2000 have also proceeded such a way that supports this large-scale production. After the Marmara earthquake in 1999, the condition of existing housing stock began to be questioned and thus, the idea of renewal of this stock has emerged.

In the light of this argument, houses have been reproduced through the concepts of urban renewal and transformation. The large-scale, introverted housing complexes in the periphery of the city in the 80s have been relocated in the city center after 2000 under the name of urban transformation. When the path on Table 1 is followed, the concept of urban renewal was raised with laws enacted consecutively in 2004-2005; but later, transformed to another concept used to provide capital for private sector initiatives by the state. The squatter areas firstly developed in the city center than any part in the city were added the urban transformation by “Urban Renewal Law” (No:5366) and “Municipality Law” (No:5393) promulgated in 2005. However, this urban transformation has been relied on only the destruction of squatter settlements instead of a planned transformation or renewal. Discharged, large urban plots were mostly reserved for large scale housing complexes or mass-housing developments. In this part of the study, the new actors involved in the housing production, various forms of housing supply and changing perception of housing environments are investigated respectively in order to comprehend the ‘zeitgeist’ of the domain of the study.

2.4.1 Actors Involved in the Housing Production after 2000

After neoliberal policies began to dominate in the 80s, Turkey, especially İstanbul, has been included in the circulation of global capital. Transnational capitalist class as the governor of this capital has concentrated mostly on the housing production. There are basically two reasons in increasing value of the housing productions. The first one is the capacity of housing projects to address a wide audience and thus, they can be liquidated more quick and easy than any other investment. The latter is housing units are suitable for being reproduced repeatedly for changing user. Besides the sheltering function, house has a character to be reproduced with additional functions as well. Therefore, the housing production has become the major field of interest of the investors.

Institutionalized, organized and large-scale investors circulating all over the world has begun to grow and to be dominant in the housing sector with the support of the state after 2000. This investor can be a financial institution, a construction company, an investment partnership formed by the combination of different companies or a Real Estate Investment Partnership (REIT). The definition of the employer in this case is quite different from the employer/owner perception of the previous periods. The housing projects designed through the needs and requirements of user or owner by an architect have transformed to an object, which is formed through the optimum numbers calculated by investor to maximize the profit or assumptions generally accepted in the market.

In addition to the private sector investors, the other actors of the production process are municipalities and government institutions. Municipalities have been authorized to decide almost all decisions on the city land with “Municipal Law” (No:5393) promulgated in 2005. In accordance with these decisions taken by municipalities, the development right of two adjacent parcels in the city can be entirely different from each other. Parcel based changes in zoning plans have been usually made for facilitating the work of the capital groups to provide more rent

from the land of the city. These changes have been underwent either providing available area in the city or privileged development rights for new investments. That is to say, the state has ignored its own duty pursuing the public interest; on the contrary, has begun to preserve and support the private sector by dominating the market with the laws and practices after 2000.

In the domain of this study, İstanbul, the housing applications of municipalities have proceeded through the conception of urban renewal. Besides district municipalities, Metropolitan Municipality and the affiliates (e.g. KİPTAŞ) have produced houses for different kind of users in the city center under the name of urban renewal, while establishing large-scale satellite cities outside the city. KİPTAŞ has become an important actor especially in Istanbul, and has produced almost all housing projects of the Metropolitan Municipality since 2004, especially for low-income groups.

In addition to municipalities, the agency of state in the charge of production of mass housing, "Housing Development Administration of Turkey" (Toplu Konut İdaresi: TOKİ), was entrusted with more authorities than any other institution authorized with law no.2985 in 2004 (Yılmaz, 2008, p. 29). The decisions of the Administration working under the Prime Ministry have not been controlled by any other institution. After 2004, TOKİ has become an institution that produced high-density mass housing projects on its own lands by working with local governments and the private sector. In the mid-2000s, most of the works of the Administration has started in İstanbul. TOKİ and KİPTAŞ have become the major actors of the government and have produced significant amount of housing for all income groups in İstanbul since 2004. To understand the development of residential architecture in Turkey after 2000 and to identify the actors in the domain of this study, it is significant to research on the mission and the vision, authorities and the working areas of Housing Development Administration and KİPTAŞ.

2.4.1.1 The Housing Development Administration of Turkey - TOKİ

History

The foundation of TOKİ was mainly based on Housing and Public Partnership Directorate, which was an autonomous institution, established to develop public housing projects in 1984. From 1984 to 1990, the Directorate provided mostly cooperative housing for middle-income groups by the emergence of the Mass Housing Fund. In 1990, Housing and Public Partnership Directorate was split into two organizations; the first one is the Public Participation Administration and the other is the Housing Development Administration (Toplu Konut İdaresi). From that point to 2001, the housing policies of TOKİ were to provide cooperative credits and to reconstruct the infrastructure and built environment of the cities damaged by earthquakes.

Actually, from 1980 to 2000, the state organizations had been more passive than the private sector investments, which were increased by the international expansion in economy and by the boom in the housing sector. After 2000, the authority and the responsibilities of different state organizations amended with various new legal arrangements. In 2000, the Mass Housing Fund ended and TOKİ was authorized for the housing funds. Furthermore, Real Estate Bank (Emlak Bankası), which was founded to support the construction enterprises and to provide credit loans, was transferred into two other banks. The assets and real estate of the Real Estate Bank were transferred to TOKİ. The Administration, the properties of which were increased by this transfer, gained new authorities by new legislations. TOKI has “an authority to establish subsidiaries...and to utilize interim employees from governorship, municipalities and other public bodies” (Bill 4966), and also to found companies to grant credit loans for mass housing projects. With Bill 4966, to develop mass housing projects for low and middle-income group, revenue sharing model projects and the construction of disaster housing have become the responsibilities of the Administration.

In 2004 and 2005, the authorities of the Administration were augmented with other laws (Bill 5162 and 5366). TOKI was entrusted with authorities of preparing zone plans, expropriating necessary areas and making renovations in squatter areas. Furthermore, together with the tasks and liabilities, all properties of the Urban Land Office were transferred to TOKİ with Law 5273. In other words, in these five years period, TOKİ has become a very powerful and privileged organization, directly using the state sources in terms of land supply, credit loans and employment policies in housing production. Administration has become a unique authority in construction sector from producing social housing to revenue sharing model projects, from making urban design to renovation of historical sites with the adoption of 19 legal documents (TOKİ, 2011, p. 9).

Today, the Housing Development Administration, which is directly controlled under the Prime Ministry in Ankara with its 623 employees, is "a non-profit governmental administration with no shareholders" (TOKİ, 2011, p. 80). (Also, the Administration directly works with Ministry of Finance and State Planning Organization on its budget, is audited by High Audit Council.)

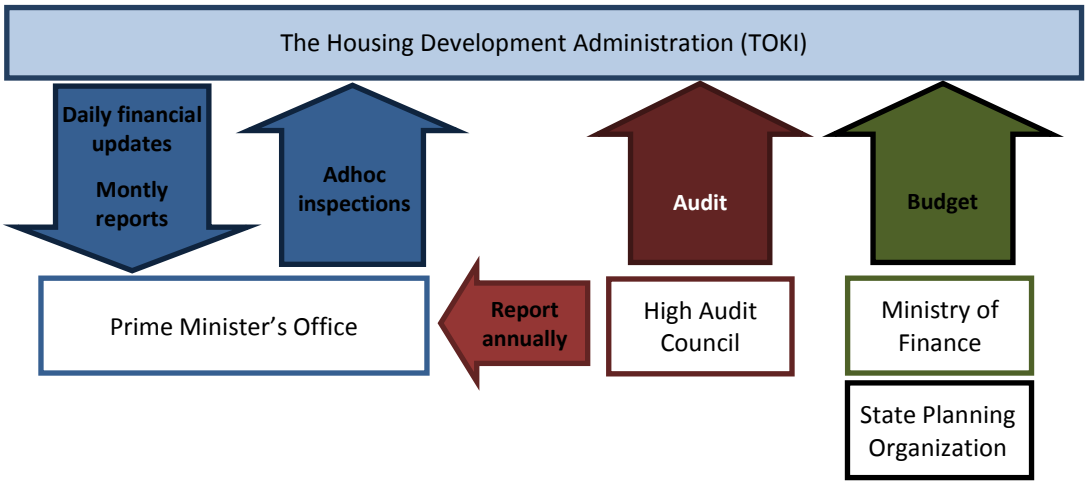


Figure 6 The working scheme of TOKİ

Mission, Vision

The mission of the Administration is, mainly to provide affordable housing and facilities for the low and middle-income groups in Turkey. In the light of its mission,

the main objective of the Administration is to establish a sample model, which ensures the optimum quality with minimum cost in order to manage to provide housing for people in low and middle-income groups in different places (TOKİ, 2011).

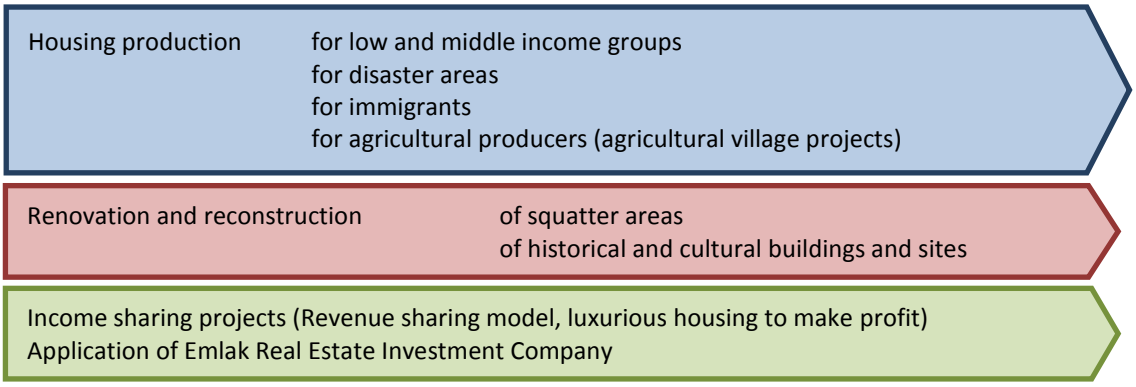


Figure 7 Working areas of TOKİ

Besides building social housing, TOKİ concentrates on planning, constructing, financing and promoting other typologies as well. The working areas of the Administration are as follows:

1. Public Housing: The aim is to produce affordable social housing and facilities for low and middle-income groups in different regions of Turkey especially where the private sector does not prefer to make investments.

Disaster housing: the purposes are to produce housing in areas hang by a danger or a natural disaster and to grant credits for businesses or cooperatives to build settlements.

Immigrant housing: houses for people forced to migrate from their countries or for refugees

Agriculture village: the main objective is to set a model for the rural settlements in order to encourage and promote the agricultural production.

2. Renovation and restoration projects: The aim is to rehabilitate the illegally occupied squatter areas with the collaboration of municipalities in order to "improve the living standards of cities" (TOKİ, 2011, p. 46).

Historical and cultural sites: The Administration provides long-term loans for renovation, repair and restoration of the registered historical buildings.

3. Income sharing projects (Revenue sharing model): The aim of this model is to create capital for the social housing projects. In this model, the housing projects are produced for high-income group in corporation with private sector. The Administration is responsible to supply land from its own land portfolio or from the state property, and the project is implemented by the developer or contractor, which is selected by an open tender. These kinds of projects are mostly being constructed in Istanbul and Ankara (TOKİ, 2011, p. 52).

Applications of Emlak Real Estate Investment Company: The projects of Emlak Real Estate Investment Company with the affiliates of the Administration are also produced for high-income group and mostly realized in metropolitan areas.

Affiliates, subsidiaries and joint ventures

The most important affiliate of the Administration is Real Estate Investment Partnership (39% of the REIT). After the closure of Real Estate Bank, Real Estate Inc., which was one of the subsidiaries of the Bank, was changed its organizational structure and turned into a Real Estate Investment Partnership (REIT) in 2006. The REIT is responsible to develop revenue sharing projects with the participation of private sector especially in Istanbul and Izmir.

The other subsidiaries and the share percentage of the Administration are as follows:

- *Emlak Real Estate Marketing, Construction, Project Management and Trading Co. Inc.(EPPY)(49%)*: to focus on project management, real estate marketing, engineering, contracting, administration, trading and consultancy.

- *Metropolitan Municipality Construction, Real Estate and Project Co. Inc. (TOBAŞ) (49.9%)*: established by Ankara Municipality to counsel and audit the transformation of squatter areas.
- *Real Estate Appraisal Valuation Co. Inc. (GEDAŞ) (49%)*: to value and to appraise of all kinds of goods.
- *Vakıf Real Estate Investment Trust Co. Inc.-REIT (VAKIF GYO) (14%)*: to focus on real estate market.
- *Vakıf Construction, Restoration and Trade Co. Inc. (50%)*: financing, making expertise and counseling for the restoration of historical settings.
- *Boğaziçi Housing Service Management and Trade Inc. (1%)*: established by Kiptaş for management counseling and management of large housing complexes.

2.4.1.2 İstanbul Housing Planning Industry and Trade Inc. - Kiptaş

History

İstanbul Housing Planning Industry and Trade Inc. (İstanbul Konut İmar Plan Sanayi ve Ticaret A.Ş. - Kiptaş) was founded in 1987 to prepare master plans and architectural projects for Istanbul under the name of WEIDLEPLAN as a foreign capital partnership. In 1994, the company was renamed and begun to work as an institution of Istanbul Metropolitan Municipality. Kiptaş has operated in construction sector and produced approximately 50.000 residences with their facilities and infrastructure since 1995 (Kiptaş, n.d.).

Mission, Vision

The main objective of Kiptaş is to search solutions for the unplanned urbanization of Istanbul in order to create modern, livable and environment friendly places. This aim is to be realized through housing projects and renovation projects of squatter areas. The mission of the company can be defined as:

- to create livable settlements in quick and economic ways
- to provide housing for all income groups

- to encourage planned housing instead of illegally occupied squatter settlements
- to provide facilities and infrastructure for designed housing settlements

Kiptaş focuses on planning and constructing high-density mass housing projects for all income groups in Istanbul. Besides the housing units, all kinds of facilities like health, educational and cultural establishments and infrastructure such as roads, waste, rain and drinking water systems, energy and landscaping have been served. In this framework, the company firstly defined some pilot areas to construct new living spaces on Pendik in Anatolian Side and on Küçükçekmece on European Side. After these first applications, the company has continued to produce housing for all income groups in many districts of İstanbul.

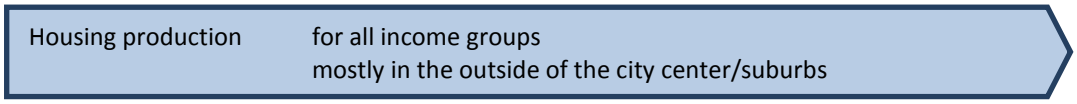


Figure 8 Working areas of KİPTAŞ

2.4.2 Various Kinds of Housing Supply

Various forms of housing supply developed in this period can be described through the types in the working areas of TOKİ being dominant in the housing sector in the 2000s. High-density mass houses produced under the name of public housing by the repetition of blocks including standard plan schemes were the first housing type. As a matter of fact, the apartment settlements produced firstly inside and afterwards outside of the city have been multiplied with the increase in experience of the mass-production techniques; and these settlements have become widely-produced housing supply by both the Administration and local governments. These settlements containing large number of units have been intended for the accommodation of low-income group users. Furthermore, high-density mass housing settlements are located mostly outside of the city and constructed to relocate the users of squatter areas in the city destroyed by the urban renewal.

The houses produced under “income sharing projects” of the administration constitute the other forms of housing supply, on which the large-scale global investor is focused as well. These houses could be mixed-use projects, residences as single high-rise buildings and complexes composed of individual house with gardens.

Mixed-use projects have been produced since the 1990s. These projects having several service units like shopping malls, sports center, conference halls in addition to the housing units have been designed and constructed both in the center and outside of the city by not only the Administration but also by the private sector. In fact, these social and service functions have been included in almost all residential projects constructed by private sector after 2004. The major objectives in the production of these centers are to maximize the profit of the investor. For this reason, these centers have begun to be identified as assets, which can easily be liquidated. To support this new view, the target group of this type is high-income groups who consider house as an investment tool through which the rent can be obtained from the change in the second hand.

One another form of housing supply is residences. Residences are high-rise apartment buildings designed in limited areas relative to the mixed-use centers mostly in the city centers. The areas of units in residences are small and rentable because of the area limitation. Furthermore, residences are the most integrated types of service sector with housing units. The users of the residences operating more than a house with its services are people mostly belonging to high-income group working in the city center or staying in the city for a certain period of time.

In addition to all these forms formed by the combination of blocks, the complexes composed of individual houses with gardens are the other form of housing supply. Different from other types, these settlements have been produced outside of the city in large plots for the users who wish to escape from the center. In previous

periods, this form of housing supply had been planned as introverted, gated communities with security measures. After 2000, the settlements have changed their scales by increasing the number of units as well as square meters and formed neighborhoods with individual houses on larger plots. These neighborhoods have been produced to address high-income groups who want to get away from the intensity and crowdedness of the city center.

In fact, the production of all these four different forms of housing supply has begun in 1980s and continued until today. Different from all these four housing supplies, a new form –x-large complex – where all these types are designed together on a larger piece of urban land can be observed after 2005. Mixed-type residential projects have been designed and constructed to form neighborhoods on either combination of parcels discharged by the urban renewal in city centers or empty areas outside of the city. On these large plots, new kinds of housing settlements including all services needed in a small city have been produced as a combination of multi-storey residences, the apartment groups formed by the repetition of blocks and individual gardened houses. These mixed-type residential projects supported by large financial institutions and developed by investment partnerships have been addressed to middle and high-income groups having certain amounts of money and a regular income.

2.4.3 The Meaning of Housing

The dominance of the financial production on the structure of construction sector has caused architecture to take different positions within new relationships of transnational capitalist class. One of the most significant factors that lead the transformation of the internal dynamics of architecture is the change in the investors profile by the capitalist globalization. Sklair defines the investor of capitalist globalization as the corporate fraction of transnational capitalist class.

> In architecture, these are the people who own and/or control the major architectural, architecture–engineering and architecture–developer–real

> estate firms. They are of two, minimally overlapping, types: first, the biggest of these firms, and second, the most celebrated and famous architectural firms (2006, pp. 24-25).

Although the corporate fraction has two kinds of actors, the architects as a second actor are both less in number and less effective in the financial sector in comparison with the major global corporations. In Turkey, the construction sector is controlled by the first type of the fraction. Especially, the investor being active in finance sector has concentrated on the housing production as an investment tool. The capacity of the housing to be liquidated and to be bought and sold with the techniques like mortgage has helped physical production to gain importance in finance. As a consequence, housing is no longer a requirement for sheltering purposes; on the contrary, has become a commodity obtaining rent by reproduce over and over again.

The housing projects developed as investment tools or security by large-scale investors or REITs as the owner of the project. In fact, the emerging model of the owner, in present, turned into a totally different character compared to the ones that the architects have experienced before. The projects have multiple owners sharing the stock certificates in stock exchange instead of a single owner. In these circumstances, the client of the architect is a professional group of people, representing the owner of the investment company interested in only the investment value of the project. Undoubtedly, the investment value of any kind of investment is important, but this importance has caused that the architectural project is primarily assessed according to investment value. Furthermore, investor as a professional manager has behaved through the certain values to guarantee himself, without taking certain risks. The projects are formed according to the optimum numbers calculated from the ratios of certain circulation areas and areas, which can be sold or used. The architectural design has turned out to be a service, which has been demanded by the client in the free market (Kieran, 1987).

In the period after 2000, although the domination of capitalism was slowed down by the economic crises, housing production has remained the most implemented one in all forms of production. In this intensive production, the major demand of the investor is the distinction of its own project among others in order to be consumed/ encouraged its consumption and thus to be liquidated. The prominence of a project among the others is mostly identified through the concepts of “the difference” and “the identity” which are entirely matter of image. In other words, as a result of the transformative power and the impact of the consumer society and global culture on architecture, “identity” in architecture has been perceived an additional market value which is reduced to the image of the housing instead of a notion, valued through the unique design process of architecture. Identity has emerged as an element to enrich the market value of the production beyond the functional sufficiency, the strength, material quality and location of the structure. The concept called as “difference” has been perceived as a value by itself. Consequently, a case of doing something different and doing something recognized have begun to be new attitudes to generate the market value; and the architect has been forced to take positions in the design process according to these new attitudes.

In this historical development process, various identities acquired by the market economy of the houses produced after 2000 in Turkey form the basis of this study. After 2000, especially İstanbul has become a city where the global investor has operated intensively in housing sector. Istanbul was included in the network of global cities where transnational capitalist class traveled and implemented the new system of neoliberal politics after the 80s. In the framework of this study, an inventory of the housing projects completed between 2000 and 2010, in İstanbul, was made in order to assess this 10 years process in terms of housing production, in the first part of the dissertation. Due to this inventory, several properties of the completed housing projects were presented according to sides and districts; and thus, development maps of residential architecture of the city were created.

CHAPTER 3

REMAPPING ISTANBUL: HOUSING PROJECTS COMPLETED BETWEEN 2000 - 2010

This part of the study aims to investigate the development patterns of the residential architecture and to remap the contemporary housing development in Istanbul in the first decade of the 21st century. In order to draw a general picture, a list of multi-unit housing projects, which was completed in Istanbul and tried to reach its users through advertisements and news in written or visual media, was established. This list of housing projects was analyzed in different ways according to several characteristics of the projects. The attributed data is itemized according to firstly two sides and all districts of Istanbul and secondly, the completion year, the number of projects, the number of units, price/m^2 and the combination of these themes. In the light of this analysis, there are three objectives of this research to reinforce the case study part of this dissertation.

1. to monitor the residential development on Istanbul in the first 10 years of the 21st century, to define the growing directions of the city, therefore, to be able to subsidize the growth plans being developed in the future through the developments of housing projects,

2. to identify the various forms of housing supply by examining different characteristics of the housing projects thoroughly such as: the number units and price/m^2 and to discover in which parts of the city these various forms of housing supply were produced and who the target groups that each housing supply addresses are in different regions of the city,

3. to generate a full overview in order to discuss the invariabilities and variations between the identity values of the various forms of housing supply produced in different contexts and for different target groups.

3.1 The Development of Housing in İstanbul

Istanbul was one of the significant cosmopolitan capitals of the Mediterranean area during the centuries of the Ottoman Empire's ascendancy (Kuban, 1981, p. 473). The population grew quickly since the beginning of the twentieth century. However, after the collapse of the Ottoman Empire, the city begun to lose its importance and population was reduced. Together with the establishment of the Turkish Republic, the capital was moved to Ankara. İstanbul remained far from the economic and political developments; thus, "the macro form of İstanbul remained nearly in the same structure and borders until 1930s (Kuban, 1981)."

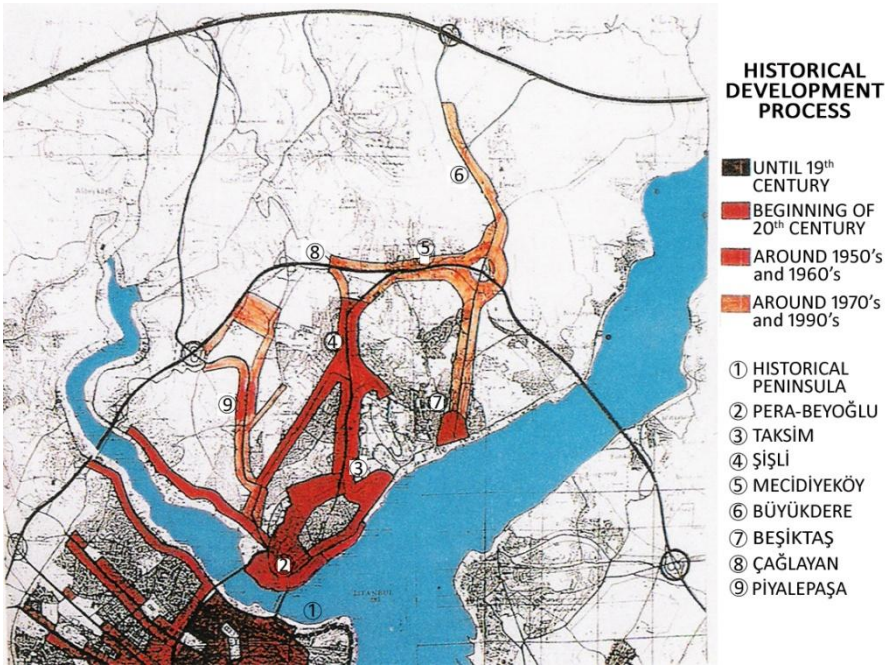


Figure 9 Historical development process of İstanbul (Source: Kaptan, H. (1995). ""İstanbul İçin Bir Düş" Üzerine…" *Tasarım, 51*. İstanbul: Tasarım Yayın Grubu. p. 71.)

In the 1930s, the legislation was prepared in order to be established master plans for every city. French urban planner, Henry Prost had prepared two proposals for

İstanbul. In his second proposal, there was a linear axis, beginning with a public square arranged in the Taksim and expanded through Şişli (Bilgin İ. , 2002). This axis also united the Maçka, Teşvikiye, Kurtuluş, Osmanbey and Şişli. The physical structure of the city was organized according to this plan in the 1930s.

The new urban formation of İstanbul actually was accelerated by industrialization after the 1950s. Due to the rural migration, the city begun to expand by new, unplanned and illegal settlements (gecekondu) through the peripheries of the city. The first examples of squatter settlements were seen around Haliç, Kağıthane and Zeytinburnu. Together with the domination of the road constructions, the after 1950s, new forms of housing supplied were spread through the mid-northern part of the city. One of the proposed roads called Barbaros Boulevard connected Beşiktaş to Zincirlikuyu and reached to Maslak Road (Bilgin İ. , 2002). The residential areas composed of single storey houses with gardens not only were located between the coast-line and Levent - Etiler area, but also spread the inside part of the European part away from the coast-line around the Maslak road (Karabey, 2005). The emphasis on industrialization process affected the urbanization of İstanbul in 1970s (Tapan, 2005). The industrial areas diffused gradually both in the Anatolian and the European sides of the city. The spread of industrial areas caused the emergence of suburbanization movement in the city similar to that in developed countries in the 1970s and 1980s (Ozus, Sence Turk, & Dökmeci, 2011). At the European side, the London highway was transformed into an industrialized zone including textile, leather processing, metal processing workshops and factories. The industrialized areas were located in two rows perpendicular to the main axis of London highway. One of these rows was extended from Merter to İkitelli (Bilgin İ. , 2002).

The development of the industrial areas and residential areas have not been planned or organized in a conscious manner. The residential areas spread from the

coastline to more inner parts, while industrial zone was expanded through the residential. The borders of areas with different functions began to be disappeared.

After 1980, Neoliberal policies followed by the state and the promulgation of the several laws on pardoning the illegally built squatter houses brought about a rapid change on the structure of the city. The settlements begun to be produced along the east-west direction around TEM highway in the 1990s. The increasing population moved away from the city center and settled the northern part of E5 road in the European side and the southern part of the road in the Anatolian side. Around 2000s, the mid parts of both sides were also become to be intensified by the residential settlements (Şengezer, Ökten, & Kozaman Som, 2011).

3.2 Housing Projects: Methodology

This chapter focuses on drawing a general picture of housing development pattern of İstanbul in the first decade of the 21st century. In order to do so, a list of multi-unit housing projects, completed between 2000 and 2010 in İstanbul whether the contractor is from private sector or a state organization, was established. In that point, defining the sampling criteria is important to be able to read different meanings of the obtained data. Sampling criteria are the same for both private sector and the state organizations.

3.2.1 Case Sampling

The investigated projects should be not only completed but also begun to be used between 2000 and 2010 in order to limit the study area and to enable the exploration of the identity value according to the different user groups. There is not any limitation in terms of the investor or the contractor of the projects. In fact, firstly the projects completed by the private sector is examined; latter the focus is on the state organizations working actively in İstanbul (TOKI and Kiptas). Finally, a full list of all investors combined is generated.

After 2000, the capacity of housing projects to be liquidated has provided that the investor in finance sector has canalized to the housing production as an investment tool. The major demand of the investor is the selection of its own project among others in order to be consumed/ encouraged its consumption to make profit. Identity has emerged as a concept to enrich the market value of the production. In that point, all these residential projects regarded as an object of consumption are the multi-unit housing projects because they are addressed and consumed to a wider audience in terms of marketing and popularity. Therefore, all of the investigated projects are the multi-unit housing projects, which can be apartments, housing complexes with several blocks, residences, complexes including individual villas with gardens, housing units in mixed-use centers or combination of these different types with the exception of single-family housing. Since, the single-family housing not only targets relatively restricted audience compared to the other typologies, but also the formation of it is subjected to the single owner. In addition, in the identity formation of this housing supply, architect feels dependent on only a single customer and feels free from the market conditions. Thus, the single-family houses are not included in the complete list.

The presentation of the housing projects to the market and the potential customer is essential in the perception of the identity as a market value of the production beyond its functional sufficiency, the strength, the material quality and the location of the structure. The investigated multi-unit projects of which advertisements, presentations, news, reports or sales announcements appeared on written or visual media, constructors' or projects' own web page, internet sites or on the city billboards are selected. All these different modes of architectural representations are tools to reflect the established identity of the multi-unit projects, as the object of architecture, in order to be addressed and consumed to a wider audience in terms of marketing and popularity.

The total number of the multi-unit residential projects was compiled by the several sources that are the records of municipalities, İstanbul Chamber of Commerce,

Turkish Statistical Institute, web sites of construction firms, advertisements and the news published in written and visual media.

3.2.2 Data Analyzing Methods

After establishing the complete list of projects, the obtained data was examined through the four characteristics of housing projects. The housing projects were classified according to the completion date, the location, the number of units and the price/m^2 value of the houses at the first year on sale; and furthermore, the combination of these concepts to realize the distribution of various forms of housing supply, the spread and the movement of the different socio-economic status groups in the city.

1. The completion date of the projects: As stated in the target of the study, all multi-residential houses designed and constructed between 2000 and 2010 was searched. The residential projects, which were designed and put up for sale but not completed in this decade, were excluded because it is not possible to discuss about the movement of human population or the development of the city toward the projects' location until the projects begin to be inhabited. The obtained multi-residential housing projects in yearly basis were also evaluated through the relationship between the other concepts.

2. The location of the projects: The location of the projects is the second significant specification to follow the directions, the dimensions, the limits and the boundaries of the housing development of İstanbul in the 21st century. The city has a unique character that the Bosporus divides the city to two sides - the European and the Anatolian sides. In these two sides, there were 32 districts in total, until 2008. However, by the new 'Municipality Law' in 2008, the total number of districts was increased to 39, the 14 districts in the Anatolian side and 25 districts in the European side. The collected data was firstly sorted according to the sides and secondly, to the districts of the city.

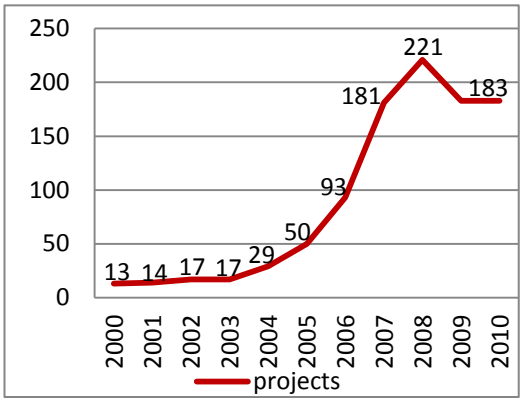
3. The number of units in the projects: Besides the number of projects constructed between 2000 and 2010, the number of housing units included in all projects is essential for the study. Because, when the number of completed projects is examined, a single apartment building having multi-units is equated with a complex consisting of several apartment blocks in terms of referring as an individual housing project without regarding the number of units. In addition, the correlation of the project numbers with units enables to identify the density of both projects and the districts. Therefore, not only the development of housing density can be followed, but also the distribution of the various forms of housing supply having different densities can be identified at the same time.

4. The price per m^2: The price per m^2 of the all multi-unit housing projects at the first year on sale was investigated. An e-mail that introduces the author, the main purpose of the study and kindly request the price per m^2 of the project at the first year on sale, was prepared and sent to the e-mail addresses of the contact offices of the sales departments of the contractor or the investor. Phone calls to the constructors and the investor were made for the not answered e-mails. If no result could not been obtained by e-mails or the phone calls, the m^2 prices were searched via internet and the archives of the written of visual media. The price per m^2 of approximately 8% of all projects could not be reached despite all research; hence, these projects were ignored in the analysis of the price per m^2.

3.3 Number and Units

The primary issues are the number of housing projects and the units in order to see the general picture of housing development between 2000 and 2010 in İstanbul. Firstly, the obtained list is itemized according to the number of projects and housing units on the basis of years. In addition, the attributed data are classified by two sides and all districts of Istanbul and evaluated separately in the next subtitle.

When the number of projects and units are examined in the basis of years, it is possible to observe that both graphics have a tendency to increase. Primarily, the graphic of the project numbers depicts an increased parabola until 2008, whereas begins to decrease after this year. In other words, the number of completed projects made peak in 2008 and followed a horizontal path until 2010. More precisely, increased path begins with a slight raise up to 2003 and the angle of inclination increased significantly, especially after 2004. Likewise, the number of projects was multiplied progressively each year until 2008. The analysis of project numbers indicates that a substantial rise took place in 2007 and the number of housing projects completed and delivered reached peak in 2008 within these 10 years period. After this year, the number of projects receded in 2009 and kept the same level in 2010; however, the production did not fall below the number in 2007.



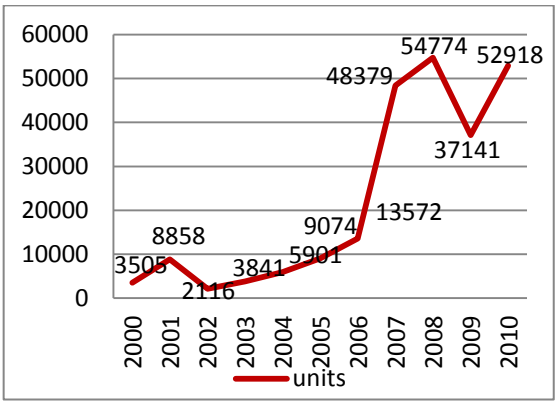


Figure 10 Number of housing projects

Figure 11 Number of units

In terms of the number of units, the graphic demonstrates similar growth figures with the projects graphic in general terms, only with the exception at the beginning and the end of this 10 years period. There is a slight rise in unit numbers between 2000 and 2006; except a rough increase in 2001. Similar with the upsurge of the project numbers in 2007, a breaking point can be perceived in the figure by an enormous increase in the units after 2006. To express this increase in numbers, the total number of units delivered in 2007 is nearly about 3.5 times of the previous year's amount. Together with the project numbers, the units also reaches peak in

2008; however, a sharp decrease was experienced in 2009. In contradiction to the first graphic, the units started to rise rapidly in 2010 and approached nearly the numbers of 2008.

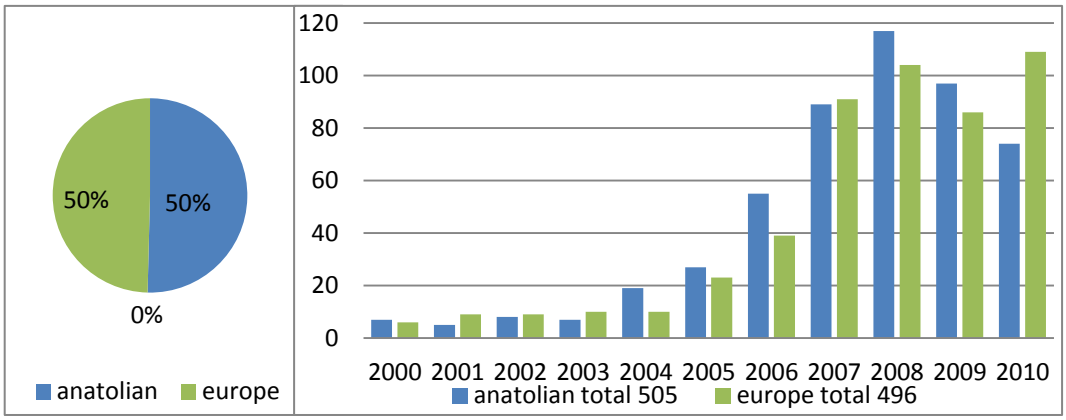


Figure 12 Number of housing projects according to the sides of İstanbul

Besides the general analysis of yearly basis, the number of projects and units are classified according to two sides and districts of Istanbul in order to discover the growing directions and dimensions of the city in this 10 years period. In the meantime, the Anatolian and the European sides have 50 percent of all completed projects, which denotes that the number of projects is nearly the same in both sides (Anatolian side: 505, Europe side: 497). The total production is very close to each other in two sides, although each one has different numbers in different years.

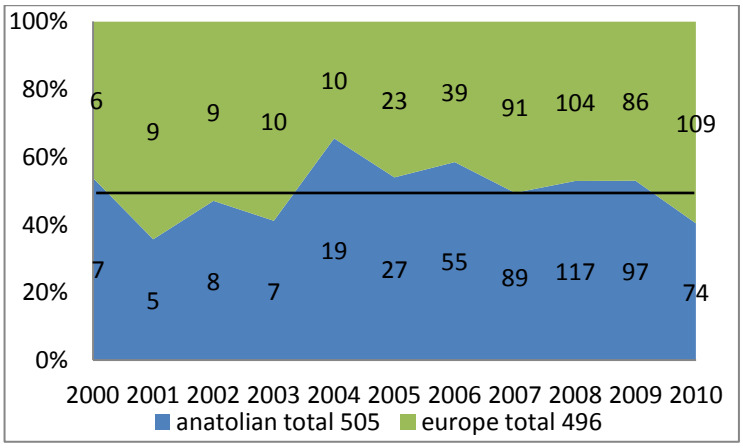


Figure 13 The percentage of housing projects according to the sides of İstanbul

The data for two sides emphasizes that although the distribution of the total housing projects produced in two sides equated in this 10 years period, the Anatolian side generally outnumbered the European side in years graphic. However, the European side caught up the other side in total number with the housing projects produced at the beginning of the 2000s and especially in 2010. If the graphic is analyzed in detail, the completed projects in the European side are slightly high in number until 2004. Different from the previous period, the housing sector mostly concentrated on and the more housing projects were completed in the Anatolian side between 2004 and 2009; except the balanced situation in 2007. In stark contrast to the general improvement of the graphic, the difference between two sides is remarkable in 2010; that, the projects on the European side surpass the number of projects in the Anatolian side.

The analysis of the project numbers of the sides according to the rates in total percentage highlights that the research period started in balance in 2000. In the first 3 years period, the balance was shifted towards the European side, whereas the number of projects in the Anatolian side exceeded that of the European side up to 2009; even though, the balance was achieved in 2007. In the last year of the research period, the production in the European side prevailed to the Anatolian side similar to first 3 years period.

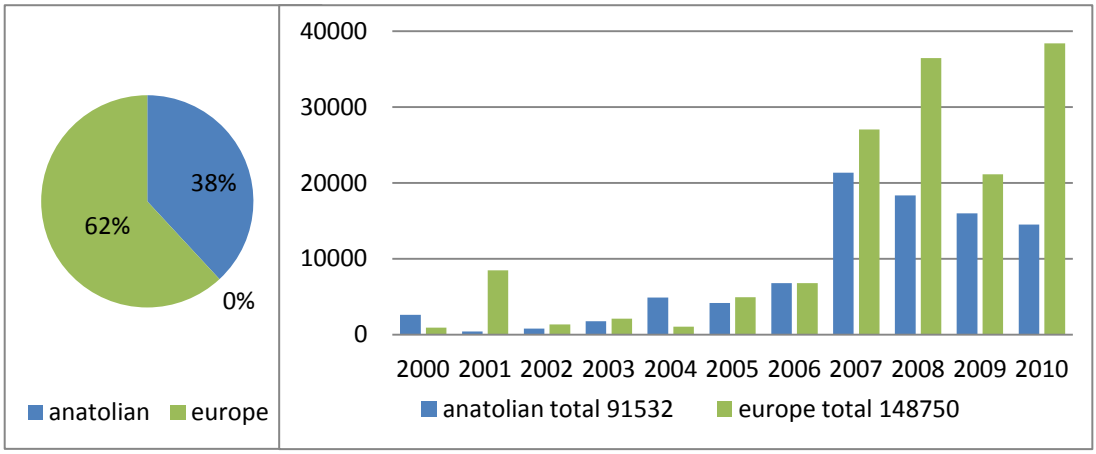


Figure 14 The number of units according to the sides of İstanbul

An analysis of data in terms of the unit numbers of housing projects highlights that the Anatolian side loses the superiority of the number of projects. The two-thirds of the all units were constructed in the European side in these 10 years; in addition, the dominance in European side also continues in yearly basis. The number of units constructed in the European side is more than that of in the Anatolian side in nearly every year. However, the figures only in 2000 and 2004 reveal that the unit numbers in the Anatolian side surpassed with large margins. One other important thing that can be perceived from the graphic is the equality of the numbers in 2006 and the enormous increase of both side numbers after this year. An excessive raise of the unit numbers in the European side proceeded and increased gradually, except the decrease in 2009; whereas, the unit numbers of housing projects in the Anatolian side begun to decrease from 2007 to 2010. Indeed, the number of units produced in the European side was more than the double that of Anatolia in 2010.

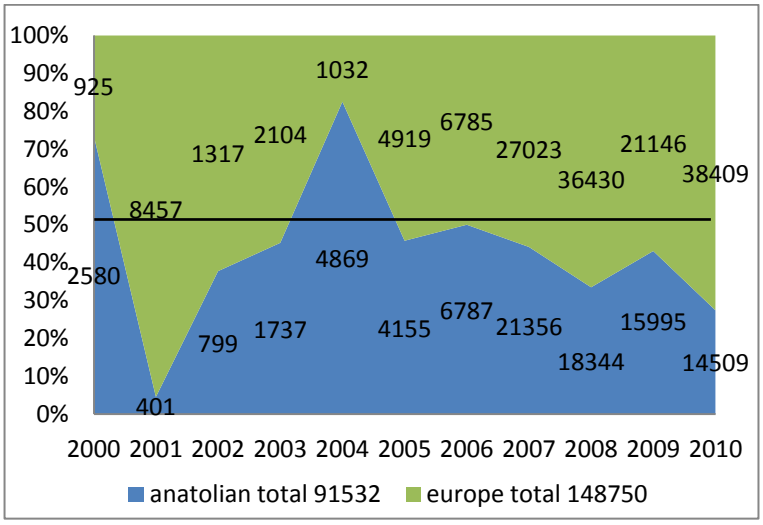


Figure 15 The percentage of units according to the sides of İstanbul

In terms of unit numbers, the percentage of two sides shows resemblance in appearance with the percentage graphic of project numbers, although the numbers are quite different. The percentage line passes only in 2000 and 2004 to the section of the Anatolian side. Apart from these years, the dominance of the European side can be realized especially on the last phases of the research period. Particularly,

after 2006, even though there were increases and decreases in the numbers up to 2010, the graphic indicates that the European side is dominant in terms of the unit numbers after 2006.

3.3.1 The Anatolian Side

After a general overview of the number of housing projects and the units included, the data is researched in terms of the two sides and the districts to provide a detailed survey and to enable the identification of the various forms of housing supply. The districts of İstanbul were rearranged by the İstanbul Metropolitan Municipality and some neighborhoods were included in different districts. In this part of the study, all housing projects completed before 2008 were evaluated in their new districts according to the new regulation in 2008.

The Anatolian side, the total area of which is 1898,12 km^2, has 14 districts.[3] In this study, 12 districts were assessed by excluding the two of them, due to the lack of the housing projects complying with the examination criteria in Sultanbeyli and Adalar in this 10 years period.

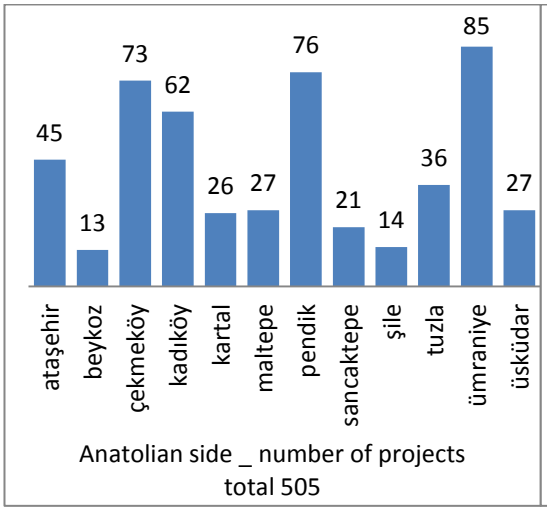


Figure 16 Number of projects according to the districts in the Anatolian side

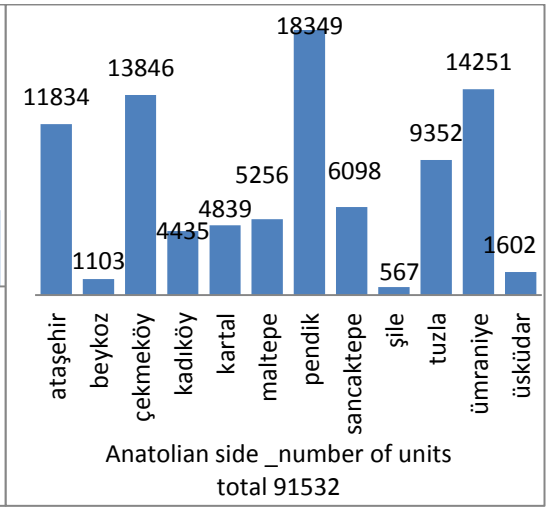


Figure 17 Number of units according to the districts in the Anatolian side

[3] http://www.ibb.gov.tr/tr-TR/kurumsal/Pages/IlceveIlkKademe.aspx, accessed at 15.03.2012

Figure 16 and 17 provide more detailed analysis of the project and unit numbers in terms of the districts. When the number of projects is considered, the most housing projects were completed in Ümraniye, Pendik and Çekmeköy, respectively. Almost the half percentage of the all projects constructed in the Anatolian side between 2000 and 2010 in these districts. Kadıköy and Ataşehir follow the first three districts. These five districts having most housing production constitute the two third of the total number in 10 years period; in a different perspective, only one third of the all projects were completed in the remaining seven districts. According to the graphic, the districts having minimum numbers are Beykoz and Şile in which the produced projects comprised only 3% percentage of all projects.

Besides the numbers of projects, the graphic of unit numbers draws similar development path. Top three districts of the unit graphic are same as the graphic of project numbers; whereas, only the ranking changed (Pendik, Ümraniye, Çekmeköy, respectively). However, Kadıköy, being in top five districts in terms of the numbers of projects, is located in lower ranks of the list, when the numbers of units are in question. Instead of Kadıköy, Tuzla is included in top five with its high numbers. The other similarity with the projects graphic is the districts where the least units were produced, Şile and Beykoz; even, Şile has less units relatively its project numbers.

3.3.2 The European Side

The European side of İstanbul has 3562,71 km^2 total area and 25 districts, and it is relatively larger than the Anatolian side. Due to its large land and many districts, it can be considered that the housing projects were scattered to all over the side. However, the south part of the Golden Horn – named as “historical peninsula” – having a significant place in the historical context of İstanbul with several historical settlements, buildings and artifacts, is situated in the European side. Thus, new housing projects could not be produced in this area; rather, the production focused on the other districts instead of the Golden Horn region and its surrounding because of the dense historical fabric.

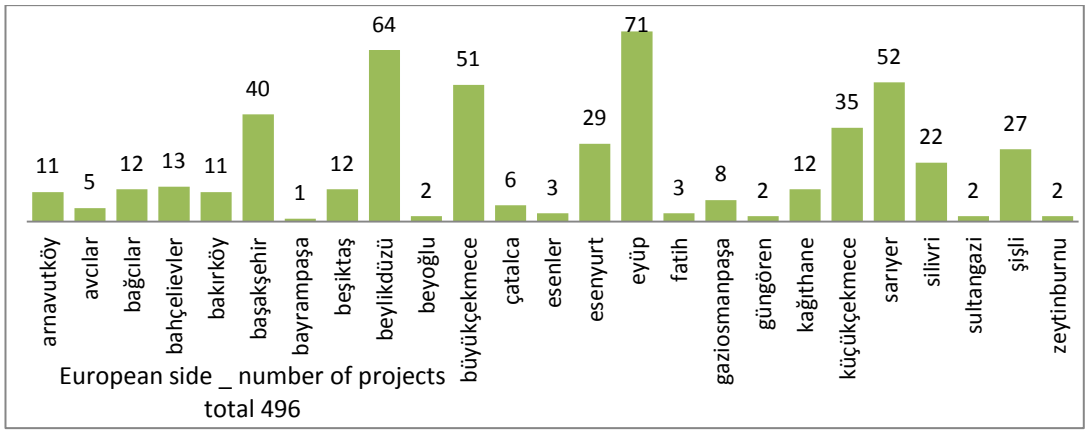


Figure 18 Number of projects according to the districts in the European side

The graphic of the project numbers demonstrates that during the period between 2000 and 2010, there are certain districts being focus of the housing sector. In other words, in this period, certain regions became prominent in housing production. The first three districts in the European side having most projects are Eyüp, Beylikdüzü and Sarıyer. Büyükçekmece and Başakşehir follow the top three with very close numbers. On this figure, more than 50% of the all projects were produced in these top five districts. Furthermore, in seven districts (Fatih, Esenler, Beyoğlu, Güngören, Sultangazi, Zeytinburnu and Bayrampaşa) which take place in historical context, scarcely any projects were built (maximum 3 projects in 10 years). Therefore, the other 50% of the total projects distributed to remaining 13 districts.

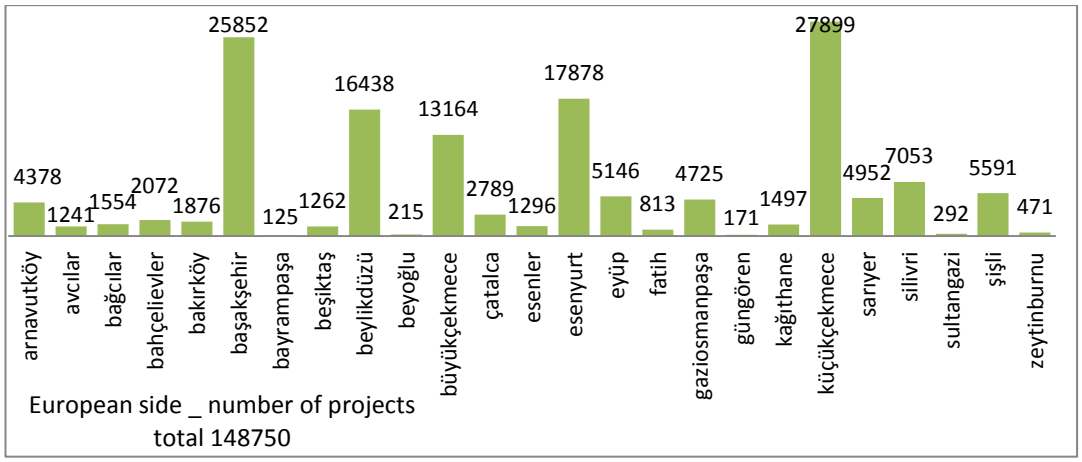


Figure 19 Number of units according to the districts in the European side

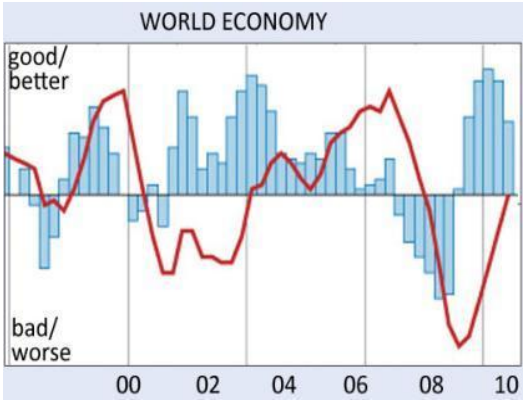
The units of the projects draw different picture than the number of projects completed in the European side of Istanbul. The unit graphic indicates that the first three districts are completely different from the ones emerged in the first graphic. Küçükçekmece, Başakşehir and Esenyurt have the most number of units, and Beylikdüzü and Büyükçekmece follow them with high numbers, as well. If top five districts are regarded, the top two districts of the previous figure replaced with the other ones. On the contrary, to the number of projects, the unit numbers in Eyüp and Sarıyer take place in mid-bottom of the figure. The unit numbers of the top five districts generate the two third of the total unit numbers in the European side. The other districts coming after the top five have relatively low unit numbers. In other words, lower housing units than the average value were produced in districts except first five. Furthermore, there is a significant difference between the numbers of first five and the remaining districts; whereas, the unit numbers of these below-average districts are very close to each other. The graphic illustrates that the unit numbers of Silivri, which follows top five districts in sixth place, is the half of the fifth district's, Büyükçekmece. The districts having minimum housing units are same with the districts where the least projects were produced (Bayrampaşa, Güngören, Beyoğlu, Sultangazi and Zeytinburnu, respectively).

3.3.3 Discussion

The first part of the study as denoted before not only aims to provide a complete overview of the housing development but also to trace the new forms of housing supply through the density of projects by correlating the number of projects and units. It also clarifies the distribution, development paths and patterns of various forms of housing supply in the city in the basis of two sides and districts.

The analysis of the entire list of completed housing projects between 2000 and 2010 revealed that the number of projects and units presented similar development paths in years. The housing production, which begun to boost after 2003, gained an excessive acceleration after 2006 and reached the highest level in 2008 in terms of

both the numbers of projects and units. Even if, a sudden decrease was experienced in 2009, the housing sector recovered and continued to the production by expanding its volume in 2010. More specifically, 2006 is a breaking point for both numbers of projects and units. After that point, the housing production was upgraded by an extreme increase and never fell below the levels of 2006. In yearly basis, although a decrease can be observed in 2009 in unit numbers, it is obvious that the volume of housing production expanded in 2008 and continued to grow by the completed projects in 2009 and 2010.



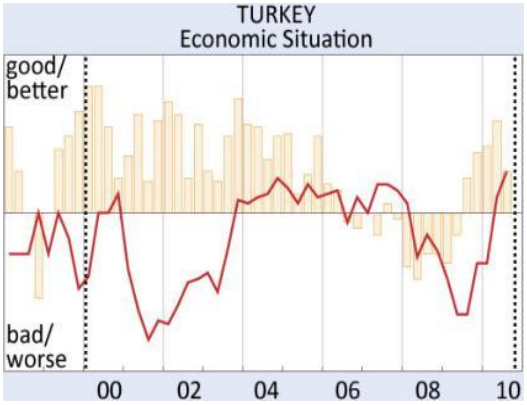


Figure 20 Economic situation of World Economy Figure 21 Economic situation of Turkey Economy (Source: Ifo World Economic Survey (WES) III/2010. 2010, p.3 and 17, http://www.cesifo-group.de/portal/pls/portal/docs/1/1192670.PDF, accessed at 30.03.2012)

One of the most significant reasons of this housing development is the course of economy in the country. When the growth rates of world and Turkey are examined, the graphics of housing development of İstanbul followed the similar path with the graphics of the growth rates. As it can be perceived in the economic situation graphic of Turkey, economy experienced two significant crises in this 10 years period. The first economic crisis had begun in November 2000 and became severe in February 2001 due to the fluctuations not only in the overnight interest rates but also in foreign exchange reserve (Uygur, 2001). Thus, in few years of the recovery process after the 2001 economic crisis, the economy began to be stabilized in 2003. Especially after 2005, the housing sector, where the most investment was made, had soared. The projects, which had taken the first step in construction around

2005, could be scarcely completed after two or three years. In the following years of this recovery process, especially 2007 and after, the delivery of housing projects accelerated; and therefore, a significant increase can easily be observed in the number of projects and units.

One another reason of the sharp increase in both the number of projects and units is the inclusion of KİPTAŞ after 2004 and TOKİ after 2005 to the housing production in İstanbul. The delivery of mass-housing projects of these two companies beginning to work actively in mid-point of the research period can be the reason of the upsurge in the unit numbers in 2007. The analysis of the attributed data highlights that the housing sector increased its volume by the involvement of TOKİ and KİPTAŞ to housing production as new actors, in other words, the involvement of the state to the sector. Production figures for the expanded volume of housing production after 2007 did not bring back to the previous numbers even in the following years.

Another recession can be noticed in the sector in 2009 due to the outbreak of the economic crisis which originated by the mortgage system in US and influenced all over the world, also affected the economic system of Turkey, especially in housing sector.[4] More precisely, the prevalence of the mortgage loans provided by banks for housing finance in 2007 created a decline in the housing prices; and afterwards, the interest rates increased. Thus, a contraction in the market occurred due to the disruption of the returns on loan payments. In other words, the economy experienced a severe crisis, named as "Sub-prime mortgage crisis", entirely owing to the inflation of the price in real estate market. This crisis occurred in developed countries induced the outflow of hot money in emerging countries; therefore, created serious shrinkage in the economies of these emerging countries (Eğilmez, 2009, p. 69; Kumcu, 2009, p. 189). After 2008, the economy of Turkey, especially the housing sector, was closely affected by this crisis. The major basis for the drop

[4] For further information about the mortgage crisis in US and the economic effects of this crisis in Turkey economy, see (Susam & Bakkal, 2008; Altuğ, Demers, & Demers, 2009; Demirci, 2011)

of the number of projects and units in 2009 observed in the graphics is evidently the decrease in the residential investments due to the effects of this crisis.

Besides analyzing project numbers and units separately, the density of the completed housing projects can be explored by correlating both notions with each other. Hence, the various forms of housing supply, which underwent changes in yearly bases and had different densities, can be identified in different regions. If the relationship between number of projects and units are examined together, except from 2001, it can be seen that the density of housing projects delivered in 2007 increased when compared to the previous years. The density of the projects was in a slight downward tendency up to 2009, however a sharp increase in the density is observed in 2010. Furthermore, even though decreases and increases were experienced in time, the density never drops below the figures before 2007. The housing projects scaled-up, namely, new forms of housing supply begun to be constructed after 2007, especially, in 2010.

Consequently, this first decade of the 21st century is a period where big-scale housing projects have begun to be produced and large urban lands have been designed for these housing projects since the mid-point of 10 years period. In the light of these data, it can be stated that the housing sector followed a quick development process after 2005. This development gained momentum as a result of producing x-large housing projects by the growth of investor, the involvement of state organizations and by the support of financial institutions.

When considering the number of housing projects and units in detail in the basis of two sides of İstanbul, the development path of the projects are similar in each side. As can be noted in graphics, 2006 was a turning point that both the number of projects and units increased significantly in both the Anatolian and the European side. However, two sides differ from each other in terms of the number of projects and unit. The number of projects were nearly the same in total number for both

sides; whereas, the European side was nearly doubled the Anatolian side in terms of the number of units. In this case, the denser housing projects were produced on the European side compared to the Anatolian side. In other words, high density or big-scale projects involving many units were designed and constructed in the European side in this ten years period. In similar manner, the European side was dominant in the housing production in terms of both the projects and units in 2010.

One of the reasons for the high-density of the European side in terms of the residential settlements especially after 2006 can be the concentration of the state organizations on the production of public housing for poor income groups in this side. An analysis of the number of projects and unit completed by TOKİ and Kiptaş highlights that 79% of all projects of TOKİ and 58% of Kiptaş were located in the European side. In addition, in terms of the number of units, 71% of all units of TOKİ and 72% of Kiptaş were produced in the European side (Table 2). In reflecting of this intense production, the density map of the projects indicates that the European side contained the housing projects in the highest density group.

Table 2 Number of projects and units completed by the state organizations according to the sides of İstanbul

		Anatolian	**European**	**Total**
TOKİ	projects	13	49	62
	units	14782	35691	50473
KİPTAŞ	projects	17	23	40
	units	10966	28298	39264

It is possible to understand the growing path, the development patterns and the circulation of various forms of housing supply in two sides by probing the attributed data deeper in the basis of districts. The number of projects completed in 10 years period in the Anatolian side reveals that the middle and south regions of the side had been developing in terms of housing settlements. According to the maps drawn in respect to the analysis of the graphics indicate that Çekmeköy-Kadıköy line is where most projects were completed and Ümraniye-Tuzla line is where most units were produced in Anatolian side.

The mid-south districts being intersection of these two lines are the region in which the denser housing projects were produced. High-density projects mostly centered on the southeast section from Ataşehir to Tuzla of the Anatolian side. When moving towards the periphery of the city in the direction of this axis, the density of the new residential developments has grown and big-scale housing projects with additional facilities begun to be designed in empty, large urban lands.

Data generated in the density analysis demonstrates that the medium densities were encountered in the middle part of the Anatolian side, in Ümraniye, Çekmeköy, Pendik. Whilst, Kadıköy was included in top three districts in terms of the project numbers, the situation is vice versa in the unit numbers. The number of units/ projects ratio is relatively low in this district, in other words, low-density projects having less units were completed in Kadıköy. Main reason of this situation is that Kadıköy is one of the condensed districts in terms of the residential settlements of the Anatolian side; therefore, the empty parcels are limited. One other factor is the district was not included in the urban renewal projects of the state organization or in the process of area creation for housing projects ensued by the relocation of industrial zones in the outside of the city. Hence, big-scale housing projects could not find a place to be planned and constructed in Kadıköy. Besides Kadıköy, the number of projects and units dropped in the Bosporus and the north coast districts of the Anatolian side. The density of the projects in this region is much lower when compared to the central and southern sections. It can be signified that low-density residential settlements composed of individual units were produced in coastal districts of the Anatolian side from Üsküdar to Şile in this 10 years.

Different from the Anatolian side, the housing projects did not focus only one region, rather, they were distributed many parts of the European side. Housing projects concentrated on the districts surrounding Beyoğlu, the historical peninsula and the coastal zone in the basis of the number of projects and units.

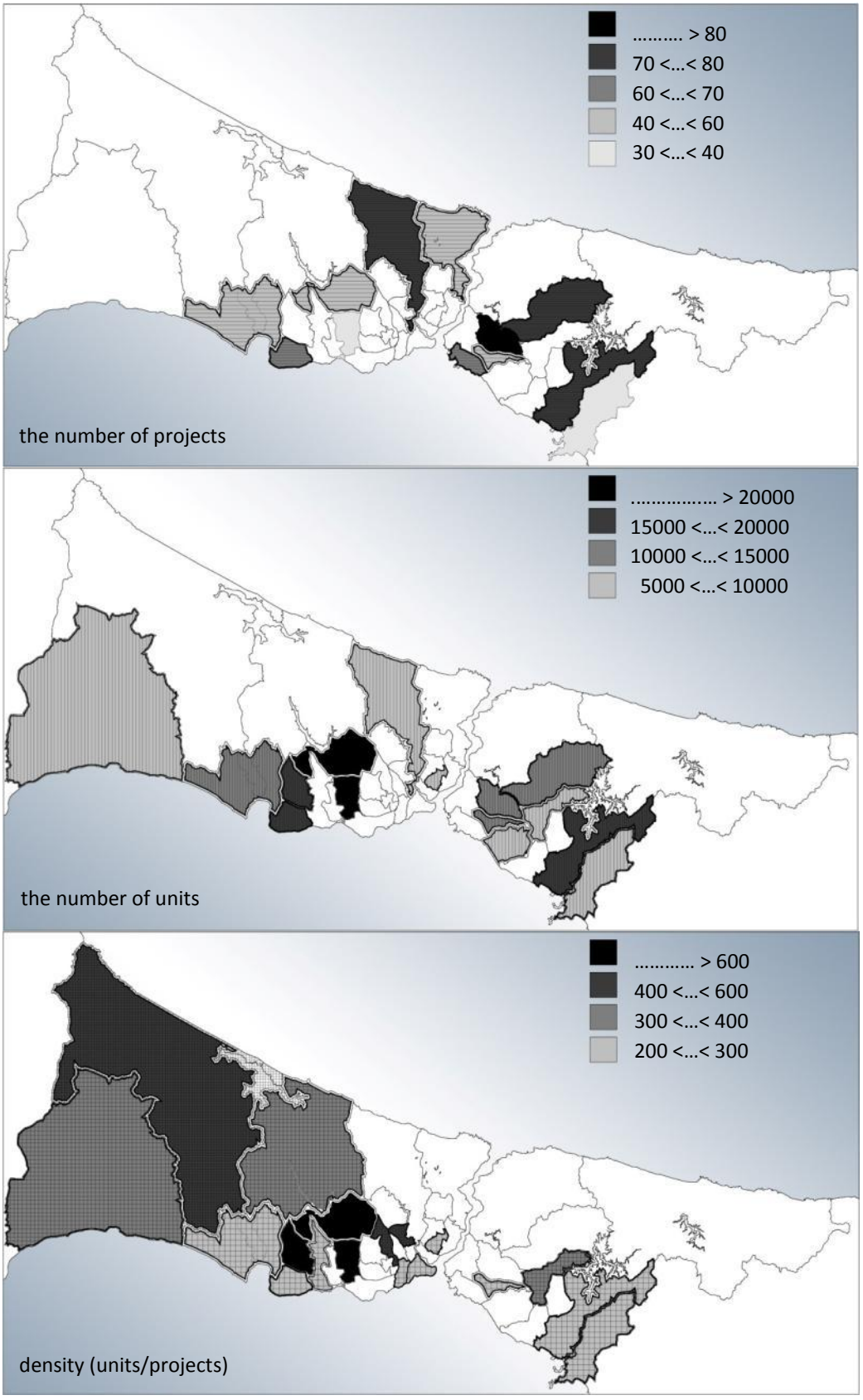


Figure 22 Districts having most number of projects, units and density in the research period

Firstly, Sarıyer-Eyüp and secondly Büyükçekmece-Beylikdüzü are the regions where most housing projects were produced between 2000 and 2010. In the maps drawn by the obtained data presents that in the periphery districts, the housing production had continued in the average numbers in 10 years period, and never reached the top levels to dominate the entire region.

The most housing projects were completed in the northern part of the European side (Sarıyer-Eyüp line); whereas, an analysis of the full list of projects confirms that the unit numbers produced in this region is located at the lower ranks. The density of housing projects (the number of units/projects ratio) produced in the northern part of the side is very low. The production of low-density houses continued and augmented in 10-year time. In this northern part, the production of small-scale projects composed of mostly individual units or low-rise (4 storey buildings consist of two duplex units on top of each other) blocks increasingly continued in time.

One other part of the European side where the housing investments were focused on is the mid-south part. This region including Başakşehir, Küçükçekmece, Beylikdüzü, Büyükçekmece districts has the maximum figures in terms of the number of projects, units and the density (units/projects ratio) of the European side and also İstanbul as well. These districts are relatively smaller than the others at the periphery of the side with reference to surface area; however, the number of projects and units are located at the top part of the list. This analysis revealed that multi-storey and high-density housing projects were produced in middle-south part of the European side.

The inclusion of TOKİ and Kiptaş to the housing production is one of the significant reasons of the housing concentration of this mid-south region. Küçükçekmece, Başakşehir and Büyükçekmece are districts where these state organizations were focused on to build high-density, mass-housing projects for both poor income group and people replaced from their living environment, which were included in the

urban transformation projects. Besides these dense districts, two state organizations turned towards the periphery districts of the European side, Arnavutköy, Silivri and especially Çatalca. Although, the number of projects and units of these districts are below the average numbers, they remain in the topmost part of the list in terms of density. The data reveals that the housing projects being small in number but relatively high in unit numbers were produced in these periphery districts by mostly TOKİ and Kiptaş.

Table 3 Number of projects and units completed by state organizations according to the districts of İstanbul

TOKİ	**project**	**unit**		**KİPTAŞ**	**project**	**unit**
ataşehir	4	7605		kadıköy	2	352
çekmeköy	1	883		kartal	1	104
kadıköy	1	800		maltepe	3	2282
maltepe	1	300		pendik	5	4004
pendik	2	1736		tuzla	4	3438
tuzla	3	3104		ümraniye	1	617
ümraniye	1	354		üsküdar	1	169
avcılar	1	751		arnavutköy	3	3736
bakırköy	2	1235		başakşehir	5	13148
başakşehir	9	4136		büyükçekmece	4	2549
beşiktaş	1	74		esenyurt	3	2496
büyükçekmece	2	1034		fatih	2	803
çatalca	4	2756		küçükçekmece	3	2120
esenler	2	698		sarıyer	1	196
gaziosmanpaşa	6	4598		silivri	2	3250
küçükçekmece	21	19609				
silivri	1	820				

Besides all these intense housing production, the European side has also areas that have not been included in this process. Except the mid-south, north and the periphery districts, scarcely any housing projects were constructed around Beyoğlu and the historical peninsula where the historical settlements, buildings and artifacts mostly concentrated on. The primary reasons of the production of few projects in this area can be lack of empty plots suitable for residential development, the intensive historical settlements, absence of any renewal or rehabilitation plans for existing settlements and the usage of this central area mostly as a business center. However, an interesting result disclosed from the graphics is that the housing production in Şişli-Beşiktaş line, which is situated in the center of the European side

as a business area interpenetrated by residential structures, appears in the upper ranks in this 10 years period. Similar with other center districts, the areas suitable for housing production are limited in Şişli-Beşiktaş line; whereas, the number of projects and units are significantly higher than the average numbers. Therefore, the analysis of these numbers confirms that in these 10 years, high-rise and high-density housing projects had begun to be constructed in small parcels by the changes of zoning decisions in the basis of each plot around Şişli and Beşiktaş.

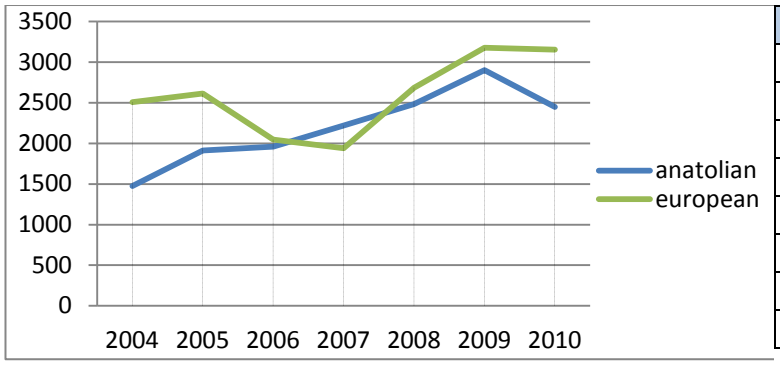
Data generated in the analysis of the number of projects, units and the units/projects ratio for the completed projects between 2000 and 2010 in İstanbul made it possible to express that the city grew through south for both sides. In other words, mostly high-rise and high-density housing projects were produced in south part and these kinds of projects expanded through periphery; whereas, low-density housing projects composed of individual units were constructed in north-coastal districts. High-density housing projects were mostly placed at the mid-south areas surrounding city center and the coastline of the Bosporus and the coasts facing with the Marmara Sea. This production was spread out through the periphery of the city but the density is relatively low when compared to the mid-south region. In the areas overlooking the Black Sea, a great number of housing projects, formed predominantly by low-rise individual houses, were produced.

3.4 Price

This chapter of the dissertation aims to research not only the housing development process in İstanbul but also to explore the distribution of the various forms of housing supply and their target groups in order to reinforce the previous chapter where the main objective is to define the factors affecting the identity creation. In this part of the study, the housing projects are classified in the context of m^2 prices of projects, which were the first prices of the projects, put up for sale. However, due to the factors affect the prices like economical transactions, appreciation and depreciation of currency, the changes of the m^2 prices in the years are ignored in

order to make a reliable evaluation. Hence, different from the number of projects and units, the projects are evaluated with each other in every year in the basis of sides and districts.

Table 4 The average price/m^2 of housing projects according to the sides of İstanbul



year	Anatolian	European
2004	1476	2507
2005	1911	2611
2006	1961	2045
2007	2220	1940
2008	2482	2685
2009	2902	3175
2010	2448	3155
	price/m^2	

In the first four years of the research period of this study, the constructed and delivered project numbers are relatively low compared to the total number. Before 2004, the limited number of housing projects was produced in only some districts. In order to make a general assessment in İstanbul through m^2 prices, the projects constructed after 2004 are involved in this analyses.

In the first level of the assessment, the m^2 prices of the projects completed after 2004 are classified according to the sides of İstanbul. Table 4 provides a detailed analysis of m^2 prices in yearly basis. The graphic reveals that the average m^2 prices of the projects in the European side were always higher than that of the Anatolian side except 2007. The difference begun with a sizably higher status in 2004 (more than 1.5 times), but decreased due to the decremental prices in the European side from 2005 to 2007. After the bottom fall out of the figure of the European side, the relationship between the prices of two sides proceeded in a steady state by the upward tendency of prices until 2010. In 2010, the graphic displays that a decrease, especially a sharp fall in Anatolian side, was experienced in the prices, which reached the highest, level in 2009.

Probing deeper in terms of two sides separately, the m^2 prices of housing projects completed in the Anatolian side had a tendency to increase in this period except 2010. The analysis of the average m^2 prices of each year demonstrates that the prices rose from 2004 to 2009, reached peak in 2009 but slumped in 2010. In fact, the numbers in 2010 decreased to the level of 2008. In terms of the European side, the progression of the graphic is different from that of the Anatolian side. The graphic of the European side signifies that the prices experienced sharp decreases and increases in this researched period. The graphic beginning with a slight rise in 2004 fall sharply in 2006 and 2007; whereas, increased pari passu until 2010. Within two years period from 2007 to 2009, the graphic shows a 60% increase in prices. Although not as drastic decline as in the prices of the Anatolian side in 2010, the average m^2 prices of the housing projects in the European side fell off slightly, in other words, remained nearly with the same values of 2009.

3.4.1 The Anatolian Side

In the graphic of the m^2 prices of two sides in yearly basis, it is obvious that the prices of housing projects constructed in the Anatolian side increased continuously from 2004 to 2010; whereas in 2010, the prices regressed to the figures in 2008. Besides this general improvement, the attributed data was examined through the annual development of the average prices in each district in order to identify the target groups and the movement of these different groups in the Anatolian side.

When the Anatolian side is examined in the basis of districts, it is perceived that all districts followed a steady increase in m^2 prices similar to general improvement in the Anatolian side. In order to discover the target groups, m^2 prices were classified into five groups by 1000 TL intervals (poor income group: 0-1500 TL/m^2, low: 1500-2500 TL/m^2, middle: 2500-3500 TL/m^2, high: 3500-4500 TL/m^2, high high: 4500 TL/m^2 and higher). According to this classification, the housing projects for poor income groups were produced mostly in Çekmeköy, Maltepe and Tuzla triangle in 2004. These projects were constructed in Pendik, Tuzla and Şile, namely spread

through the periphery of the Anatolian side in 2006. The analysis of prices highlights that the housing projects priced 1500 TL and lower were not produced between 2006 and 2010. However, in 2010, the poor income group housing were designed and constructed in the districts close to the periphery, in Pendik, Sancaktepe and Tuzla, where this type of houses had been produced in previous years.

Table 5 The average price/m^2 of housing projects according to the districts in the Anatolian side

districts	2004	2005	2006	2007	2008	2009	2010	
ataşehir	1994	2323	2006	2460	3555	2349	2836	TL / m^2
beykoz		1812	2024	2503		3077	3287	
çekmeköy	1348	1278	1646	2043	2065	1930	2643	
kadıköy		3809	3515	4757	4424	6803	4899	
kartal		1815		2089	2373	2337	2315	
maltepe	1233	1482	1880	1912	2300	2291	2708	
pendik	775	1178	1365	1641	1807	1738	1484	
sancaktepe	963	1513		1897	1985	1801	1460	
şile			1840	1302	2200	1587	1535	
tuzla		2044	1392	2205	2158	1795	1068	
ümraniye	1650	1493	1886	1776	1955	1803	2691	
üsküdar	2371	2275	2058	2054		7308		

The housing projects priced in the range of 1500-2500 TL/m^2 were mostly constructed in the middle part of the Anatolian side – in Ataşehir-Ümraniye region. By expanding through the surrounding districts of this middle region after 2007, the residential settlements sold in this range were the most produced housing supply in the Anatolian side until 2009. However, it is evident in Table 5 that in only two districts, which are around the periphery, the housing production in this segment were continued in 2010 (Kartal and Şile).

The analysis of prices through the classification of five groups highlights that the housing projects of each group were produced since 2004 except the range of 2500-3500 TL/m^2. During the research period, the projects of this segment were constructed in Beykoz, only in 2007. However, the data recorded for 2010 shows the dominance of the production of houses priced in this range by spreading half of the districts of the Anatolian side especially in Beykoz-Maltepe line.

The housing projects addressing the high or high-high income groups were constructed in Kadıköy since 2004. In the district, where the houses were priced in 3500-4500 TL/m2 beginning from 2005, m^2 prices had been increased and ranked among one upper segment since 2009. The projects for high or high-high income groups were shifted towards the surrounding districts of Kadıköy at certain periods, to Ataşehir in 2008 and to Üsküdar in 2009. In brief, the housing projects having the highest average prices were produced in Kadıköy and a significant decrease was not observed in the prices in the research period of this study.

3.4.2 The European Side

The general evaluation of the price/m^2 values of the European side presents that the average prices of the housing projects did not increase steadily as in the Anatolian side in the research period. The prices experienced a sharp fall in 2006 and 2007, had a tendency to increase to 2010. Furthermore, in 2010, the prices of the European side did not experience a decrease in that of the Anatolian side, rather, remained stable. The average prices regressed to 2000 TL/m^2 in 2006 and 2007, was never drop below 2500 TL/m^2 in other years, that means the average price per m^2 of residential projects produced in the European side were often the highest prices of İstanbul.

The average prices of the projects are also examined in the basis of the five-group classification through 1000 TL intervals and an analysis is made through the distribution of these five groups in the side. Like the first group in the Anatolian side, the periphery districts of the European side, Silivri and Çatalca, were where the residential projects having 1500 TL and under price per m^2 were constructed from 2004 to 2010. After 2006, these projects were spread through the south-west of the side. Although, many projects were produced in different districts in different years, the projects having the least price were concentrated on mostly in Beylikdüzü, Esenyurt and Avcılar.

Table 6 The average price/m^2 of housing projects according to the districts in the European side

districts	2004	2005	2006	2007	2008	2009	2010	
arnavutköy		2014	919	1308	1113	1401	3020	
avcılar				1276	1366			
bağcılar			1492	2091	1647	1570	1302	
bahçelievler			2373	2290	2392	3035	2278	
bakırköy					7758			
başakşehir	1425	2095	1911	2025	2340	2911	1990	
bayrampaşa				1788				
beşiktaş	4343	7086	5674			8105	9349	
beylikdüzü		952	1698	1503	1561	1358	1424	
beyoğlu		3946				8394		
büyükçekmece		1616	1740	1865	2109	2694		
çatalca				1386				TL / m^2
esenler				1600				
esenyurt			1370	1431	1460	1102	1083	
eyüp	1854	1983	2437	2447	2539	2649	2246	
fatih						3109		
gaziosmanpaşa			1469				1802	
güngören				2289				
kağıthane			1585	2368	2058			
küçükçekmece			1425	1909	2591	1617	1550	
sarıyer	2225	1185	2254	2726	3800	5660	3203	
silivri	1396	1187	936	1190		1171		
sultangazi			716	1129				
şişli	3800	4050	4718	4240	4851		8607	
zeytinburnu						2848		

The average price analysis according to the group classification denotes that in 2004, the residential projects priced 1500-2500 TL/m^2 intervals begun to be produced, in north coastal districts like Eyüp and Sarıyer. After 2006, these projects were expanded to the surrounding districts of this region like Kağıthane, Gaziosmanpaşa and Bayrampaşa. Besides this north part, the dominance of the mid-south part of the European side can easily be realized from the table after 2007, especially the dominance of Başakşehir, , Bahçelievler, Küçükçekmece and Bağcılar.

Similar with the Anatolian side, the residential projects in 2500-3500 TL/m^2 segment had not been produced until 2007 in the European side. The projects beginning to be produced in Sarıyer in 2007, spread through the mid districts in 2009.

When the top two groups are considered in terms of m^2 prices, the housing projects were located in the middle part of the bosphorus, Şişli and Beşiktaş, and did not change their location in the research period of this study. These projects mostly produced in the center of the European side like Beşiktaş and Beyoğlu, begun to move through Sarıyer, the northern part of the side after 2008.

3.4.3 Discussion

All the attributed data in the analysis of the price/m^2 changes in yearly basis made it possible to explore the distribution and circulation of different income groups according to the sides and the districts of the city. When the prices are examined in terms of the sides, the average prices in the European side mostly ranged higher than that of the Anatolian side. However, the prices of the European side experienced a sharp fall in 2007, even below to the prices of the Anatolian side. The reason of this decline could be the enormous increase in the number of projects and units completed in 2007 (four times of the numbers in 2006). In other words, an excessive number of housing projects were completed and released to the market; thus, the available housing units for sale could be caused a decline in prices. The m^2 prices, showing a falling tendency due to the plethora of housing stock begun to rise after 2007 and reached the peak numbers in 2009. A slight decline in prices could be observed in 2010 due to the similar reasons of the decrease in 2007 that are the duplication in the number of completed units and the economic recession due to the global crisis originated by the mortgage crisis in US; however, it had not been as drastic as in 2007.

As for the prices of the Anatolian side, the analysis of average numbers suggests that there was a steady increase instead of sudden decreases or increases. This steady increase in prices can be read as the projects produced in the Anatolian side found adequate number of consumers and maintained balance of supply and demand. The stable graphic was subverted only in 2010 with a sharp fall. The reason of this fall is most likely the gravitation of both investor and buyer to the

European side. In 2010, the European side not only had a commanding lead over the Anatolian side in terms of both the number of projects and units, but also did not experience a significant decline in m^2 prices. Therefore, in the light of the change in m^2 prices, it can be stated that the demand of the housing projects produced in the Anatolian side decreased in 2010.

Investigating in detail, the prices were classified according to the districts of each side and the development process was analyzed in yearly basis to reveal the distribution of various forms of housing supply in the city. An analysis of the prices in each district indicates that the relationship between the prices of each district in every year is different from each other. There could be a vast difference between each district in each year; to illustrate, the houses having 600 TL/m^2 price were produced in one district, whereas, the projects pricing 6500 TL/m^2 could be completed in another one in the same year. Conversely, the prices of the residential projects in some districts could be determined in similar intervals in other years. Therefore, the m^2 prices are classified under five groups in the basis of 1000 TL intervals and the changes, distribution and circulation of these five groups are followed through the maps in order to provide a full overview about the housing production in this 10 year period.

Data recorded for the period from 2004 to 2010 signifies that in the Anatolian side, the housing projects addressing to poor income groups were mostly produced in the periphery districts. The income groups shifted from low to high when the projects were constructed from periphery to the middle regions and through the Bosporus coasts. In other words, the projects constructed in the middle part of the Anatolian side mostly targeted middle income groups, whereas the projects for high income groups were located generally in the coast, especially south coast of the Bosporus.

The classification of the prices into five groups reveals a notable situation: the housing projects being in 2500-3500 TL/m^2 intervals were not produced until 2007

and the production was increase and nearly spread the half of the side in 2010. The year 2007 is a turning point for the production of housing projects addressing middle-income group. This deduction is significant for this study in order to read the identity value of housing projects for different income groups.

In much the similar vein with the Anatolian side, the residential projects for poor income group were mostly constructed in the periphery districts of the European side. These projects moved from the periphery through the middle part of the side, through Arnavutköy, Esenyurt, Beylikdüzü, after 2006. One of the reasons of the enlargement of this middle region is that TOKİ and Kiptaş focused on the production of public housing especially in this part of the side. The housing projects priced below 1500 TL/m^2 for poor income groups and produced by Kiptaş between 2005 and 2008 in Arnavutköy and Esenyurt took an important place in the overall picture.

Another reason can be the focusing of TOKİ to the production of poor and low income groups housing under the name of 'public housing' in the districts around Esenyurt and Beylikdüzü. More specifically, at one hand, TOKİ began to produce mass housing for poor income groups in the regions far from the center of the city. On the other hand, the Administration developed urban transformation projects for the historical or slum areas in the city center. The people who are the inhabitants of these slum areas were relocated the mass housing produced by TOKİ, in the mid-south part of the European side. In addition, the housing production for poor income group by the state organizations and the movement of the people through the middle parts can encourage the private sector investor and thus, it can promote the expansion of the private sector investments in middle parts.

The housing projects priced in 1500-2500 TL/m^2 segment, constructed mostly around the north districts in 2004 and extended the field of application through middle districts after 2006. However, the number of districts in which the residential projects for low-income groups were applied, decreased towards 2010.

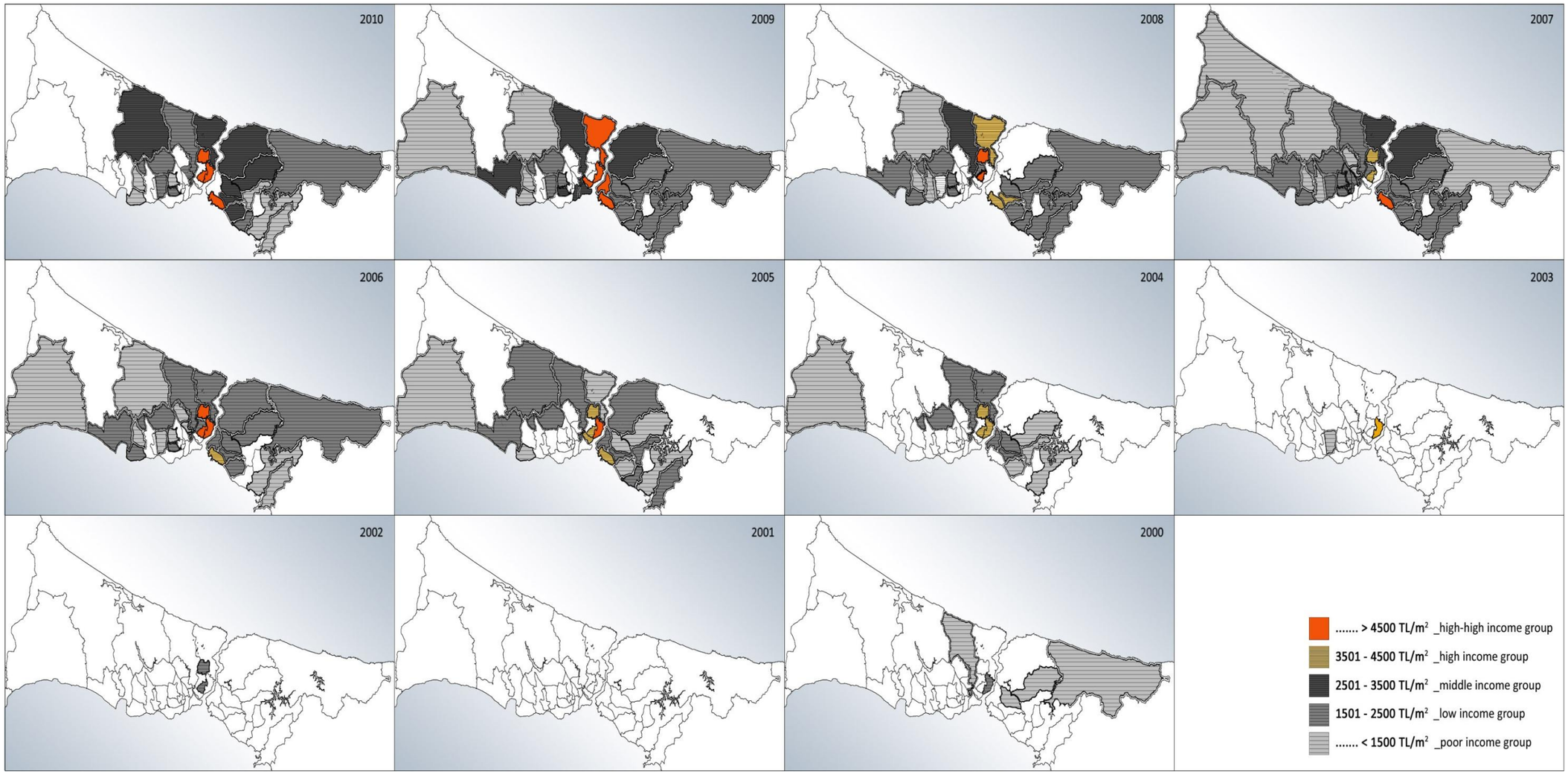


Figure 23 The average price/m^2 and year relationship according to the districts of İstanbul

The analysis investigating the relationships between the distribution of various forms of housing supply and income groups argues that the housing projects for middle income groups begun to be produced after 2007 instead of the houses in 1500-2500 TL/m^2 segment. The projects priced between 2500-3000 TL/m^2 were constructed in northern part and spread through the west coast of the European side.

Examining the average m^2 prices indicates that the projects for high and high-high income groups generally located in the mid-coastal area of the European side did not change place during the research period, only spread to the surrounding districts of that area in some years. The lands available for reconstruction in the center areas were evacuated by the urban transformation projects developed by TOKİ for the squatter areas, which were formed for the housing demand after the extensive migration in the 1960s and remained within the city in time. The state organization applied mostly 'income sharing projects' targeted high income groups to make profit for the production of 'public housing'. In addition, private sector investor, sometimes as an affiliate, subsidiary or joint ventures of TOKİ, also focused on the construction of residential settlements for high-income groups after 2005 in the center area of the European side.

3.5 Interim Conclusion

This part of the dissertation attempts to discover the development patterns of housing production and to remap the housing development in İstanbul in the first decade of the 21st century. In order to provide a full overview, a list of housing projects is established and analyzed according to the sides, all districts of İstanbul, the completion year, the number of projects, the number of units, price/m^2 and relationships between these notions.

The analysis of all attributed data in terms of different notions reveals that the city has not the districts growing homogenously, whilst, there are several different

development patterns of each side and each districts, including the number of projects, units and m^2 prices. However, the analysis also indicates correlative picture when all notions are assessed together in the city scale. The following facts can emanate as a result of the analysis of all tables and figures.

- Housing sector in Turkey had affected from two economic crisis; former was in 2001 due to the fluctuations not only in the overnight interest rates and in foreign exchange reserve, and the latter was in 2009 due to rupture of the mortgage system in US. Thus, housing production in 2001 and 2009 was slowed down.
- 2005-2006 period is a turning point for the housing sector of which size were scaled-up after 2005 within this 10 years period. The most important reason of this growth is the inclusion of TOKİ and Kiptaş to the housing sector as investors and contractors. In addition, the stabilization of the economy and the orientation of the private sector to the housing production as an investment tool enable this excessive growth.
- In the period of 2008-2009, the housing sector made peak in terms of all examined notions. After this period, the sector had a higher level and although experienced a decline in 2010, it had never regressed the levels of the previous periods.
- The high-density housing projects for poor income groups were mostly produced in the periphery of both sides and mid-south part of the European side. Major reason is the concentration on the production of public housing for poor income groups in this side by TOKİ and Kiptaş. An analysis of the number of projects and unit completed by TOKİ and Kiptaş highlights that 79% of all projects of TOKİ and 58% of Kiptaş were located in the European side. In addition, in terms of the number of units, 71% of all units of TOKİ and 72% of Kiptaş were produced in the European side.
- The housing projects for low-income group (priced between 1500-2500 TL/m^2) were constructed intensively between 2004 and 2008, especially in the

Anatolian side. These high-density projects in this price range were located in the middle districts of both sides.

- The data indicates that the houses for middle-income group (priced in 2500-3500 TL/m^2 intervals) had not been produced until 2007. However, the production of these medium or low-density projects accelerated after 2007 and substantially, completed in the Anatolian side in 2010. These residential projects addressed to the middle-income groups begun to produce in Sarıyer and expanded through the west axes in the European side and in Beykoz through the middle and south axes of the Anatolian side.
- The center areas of the both sides included the housing projects for high-income group. The projects sold through 3500-4500 TL/m^2 and 4500 and higher, did not change their places in this research period, in fact, the number of these projects for the high-income group increased in number in the same districts. The regions, in which the highest-priced residential settlements were completed, are the mid-coastal side of the Bosporus in the European side, Beşiktaş and Şişli, and the southern end of the Bosporus in the Anatolian side. The densities of projects are different in each side that the European side provides more intense projects for high-income groups than the Anatolian side, relatively.
- If the all analysis is judged from a safe distance, it highlights that the Anatolian side grown through the southeast and the middle parts of the side, whereas, the European side expanded through the mid-south and the north.

As a result of this full overview, the residential development in Istanbul in the first 10 years of the 21st century could be monitored and the growing directions of the city were identified. In addition, the distribution of various forms of housing supply and the target groups that each form addresses are in different regions of the city were explored. This investigation provides clues for the understanding the relation of residential architecture with the city through the remapping of housing production in İstanbul. When this investigation is woven together with the effects of

the new actors in the design process of housing production through identity formation methods, it is possible to read the current state of the residential architecture in Turkey.

CHAPTER 4

A CASE STUDY ON HOUSING PATTERNS AND MARKETING STRATEGIES

The residential architecture shaped by the dominance of private sector and global economic trends have proved that the effect of new trends should be studied to discover the present state of residential architecture. Not only the change of the actors involved in the design and the construction process but also the transformation of the perception of housing developments from being constructed for sheltering purposes to an investment tool bought and sold as a commodity have oversimplified architectural formation to only imagery creations. Therefore, the identity value which is defined by the internal dynamics of architectural design, the positional existence of the architect and the originality of the work has begun to be perceived as a direct design input like an architectural program or as a notion attached to the final product in order to improve marketability. This chapter discusses the effects of new actors in the design process of architectural formation through identity formation methods based on the changes and the distribution of various forms of housing supply for different socio-economic status groups developed in the previous chapter.In this framework, the aim of this chapter is mainly to investigate the effects of not only internal dynamics but also the marketing strategies on architectural formation through identity creation. More specifically, the objectives of this chapter are:

- To define the relationship between various forms of housing supply and targetted user groups in creating the identity value
- To identify the relationship between architectural design, the imagery of the building and the marketing rhetoric in identity creation

- To explore the continuities and interruptions between architectural formation, marketing strategies through identity creation methods

In the light of these purposes, the study tries to understand the transformation of identity notion to market value in residential buildings and to read the autonomy of architecture through the concept of identity by examining the cases selected from the full list established in the previous chapter. The formation process of the identity concept in design, construction and especially marketing phase are analyzed through housing projects produced with different features for various socio-economic groups to discover the holistic picture about transformation of identity value to market value.

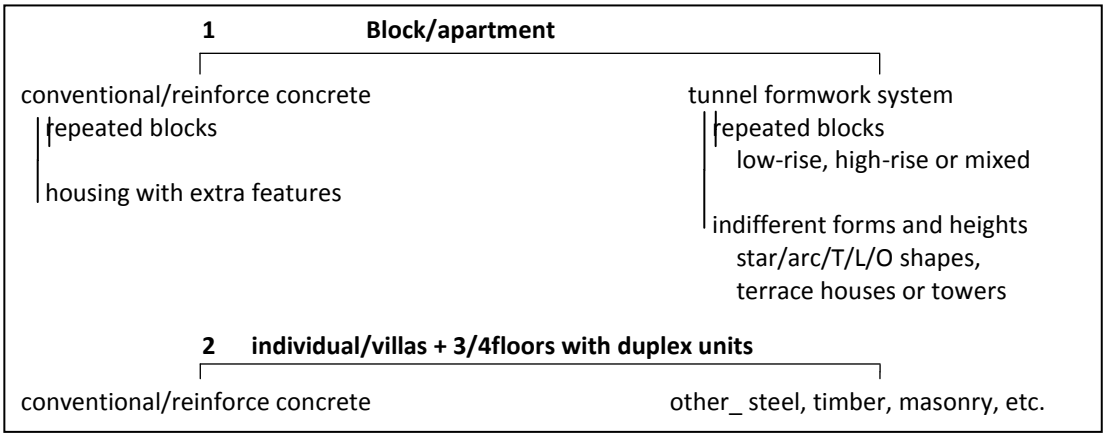
4.1 Methodology, Strategies and Tactics

This study has the basic characteristics of the case study methodology. Firstly, the study focuses on the multiple cases examined in their real life contexts. The identity phenomena is not only studied “in the field” of residential architecture, but also investigated through the architectural formation and the different modes of representation of the housing projects.

4.1.1 Case Sampling

The definition of the method used in the selection of the cases is important to specify how the full project list established in the previous chapter has been utilized. The main concern of this study is to inquire the relevance between identity formation and various forms of housing supply for different user groups. In this context, cases were selected through a two-fold classification. Firstly, several different features of the all housing projects were investigated in terms of the number of blocks and storey (villa/apartment distinction), construction technique, social and service units and the extra features besides social/service units. Entire list was classified into two groups according to their block types as indicated in Table 7.

Table 7 Two housing groups classified according to their block types



The cases selected to examine should be the prominent examples of which highlight identity notion as a market value. Housing projects addressing large audience are selected as cases in order to decipher the relation between architectural formation and marketing value of the projects. In other words, the housing projects classified under the first group are included in the sampling of the cases due to the exclusion of the individual houses categorized under the second group in marketing or advertising grounds.

When all projects of the first category are analyzed in terms of the architectural formation, a number of key themes – construction techniques, building geometries and extra features included in the projects – emerged which specified the classification of the subgroups. All the cases selected to examine in this chapter are arranged under three subgroups as such:

a. Conventional/reinforce concrete structural system - repeated blocks: These cases are constituted by the repetition of a single block type with or without additional social and service units in the housing complexes.
b. Conventional/reinforce concrete structural system - housing with extra features: Housing projects classified under this subtitle can be formed whether by the repetition of one block type or the combination of various

block types designed in different forms and heights. A matter of concern is the special features of the housing projects such as peculiar structural techniques, long cantilevers, terraces gardens or flexible plan layouts, etc. besides the social and service units of the projects. In other words, it can be stated that in the formation process of these projects, the financial concerns stay in the background compared to the previous group.

c. Tunnel formwork system: Housing projects constructed by this technique are mostly mass-housing projects developed by the state organizations or high-density housing settlements having several blocks and excessive units. Similar with the previous category, these cases could be formed by the repetition of a single block type or the combination of different block types. Blocks can vary through not only their geometry (blocks in star/T/L/O shapes) but also their heights (towers).

After establishing three groups, the second consideration of the case sampling is the m^2 prices of the projects to reveal the continuities, differences and discontinuities between the housing preferences of the socio-economic status groups, architectural formation and marketing rhetoric. The projects are classified according to income groups defined through the 1000 TL intervals in the previous chapter. Three groups contain one or two cases of each income groups. Another criterion of case sampling is to access the relevant information about the projects (news and advertisements of project in written and visual media, web site of the project, web site of the contractor, etc.). Finally, it is regarded that selected cases in each group show variety of patterns in terms of architect, constructor and context.

4.1.2 Data Analyzing Methods

After establishing three housing groups according to the structural system and classifying the projects of each group in terms of price per m^2, one or two projects are selected in each income groups (16 cases in total). The preferred sampling type of this part of the study is “purposive sampling” defined in the nonprobability

sampling methods. In this sampling method, statistically significance is not essential whereas, sampling should support the research theoretically; therefore, this method is used to obtain the best representation of the industry in question (National Statistical Service, n.d.). Hence, particular cases involved in each subgroup representing the significant variations for the researched theory of this study, are selected.

This inquiry aims to define the relationship between architectural formation and marketing rhetoric in identity creation of multi-unit housing projects. The identity of an architectural product originating to the internal dynamics of architectural design like the quality of the space, functional adequacy, providing different spatial experiences, is transformed to a market value being an item added to the architectural program in order to enable the project to be differentiated and recognized among its counterparts. Therefore, the data of selected cases were analyzed in two-fold investigation in terms of architectural design and marketing strategies

4.1.2.1 Reading the Design Production

In the first part, the architectural design of all cases is examined in terms of their context and physical formation. The relationship between context and identity has been argued in different disciplines being the subject of design, especially in Postmodernism. The dominant debates of this period are whether originated or correlated with image (Ockman, 1993). In architectural discourse in the 1980s, “place theory” principally concentrated on the indigenous details of the setting in the description of “unique space”. In other words, richness of the space is provided through the identity of this specific environment. According to Christian Norberg-Schulz, the quality of various places can be defined through the relationship between surrounding environment and the spatial constituents. In his book, *Stedskunst*, the primary conclusion is that the building designed and constructed by a context-free attitude is not capable of creating a meaningful environment for its

users (van Nes, 2008). In addition, “the existential purpose of building (architecture) is therefore to make a site become a place, that is, to uncover the meanings potentially present in the given environment” (Norberg-Schulz, 1984, p. 18). The primary design concept of an architectural formation is based on the “atmosphere” or “environmental character”. Besides Schulz, Kevin Lynch describes identity as a component in analyzing the environmental image. The physical formation of environmental image is formulated through *identity* being “distinct from other things”, “individual or oneness”, *structure* having “spatial or pattern relation to the object” and *meaning* evoking a specific sense or feeling for the observer (Lynch, 1960, pp. 8-9). The conception of “imageability” is referred simply the “recognition of the object” being unique in terms of its form, context and the interaction with the observer. From these perspectives, primarily, the context and the positioning of the project on its site are analyzed.

- **Context and land use:** Olympia Tveter states, “additional value is derived from one’s attached unique personal interaction, layering their minds with the stories of the sites unto which they have interacted” (2009, p. 63). Thus, especially the housing settlements, with which users associate their own existence, can be identified through not only the features of the context and the site but also through the meanings derived from this shared environment. The individual characters of the site collected in time mainly value the context and the physical environment.

  All selected cases were produced in İstanbul between 2000 and 2010. In the previous chapter, not only the development patterns of different areas but also various forms of housing supply are described in the several parts of the city. Central area, the emerging areas and the periphery districts are identified through the remapping of the city established by the housing development.

Besides the context, the site plans of all cases are investigated in terms of the relationship between positioning the housing blocks and the natural dynamics of the construction area. The locations of blocks relative to social and service units, the proximity and the heights of blocks to each other are the other criteria of the assessment.

- **Components of Architectural Construction:** The inquiry on the architectural formation concentrates firstly on the building scale – the structural system, service spaces and floor layouts – and secondly focuses on the unit scale.

  Structural systems: First, the structural systems of the projects are researched. In fact, cases are classified according to their constructional techniques in the sampling stage. However, the intention of this analysis is not to examine the technique or strength of the constructional systems; rather, to resolve the relation and the interaction of existing structural system and architectural layout. In other words, the formation of architectural layouts of both blocks and units searched in the next sub-title, are closely linked with the characteristics of the permanent components of the buildings. According to the position of structural elements, housing buildings are classified under two heading: "base structure" and "polyvalent organization"[5]. Schneider and Till identify "base structures" as structures that only "provide a frame and within it empty generic space that can be filled in and adapted over time" (2005, p. 39). The indeterminate space does not involve any partitions or load-bearing walls determined by the architect. In "polyvalent organization" the interior space is divided into rooms by architect whereas, the function is not determined (Hertzberger, 1991). The architect specifies the interior organization by positioning the structural elements independent from a

[5] For the further information about the flexible housing and the meanings of flexibility and adaptability in housing context see, Albostan, D. (2009). *Flexibility in multi-residential housing projects: three innovative cases from Turkey*, unpublished thesis, Middle East Technical University, Ankara

specific user; however, the functions of the particular rooms can be changed by the user.

Architectural layout - Service spaces of blocks: access and circulation: The second point is the formation of the building floors in terms of the location of service core and different types of units. The position of access units, circulation corridor and the vertical circulation elements defines the remaining area of the each floor, which is important in the formation of different unit types.

Architectural layout - plan organization of blocks: Initially, the block and unit variation is investigated. The design of various different unit types by architect not only provides choice to the user but also enables different users to come together in the same project. This unit variety is described by Gustau Gili Galfetti as “initial flexibility” that typological variety offers to occupants a freedom in selecting the appropriate unit for their needs before occupancy without making any changes and modifications (Galfetti, 2003, p. 90). The concept of “initial flexibility” is considered the first stage to design a flexible housing by Schneider and Till (2005, p. 287).

Architectural layout - plan organization of units: After analyzing the block formation in the basis of floor layouts, the spatial organization of the units is examined. The frequency and location of structural elements and wet spaces affect the possible transformations in the plan layouts of the units in time according to the user needs or functional requirements. The second stage defined by Schneider and Till to design a flexible housing is “the potential to incorporate new technologies over time, to adjust to changing demographics, or even to completely change the use of the building from housing to something else” (2005, p. 287). In this kind of transformation named as “permanent flexibility” by Galfetti, the distribution of the structural elements,

partition walls of the rooms and wet spaces in the units are assessed in order to define the capability of the housing projects in satisfying the changing needs of the user (2003, p. 90).

Form and façades: In order to reveal the continuity and differences in the connection of identity and architectural formation, the forms and the façades of the blocks are examined. The" imagery and imageability" notions clarified by Lynch directly refer the form of the object and unique interaction of user through this form and context. The value of physical environment can be defined by the functional and meaningful interaction of people with this environment. Besides the form and the two-dimensional plan layout of the buildings, façades are the interface between interior space and exterior environment by creating the formal entity. The outside surface is redefined by the image-based attitudes in the postmodern discussion. In other words, façade begins to be referred as a representation ground mostly embellished with various elements to enable the building to be distinguished and "recognized" among its counterparts (Koca, 2009).

In this framework, the block forms and façades of all selected cases are investigated with reference to the vertical service elements and access units, the reflection of the architectural layout, the disposition of openings, open spaces like terraces and balconies and the articulation order of the exterior surfaces.

4.1.2.2 Reading the Marketing Rhetoric

In housing sector, corporate and transnational capitalism have tried to develop "lavish and highly coordinated architectural environments…as manipulative devices offering various levels of participation, in the attempt to bind society into the appearance of a coherent and pleasurable whole." (Holmes, 2004, p. 552). The aim of this participation is only economical for the sector that architectural idea is

identified as a source of profit. The idea is defined through the relationship between the market value and the image of architectural product especially in housing production. Beatriz Colomina makes a clear explanation about this tendency and the position of architect as such:

> …..[T]he architects of this century have always actively engaged in an interdisciplinary discourse that uses the media to blur the line between high and low culture, art and commerce, and that the house is their polemical vehicle. To think about the architecture of the twentieth century will be to rethink the house/media interface (1995, p. 64).

Housing development is not a physical production having a specific sheltering purpose any more, rather become a device in order to satisfy contemporary capitalism. The principal concern of architectural production is to be recognized and consumed swiftly in order to provide this satisfaction. At this point, “difference”, “distinctive character” or “identity” has become to be perceived as a direct design input or a component included in the architectural program. The identity as an additional market value directly is related with the imagery of the construction instead of the architectural design to create remarkable model for its environment and its user. The housing developments are identified only through the images of the buildings instead of the functionality, applicability, structural quality or livability of architectural design.

Architecture, especially residential architecture, the formation of which turns around only its imagery, focuses on media. In fact, marketing and advertising support the image-based practice of the capitalism and representational attitude of Postmodernism. The images are disseminated through advertisements, which are discerned by much broader audience. Sergio Miguel Figueiredo explains the new reception of architecture in the age of capitalism that “just as architectural ideas were materialized into buildings, buildings were dematerialized into images” (2011, pp. 35,36).

The market value indicated through the images of advertisements and marketing rhetoric of the housing projects has begun to be displaced by the identity formed by the own dynamics of the architectural object and its "presence in time and space, its unique existence at the place where it happens to be" (Benjamin, 2007). In the light of these issues, the advertisements and marketing language of the selected cases are examined. Analysis of data focuses on the advertisements circulated in the popular culture and the conceptions served to the target audience. Various presentation grounds – advertisements in both visual and written media, web sites of the projects and construction firms, brochures, catalogues, press releases – and the formats – marketing language, name, slogans and the visual materials used in these presentations – are scanned and analyzed. The aim is to explore the identity formation of housing developments through the rhetoric of capitalism using media.

- **Names and slogans:**

The architecture is described by Ben van Berkel and Caroline Bos as a discipline "mixes the constructive and the reflective, [and] progresses through words as much as through works" (2006, p. 372). However, using words in the marketing sector is not parallel with that of architecture, which primarily utilized for the transmission of knowledge. The intention of using words in marketing and advertisement grounds relies on to provoke the possible customer to believe determined situation by words, slogans and images. The distinctive character of the object served in the advertisements can be created through words generating the name and the slogan of the projects. In fact, name is a non-physical thing that is assigned to define and recognize a physical object, location or thing. In other words, as Lynch specified in his environmental image definition, naming adds to depth of the human experience (Lynch, 1960). Naming conveys the idea or memory previously imprinted on mind to a new location or a thing. This new location or thing is recognized through the name and thus, it can gain its own unique identity.

In this framework, naming and the slogans of the housing projects are investigated to understand the designated uniqueness and identity and to grasp the basis of this identity formation whether it emerges as a result of architectural formation and the design idea behind it or only a marketing strategy.

- **Images and rhetoric:**

Beginning with Modernizm, residential architecture has become a subject of the advertisements as “the most important vehicle for investigating architectural ideas” in the media (Colomina, 1995). The medium where the architectural object is reproduced through the representations of the physical entity is the media through images. The images of individual house designed by architect have circulated around in all forms of media initiating a discussion about the formation of the architecture through the residential space. However, together with the postmodern attitude, in other words the image-based architectural approach, especially the housing with multi-units has been engaged with media. With the inclusion of residential architecture in the rapid consumption circle as a commodity and the emphasis on exchange value by capitalism, houses with multi-units have mostly media coverage through their images instead of their own existence in everyday life.

It is the main objective of the study to investigate the identity formation of the residential architecture through images of the advertisements and thus to identify the new reception of housing developments and architecture of today. Therefore, the marketing tools such as advertisements of the housing projects covered in the printed, visual and electronic media, brochures, community bulletins, press releases are analyzed to identify the continuities and disconnections between generation of identity value and architectural formation.

4.2 Analysis of Architectural Formation: role of material and construction system

4.2.1 Reinforce concrete structural system - repeated blocks

In the first group, the housing projects having the conventional reinforce concrete structural system are included. The conventional reinforce concrete system refers here that the structural system composed of reinforce concrete columns, beams, load-bearing walls and floor slabs. These residential settlements are composed of the repetition of a single block and several social service units designed in the communal spaces. However, the projects having extra features besides these social units were assessed in the second group. The selected cases of the first group are indicated in Table 8 with their several characteristics.

Table 8 Selected projects for the first group

	Milpark	**Koza Ispartakule**	**Middleist**	**Mashattan**
constractor	MilPA	Garanti Koza	Ortadoğu Construction	Taşyapı Construction
architect	Dome Architecture		Minta Architecture	mm project
place	European S. Esenyurt	European S. Avcılar	European S. Şişli	European S. Şişli
year_units	2010 14 blocks, 993 units	2009 6 blocks, 228 units	2010 4 blocks, 182 units	2008 10 blocks, 3085 units
tl/m^2	1000	1569	2750	5000
features	outdoor swimming pools, multi-functional sports area, indoor fitness center, restaurant, cafe, kindergarten, children play area, management automation center, 24 hour close-circuit monitoring system, private security, indoor-outdoor car parking, artificial ponds and waterfalls	indoor-outdoor swimming pools, indoor fitness center, spa, café, tennis court, indoor-outdoor children play area, walking areas, indoor-outdoor car parking, 7/24 hour close-circuit monitoring system, private security	Smoke detector, alarm systems, generator, lightning rod, open swimming pool, sunbath terraces, walking tracks, basketball/volleyball court, playground, kindergarten, fitness center including heated swimming pool, change rooms, vitamin bar, multi-functional sports hall, squash court, outdoor parking of 2 cars for each residence	1 indoor, 3 outdoor swimming pools , tennis, squash and basketball courts, indoor fitness center, Turkish and vapor bath, sauna, hairdresser, restaurant, cafe, meeting room, 3 cinema halls, 3 market, 1 supermarket, 24h medical treatment, pharmacy, kindergarten, children play area, 24 hour close-circuit monitoring system, private security, outdoor parking for 3400 cars, walking tracks, botanical gardens, artificial ponds

Context and land use

The selected four cases are situated in the European side of Istanbul. The first two are located in the mid-south region of the side, in which high-rise and high-density housing settlements have been increasingly produced and the city has been

growing through. The latter two projects having highest price per m^2 are placed in Şişli, in the central part of the side. The cases in various contexts are significant for the analysis of the architectural formations of different projects and thus, the reflection of the relationship between context and concept to the identity formation could be explored.

In first two projects, Milpark and Koza Ispartakule Houses, the contextual references of the projects are not highlighted in the architectural design. Generally, the mid-south region of the side is underlined as a new emerging area of the city. The conception of 'new' is introduced as an additional value by associated to the context. However, in the projects located at the city center, the emphasis on context is the predominant concept in the formation of entire project. In Middleist and Mashattan, being in the center of the city, proximity to the business and cultural centers and ease of the access become the main theme of the project formation as stated in their slogans.

Table 9 Contextual emphasis of the selected projects for the first group

MILPARK	**KOZA ISPARTAKULE EVLERI**	**MIDDLEIST**	**MASHATTAN**
"In the new center of Istanbul" (Milpark, 2009)	"The first project of the area having new infrastructure and new development plan" (Koza Ispartakule Evleri, 2010)	"A location rarely found in the city center. In the city, the center of the life." (Middleist, n.d.)	"Close to central points of Istanbul. In Maslak the heart of business life. The best point of Istanbul to be a part of the business and social life." (Mashattan, n.d.)

When the site plans of these four projects are examined, four different general layouts are established. In Milpark, the project situated in a long, thin triangle parcel consists of four groups of blocks (11-storey, 14 blocks in total). One of the long peripheries of the parcel is covered with three block groups (composed of three and four blocks adjacent to each other). In other words, 11 blocks were arranged at the northern edge of the area to form a boundary and one group of three blocks at the opposite edge. All social units and landscaping extend along the middle part and the southern edge of the parcel.

As mentioned by the architects of the project, the idea of site plan was based on creating a communal open area named as “green valley” at the middle axes on the land and positioning the blocks around this green area in order to avoid wind (Dome Doğal Mekan Mimarlık, 2009, p. 126). All blocks are oriented in the north-south direction. However, the reason of this orientation is neither the direction of sun, view or the current situation of surrounding build environment, rather, to provide maximum number of blocks on the land that can be placed and to provide social and recreational units.

Besides the perimeter block type of the first settlement, all other housing projects are composed of the point blocks. Koza Ispartakule Houses has 13-storey six blocks placed on north-south direction spreading to a rectangular parcel without obstructing each other’s view. The placement of the blocks forms a U-shape on the site and the mid part of which designated for the social and recreational spaces. Although, similar with the first case, this project does not have any references in relation to its context, the positions of the block were determined according to the direction of sun and view.

In the last two cases, neither the context, not the natural dynamics were affected the placement of the blocks. In Middleist project, four 9/15-storey rectangular apartment blocks were located horizontal and vertical respectively on a very narrow site. In fact, two separate parcels, where three blocks are situated in the one parcel and one block in the other were connected by the green areas and social facilities. In addition, in Mashattan, 10 L-shape towers were located at the peripheries of the site. The orientation of the inside part of the L-shape is facing with the parcel boundary; in other words, the L-shape towers were only aligned to the edges of the site without any concern of sun direction or view. The middle part of the area was designated for the social units and open green areas as in the previous examples. One of the main objections of the constructor is to maximize the land for the greenery by reducing the number of blocks and designing high-rise towers instead

of constructing low-rise but many blocks spread on the site (Yavuz, 2005). In these last two examples, although the context is introduced as one of the direct inputs of architectural design, the organization of the site plans and block locations indicate entirely a context-free attitude.

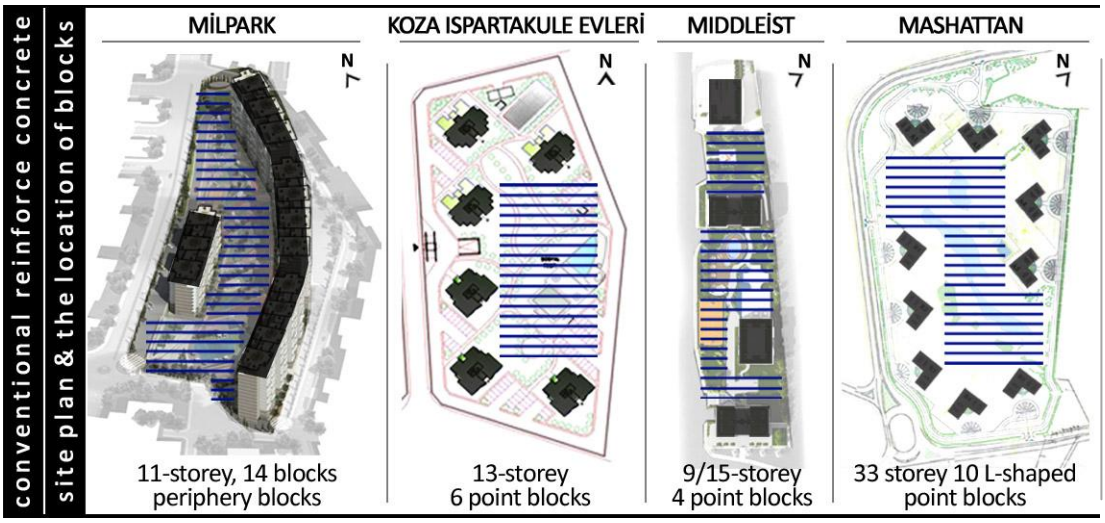


Figure 24 Analysis of the site plan and the location of blocks of the cases in the first group

Components of Architectural Construction

Structural System

The construction technique of all projects in this group is conventional reinforce concrete skeleton system composed of not only concrete columns and beams but also load bearing shear walls as mentioned in the classification of the groups. In all block types of all projects, shear walls are used for the vertical access units (staircases and elevators). However, the structural layouts of these projects differ from each other in terms of the columns placements.

The cases of Milpark and Middleist have two types of housing block containing several different housing units, whilst Mashattan is composed of the repetition of a single tower. The structural systems of the blocks in these three cases are very similar with each other. Besides the shear walls surrounding the vertical circulation

elements, there are columns and load-bearing walls both on the periphery and in the inside part of the building, especially between housing units.

The structural arrangements of the buildings in these three cases can attain flexibility by the method combination of “base structures” and “polyvalent organizations”. The blocks are separated into parts or sections with defined dimensions by the placement of the structural elements – columns or load-bearing walls (Schneider & Till, 2007). The separated parts can be treated housing units in standardized dimensions having an ability not only to join together to form bigger units but also to divide into smaller rooms for different functions. However, the partition walls were determined by the architects of the projects and positioned in order to form rooms in each case. One of the important characters of “base structures” that the user can form the interior space according to the needs and demands, cannot been utilized in full extend due to the construction of interior partitions determined by the architect in design process. At this point, as Schneider and Till described the “flexibility tend to operate in the background” (2005, p.159).

The structural system of the Koza Ispartakule Houses, which also has two different block types, are also consists of the reinforced concrete columns and shear walls. Unlike the first three examples, load-bearing walls are only used in the vertical access units, whereas, the columns are placed at the periphery. Namely, the remaining interior space except the service core of the building is not divided by any load-bearing element. This system indicates that the architectural design of the buildings can be assessed as a “base structure” where the permanent elements are the service core and the load-bearing elements at the periphery. In other words, the interior space is left empty to enable the user to adapt the space over time according to the changing needs (Schneider & Till, 2007, p. 39). However, the interior partitions were specified by the architect also in Koza Ispartakule Houses. Although the structural system of the project allows several different organizations without framed in any modulation, the flexibility performs in the background.

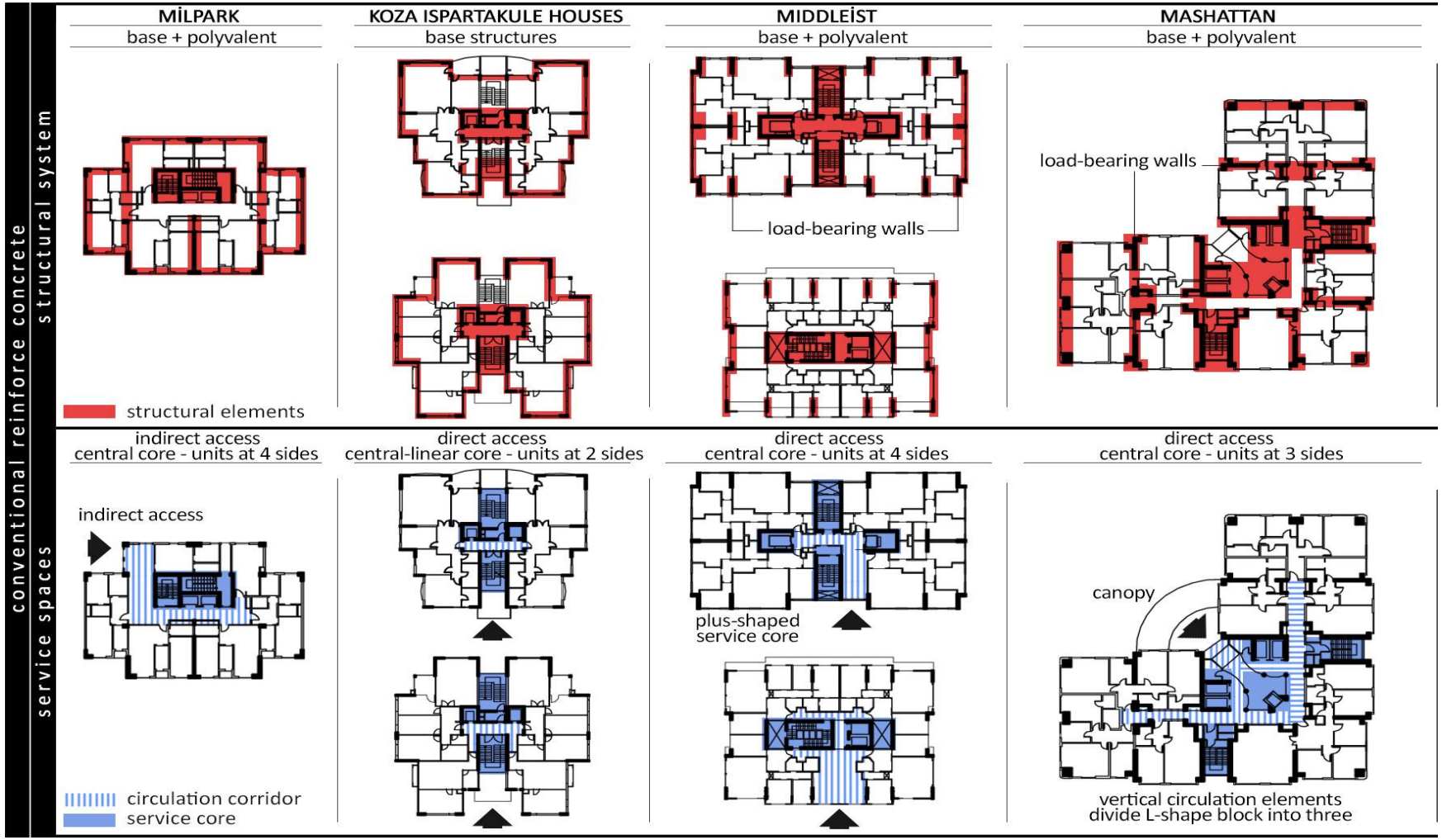


Figure 25 Analysis of structural system and the service spaces of the blocks of the cases in the first group

Service spaces of blocks: access and circulation

The placement of the service core composed of the access units, circulation areas and vertical circulation elements are significant to identify the potential of the architectural layout of the housing projects. The cases resemble each other in terms of the location of the service core in the blocks; whereas, differ in terms of the access units and the interior organization of the core.

The access units are positioned at the side façade of both types of buildings in Milpark. The circulation corridors connect these side entrances to the vertical access units placed at the center of the rectangular blocks. The service core is composed of one staircase, one fire stairs and two elevators. Different number of units in different layouts surrounds the central service core.

Service spaces of the two types of buildings in Koza Ispartakule Houses are same with each other (composed of one staircase, one fire stairs and two elevators). The service core dimidiating the rectangular blocks horizontally, is connected with the access unit at one edge and faces with exterior surface of the building, different from the service core of the buildings in Milpark. The units are arranged at the two sides of the service core.

The two types of blocks in Middleist have different placements in terms of the service units. In type A-C, the vertical access units are positioned in plus-shaped; more specifically, the staircases and elevators are situated opposite to each other to form a plus shape. The circulation corridor is in the central part, whilst four housing units are at the four corners of this plus-shape. In type B-D, the service spaces composed of one staircase and two elevators are placed at the center of the building, in the same vein with Milpark.

Different from the other cases in terms of the form and geometry, all access units of the L-shape blocks of Mashattan are placed at the inner side of the breaking point

of the L-shape. These units are highlighted by the entrance canopies in the shape of quarter circle. The service units are located at the extension of this canopy. The arrangement of the vertical access units separate the L-shape blocks into three squares. While entrance and elevators are planned at the center of the building, two staircases divide the L-shape into three parts by being located both horizontally and vertically.

Architectural layout - plan organization of blocks

In all cases, the architects provide user a freedom of choice in terms of unit variety. The housing projects include different housing types in several configurations and dimensions.

In Milpark project, there are 13 different types of housing units of 65 m^2 to 186 m^2. All types of units are configured in every block in different placements. Actually, one of the main design criteria for the architects is the unit diversity (Dome Doğal Mekan Mimarlık, 2009). In A1-A2 and A3 blocks, mostly small units having one or two rooms are located; whereas, bigger units in terms of square meter and room number are placed together with the small units in A4 block. In addition, analysis of unit types indicates that whilst the housing units with one or two bedrooms are placed in the lower floors of the buildings, the dimensions and the room numbers are increased as raised through the upper floors. The typological variety of the project provides possible user freedom of choice governed by the several different needs and demands.

The placement of the service core at the middle and the structural system enable the formation of different unit types by joining the small units or dividing the large square meters. However, all the interior partitions are determined by the architect and applied in all blocks. Thus, although the configuration of columns and load-bearing walls and the location of the service units allow physical changes in each

floor by breaking down the walls during post occupancy, this ability of adaptability is pushed into the background by the pre-determined interior partitions.

The units which look at the inside part of the area through the designed "green valley" have balconies. The units not only having large terraces on the top floors of the buildings, but also having garden terraces at the ground floor are designed.[6] However, buildings have not any open spaces such as balconies or terraces at the surfaces facing with the outside environment of the parcel. Hence, in the light of this arrangement, it can be stated that this project is bit more introverted than the other examples.

In Koza Ispartakule Houses, there are four different types of units of 71 m^2 to 173 m^2 with different number of bedrooms from one to three. The project was designed to consist of three different block types –A, B and C; however, in the construction process, there was a problem in the planning permissions. Thus, the scale of the project was reduced that the number of blocks planned to be 12 are decreased to 6 blocks and the B type of block was omitted. In A block, only one type of unit with three rooms is placed; whereas, in C block, there are two types of units situated at the two sides of the service core. Due to the placement of the wet spaces adjacent to the service core and the positions of the columns on the periphery of the building, the plan layout of the units in block A have more flexible character than other block. However, in block C, the disperse wet spaces and the load-bearing wall designed between two units disable the adaptability of the layout by combining two units for different purposes.

Like in Milpark, the units overlooking the central green area have balconies. Different from the first example, the main aim of the placement of these open spaces is not to create an introverted housing settlement, rather to benefit from the sun light.

[6] Besides the unit variety, to create garden and roof terraces is another design criteria for architects as stated in their paper published in the Journal of İnşaat Dünyası 11, 2009.

In Middleist, two different block types have six different types of units ranging from two rooms to four rooms of 126 m^2 to 216 m^2. One-bedroom units are not included in the project intentionally, because the target group of the project is determined as families with children (Conversation, 2009). In blocks A and C, each floor is generated by the multiplication of a single type of unit in four corners of the plus-shaped service core. At the top floor, each unit turns into a terrace duplex housing unit by being added a mezzanine floor with one bedroom and a bath. Although, each floor has an ability to be adapted in different plan configurations owing to the location of the structural system and the vertical service units, the placement of the wet spaces and service shafts limit the physical changes, which could be made by the user during post occupancy period.

In blocks B and D, each floor consists of one two-bedroom and one three-bedroom housing units. In the same vein with A-C blocks, the top floor includes terrace duplex housing units created by the addition of one bedroom to the standard floor unit. Due to the location of the service spaces at the middle part of the blocks, the remaining area can enable several different interior partitions for adapting the space according to needs and demands of the user.

Except the small terraces of the terrace duplex units in the roof, the housing units do not include any open spaces such as balconies or terraces. In B-D blocks, the living rooms and master bedrooms of each unit have small french balconies.

In Mashattan, the great number of different unit types was provided for different users and functions. There are 14 different types with one-bedroom to five-bedroom ranging between 83 m^2 to 300 m^2. This project can fulfill the several needs and demands of the possible user through its typological variety before occupancy.

The main objective of the architectural design mentioned by the architects is “to create a modular architecture” (mm project, 2012). Analysis of the structural

system in terms of flexibility demonstrates that this objective is achieved by the method of combining both “base structures” and “polyvalent organizations” in the structural configuration of the building. The vertical service elements and structural system divide the blocks into three-square modules (polyvalent cells) which can be arranged in different plan organizations. Furthermore, each module of L-shaped building rises to different levels; in other words, L-shape towers are articulated by the cascaded modulations derived from the plan layouts of the units. These cascaded modulations also provide large terraces at the roofs for several social service units and recreational areas.

Architectural layout - plan organization of units

In all four cases, the plan organization of units is defined by the architects of the projects without giving any choice to the possible user. However, in all types of units, the interior partitions are non-load bearing walls and thus, they enable to be eliminated for the future changes of the users or functions during post occupancy period. Only in some plan layouts of the units, load-bearing elements can be used as partitions, for instance in Mashattan, many different plan alternatives are offered and thus some elements of the existing structural system are treated as partitions of the rooms. Analysis of all plan layouts reveals that there are three alternatives for the combination of spaces:

1. Partitions between rooms can be removed (in units having two or more rooms). In this type, mostly kitchen is placed between rooms and the living room. Thus, not all function spaces can be joined.
2. Partitions between kitchen and living room can be removed
3. Partitions between living room and bedroom can be omitted. (this elimination can create some access problems about the wet spaces that the doors of toilets or baths are directly opened to the living room, e.g. Milpark and Koza Ispartakule Houses)

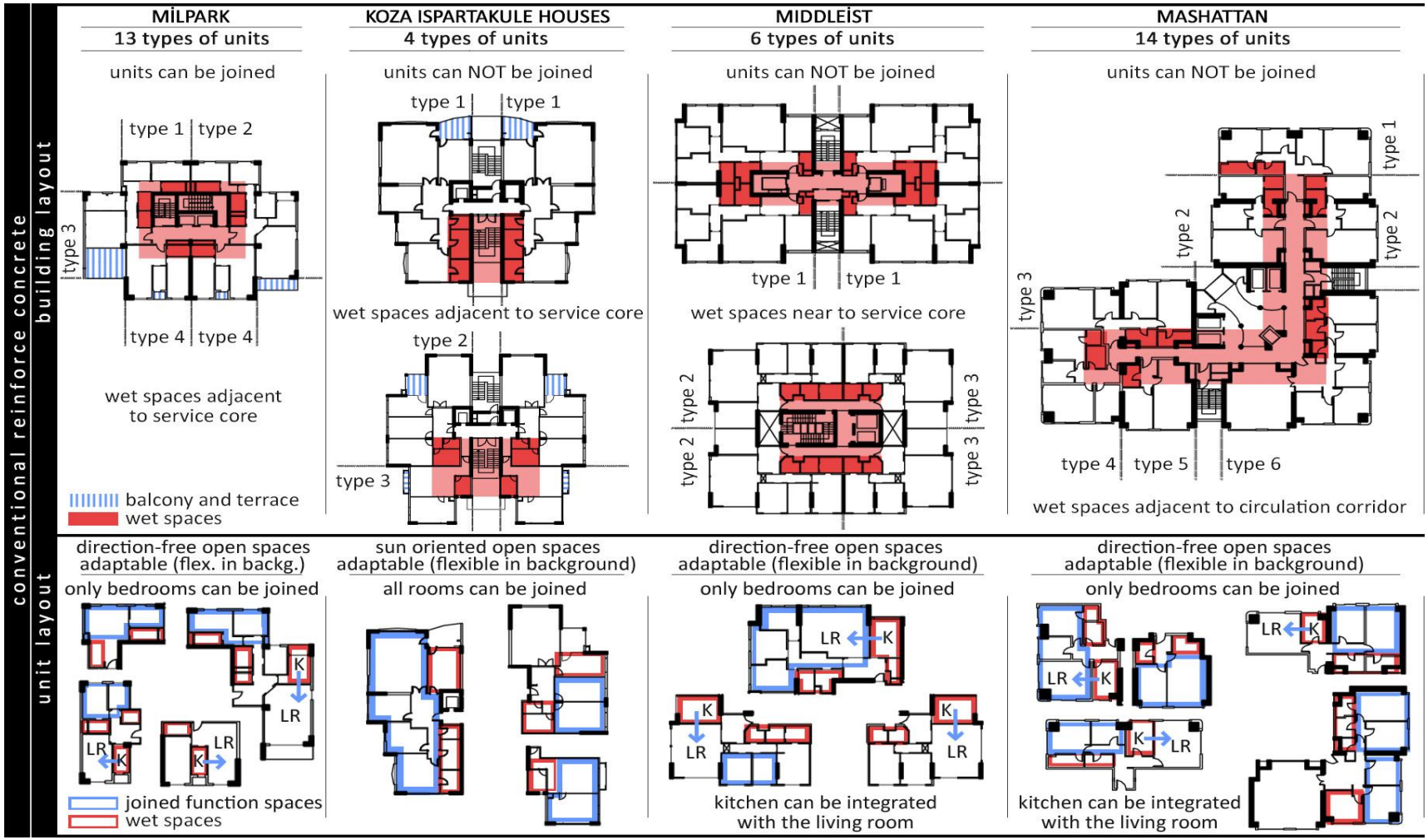


Figure 26 Analysis of block layouts and spatial organization of units of the cases in the first group

Form and Façades

The façade formations of all four cases are similar to each other. The structural systems covered by the exterior walls are not highlighted in any housing projects. In the buildings of Milpark, the main consideration of the architects in designing exterior surfaces is "to provide the continuation of 'green valley' through façades and finalize it with roof gardens on terraces" (Dome Doğal Mekan Mimarlık, 2009). This intention cannot be realized in the application process. Instead of creating a rising green fabric integrating with the façade, the periphery of the blocks are covered up by the walls in which conventional window openings are punched and flower beds are attached to these windows. When considering the roof terraces, alongside the roof gardens, the creation of a cascaded top by locating terraces in different levels facilitates movement to the huge form of the periphery blocks.

In Koza Ispartakule Evleri, service core facing with the exterior surface enables to create transparent vertical circulation units being noticeable from the outside. The façades of the buildings composed of the same window openings repeated in each floor is divided into two by this vertical transparent service core and the access unit at one side of the blocks.

Different from the first two cases, the usage of different materials on façades is remarkable in Middleist. The interior organization can be read from the exterior surfaces through the different materials and placement of the balconies. The general spaces like living room and kitchen have balconies and the exterior surface is covered with wood; whereas, punched windows of private spaces, like bedrooms are grouped vertically and the exterior surfaces of these spaces are covered with stone. The vertical effect is balanced with the horizontal balustrades of balconies at living room. All blocks are articulated by the vertical material diversity and horizontal balcony balustrades.

The façades of the blocks in Mashattan are formed by the conventional infill method, which generates by filling the empty surfaces between structural elements with non-load-bearing walls and placing punched windows on these walls. However, from a certain level, in some parts of the blocks, these punched windows are grouped in a vertical transparent line. As it is clarified in previous subtitle, the modules of L-shaped blocks cascaded in three dimensions create building masses in different shapes and facilitate movement to the façade beyond organizing open recreational spaces at the terraces in different levels.

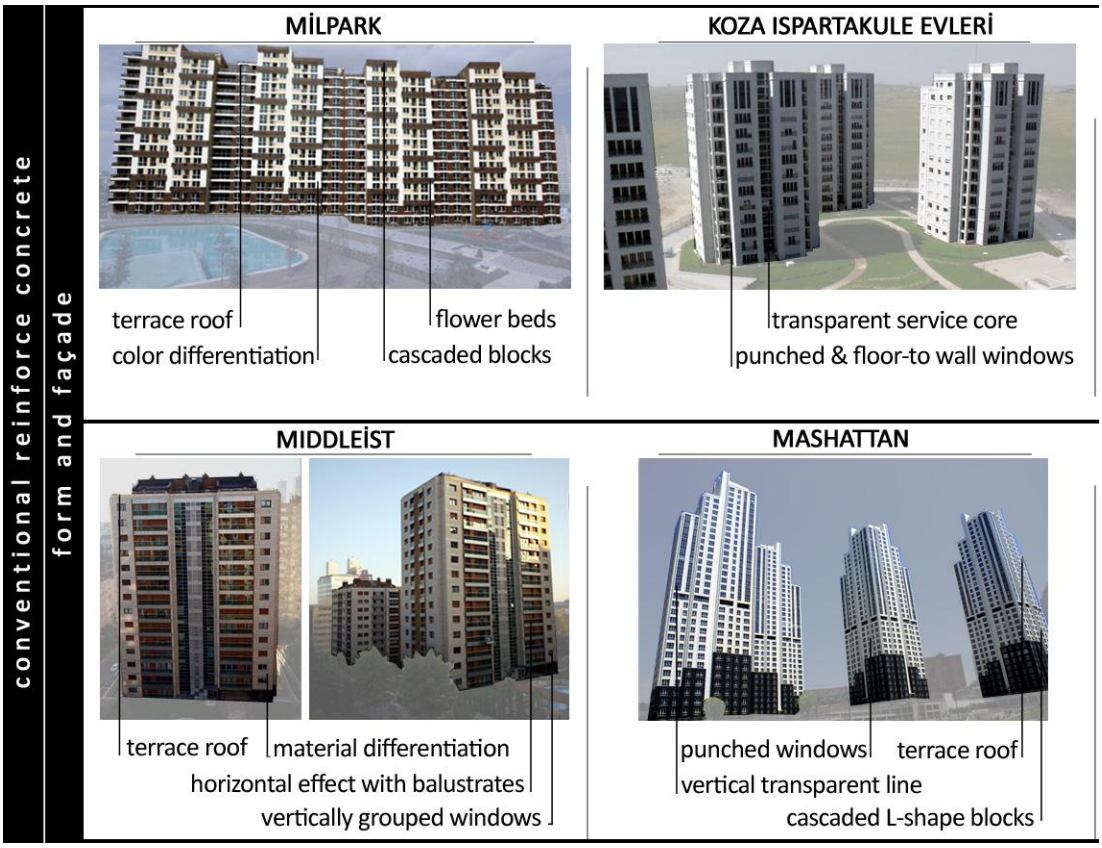


Figure 27 Analysis of forms and façade formations of the cases in the first group

4.2.2 Reinforce concrete structural system - housing projects with extra features

The second group of cases is composed of the housing projects having special features besides the social and service units. More specifically, these projects are designed for particular purposes, which could be contextual, architectural or technical, without the repetition of blocks. Thus, these projects can be described as

where financial concerns are of secondary importance in the design and production process of the houses. The cases investigated under this second group are also addressed to different income groups to explore the correlation between architectural design, identity formation and target groups.

Table 10 Selected projects for the second group

	Studio Life	**İstanbul Zen Houses**	**Blox Haliç**	**Arketip Houses**	**Plus Flats**	**One Ortaköy**
constractor	GMO Yapı Grup	Yapı Kredi Koray	Efesan Group	Keleşoğlu-Gül Cons.	Mika Construction	Doğu Construction
architect	Swanke Hayden Connell Architects	Lean Pierre LeClef, Han Tümertekin & team of YKK	Han Tümertekin	EAA Architects – Emre Arolat	DNA Architecture	GAD – Gökhan Avcıoğlu
place	European S. Beylikdüzü	European S. Eyüp	European S. Kağıthane	European S. Eyüp	European S. Sarıyer	European S. Beşiktaş
Year, units	2009 44 blocks, 320 units	2006 9 blocks, 74 units	2008 7 blocks, 154 units	2009 6 blocks, 273 units	2010 1 block, 27 units	2009 4 blocks, 100 units
tl/m^2	1621	1684	2750	3256	3655	8103
features	24 h. close-circuit monitoring system, reception, rental/sale service, maintenance, repair/ cleaning services by Coldwell Banker Congierge	outdoor swimming pool, sauna, vapor bath, massage room, billiard, vitamin bar, meeting room, children play area, multi-purpose sports hall, walking and cycle path, fitness center, car park	swimming pool, fitness center, sauna, café, car park, playground, 24 h. close-circuit monitoring system, smoke, fire and gas detectors	indoor-outdoor swimming pools, fitness center, sauna, 350 car parking, 24h private security, café, children club	car park, close-circuit monitoring and alarm system, generator, storage space, fitness center, indoor cycle parking	recreational rooftop, 2 pools, sports center, commercial building, underground parking, market, coiffeur, sea view at the top floors

Context and land use

Likewise, the projects with the repetition of blocks, the second group assembles the projects produced in the European side. The four projects are situated in the northern part of the side, where many projects were produced in the first decade of the 21st century (Eyüp, Sarıyer and Kağıthane). One of these cases in the remaining two is located in the city center, Beşiktaş; whereas, the other one is constructed in one of the mid-south districts in the emerging area of the side (Beylikdüzü).

When the location of houses for different income groups is considered, the solutions derived from the analysis in the previous chapter show parallel developments with the cases examined under this subtitle. The relationship between income groups and location of the projects for houses involved in this group is as such: houses for low-income groups – mid-south part, middle-high income groups – surrounding districts of the center, high-high income groups – center area.

Studio Life, addressing low-income groups, is situated in the emerging areas of the European side. Contextual references do not originate any design consideration in neither the design process of the project, nor the marketing process. Namely, the project is designed and produced by context-free attitudes.

The target groups of the cases placed in the districts around the center area are middle or high-income groups. In these four projects, not only the proximity of the project areas to the center but also the distance from the crowd and the density of center are highlighted. The two of these middle-income group cases are located in Göktürk/Eyüp, where the production of housing settlements has gradually increased particularly in the period after 2005. In İstanbul Zen and Arketip Houses the location of the projects is emphasized through a certain distance from the center and a certain distance to nature as well.

The other two middle-high income group projects are located in the districts adjacent to Eyüp. The former is Kağıthane selected as an urban transformation area in 2005 by İstanbul Metropolitan Municipality. In Blox Haliç project, the most important contextual reference is the inclusion of the project in these urban transformation applications. At this point, the design principles of the project are

not mainly based on the contextual references, rather, based on the conceptions of change, transformation and creating "something new".[7]

The latter project is located at Sarıyer, the northern edge of the side, where low-density residential settlements have been produced. In Plus Flats project, the focus is primarily on the soil retaining structure of the district to earthquake. In addition, different from the other cases, the surrounding built environment formed by the low-density residential settlements, generates another contextual reference for the project (Bilgin D. C., 2009).

The center area of the European side hosts the housing project, One Ortaköy, for high-high income groups. Besides the emphasis on being in the center area, the primary design concept of the project is grounded on the context and topography. The consideration is defined by the architect as "to break new ground with circular and organic form of the blocks, in Ortaköy in which old and mostly uniform houses are situated"[8] (Yuvacan, 2010). In other words, the principle is not to emulate from the context, rather to design different forms by a detached manner from the formalistic attitudes of the surrounding built environment.

Table 11 Contextual emphasis of the selected projects for the second group

Studio Life	**İstanbul Zen Houses**	**Blox Haliç**	**Arketip Houses**	**Plus Flats**	**One Ortaköy**
-	"just 15 minutes from the city center… away from the problems of the metropolitan living" (Yapı Kredi Koray, 2007) *	"Blox Haliç, one of the projects of the changing face of Kağıthane." (Blox Haliç, 2009) *	"away from Istanbul as far as watching the seasons from your seat; at the same time, 20-25 minutes away from the three major center of Istanbul" (Buvan Yatırım, 2009) *	"the valuable position in Sarıyer being one of the safest areas in terms of earthquake… upper ridge of Sarıyer having low-rise housing settlements…" (Plus Flats, n.d.) *	"One Ortaköy will be an iconic step forward in the modernization of the area. The project's form, façade and overall organization developed through a series of experimental strategies influenced by contextual elements." (GAD, 2009)
	* translated by the Author of the thesis				

[7] As it is clarified by the general manager of the constructor, "Blox Haliç project is one of the first projects of the changing face of Kağıthane". From the press release of constructor dated 4 May 2009

[8] translated by the Author of the thesis

When the site plans are analyzed, two cases, Studio Life and Blox Haliç are projects composed of the repetitions of the point blocks. In Studio Life, four 10-storey point blocks are sited at the two edges of the triangular parcel by forming a C-shape arrangement. In other words, four blocks circumscribe the social service units and open, green areas in three sides. In the placements of the blocks, neither the natural dynamics such as the direction of sun, wind, view nor do the characteristics of the surrounding built environment affect the placement of the blocks. The only concern is to utilize the construction area in full extent by designing the project with maximum units and social services as well.

The second point block settlement is Blox Haliç, composing of six 12/13-storey buildings. One exception of this project is that the construction area is constituted by two parcels, which are not adjacent to each other. The third area in the middle of the two parcels is utilized as a green recreational area. In the construction areas, the point blocks are situated on a linear axis longitudinally in the lands; whilst social units are always placed on the south side of these linear axes.

Besides these point block settlements, another case, which consists only one 4-storey block, is Plus Flats. This project has a very small parcel relative to other cases that after setback distances are calculated, the remained area is suitable for construction of only one building. Namely, the land is intended for building only one block. Therefore, instead of the area of the project, all social units are placed inside of both the block and underground of the land.

All other three cases are composed of the perimeter blocks situated on the edges of the parcels as boundaries. In İstanbul Zen Houses, three 6-storey block groups are placed in three edges of the rectangular site. The access of the housing complex is provided from the fourth edge. Both the inside part and the opposite corners of the entrance are considered as social and recreational areas. Similarly, Arketip Houses also has perimeter block in all three sides of the land and green space in the

remaining middle area. However, different from İstanbul Zen, the buildings continue along all three sides without any breaks. This continuous building generates an introverted settlement through its wall-like boundary effect.

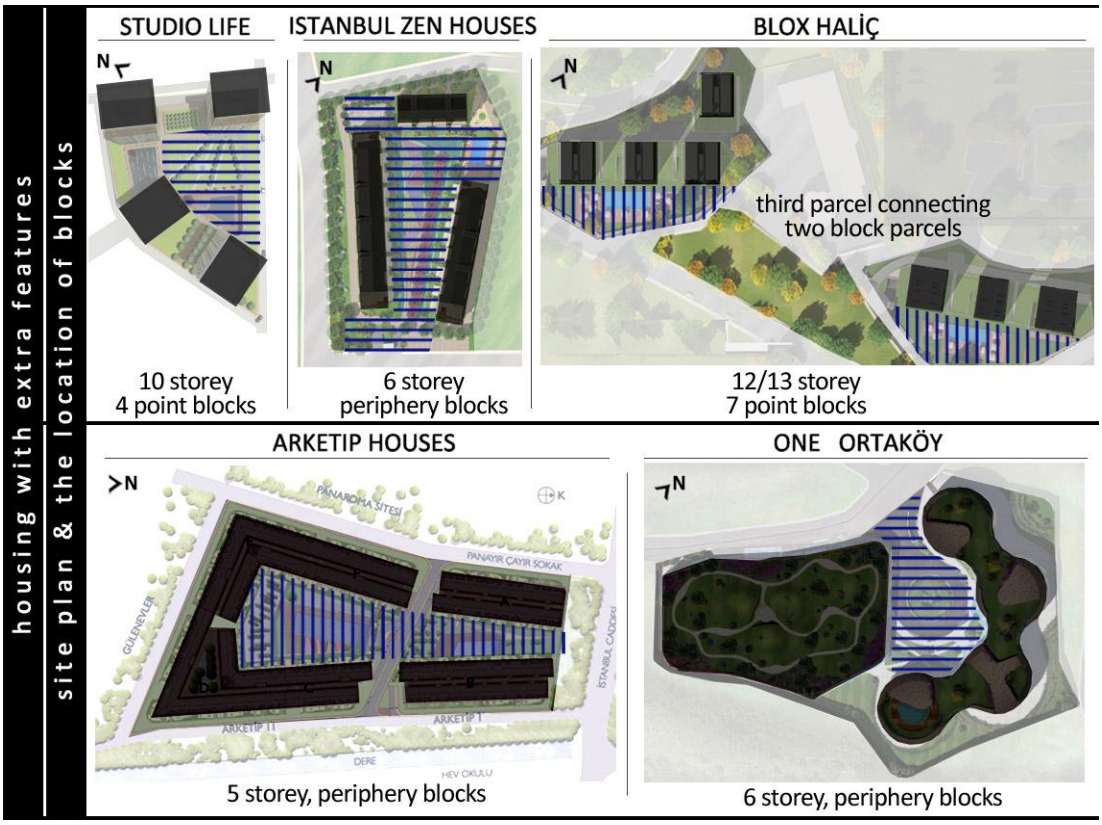


Figure 28 Analysis of the site plan and the location of blocks of the cases in the second group

In One Ortaköy project, the site plan organization of which is developed in different manner of the other cases, there are two blocks; one is 6-storey housing block and the other is 2-storey commercial and retail building. The architect of the project explains the adaptation of the blocks to the site as:

> The project's form, façade and overall organization developed through a series of experimental strategies influenced by contextual elements. GAD's design solution optimizes the use of the various programs distributed throughout the site (GAD, 2009).

By this experimental strategy, different form and organization alternatives were experienced without any change in the total mass of the buildings and thus, harmony in between the topography and the blocks tried to be generated through this strategy. Whilst, the form of the commercial block follows the borderline of the parcel, the residential block is composed of four circular blocks connecting with each other by smooth transition spaces. The central area of the arc shaped residential building located at the larger part of the site is designed as the main entrance of the complex.

Structural System

All cases involved in this group have same construction system that is reinforce skeleton system composed of columns and beams. The load-bearing walls only surround the vertical service elements like stairs and elevators in all projects. Furthermore, the columns arrangements of each project are similar in terms of the placement and frequency except İstanbul Zen Houses. In this project, not only vertical access units are supported by the shear walls, which divide the blocks into two vertically, but also the load-bearing walls are placed at the two sides of the building with the same direction of the walls supporting vertical access elements.

Different from İstanbul Zen, the structural systems of all other cases include the permanent vertical circulation units surrounded by load-bearing walls and columns placed at the periphery of the blocks; whereas, only in Arketip Houses and One Ortaköy, columns are also placed inside the function spaces. In One Ortaköy these inside columns are arranged in a way to form an inner circle by offsetting the periphery columns.

conventional reinforce concrete _ housing with extra features

service spaces

structural system

STUDIO LIFE	ISTANBUL ZEN HOUSES	BLOX HALİÇ	PLUS FLATS	ARKETİP HOUSES	ONE ORTAKÖY
base structures: structural elements 1. located at periphery of the blocks 2. surrounds vertical circulation elements					
direct access central core - units at 4 sides	direct access central core - units at 2 sides	indirect access central core - units at 2 sides	direct access longitudional service_ units at 2 s.	direct access longitudional service _ units at 2 sides	direct access longitudional service _ units at 4 sides

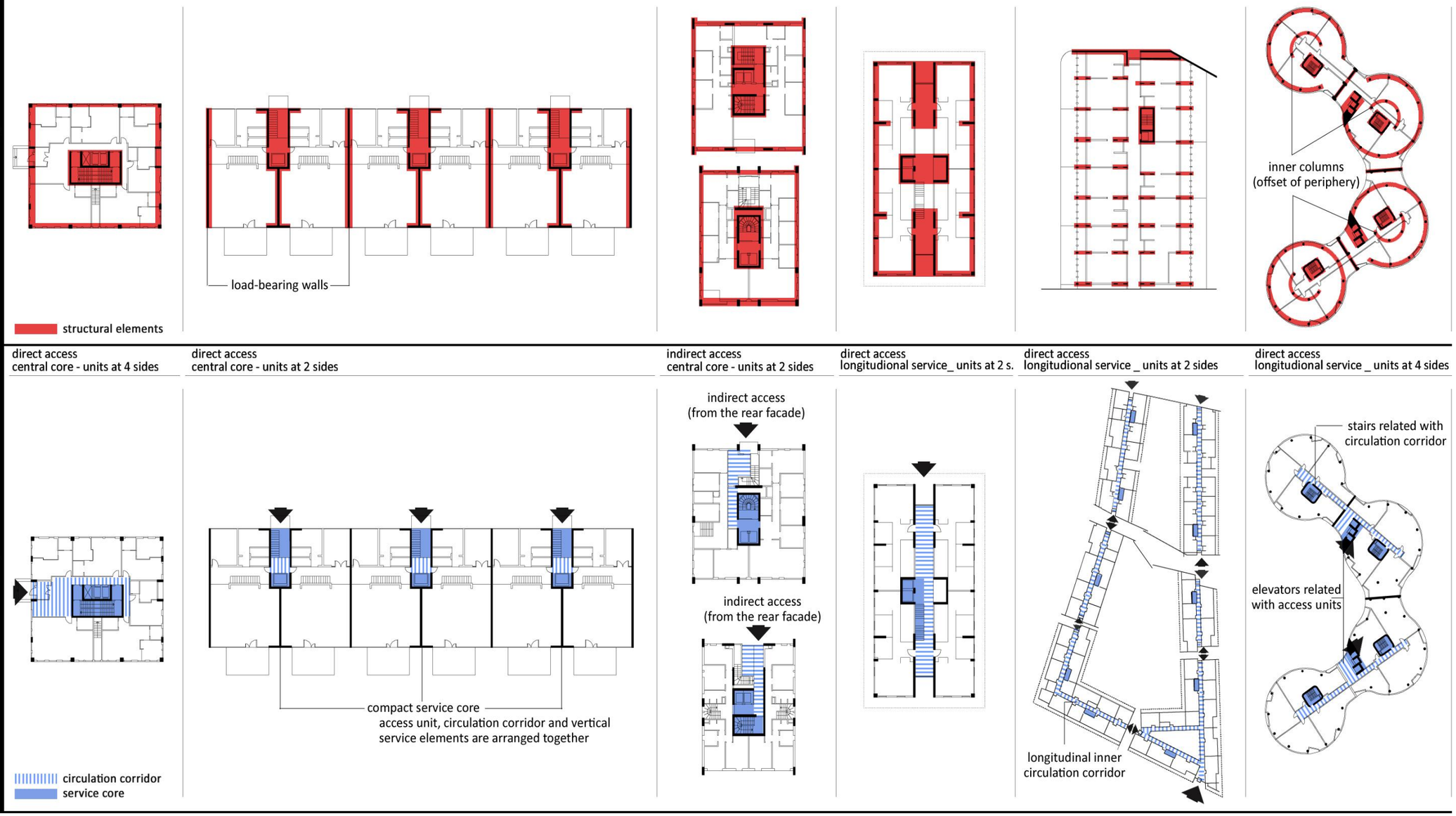


Figure 29 Analysis of structural system and the service spaces of the blocks of the cases in the second group

The structural design of all cases can be described as “base structures” principally based on the combination of determined permanent components like service core and structural elements and indeterminate areas for function spaces. All cases, the structural system enables to provide indeterminate interior space capable of being organized by the user for different purposes. However, all the interior partitions and designated functions for each space were determined by the architects of all projects. This pre-determined situation weakens the flexibility character of the indeterminate space by limiting this flexibility only in use. In other words, the flexibility operates in the background due to the architects’ intervention instead of the user customization of interior space according to different needs and demands.

Service spaces of blocks: access and circulation

The positions of the service spaces directly affect the floor layouts and the distributions of the unit types. In both Studio Life and Blox Haliç, namely in point block settlements, circulation corridors and vertical service units are located at the central part of the blocks. Studio Life composes of the repetitions of same block type with central service core having two stairs, two elevators and one service shaft. The access unit situated at the side façade of the block is directly related with the circulation corridor and service units. Whereas, the central service core of the all block types have an indirect relationship between access units in Blox Haliç. Access units placed at the rear façade of the blocks reach to the service core by an additional circulation path.

Although İstanbul Zen project does not consist of point blocks, the location of access units, service elements and circulation paths are similar with the previous examples. The reason of this resemblance is the formation of the perimeter block by joining of the point blocks with each other. Access unit, one stair and one elevator are designed together in the service core located at the mid-vertical axes of the block. One different thing is the entrance, circulation corridor and vertical service elements are solved in more compact manner. In other words, circulation

corridor neither surrounds nor positions adjacent to the vertical elements; rather it is placed between stair and elevators.

In the other housing projects, namely in the perimeter block types, the circulation corridors divide the linear blocks into two. The access unit of Plus Flats project is placed at one end of the circulation corridor splitting the rectangular block horizontally; whereas, the vertical service elements are located towards the opposite end of the corridor. All entrances of the units are accessed through this long corridor. In Arketip Houses, the continuous perimeter block consists of six thin, long rectangular buildings and each part has one or two vertical service elements, circulation corridor and two or three access units at both sides of the circulation corridor. All vertical elements and circulation corridors separate blocks into two longitudinally. In the same vein, two circulation corridors, which are not joined to each other, are longitudinally placed in the middle part of the blocks in One Ortaköy. Despite the similarity of the circulation path, the position of access units and the service core treatment are different from each other. Each corridor linking two circular blocks is reached by an access unit in the smooth transitions between two blocks. The elevators are directly related with the access units; whereas stairs are situated at both ends of the corridor. In other words, instead of one entrance and a single service core involving all vertical service components, access units, stairs and elevator are distributed along the circulation path.

Architectural layout - plan organization of blocks

The selected cases have different block formations by several units in various arrangements. All cases include different types of housing units in various sizes and plan schemes and thus, give the possible user a choice to select most adaptable unit layout for their specific needs and desires by offering typological variety.

Studio Life project formed by the repetitions of the same point block has 14 different unit types in ranging from 42 m^2 to 92 m^2. Main design conception of the

investor is to create “maximum living units in minimum square meters” (Estatium, 2007). Therefore, the project mostly comprises of the combination of units with only one room. These small units surround the four edge of the permanent service core. Due to the central placement of the vertical access unit and the position of the columns at the periphery of the block, the units situated in the area between these fixed components are capable of being joined in post-occupancy period. However, the location of the wet spaces in the units is disorganized in the floor layout; hence, the joining of the units requires special arrangements instead of the schemes being easily adjustable and adaptable by its user.

Open spaces like balconies and terraces were designed in limited number of housing units in all blocks. In fact, instead of the terraces, only balconies are integrated in one type of housing unit located in the two opposite façades of the buildings without any consideration of sun or view direction.

İstanbul Zen Houses includes three groups of perimeter blocks on the three edges of the site (four, three and two blocks adjacent to each other to form these three groups). There are nine different unit types with two to four rooms in ranging from 111 m^2 to 229 m^2. The architect provides typological variety with several units having different plan layouts like garden/terrace or corner duplexes, single-storey units and units with galleries.

The service core situated vertically at the middle part divide each block into two, which is designed as a single housing unit with different features. Joining the two units or dividing one unit in small units is not possible due to the placement of the load-bearing wall both in the middle part and at the edges of the blocks. This structural configuration is only capable of creating flexible interior space by allowing changes of interior partitions in different alternatives according to the user needs and demands. However, all unit types were designed with their partitions by the architect. Therefore, although the placement of the fix elements of the blocks

provides “initial flexibility” in order to make modifications in the interior configuration of the units before occupancy, users can make only changes in the functions of the rooms in post-occupancy period due to the architect-designed interior partitions.

When considering the open spaces like balconies and terraces all types of units have a balcony, a garden, a roof terrace or several of them. These open spaces are located on the exterior surfaces of the blocks facing with not only the middle recreational area but also the surrounding environment. The only difference between these balconies on different façades is the dimensions; namely, balconies and terraces overlooking the interior area are relatively larger in size than that of on the outside façade.

Blox Haliç was constructed in two stages; one has three blocks and the other has four. In total, there are four types of blocks and 20 types of units with two, three and four rooms in ranging from 110 m^2 to 257 m^2. Similar to İstanbul Zen Houses, in all block types, the vertical service units positioned at the center of the block divide the buildings into two. This placement and the division were made intentionally by the architect in order to create only two units having three façades in each floor. The architect of the project clarifies the design consideration as “the most important difference of the project is that each unit has three façades and in this regard, all units will benefit from the sun light in maximum extend” (ANKA, 2012).

Although, the columns at the periphery, the service core at the center and wet spaces adjacent to the service core generate the remaining function areas as “an indeterminate space” having ability to adapt any kind of function in different sizes, the pre-determined interior arrangements by the architect are operated this flexibility in the background.

Analyses of blocks in terms of the open spaces indicate that all buildings have small balconies at the south façades looking toward the social units. In only the four blocks of the first stage, there are also small terraces located at both north and south façades at the top floors.

Arketip Houses offers several different choices for the possible user before the occupation through its 16 types of units. The general organization of the blocks is defined by the architect as:

> A linear plan, composed of a shared main entry, service and wet areas inside flats, hallways, main areas, and terraces, is placed on a regular structure, and is repeated at each different flat type, making maximum use of natural light. Such an order also makes possible varieties of flats, which might come about during the time of construction (EAA, 2011).

The perimeter type of building has a linear plan organization, which follows an order from the center part of the building to the outside. Namely, when moved from the center part to the outside, the spaces are placed hierarchically from general to special – the circulation corridor at the center, the service and wet spaces adjacent to corridor, function spaces and finally terraces from inside out. The grouping of all fixed components in a linear zone allows function spaces to be joined to create larger housing units; however, columns placed inside of the function spaces can limit new arrangements and modifications. In brief, architect provides "typological variety" for the users by designing several unit types prior to occupation. In addition, by removing the partition walls of the housing units in post-occupancy period, architect also provides opportunity for changes and arrangements in both sizes of the units and the function of the spaces.

An analysis of open spaces demonstrates two significant conceptions of the project. First one is that the continuous perimeter block consists of six thin, long rectangular buildings. Not only the area between this U-shape perimeter block, but also the spaces between rectangular blocks are treated as public space. Second concept is the linearly placed housing units are surrounded by the continuous terrace in both

sides of the perimeter block. Terraces are designed as an interface between interior function spaces of units and open recreational area.

> The middle areas of the apartment buildings, which lie on the east-west axis, are loosened and detached, creating deep voids, which provide attractive public spaces on the north-south axis, and form a relationship with the social facility located below the ground level. The voids between the building blocks form private gardens. Such detachments also create terraces to be utilized at the upper levels (EAA, 2011).

Different from the previous cases, the boundaries between open and closed space is blurred by the semi-open spaces like terraces and deep voids between the blocks. Instead of any balconies attached to the façade of the blocks, the continuous terraces are designed as a second skin surrounding the building.

In Plus Flats, there are 10 types of units ranging from 53 m^2 to 197 m^2. The location of the units and zoning of the different function spaces are similar with Arketip Houses. Circulation corridor extends along the middle part of the building and wet spaces of the units are adjacent to the corridor. Thus, the functional spaces are situated at the longitudinal edges of the block. In other words, the zoning proceeds from inside out as follows: from fix components to wet spaces then functional spaces. Architects explain this gradual arrangement as “a strong architectural discipline” which provides a flexibility to create different typologies (DNA Architecture, n.d.). Besides the typological variety, the interior partitions between both units and the rooms of units can be removed to change the unit sizes or to make modifications in the units. Zoning of the wet spaces in a linear arrangement enables changes in the function spaces of units after occupancy.

All duplex units on the roof floor of the building have small terraces and limited number of units on the middle floors has small balconies. All four side of the building is treated by similar approach that the placement of open spaces does not follow any direction-based attitudes.

In One Ortaköy, four circular blocks connected by smooth transitional spaces include 32 different unit types ranging from 90 m^2 to 230 m^2. Architect of the project indicates that these unit types are designed by "considering people of several cultures having different habits" (Donat, 2009). In addition to the freedom of choice, the adjacent units on the same floor can be joined to make larger units or can be divided into smaller ones in time owing to the independence of the structural system from the interior partition walls. The columns placed both at the periphery and the middle parts of the circular blocks are totally freed from the interior divisions. Furthermore, similar with the previous two cases, the vertical service units and wet spaces of the units, namely, the permanent components are centralized and the remaining areas are defined as indeterminate space. Therefore, the block layouts can be adapted for future modifications in terms of both user and functional changes.

All the units on the ground floor have garden terraces and nearly all units on higher floors have small balconies. Neither the form nor the frequency of the balconies is similar in each floor, rather the disorder of the placements are obtained "through a series of experimental strategies influenced by contextual elements" (GAD, 2009). As a result of the different design strategy used by architect, each balcony is generated in different form and size by a direction-free attitude.

Architectural layout - plan organization of units

The unit layouts of all cases not only offer flexibility by enabling the physical changes due to the positions of the permanent elements, but also provide adaptability in order to be capable of accommodating different functions in spaces separated by partition walls. However, this flexibility works in background by reason of pre-determined interior organization of the units by architect. In other words, the physical changes can be made by removing the existing partitions and by rearranging the space in post-occupancy period instead of the formation of interiors before occupancy according to the user needs and wishes. Analysis of unit layouts

in every case indicates that each unit type is configured in different manner according to the interior partitions, the placement of structural elements and wet spaces. In Studio Life project, which consists of mostly houses with one room, changes in the layout of the units can only be the combination of bedroom and living room, the adaptation of different functions for these two spaces or the division of this single space by furniture.

The interior partitions of all unit types in İstanbul Zen Houses are also non-load bearing walls. The design consideration of the architect in formation of the architectural layout is “to minimize the loose of space in layouts” (Hancı, 2004). In fact, analysis of the plan layout demonstrates that minimum partitions were used especially to define the wet spaces placed on a horizontal axe in the middle part of the units to separate general (living room) and private (bedrooms) spaces. Therefore, only living room can be combined with kitchen and bedrooms with each other.

The spatial organizations of the units in Blox Haliç, Arketip Houses, Plus Flats and One Ortaköy have similar arrangements in terms of the placement of wet spaces and structural components that allow a range of possibilities. The functional spaces of all unit types are situated at the periphery of the blocks; whereas, wet spaces are adjacent to the service core. In Blox Haliç, wet spaces are grouped adjacent to the vertical circulation units in the central part of the blocks, whilst in other three cases; wet areas are located linearly parallel to the circulation axis. In only One Ortaköy project, the columns inside the function spaces can confine the physical changes and modifications of the interior space. Briefly, in all cases in this group, non-load bearing walls between rooms can be removed to generate new arrangements for changing needs of the user regardless of wet spaces.

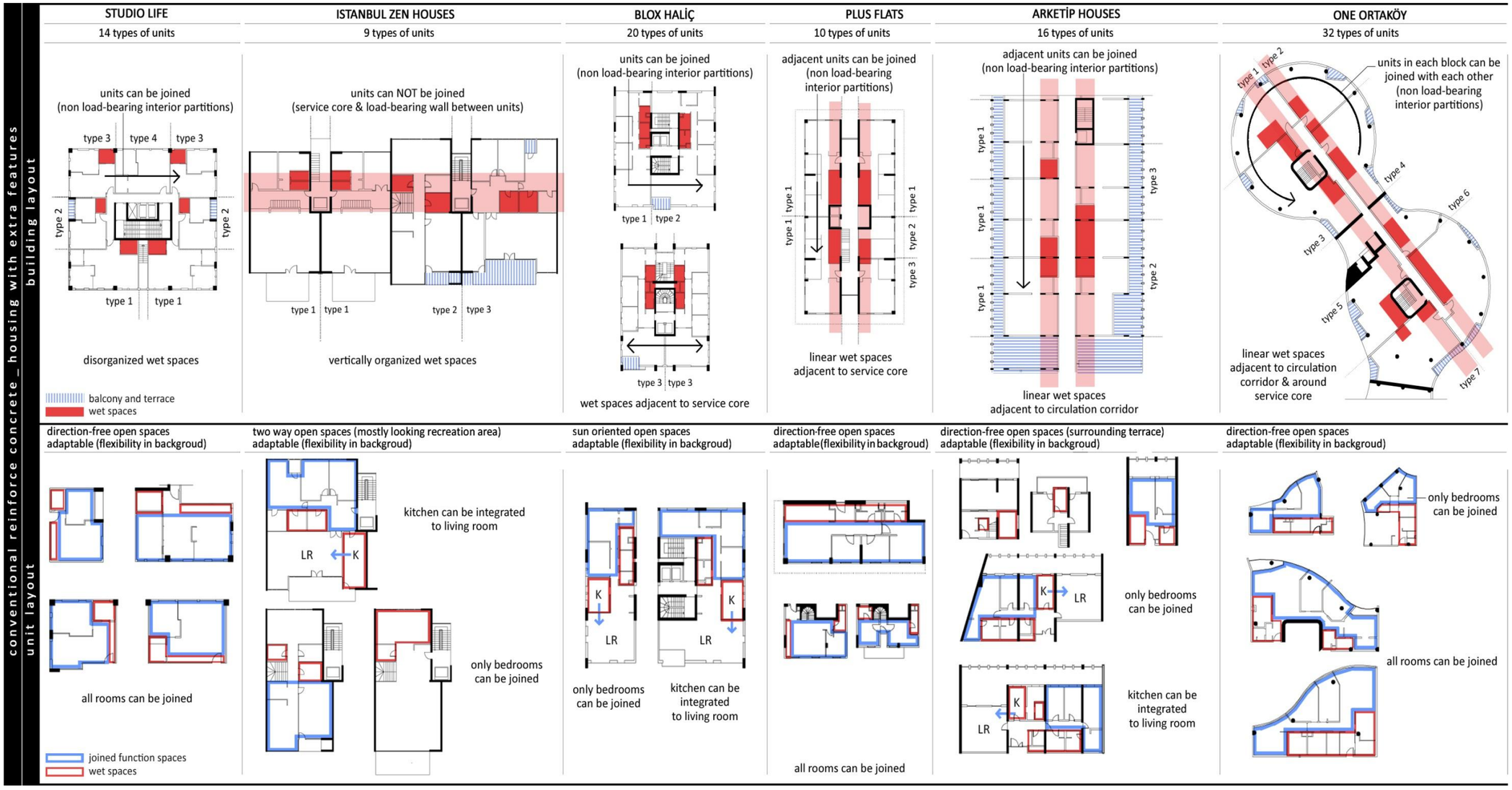


Figure 30 Analysis of block layouts and spatial organization of units of the cases in the second group

Form and Façades

The most significant distinction of this group from the first group is the inclusion of façade formations to the architectural design of all cases and the application of extra features on the surfaces. Probing deeper, the façades of all projects covered by various materials are shaped to highlight the formal features of the blocks' mass in different manners. In Studio Life project, neither structural system nor vertical circulation cores can be read from the exterior surfaces of the blocks. Four surfaces of the blocks have regular punched windows grouped with horizontal moldings placed on each floor level. In addition, different parts of each surface are covered with brick-cover both to articulate the plain surfaces and to provide "difference" for the project. However, the placement of this application is arbitrary; namely, it is related neither with the residential units, nor any kind of component on façade.

The other project having punched windows on the façades is Plus Flats. However, the windows are not only openings from floor to ceiling but also form larger openings by combining with each other on particular points. By grouping windows to create deeper voids and large openings and by emptying the corners of the building are lighten the mass of the solid block.

The structural elements are covered by the exterior surface; whereas the verticality of service core is emphasized as treated solid blocks between transparent function spaces with window-walls in İstanbul Zen Houses. The façades of the buildings having a horizontal impression with balconies and terraces are framed by these vertical blocks. In terms of the materials used in façade, architect explains that "we prefer to use environmental-friendly materials on façades" in order to support the main design consideration of the architectural formation based on "achieving perfect harmony of light, nature, green and wood" (Yapı Kredi Koray, 2007). Although different kinds of materials are used on the exterior surfaces, the most prominent difference about the material variation is the segregation of roof from the façade in terms of both color and material.

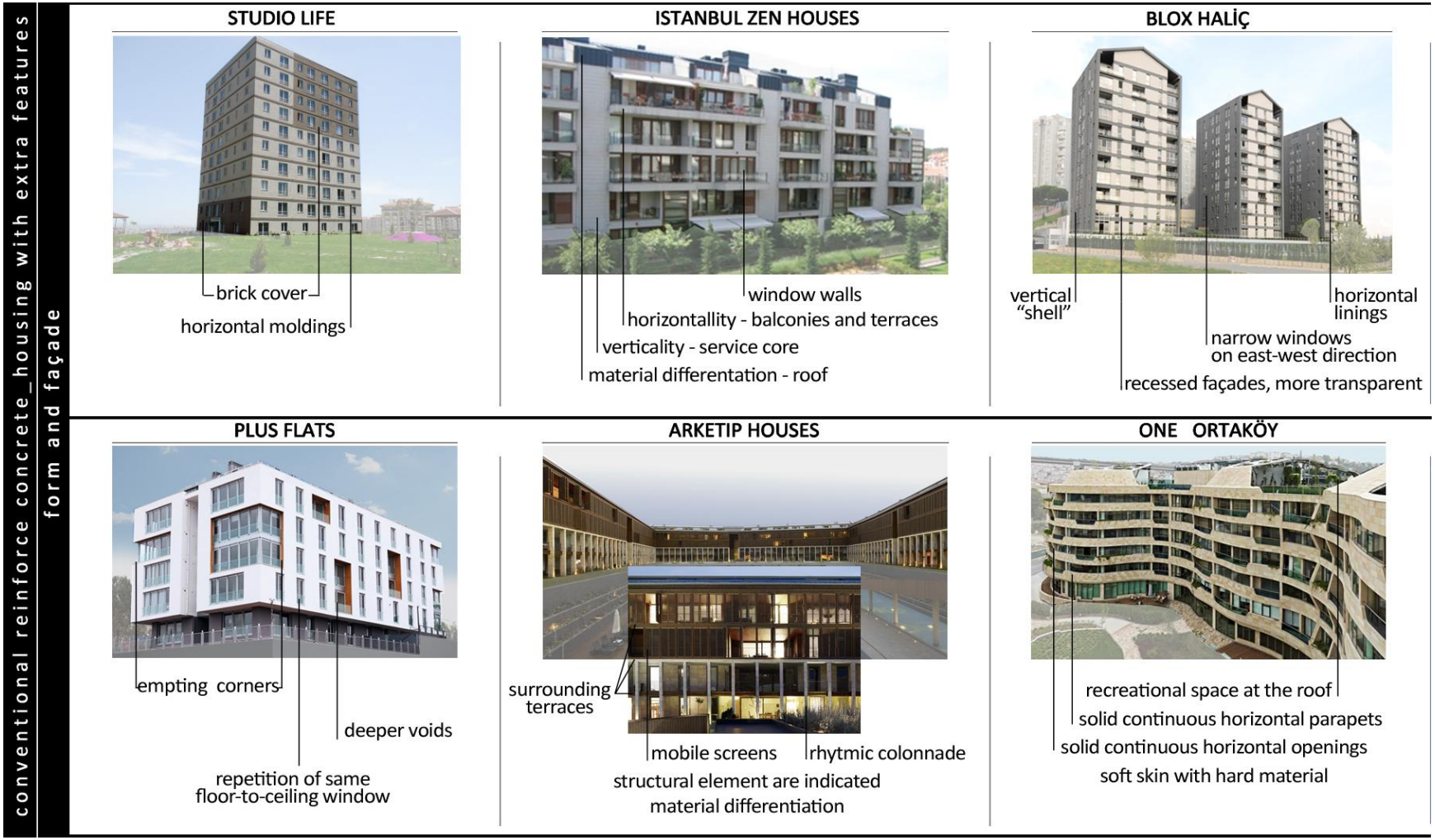


Figure 31 Analysis of forms and façade formations of the cases in the second group

Another case, which has both a horizontal impression on the formation of façade and a rooftop differentiated from other floors, is One Ortaköy. Architect of the project emphasizes that the formation of both façades and roof is a result of the endeavor to adapt the building to the context and topography of the site. Façade is used as an element to "wrap both buildings" by natural elements – glass and stone– and "to provide a soft skin blending with the natural hillside setting" (GAD, 2009). The placement of the vertical structural elements inside of the building enables façade to be formed by the combination of two continuous horizontal strips in each floor, one is a transparent window line and the other is a solid floor parapets. Furthermore, terrace roof of the blocks is designed as a recreation area with social units and green landscape. The building blocks are intended not only to be a part of the settled site but also "to be merged with the existing topography" by greening all roofs.

Besides these projects, in Blox Haliç and Arketip Houses, the façades of the blocks are formed by the domination of vertical elements. In Blox Haliç, neither structural elements nor service cores can be identified from the façade. All blocks are covered "a shell" on east-west direction having vertical and narrow windows. The exterior surfaces on other two directions being more transparent relatively are recessed inside this shell. Each floor is emphasized by horizontal linings in different color. In this case, the roof is not treated as a separate element, rather considered as a continuation of the façade. In addition, horizontal continuous perimeter block of Arketip Houses is surrounded by a continuous colonnade having a certain rhythm. Different from all other cases, the structural system is the principal component of the façade formation. This colonnade surrounding terraces and balconies holds the mobile screens for open spaces in order to provide protection from wind and light. Architect denotes the intended purpose of these screens as "forming a unique and shifting aesthetic construction by their various ways of usage" (EAA, 2011). This definition reveals that the façades of the block is capable of making adjustments or changes to the needs and wishes of the user in terms of controlling light and wind.

In other words, besides the plan layouts of the buildings and units, this case is the one where adaptability is offered in the third dimension of the architectural design.

4.2.3 Tunnel formwork structural system

The third group composes of the housing projects constructed by tunnel formwork system. The key themes in the case sampling are forms, heights, types of blocks and price per m^2. Namely, the cases examined under this third group are the housing projects not only including various types of buildings from each other but also addressing different socio-economic groups.

Table 12 Selected projects for the third group

	Hadımköy 3.stage	**Astrumtowers**	**Trend-Trend+Plus**	**Yeşil Vadi Konakları**	**Mavisu Residence**	**MesaNurol Bahçeşehir**
constructor	TOKİ	Regnum	Dumankaya	Kiptaş	Ant Yapı	Mesa-Nurol
architect		YD Architects	Ömer Çamoğlu	Adnan Kazmaoğlu Architecture	MİAR Architecture	
place	European S. Çatalca	European S. Esenyurt	Anatolian S. Pendik	Anatolian S. Ümraniye	Anatolian S. Ataşehir	European S. Başakşehir
Year, units	2010 32 blocks, 696 units	2009 5 blocks, 1285 units	2009 10 blocks, 1436 units	2009 48 blocks, 635 units	2006 22 blocks, 220 units	2007-2008 15 blocks, 1500 units
tl/m^2	1019	1484	1819	1731	1994	3176
features		indoor-outdoor swimming pool, sauna, café, sports hall, fitness center, playground, space observatory, car parking, security	Indoor-outdoor swimming pools, tennis, basketball, volleyball courts, artificial ponds, walking track, shopping mall, 24h residence services, playground	swimming pool, sports center, sauna, tennis, basketball, volleyball court, car parking, 24h security, school, shopping mall, restaurant, café, mosque	indoor-outdoor swimming pool, social center, indoor-outdoor sport areas , car parking, security	outdoor, swimming pool, social center, playground, tennis, basketball courts, car parking, storage

Context and land use

Different from the first two groups, this group has projects located in both sides of İstanbul. Toki Haramidere Houses, Astrumtowers and Mesa-Nurol Bahçeşehir projects are situated in the western part of the European side. Hadımköy Houses is a mass-housing development produced by TOKİ for poor income groups in Çatalca – one of the periphery districts of the European side, where mostly state

organizations focus on in order to produce mass-housing settlements for poor and low-income groups.

The other two projects in the European side are located in mid-south part regarded as “emerging areas” of the city. The contextual references of these two projects are highlighted in terms of being at a certain distance from the crowdedness and intensity of the city and being located in a new and planned built environment. Especially, in Mesa-Nurol Bahçeşehir project, the firm accentuated that the projects of the firm produced in this district are involved in the development plans of the region and also this region is “formed by the architects” (Mesa-Nurol Bahçeşehir Partnership, 2012).

The remaining three housing projects are located in the Anatolian side that has not any cases in the previous groups. In contradistinction to the tendency in the European side, the private sector is more active in housing production for low-income groups than the state organizations in the periphery districts of the Anatolian side. One of the projects produced by private sector is Trend-Trend+Plus project in Pendik. The location of the project is mostly identified with the highways surrounding the project area, airport and activity areas being planned to be constructed (Dumankaya, 2011).

The other project in the Anatolian side is Yeşil Vadi Konakları constructed by one of the state organizations – Kiptaş. The project is located in Ümraniye, being adjacent district of the central area. The contextual references are parallel to the cases situated at the emerging mid-areas of the city. Not only the proximity to the city center and access roads, but also the embracement with the natural environment are primary themes underlined as contextual characteristics. However, in the last case - Mavisu Residence - situated in the central area of the Anatolian side, the placement in “an organized and planned” district for new settlements is indicated instead of the concept of being in the city center.

Table 13 Contextual emphasis of the selected projects for the third group

Hadımköy 3.stage	**Astrumtowers**	**Trend-Trend+Plus**	**Yeşil Vadi Konakları**	**Mavisu Residence**	**MesaNurol Bahçeşehir**
-	"residents of the project will be away from all the disadvantages and will be close to all advantages of Istanbul" (Astrumtowers, n.d.)	"Its unique location will render you close to everywhere… in Kurtköy, the new attraction center of the city!" (Dumankaya, 2011)	"Green Valley Mansions are rising to the sky at a point where the ring roads intersect in an area that is rapidly gaining value and developing with its many shopping mall and residential projects." (Kiptaş, n.d.)	"Mavisu Housing settlement is situated in Ataşehir which is organized and planned residential area" (Arkiv, 2008)	"to create living with all indispensible privileges of Istanbul IN and all troubles OUT" (Mesa-Nurol, n.d.)

In all cases, the settlements are constituted by the repetition of blocks, whereas in some projects there are different types of blocks, which are also multiplied. In TOKİ Hadımköy stage 3, 32 blocks of five different types are placed to the site without any consideration of contextual references. The main consideration is to fit maximum number of blocks into the construction site. Furthermore, any natural dynamics like the direction of sun, wind or view, is not considered in the orientation of the blocks.

In Astrumtowers project, five 30-31 storey towers are situated in L-shape site homogeneously without crossing each other's view. The remaining area of the site is considered as green area together with the social units placed at the central part of the area. Except the tilted location of the blocks in order to provide similar views for the units, site plan is not organized according to any directional consideration or any natural dynamics. This attitude is similar in Trend-Trend-Plus project composed of ten 10-storey T-shape blocks. All buildings are placed on the edges of long, thin amorph land without any contextual consideration. The only concern is to locate maximum building and to organize all social and recreational units on the inside part of the site.

In last three cases, the projects are formed by the repetitions of different types of blocks. Yeşil Vadi Konakları consists of 48 blocks in different heights and in six different types. The area is surrounded by TEM highway in southeast direction and

by a forest in north-west. The entrance and social units like shopping mall and school are located at the highway part to provide easy access. Architect of the project clarifies the primary conceptions of the site plan formation are “to decrease the heights and density gradually from highway to forest” and “to create a linear valley integrated with social units” (Arkiv, 2010). The highest blocks from 18 to 10-storey surround the corner of the site, facing with the high way. Moving towards the inside of land, the low-rise buildings are placed around the linear valley created inside part of the area. Although, architect denotes that blocks are placed according to see both recreation area and forest, analysis of the site plan indicates that all blocks are only aligned to the created circular walking paths surrounding the linear valley.

Mavisu Residence has twenty-two blocks constituted three different block types with 5/8 and 13-storeys. Buildings are arranged in pairs or in groups of three on an arch shape by creating a focal point in the middle. Every building type is grouped with each other facing with an open swimming pool placed at this focal point of each group. With this arrangement, the rectangular construction area is divided into introverted small parcels while turning their back not only to the surrounding environment but also to the building groups of the project.

In last case, Mesa-Nurol Bahçeşehir, there are three types of buildings in different heights. The twelve 5-storey blocks are located at the three edges of the thin long parcel; whereas three 21-storey towers are placed at the middle part - the highest point of the land. 5-storey periphery blocks mostly face the outside of the land through the view and turn their back to the interior green area and to the towers. In the similar vein with the previous projects, the site plan organization mainly does not originate any contextual or natural references.

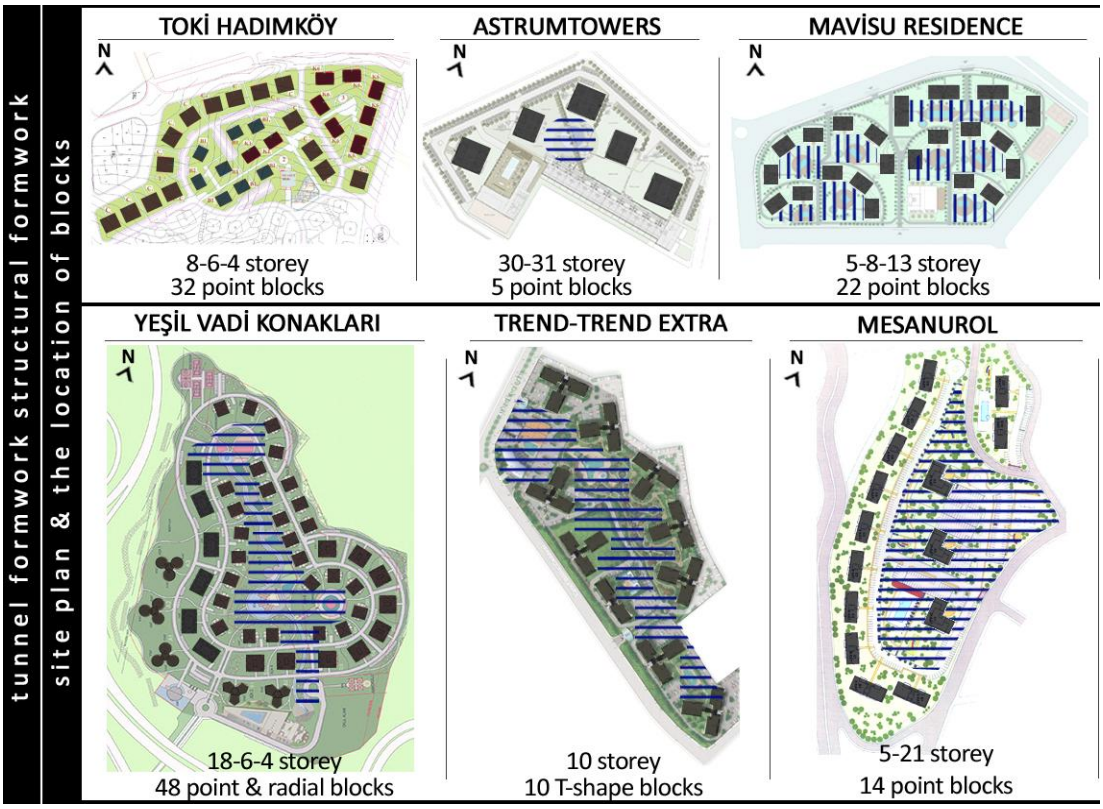


Figure 32 Analysis of the site plan and the location of blocks of the cases in the third group

Structural System

The structural system of all the cases is tunnel formwork system. In this system, instead of columns and beams, all walls and floor area behave as load-bearing elements. In other words, all surfaces are built up by tunnel form technique carry the loads of building. This technique has been used in housing production in Turkey since late 1970s and early 1980s (Yakut & Gulkan, 2003). The system not only has superior earthquake resistance, but also is capable of producing easy and rapid construction since the system mainly based on the repetition of the standardized units. Due to the advantages of the technique, tunnel formwork system has been applied mostly in multi-unit residential settlements after the 80s.[9]

[9] For further information about tunnel form technique and development process in Turkey, see Yakut, A., Gulkan, P. (2003). *Housing Report, Tunnel form building.* Accessed at April 21, 2012, from World Housing Encyclopedia: http://world-housing.net/whereport1view.php?id=100104 and Bal, İ.E., Crowley, H., Pinho, R., Gülay, F. G. (2008). Detailed assessment of structural characteristics of Turkish RC building stock for loss assessment models, *Soil Dynamics and Earthquake Engineering* 28, 914–932

An analysis of the number of blocks and units of the cases in this third group demonstrates that the usage of tunnel form technique is reasonable in producing large-scale housing developments. However, due to all interior partitions and floor slabs are load-bearing walls, the system does not allow any structural modifications on walls and floors. Thus, the structural system disables the operating flexibility or physical changes in both block and unit layouts. Neither the units in one floor nor the rooms of units can be joined to obtain larger units/rooms or divided for smaller ones.

Service spaces of blocks: access and circulation

As in the previous two groups, analysis of the service spaces of blocks reveals that there are two basic placements of the circulation corridors and vertical service units.

1. Service core at the center of point block
2. Service core divides the block linearly into two

The blocks of Astrumtowers have central service cores including five elevators, two stairs and a circulation corridor surrounding the vertical service elements. All units are located at the four edge of this core. Whereas, in both TOKİ Hadımköy 3. Stage and Mavisu Residence, service core of all block types can be defined under second category. The vertical service components divide every block into two for two units in each floor. Furthermore, in Mesa-Nurol Bahçeşehir project, these two approaches can be observed in different block types. Low-rise apartment block are divided into two units by linear service space where access unit is placed at one end and vertical circulation elements at the other. In high-rise L-shaped apartment blocks, the service core is located at the middle part of the block. The vertical service units are a bit elongated through outside and formed the access unit. Different types of housing units are situated around this central service core.

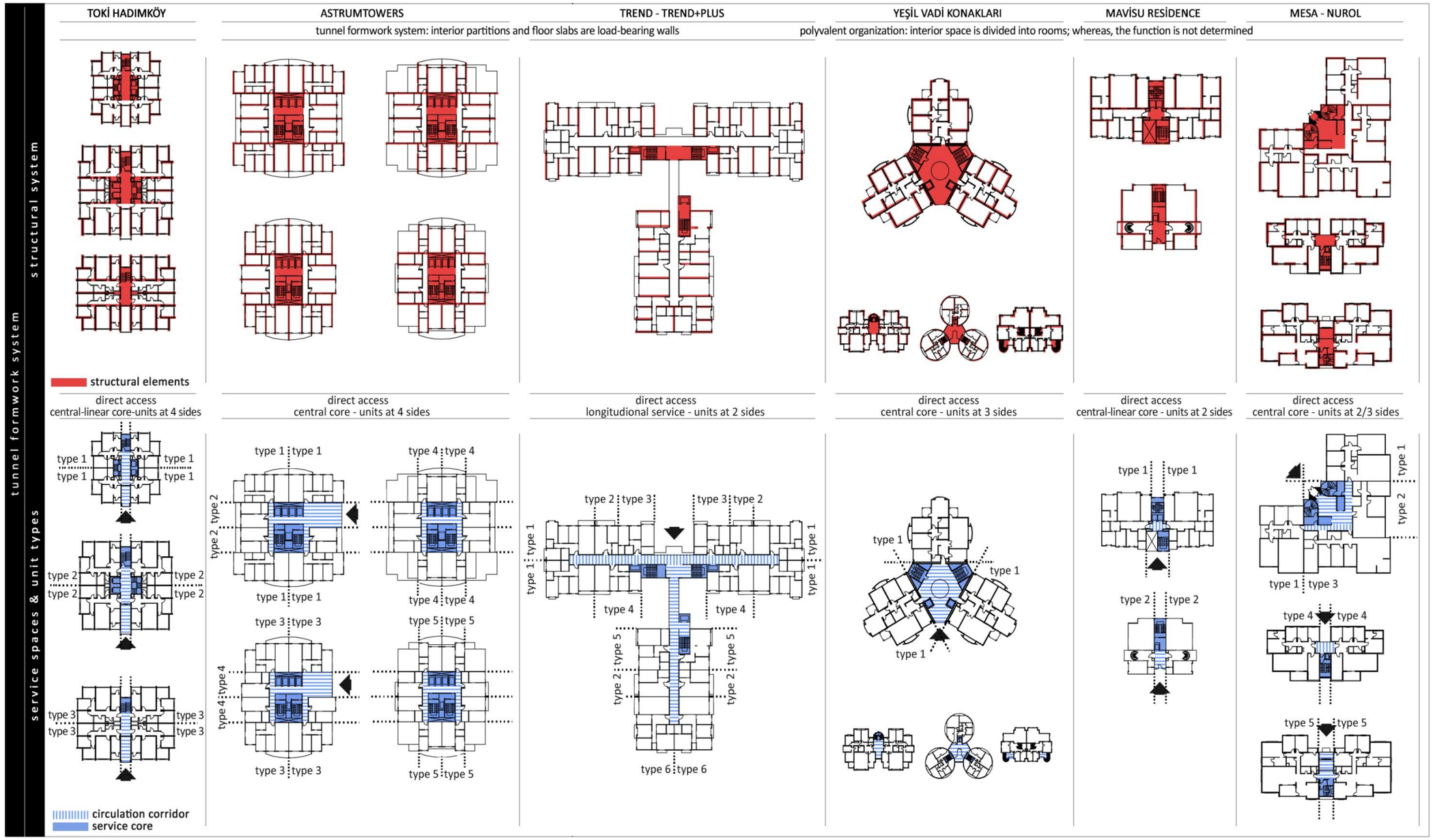


Figure 33 Analysis of structural system, service spaces and unit types included in the blocks of the cases in the third group

Various applications in terms of the formation of service cores are specified in Yeşil Vadi Konakları due to having several block types and forms. Besides the service core dividing the block into two in low-rise buildings (Akasya and Sedir), there is an original application that the service core of the radial blocks are situated in the center; whereas this element combines the three sub-blocks in high-rise buildings instead of dividing the building mass (Ladin and Manolya). The access is provided to three housing units from this central circulation area. In addition, in another type of block which is composed of a garden and a terrace duplex housing units by overlapping each other, vertical service elements – one stair and one elevator – are located one of the corners of the block as free standing elements.

Besides these two placement of the service core, in Trend-Trend+Plus project, a distinct application in the formation and the placement of the circulation corridors and vertical service units can be realized. Three rectangular blocks are combined with a T shape transparent circulation corridor and all vertical service components (stairs and elevators) are organized on this corridor. In fact, the feeling of accessing all housing units on a street, as one of the main design decisions, tried to be created by these T-shape transparent circulation corridors (Dumankaya, 2011). Thus, while the service core located in the middle part of the building, it also connects the three separate blocks by transparent corridor.

Architectural layout - plan organization of blocks

Analysis of building layouts of all cases indicates that the housing projects give user a chance to choose a convenient plan layout for specific needs and desires before occupancy by offering several different types of units. In TOKİ Hadımköy project, five different block types provide five different unit types; namely, every block is formed by the repetition of only one unit type. Although the project has five unit types, all types have same plan organization; only room numbers and total square meter change.

In Astrumtowers project, there are two different block types and 16 different unit types ranging from one bedroom to four bedrooms. An analysis on the floor layouts indicates that all blocks consist of three horizontal zones, first one is the middle part with central service core, and two other zones above and below of this middle part. The housing units with one-bedroom are mostly placed on both sides of the service core; whereas, different unit types can be settled in other zones on different floors. The larger housing units with several rooms are located on the lower floors. On the upper floors, different unit types are created by removing some rooms of larger units and adding balconies.

Trend-Trend+Plus project has 12 different housing unit types of 65 m^2 to 151 m^2 in ranging from one to three bedrooms. Different from the first two cases, T-shape circulation corridor, where the vertical circulation elements are located on, joins three rectangular buildings formed by several combinations of different unit types on each floor. Another difference in Trend project is that all unit types have at least one balcony, though they are designed by direction-free attitude. In addition to balconies, each block has a void on the third floor treated as an inside garden in order “to create an extra green space to make [user] feel embraced with the green without going outside” (Dumankaya, 2011).

Yeşil Vadi Konakları contains six different block types and eight housing unit types ranging from one bedroom to five bedrooms. In this project, each block type consists of only one unit type except residence block and Erguvan Houses, which is composed of two duplex housing units overlapped to each other. Different from the other cases, the units are relatively larger when compared to other projects on the basis of square meters starting from 222 m^2 to 404 m^2 (except the residence building which has smaller units mostly with one bedroom). Although, each block has different geometry and different heights, the block layouts are mainly based on a central organization that two or three units surround the central service.

Furthermore, nearly every unit type has balconies placed without considering direction of sun or view.

In Mavisu Residence, three different block types involve five types of units having two to four bedrooms. All blocks are divided into two units in each floor by the vertical service elements. In low-rise blocks, not only units have balconies, but also the units on the top floors have large roof terraces on the façade facing the focal point created by the placement of buildings in pairs or in groups of three on an arch. On the contrary, in high-rise blocks, balconies look at the opposite direction of the balconies in other blocks. Furthermore, while moving towards the upper floors, bedroom numbers of units reduced; in other words, small unit types are placed at the top floors in high-rise blocks. In this block type, rectangular building narrows whilst the mass is rising. Therefore, in the corners of the block, terraces emerge at different levels; however, none of them is used as a functional open space for either individual or public use.

Mesa-Nurol Bahçeşehir project composes of three different block types and nine unit types ranging from two to four bedrooms. Three high-rise, L-shape building (block A) include seven different types of units. Different from other high-rise buildings in Astrumtowers and Mavisu Residence, small units are placed at the lower floors, whereas larger units with more rooms are located at the upper floors. Only on the last two floors, the floor area is reduced by narrowing the building. Low-rise buildings (block B and C) contain two same housing units and a linear service core separating these two units from each other in each floor. The open spaces of the units are placed at the south and south-west façades of each block type.

Analysis of the architectural layout demonstrates that all housing projects have various types of housing units for different user profiles and intended use. Thus, typological variety provided by architect, offers flexibility in terms of addressing

different user profiles before occupancy. However, the rigid structural system of the cases does not allow user to make physical changes in the layout of units. In other words, due to being formed as load-carrying elements of all walls of buildings produced by tunnel formwork system, it is not possible to make any changes or modifications in the architectural layouts of neither block floors nor the housing units. The construction technique does not allow users to make any physical modifications according to the changing needs and demands in time during the post-occupancy period. Therefore, the flexibility, offered in the cases of the first two groups is not provided in the cases of third group.

Form and Façades

The form of the buildings and façade formations of the third group projects are diversified in terms of geometry, height and material specifications. Only in TOKİ Hadımköy 3.stage, the blocks are designed by minimum design touch that rectangular buildings have pinched roof and punched windows in the façades; in other words, there is not any extra elements, geometric arrangements or material difference in neither block forms nor exterior surfaces.

In Astrumtowers, Mavisu Residence and Mesa-Nurol Bahçeşehir projects, the blocks are cascaded towards the upper floors. The vertical effect of high-rise towers of Astrumtowers are tried to balance by the horizontal groupings of punched windows and balconies of each floor on the façade. Balconies situated in the lower floors have a circular form to soften the rigid geometry of blocks. Furthermore, the cascaded corners of the towers are painted in different color in order to create a frame surrounding the rising middle section of the building.

Different from Astrumtowers, the vertical effect is emphasized by the vertical grouping of the floor-to-ceiling windows, which are coated by different materials in Mavisu Residence. Blocks in different heights and leveling in various forms of each block types also supports this vertical effect.

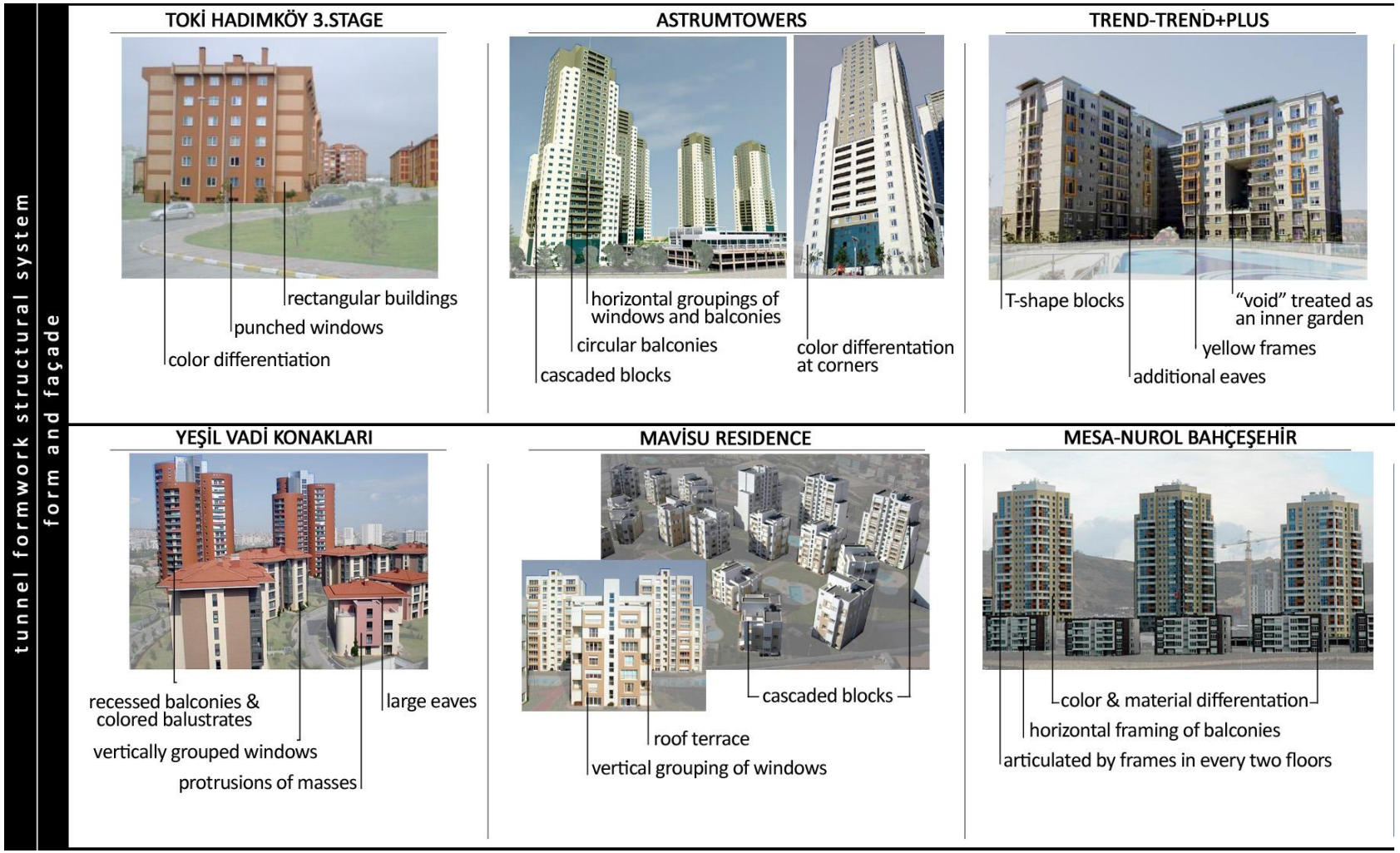


Figure 34 Analysis of forms and façade formations of the cases in the third group

In Mesa-Nurol Bahçeşehir, both vertical and horizontal grouping are utilized in the façade. In block B and C, the vertical service element is emphasized by covering with different materials; whereas, balconies placed adjacent to the service core, are framed with horizontal linings. In high-rise blocks, block A, the verticality of the building is vitiated by the horizontal linings of each floor and a recurring grouping of balconies in every two floors. In these groups, not only the windows are also grouped in a single class surface but also the surface is covered by a different material.

The frequently reiterated treatment of horizontal lining in each floor is also applied in the T-shape blocks of Trend-Trend+Plus. Different from the other cases, some windows are arranged by yellow frames protruding the exterior surface; whereas the windows of last two floors located on the middle part of the each edge of the blocks are also grouped by another framing. These grouping on the top floors are emphasized by the additional eaves on the roof. Besides window openings, there is a large void on the third floor treated as a interior green area.

Although, each case has several different block types, the form and façade organization of blocks in each project is identical. However, each block type in Yeşil Vadi Konakları is designed in different forms and with distinct materials and color in façade arrangement. High-rise blocks located near the main road and 10-storey buildings situated in front of the high-rise blocks, are composed of the combination of three separate blocks by a service core. The central service core of high-rise buildings, which combines three circular separate blocks, is highlighted with its height and the usage of different materials on the exterior surface. The circular solid blocks are hollowed by the recessed balconies not only grouped vertically, but also articulated by colored balustrades horizontally. In fact, the primary impression of all façades of all types of buildings is the emphasis of verticality. Similarly, the windows repeated in every floor are grouped and verticality is highlighted by the material differentiation of these groups in 10-storey buildings. In low-rise buildings, form

and façade organization is different from that of the high-rise buildings. Firstly, low-rise buildings have pitched roofs with large eaves, which can be regarded as one of the important elements of traditional Turkish housing. Secondly, besides the vertical impression, the groups of windows also make protrusions and recessions whether covered by different materials or painted in different colors, in the block masses. Therefore, instead of buildings in pure rectangular geometry, indented buildings are formed and by the façade treatments, these characteristics of building masses are expressed.

4.3 Analysis of Marketing Strategies

The main objective of this part of the study is to analyze the prominent values in the marketing strategies of the housing projects through the textual and visual examination of names, slogans and advertisements. After the analysis of the architectural design of the projects, the research on the marketing rhetoric enables to resolve the relation between architectural formation and the market value of this designed form. This analysis provides an insight to understand the transformation of identity value generated through the architectural formation of the project to a market value generated through advertising strategies.

4.3.1 Reinforce concrete structural system - repeated blocks

The cases for low and middle income groups in the first housing group try to be differentiated from others through economic advantages and easy terms of payment; whereas, the location and context of the housing projects are made prominent in the cases for high socio-economic status group.

The emphasis on the price of any advertised object is sine qua non in marketing rhetoric. The low price is the primary catchphrase for Milpark and Koza Ispartakule projects. The name of the Milpark is combination of the constructors name and the word “park” which mainly refers to the middle green valley situated between blocks. Although, generating an introverted middle valley and continuation of this

greenery through the façades of the blocks are the main design considerations, any emphasis on the architectural decision, which provides “difference” to the project, is not be mentioned in any advertisement ground or marketing rhetoric, except for the name of the project. Instead, the architectural formation, the economic issues like customized payment conditions or being an investment for the future, utilized to distinguish the project from the others. Similar to the rhetoric, the built environment stays in the background also in the images of the advertisements. Only social units and open recreational activities become prominent in both 3 dimensional visualization of the projects and in the advertisements instead of the architectural formation.

Figure 35 Advertisements of Milpark (Sources: Hürriyet Newspaper, 17.04.2008, 17.10.2009, 20.07.2008)

Koza Ispartakule Houses is named by the combination of the constructors name and the location of the project. As in the previous case, terms of payment and the assessment of the units as investment tool are the focus that the advertisements indicate. Besides these economic concerns, the pre-determined life scenario, which can be read from the slogan “exactly as it should be”[10], is offered in order to be distinguished from their counterparts. The dominant concept in the ads is

[10] Translated by the Author of thesis

promoting a privileged, pleasant and colorful lifestyle. The “difference” is tried to be created mostly through the social and service units, which are emphasized to provide positive changes (happiness, relaxation, peace etc.) on the everyday practices of the possible customer.

Figure 36 Advertisements of Koza Ispartakule (Sources: Hürriyet Newspaper 04.03.2009, 30.06.2009, Tenis Dünyası Magazine, 01.01.2008)

In Middleist and Mashattan projects, the context has the precedence in both naming and marketing rhetoric. The location of Middleist project being in the center area of the city is depicted by not only its slogan as “the center of the life, the center of the city”[11] but also the name of the project (Middle + İst[anbul]). Advertisements emphasize the distinction of the project by providing “new life” in the “old living environment” of the city. All provided facilities mentioned in the ads refers to the location of the project. In addition to the rhetoric, images also support the slogan of the project that the location charts or maps are used nearly in every ad as well as the photos of the blocks.

[11] Translated by the Author of thesis

Figure 37 Advertisements of Middleist (Sources: Kobilife Magazine 01.05 2009, PC Magazine 01.09.2009, Dünya Newspaper 28.03.2011)

The emphasis on the context is much more obvious in Mashattan project. The name of the project is composed of the finance center of İstanbul – Maslak – and one of the biggest finance centers of the world – Manhattan (Mas[lak] + [Man]hattan). The main objective of this attitude is to make several connotations through the name; firstly, the project provides a new living environment in the center of the financial business and secondly, the formation of this environment is based on a Manhattan-ish attitude constructing high-rise towers side by side. Namely, the connoted meaning of Manhattan is utilized to replace the architectural formation and experience of housing project. The image of Manhattan are tried to be reproduced through the name of the project. In Jean Baudrillard terms, this kind of attitude evokes the loss of the distinction between real and imagery by generating simulations and signs masking the reality. The built environment turns into an "aesthetic hallucination of reality" instead of its own existence (Baudrillard, Simulations, 1983). Besides the name of the project, the utilization of the connoted meanings of certain notions generates the advertisement rhetoric. Size and height of the buildings are correlated with the high standards of living and the possible customer who aims to rise in life[12].

[12] "Hayatta yükselmeyi hedefleyenler için, Maslak Mashattan", from the advertisement of the project

Figure 38 Advertisements of Mashattan (Sources: Sabah Emlak Newspaper 09.12.2005, Şalom Newspaper 14.12.2005, TekBorsa Magazine 26.03.2006)

4.3.2 Reinforce concrete structural system - housing with extra features

Analysis on the names, slogans, advertisements and marketing rhetoric of the cases in second group enunciates that although various concepts are highlighted in different manners in each case, common intention is to emphasize the "difference" of the project from any other settlement through several notions or through the reputation of the architect or constructor.

The naming of the first case, Studio Life, is derived from the unit type of the project. Besides its name, the project is defined as "a unique housing project in Turkey with its concept"[13] under the slogan of "maximum life at minimum space" by mostly addressing families with one or two people (Estatium, 2007). However, in advertisements and press releases of the project, the focus is on the tri-partite

[13] Translated by the Author of thesis

partnership composed of the marketing company, the architect and the firm that produces the construction technologies. The main emphasis is on the creation of a guaranteed investment rather its architectural characteristics due to this collaboration under the leadership of the famous US-based real estate investment, management and consultant company[14].

Figure 39 Advertisements and news of Studio Life (Sources: Dünya İnşaat Magazine 01.10.2007, Akşam Newspaper 16.02.2008, Şantiye Magazine 01.04.2009)

In Istanbul Zen Houses, both the name and the design concept are defined by a pre-determined notion "Zen". New lifestyle for the possible users is based on the meaning of the word described as "the Far Eastern principle of 'Living in a place means understanding that you are living there and waking up to life'". The constructor stated that the new worldwide 'trends and popular attitudes' in Europe are studied in the determination process of the project concept (Yapı Kredi Koray, 2007). A new and distinct lifestyle is provided for its users through housing settlement formed by the selected notion derived from all these studies. In fact, as Baudrillard argues, the constructor has provided a prepared reality through an existing notion instead of the real built environment formed by the architectural design itself. The re-production of the real, specified as hyper-reality by Baudrillard,

[14] Turkey representative of the real estate company, Gökhan Işık stated that "what makes our project different from others is that our team helps you when you want to rent or sell your property" from the press conference of the firm, 16.02.2008

and presented as a new conception and thus, the transformation of housing settlement as an object having commercial value for consumption can be read from the main design intention of the project.

In addition to exploitation of a specific notion, the reputation and references of constructor and architect is also emphasized in advertisements and press releases. In most of ads, the motto of the constructor is highlighted and the relationship between project and its "design concept –Zen" is established through the images of bonsai plant.

Figure 40 Advertisements of Istanbul Zen Houses (Source: obtained from the constructor)

Blox Haliç project is named by the combination of the types of the building and the location of the project. The primary conception of architectural design is specified as creating livable and comfortable spaces rather than an architecture stressing only the image. The critic of the image-based attitudes can be interpreted from its slogan "designed by attitudes foreseeing the future, not the trends of today"[15]. The design intention of Blox Haliç, which refuses to comply with today's popular discourses, is exact opposite that of the previous case, although architect of two projects is the

[15] Translated by the Author of thesis

same. The emphasis on architect in marketing rhetoric of both projects, which are designed by totally opposite concepts, demonstrates that both housing projects try to generate their identity through the signature value of architect. In other words, architect has gained a signature value in time totally freed from his architectural style. Whether architect makes new experiments or designs in different stylistic approached at whim, the signature is abstracted from all these architectural attitudes of architect.

In the ads of the project, the rhetoric concentrates on "creating a value for both the context and the user"[16]. In the same vein with its name, slogan and press releases, the context, architect having Aga Khan Award and the simple architecture of the project are key themes underlined in advertisements.

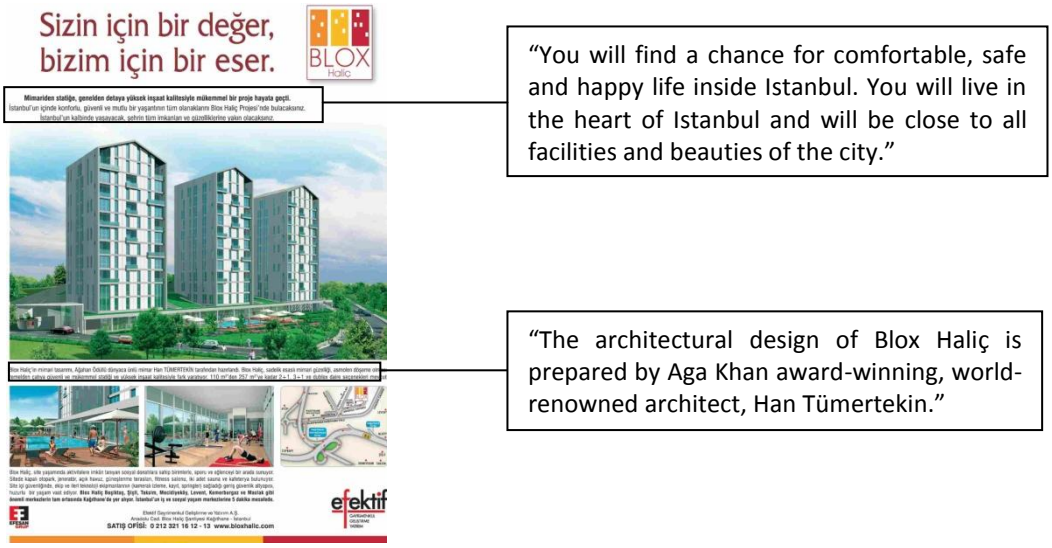


Figure 41 Advertisements of Blox Haliç (Source: Hürriyet Newspaper 02.02.2008)

Similar to İstanbul Zen project, the name of Arketip Evleri (Archetype Houses) emanates a Greek word "arkhetypos" which means "the original pattern or model from which all things of the same kind are copied or on which they are based; a model or first form; prototype" (Dictionary.com, 2012). As architect claims in the

[16] Translated by the Author of thesis

design considerations of the project, the outside living space of Anatolian housing, “hayat, havuş or ayazlık”, is the original pattern or model for the architectural formation. Besides architecture, the usage of the word “archetype” in psychology as a model for a person, personality or behavior is another connoted meaning utilized to generate an identity. As understood from the slogan of the project “an icon project shaping your behaviors”[17], the aim is to create a model living environment in order to shape the life of user.

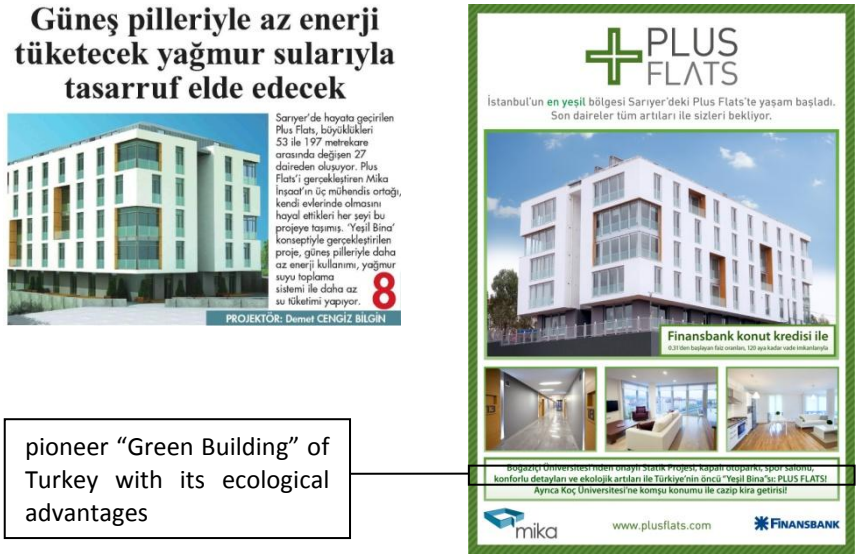
The main theme of the architectural formation and the architect are also the primary notions referred in the marketing rhetoric of the project, especially, the placement of terraces and open spaces in the blocks and usage of middle recreational area. The emphasized notions in ads and news that are being an icon in its context and ‘an assertive project’ with its facilities are totally based on the architectural formation.

Figure 42 Advertisement and news of Arketip Houses (Sources: Milliyet Newspaper 22.01.2010, Sabah Emlak Mortgage 18.10.2007)

In Plus Flats project, the name is derived from the block type composed of the flats, which have “plus” features from its counterparts. Similar to the first three cases, the additional features of the project originate both the name and the marketing rhetoric of the housing settlement. The project is identified as “leading project” due to “ecological” and “environmental friendly” formation through its technical installations producing electric energy from sun and providing water savings. In the advertisements and news of the project, the focus is on being a “green building”

[17] Translated by the Author of thesis

with its technical specifications instead of the sustainability of the project through its architectural design. Ecology as a popular discourse of time is brought to the fore; whilst, the architectural formation of the building provides several unit layouts and spaces in different quality.



pioneer "Green Building" of Turkey with its ecological advantages

Figure 43 Advertisement and news of Plus Flats (Sources: Hürriyet Yaşam Emlak 24.09.2009, web site of the project, http://www.plusflats.com/)

In the last case, One Ortaköy, there are several notions emphasized in marketing rhetoric. To be "one", unique and individual in its context is depicted in the name of the project. Besides the location, not only the adaptation of smooth circular form of the building to the topography but also the distinction of the form from the surrounding built environment is the contrary concepts highlighted in the press releases. However, some concepts are confused with each other in advertisement or texts of the news. The complex is introduced as "green"; whereas, this green conception refers only the circular form of the building and the green roof terrace utilized as recreational area. Furthermore, there is also incomprehensibility in the definition of the project launched as "organic" which is correlated with organic foods in order to address a popular and trendy discourse. The hyper-reality is reproduced by pre-determined images and simulations. The meaning of the built

environment is derived from the connoted meaning of the words and images instead of the physical quality of the designed spaces.

In addition, a connection is established between the form of the building and the architectural style of the architect. All degrees, except 90° or forms created perpendicular lines, are defined as the working ground of the architect (Taş, 2009). By the combination of the architect's style with context and the facilities provided for the user, the project become "an icon" in its surrounding environment. In other words, in this case, interest of the architect in designing with degrees apart from 90° is came to the forefront in the marketing rhetoric and thus, "personalism" of architect is employed as a market value.

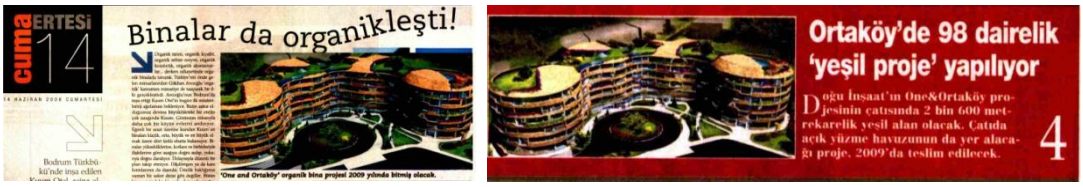


Figure 44 Advertisement and news of One Ortaköy (Sources: Zaman Newspaper 14.06.2008, Sabah Emlak Mortgage 20.03.2008)

4.3.3 Tunnel formwork structural system

In the cases of third group - projects constructed by tunnel formwork technology - the emphasis is mostly on the conception generated through name or the slogan being independent from the architectural formation of the projects. To be "different" and to create a new life scenario through this difference is the main arguments of nearly all cases.

Astrumtowers project is named by the combination of a notion and the block type. "astrum" is originally a Latin word means "star" in English (Latin Dictionary, 2008). In this project, the word "astrum" is assigned two-way meaning; first one is related with the block types of the project. To be close to sky and stars through the high-rise towers is offered as a privilege through the name of the project. Secondly,

naming refers to an extra facility provided for the users in the project, a space observatory. The relation between stars is reified through this observatory. Furthermore, what distinguishes the project and gains a unique character is defined as the observatory that can be read from the slogan, “perhaps the only example of its kind in the world” (Astrumtowers, n.d.). This extra feature, which oversimplifies the architectural formation, architect and constructor, is the main theme in both advertisement rhetoric and images. The ads of the project only try to connote the positive meaning of “rising” by notions as sky, space or height of the blocks with the combination of payment conditions.

Figure 45 Advertisements of Astrumtowers (Sources: Capital Magazine 01.05.2008, Fortune Türkiye Magazine 01.03.2008, Hürriyet Newspaper 01.08.2008)

The other project, name and slogan of which is based on popular notions of consumer society is Trend- Trend+Plus project. Being a “trend” and having “extra” features are the main argument of the project mentioned both in the web site of the constructor and in the ads. Probe deeper, different from the previous cases, the architectural formation is emphasized as the source of “extra” features. T-shape forms of the buildings and glass circulation corridors in each floor are identified as “extraordinary architecture...being a synthesis of an innovative designing concept” (Dumankaya, 2011). Ads and information texts of the project claims that new

architectural formation defined as “different from the usual” provides a new way of life and a new lifestyle for its users with ‘extra’ social and service units”.

Figure 46 Advertisements of Trend-Trend+Plus (Sources: Capital Magazine 01.05.2008, Fortune Türkiye Magazine 01.03.2008, Hürriyet Newspaper 01.08.2008)

Naming and marketing strategy of Yeşil Vadi Konakları is totally based on the issue of nature; even the blocks are given the names of trees like magnolia, acacia and picea. Project is named by the middle green valley between the apartment blocks organized in the central part of the site plan. In slogans and introductory texts of the project, being in the natural environment and adjacent to the forest are promoted notions in order to provide privileged, peaceful and happy lifestyle. Besides the natural settings, the proximity of the project to the access roads and thus the city center is the other conception utilized mostly in the ads. The architectural design concept or formation is not mentioned in any grounds, although project contains several blocks in different forms and architectural layouts and includes various unit types. What dominates the marketing rhetoric is the desire of communing with nature; thus, project tries to be identified by the positive connotation of the word ‘nature’.

Figure 47 Advertisements of Yeşil Vadi Konakları (Source: Sabah Newspaper 31.10.2009, 12.12.2009)

Other project that main emphasis is on nature and the location is Mavisu Residence. However, although the housing project is situated in the adjacent district of the city center in the Anatolian side, the context is not identified through the frequently reiterated concept that is both proximity to the city center and the nature as well. On the contrary, the location is indicated as "a region growing fast and having the highest premium of İstanbul"[18]. In addition to the context, text in advertisements and news apply the metaphors of "living as a real urbanite". The urbanite mentioned in this slogan is mostly refers to the people defined as "gentrifiers" who are not only interested in living in the city center but also members of the upper middle classes (van Ostaijen, 2008). After focusing of all these notions, the architectural formation and unit types are highlighted. More precisely, the duplex or triplex housing units placed on top of each other in a block are re-named as "urban villa having high EQ". Instead of identify the functional competence of architectural formation or unit layouts, the "difference" is tried to establish by the reiterations of pre-determined concepts discursively.

[18] "İstanbul'un en hızlı gelişen ve en çok prim yapan bölgesi: Ataşehir" Translated by the Author of thesis

Figure 48 Advertisement and news of Mavisu Residence (Sources: Vatan Newspaper 19.09.2004, Milliyet Newspaper 10.10.2004, 22.05.2009)

Another case where the dominant strategy is to highlight the constructor in name, slogan and advertisements is Mesa-Nurol Bahçeşehir. The name is derived from the combination of constructor partnership and the location of the project. The fundamental emphasis in generating the identity is articulated by the reputation of constructor and the completed housing projects of the firm in same district. The constructor is well-known company in construction sector with its housing settlements built by tunnel formwork system; and thus, this reputation remains a strong place in marketing rhetoric as a market value.

Figure 49 Advertisements of Mesa-Nurol Bahçeşehir (Source: Rekmay Reklam ve Tanıtım co.ltd.)

This chapter tried to analyze the architectural formation and marketing rhetoric of housing projects addressing different socio-economic status groups under three categories to understand the transformation process of identity value derived from the physical formation of space to a market value by the tendencies of consumer culture. In the light of this analysis, identity value is established only by creating a "difference" or by using "personalism" of architect or constructor rather than the unique existence of the architectural product itself, or the spatial experience of this physical environment.

4.4 Interim Conclusion

Analysis on architectural formation of each three groups indicates that each group of housing projects has specific features and certain patterns in their architectural configuration. Probing deeper, as a result of the evaluation descending from building to units scale, the housing projects in first (reinforce concrete) and third group (tunnel formwork system) are composed of point blocks which not only have central and central-linear service core, but also are cascaded in third dimension. However, in second group (reinforce concrete with extra features) both point and periphery buildings having central and longitudinal vertical service elements are produced. In terms of block forms, the difference from the other groups is that projects have various kinds of block types instead of the repetition of single building. This result is expected when considering the definitions of groups. The domination of point block arrangements and the changing heights of the blocks instead of creating buildings in different geometries are the expected applications in the projects of first and third groups, which are based on the repetition of single block and do not contain any extra applications. In the second group, due to the financial concerns remain in the background compared to the other groups, various experiments can be realized in both building form and plan layouts.

In terms of structural system, three different arrangements can be observed in three groups. The structural systems of cases in first group are defined as "base +

polyvalent organizations"; in other words, the floor layouts are divided to modular partitions by structural elements and interior partitions of each module allow changes and modifications. The cases in second group are constructed by "base structures" that the remaining space of service core can be defined as "indeterminate space" which enables a variety of different interior arrangements. However, the building layouts of third group projects are specified as "polyvalent organizations" due to the rigid structural system formed by tunnel formwork system. This analysis on building layouts highlights that the second group projects have "soft" form allowing changes and modifications in interior plan organization; whereas changes are more limited in the first group and there is no chance in the cases of the third one. However, the interior partitions of all projects in three groups are determined by architect before the occupancy, thus, the flexibility operates in the background in post-occupancy period. Besides the interior arrangement of the units, all cases have various unit types with different room numbers and in different m^2; namely, initial flexibility can be provided by producing typological variety in all cases before occupancy.

Data generated in the analysis of façade formations in terms of openings demonstrates that the first and the third group projects include both punched and floor-to ceiling windows; whereas, punched windows are not applied in the second group projects. Different from the window openings, all groups differ from each other with reference to material and color applications. In the first group, the material and color differentiation dominates the façade formation, whilst, the usage of additional elements and the creation of voids on the façade are added to these differentiation in second group cases. On the other hand, diverse kinds of applications are preferred in the third group. The reason for this preference can be the expectation of balancing the rigidity of plan layouts by the diversity on façades.
The shared applications of all groups are designing the open spaces (balconies, terraces) without any consideration of natural dynamics (the direction of sun, wind or view), utilization of terrace roof and hiding the structural system on façade.

Table 14 Analysis of architectural formation of housing groups

	context&land use		architectural layout				form & façade			
	context	site plan	structural system	service core	balcony	blocks	roof	openings	structural elements	elements
conventional reinforce		point block	base + polyvalent	central	direction-free	cascade	terrace roof	punched + floor-to-ceiling	hidden	material, color differentiation
conventional reinforce _ extra features		periphery + point block	base	longitudinal + central	direction-free		terrace roof	floor-to-ceiling	hidden	material, color differentiation, additional elements, hollows
tunnel formwork system		point block	polyvalent	central-linear	direction-free	cascade	terrace roof	punched + floor-to-ceiling	hidden	various applications

Table 15 Analysis of architectural formation according to income groups

	context&land use		architectural layout				form & façade			
	context	site plan	structural system	service core	balcony	blocks	roof	openning	structural elements	elements
low	emerging area	point block	base + polyvalent	central	direction-free	cascade		punched windows	hidden	color differentiation
middle	adjacent to center	periphery + point block	base + polyvalent	central + central-linear	direction-free	cascade, radial, circular	terrace roof, eaves	punched + floor-to-ceiling	hidden	material, color differentiation, hollows, frames
high	city center	periphery + point block	base	longitudinal + central	direction-free	cascade	terrace roof	floor-to-ceiling	hidden	material differentiation

All cases are also evaluated on the basis of income groups, in addition to the specified groups in order to explore the relationship between the architectural formations of housing projects for different socio-economic status groups. Indeed, as a result of this evaluation, the differences of architectural formations become more comprehensible. Housing projects for poor and low-income groups are mostly located in the emerging area of the city, as being parallel with the consequences of new development map of Istanbul established in Chapter3. These cases are formed by point blocks including central service core without any modifications in the form except a few cases having cascaded blocks. In terms of façade treatments, the structural systems of all cases are concealed by exterior walls articulated only by punched windows and the color differentiation of the façade coverings.

Although, in forms and the façade of the buildings in the projects for poor and low income group are formed by minimum design touch, projects have similar advantages of the other cases for higher income groups in terms of plan layouts of blocks and units. The cases offer several types of units for their possible user. However, only in some cases these units have capacity to be made changes in time for changed desires and needs of the user. Therefore, all cases provide flexibility on the basis of planimetric schemes before the occupancy, whilst, only few of them provides flexibility in post-occupancy period.

Middle-income group housing projects are mostly situated in the area between the city center and emerging areas; namely, in the district adjacent to the city center. In the same vein with the first group, most of the projects are made up of the point blocks. The forms of the buildings having central and central-linear vertical service elements diversify when compared to the projects for low income groups (radial and circular buildings are produced). In façade formations, floor-to ceiling windows are applied as well as the punched windows and several different treatments are experienced in the roofs (like terraces, eaves or elongated roofs through the façade). Similar with the cases for low-income groups, the structural system is also

hidden, but material differentiation is practiced alongside the color variation. A wider variety of design solutions are introduced in the block and façade formations of cases for middle-income group; yet, this variety is developed only through the form and geometry of the blocks. It cannot be perceived in the architectural layouts and functional organization of the buildings. The organization of structural systems in terms of offered flexibility for their user is similar to the projects for low-income groups.

As it can be read from the new development map of the city, housing projects for high income groups are placed in the center areas. In this group, although most of the projects are composed of the point blocks, there are projects having periphery buildings. The rectangular buildings having longitudinal and central service core are mostly cascaded instead of being designed in different geometric forms. With the help of level differences, the terrace roofs are applied mostly at the roof floors. In terms of façade formations, all cases have similar applications instead of various practices experimented in the projects for middle-income group. In exterior surfaces concealing the structural system as in all other cases, floor-to ceiling windows and various materials are utilized. Different from the first two groups, housing projects for high-income group include not only different block types but also various kinds of unit types in each project. Especially unit types vary in terms of both room numbers and the size of unit area. In addition to this typological variety, the placement of structural elements and service core enable to combine units to make larger ones or to divide large units into smaller ones on the basis of block layout. This wide variety of architectural layouts of blocks and units in high-income group housing highlights that these projects propose flexibility and adaptability for different user profiles having various needs and desires.

After defining the continuations and variations between architectural formations of housing projects for different income groups, the prominent concepts in marketing strategies and rhetoric are analyzed in order to explore the concepts, whether they

are architectural or used as a marketing tactics, in the identity creation of housing projects. The notable conceptions in marketing of poor or low-income group projects are as follows:

1. Economy: Main emphasis is on the advantageous rates and easy terms of payment. Economic conditions being one of the indispensible issues for low-income group are used as a primary element in marketing language. On the other hand, marketing language of these projects also addresses higher income groups in terms of the capacity of housing units treated as an investment tool due to the economic advantages.
2. Constructor: In all cases, the constructor or investor is highlighted in terms of the completed housing projects of the firms or the references in its own sector.

As the variety in the architectural formation of housing projects for middle-income group, the concepts underlined in the marketing rhetoric of these projects also become diversified. In order to identify and recognize “the” project within the vast amount of housing projects increasingly produced in capitalist world order, following conceptions are highlighted.

1. Conceptual reference: all projects tried to be distinguished through “a notion” which is popular in real life context of the consumer, whether these concepts are discussed in architectural debates or in any other profession. These notions are determined via philosophies adopted by different cultures like “zen” or an abstract concept like “trend” or referring the relationship between housing and social units with natural settings like “green”. As being independent form the architectural formation of the cases, these concepts are defined through the names and the slogans of the project. Architectural formation is tried to be adapted discursively to the values, which are generated in the life of the possible user by the defined concept. In other words, this conception dominated the marketing rhetoric is defined as a direct design input for the architectural formation.

2. Lifestyle: Second significant concept is “provided lifestyle” promoted in the marketing language as “privileged and distinct”. The expectations from these specified life scenarios also diversify in terms of the variety of opportunities offered by the social and service units or safety or material specifications. In fact, the characteristics of offered lifestyle or what kind of daily life is inhabited are not realized in the marketing strategies. Only the consequences of this new lifestyle are emphasized by several concepts like happiness, peace, freedom, balance and safety is mostly emphasized.
3. Constructor: An emphasis of firms, which is not only generated through the housing projects completed before the marketed case but also through the motto of the constructor, can be conceived. The housing projects tried to be personalized by the reputation of firm, the support and the power of the state for the state organizations.
4. Architect: Besides the constructor, architect of the project is legitimated as a marketing component. In fact, two-way personalism can be classified in the establishment of the identity through the architect. First one is the focus on the architectural style and the second is the signature value of the architect. More specifically, in the first category, the architectural style of architect and originality of his/her design attitude whether it can be defined by a distinct style like “minimalism” or identified by the formalistic approached as “organic” are marketed. However, in the second category, the signature of architect is concentrated on without any emphasis on the architectural style. The architect can experiment different attitudes or adopt various styles. The significant point here is the identity value of the name and signature of architect is introduced as a market value.
5. Architectural layout / formation: Only in some cases for middle-income group, the originality of architectural design is identified as a value in the marketing rhetoric. Especially, the form of the blocks and different unit types receive attention to create a difference and thus to provide a privilege for the housing projects.

In the housing projects for high-income group, the identity is also formed by the utilization of a specified concept, personalism by the style of architect and constructor's reputation. However, besides these eminent concepts, the location of the projects dominates the visual and textual media primarily as a market value.

1. Context: Location of the projects addressing high-income group in the city center is presented as a special advantage or benefit granted to this specified class. In addition, the differentiation of projects by their architectural form in their contexts and the presence in the center of life by generating new lifestyles in the old city center are accepted as leading factors in creation of the identity value of the projects.

This chapter of the dissertation as referred before tried to provide a comprehensive review of the selected housing projects about the architectural formations and the marketing strategies and rhetoric in terms of targeted audience in different income groups in order to understand the concepts utilized in the identity formation. In the light of the consequences revealed above, it can be stated that the identity generated by the originality of the architectural formation is not only oversimplified by attached concepts of the advertisement industry but also formulated in certain samples as a market value, which responds the artificially created desires of consumer, by marketing sector.

CHAPTER 5

CONCLUSION

This dissertation contributes to the understanding of the current state of residential architecture under the influence of capitalist globalization, its transformation through the new actors and identity formation that supports or contests this transformation. This discernment is discussed in the context of housing production in Turkey. The discussion introduced a general assessment of the housing production in the 21st century and investigated cases to argue the process of the identity formation. The study in this respect is formulated to present a general investigation and an examination of case studies.

The starting point of the study is the effects of globalization on the construction sector and consequently architectural design and the transformation in the value system and own dynamics of architecture. The identity and the value of designed structure are directly affected by the constraints of powerful market developed through financial capital and the new actors of this system. Throughout the study, the redefinition of identity notion in architectural discipline by the dominance of marketing and advertising industry of today's world order has been investigated. It is assumed that the identity value generated through functionality, applicability, accessibility, livability of an architectural design has been transformed to a market value based on only the form and imagery of the construction. This transformation requires defining notions in the formation of identity by not only architectural formation but also the marketing strategies. Thus, the discipline of architecture can

develop strategies to preserve its own values and to reinforce the decisiveness of architect on the architectural design.

The generated discussion is devised in two dimensions: development of residential architecture in city scale and the identity formation in the housing scale. The study starts with a general investigation of residential architecture in Turkey. In order to understand the condition of Turkey in the commodification process of housing, the housing development process, the new actors in housing production and the changing perception of residential settlements are overviewed. This is followed by an examination focusing on the multi-unit housing production in the first decade of 21st century in İstanbul. İstanbul, as a domain of the study, is a city where the effects of globalization have most commonly seen and transnational capitalist class has circulated in after late 20th century. The discussion of the various forms of housing supply, the distribution of them in the city, the relation with different income groups and the actors involved in the production process provide a full overview about the development patterns of residential architecture. This remapping of the contemporary housing production in the city scale enables to discover the relation between city and housing production in terms of various forms of housing supply and different socio-economic status groups.

The transformation in the own dynamics of architectural design by the inclusion of new actors in design process is discussed through the identity concept by a two-fold investigation: the architectural formation and marketing strategies of the selected cases with different features for various socio-economic groups. This investigation is significant to explore the continuities and discontinuities between architecture and other disciplined included in the formation process of the identity concept. The notions and methods utilized in the identity formation have been established through this two-way investigation. Thus, it is possible to define the decisiveness of the architectural design and the role of the architect in the process of architectural formation in 21st century.

5.1 Remapping the housing production

The relation between various forms of housing supply, income groups and the distribution of the projects can be explored on the basis of the city scale. Major issues obtained by the remapping of the housing development can be listed as:

- The housing production has been extended in this ten years period especially after 2005. This year can be regarded as a turning point for the housing sector that the housing production has become to dominate any different modes of production in Turkey. The study argues that the major reason of this growth is the inclusion of Housing Administration of Turkey (Toplu Konut İdaresi:TOKİ) and Kiptaş as investor and constructor. The involvement of the state organizations in the production of both real estate developments and social housing shapes the residential demand particularly in İstanbul. Furthermore, except the primary purpose of Administration, which is producing mass-housing developments for poor and low-income groups, Administration encourages the investments of both private sector and foreign investor by developing various forms of housing supply for high-income groups.
- The analysis of the established list of completed multi-unit housing projects in İstanbul indicates that each side of the city does not grow homogenously. In the research period, the Anatolian side has expanded to southeast, starting from the middle area; whereas, mid-south and the northern areas grew in the European side.
- In terms of the definition of different income groups, the outcomes of the investigation demonstrates that different projects having different features have been produced for each income group especially after 2007. In other words, the division of different socio-economic status peoples is reinforced by producing various forms of housing supply directly addressing the target group and by producing these different forms in specified locations of the city. This segregation can become more apparent in the definition of housing developments constructed by Administration disregarding the mixed-income

option as “housing for low income groups” or “income sharing projects” for high-income groups.

- The remapping of İstanbul indicates that the housing projects are concentrated on the city center starting from the mid-2000s. The basic factors of this revaluation are the dominance of neo-liberal policies after 1980s and the support of the global capital by state organizations after 2000. The city has begun to be shaped by the effects of global market in “the phase of late capitalism” (Jameson, 1991) after 1980s. As Christine Boyer denotes that the cityscape is separated into functional parts, which is called deindustrialization (1994). By this separation, the production of industrial sector is disappeared and relocated in the outside parts of the city. The spaces in the city center evacuated by the industrial sector are utilized as reinvestment areas of global market mostly for international investments. Besides deindustrialization, the Marmara earthquake in 1999, raise the question of renewal the existing old housing stock and renovate the squatter and slum areas in the center. As a consequence of these dynamics, the center of the city attracts the attention of the new actors in housing production and the new groups of user. These new groups named as “gentrifiers” who are interested in living in the center of the city and are mostly the “member of the upper middle classes” (van Ostaijen, 2008). Therefore, new housing supplies have been applied for new consumer group placing in the center; whereas, different forms of housing settlements have been produced for people removed from the center to the periphery districts. Namely, the social segregation is strengthened by the identification of housing developments through the user groups and the contextual distinction of various forms of housing supply.

  One other effect of the concentration of the housing projects in the center is changing the silhouette of the city. İstanbul has a unique character that not only has land in two different continents but also connects two continents with each other with the Bosphorus. Furthermore, the city has a unique historical

background and architecture. The condensation of the central districts, situating in the coastal area of both sides sabotages the original silhouette of the city. Both changes in the zone plans, which transform the forest areas suitable for the construction, and the building high-rise housing projects in small existing parcels in the center areas have ruined the original character of the city.

5.2 Identity as a market value

In the formation of residential architecture, the nature of the two-fold relationship between architect and user is changed by the involvement of the investor as a third actor and the redefinition of user as a consumer who is a member of pre-determined target group. This transformation is an essential conception in the identity formation of housing projects. Whilst housing architecture gains its identity through its architectural formation created by architect and unique and individual relationship with its user, the conception of identity is regarded an additional market value of the project in order to provide and fasten the consumption by the dominance of the investor and the global economic trends.

The redefinition in the identity value opens a new discussion ground on the placement of the architectural formation in advertisement industry throughout the study. In Chapter 4, a framework for identity formation of multi-unit housing projects has been developed through an examination of the architectural formation and marketing strategies of selected cases in terms of different income groups. The examination begins with an investigation of architectural formations of cases focusing on firstly context and land use; secondly, architectural design and lastly form and façade formations. The substantial remarks of this research can be classified as follows:

- Almost all housing projects were designed by context-free attitudes regardless of the different income groups. Neither the region where the projects were placed, nor the surrounding build environment around the construction area was

considered as a design input for the architectural formation. In addition to the disconnection of the projects from their surroundings, the blocks and the placement of them are also unrelated with the characteristics and the natural dynamics of their site. The only approach dealing with the surrounding environment is to design perimeter block, which were situated at the edges of the site as a boundary to create introverted settlements.

- The housing projects for low-income group are generally composed of the repetition of single block type and do not have any special design features. Both arrangement of blocks, forms and façades are created by minimum design touch. Especially, in the projects under the name of 'social housing' by TOKİ, the plan organization and façade arrangements have been created by the dominance of these minimum design touch. In fact, the dominance of economical concerns and finance sector in the housing developments can be read from the formation of low-income housing. In these projects, creating a space in simplest plan and cheapest construction material and limited design touches are the dominant attitudes of the formation principle.
- The vast amount of attitudes is experimented in the cases for middle-income group in terms of both form of the blocks and façade formations. Besides the blocks in different geometries, the projects tried to be distinguished through the modifications of the block masses and additional elements used on the façades.
- In the cases for high-income group, the form of the blocks and the façade treatments are not diversified as it is observed in the previous group. However, the form and façade is treated as a whole rather than shaping exterior surface with additional elements being independent or irrelevant from the interior organization. From the analysis, it is obvious that the architectural design is not used to create a different and new living environment for the user, instead only to attract and appeal the possible customer in order to be consumed and turned to be a capital for international investment groups. therefore, the plan schemes for each income groups are similar but the form and façade treatments are diversified.

- In terms of architectural layout, the projects for middle-income group include various forms and different types of blocks and units. Neither low nor high-income group projects has this kind of variety as it is designed in middle-income group projects. Both the planimetric schemes and the total square meters diversify in both the layouts of blocks and housing units.
- Besides these issues, all residential settlements provide typological variety in terms of units and offers adaptability of interior spaces in time according to functional changes regardless of the income group differences. The housing projects both include several unit types and enable physical changes and modification in unit layouts due to the placement and frequency of permanent components (structural elements and service core), except the ones constructed by tunnel formwork system. Although flexible layouts can provide user to make several different arrangements through physical changes, "initial flexibility" is overwhelmed by the architect-determined partitions that allow the user only to adapt different functions within the defined territories.
- This condition can be interpreted that the applications being advantageous for sale are mostly experienced. Namely, whilst all projects are capable of providing flexible plan layouts, which can be utilized for the advantage of user, the investor preferred to produce units formed through the determined partitions by architect. Because, the salable square meters and the room numbers included in this total m^2 not only easier to apply but also can make more profit than flexibility. Only typological variety provides a choice to the user who desires bigger or smaller units before occupancy. Due to the designed partitions, units lose the chance of flexibility in post occupancy period. However, it is possible to sway different user groups by availing the flexibility.

The analysis indicates that basically two attitudes in identity production are utilized for each socio-economic status groups, while, architectural formation is placed as a sub-heading under these two attitudes.

1. To create a “difference” is employed as an identity value. The phenomena of producing something different, new, individual or special turns out to be a prominent concept to raise the market value. This difference is generated by several modes.
    a. Context: One approach is the emphasis of the location of the projects. In some instances, being in the city center is introduced as a privilege; whereas, the detachment from the center is presented also as an advantage to be in a relation with the natural environment. In fact, context refers to the region where the project is located within the city. Here, the eminent concept is the relation of the project location and the city regardless of the specific location of the project and the surrounding built environment. Another usage of the context as an identity value is through the reproduction of any place existing in the world or the reiteration of special features belonging to that space. Local values of a distinct context are manipulated to evoke the connoted meaning of this place; therefore, the physical production is valued through an illusionary identity specified in the interface of real and imagery.
    b. Conceptual reference: One other way is to adopt notions being popular in cultural and architectural discourses or in consumer society as well. These borrowed notions from the popular discourses could be anything like “zen” as a philosophy adopted by a different culture or “trend” as an abstract concept. Furthermore, the concepts, which are engaged in architectural discipline like “sustainable and smart”, also utilized to provide privilege. These concepts determined by the investor or marketing industry before the design process are offered to the architect as a direct design input. However, in the end product, these concepts only refer to the technical applications and material specifications instead of the architectural formation.
    c. Lifestyle: The lifestyle and the routine of everyday life is described by advertisement industry before occupancy in order to impulse the senses of possible consumer. Although housing settlements are the fundamental compounds, where formation of identity and lifestyle is originated and

developed. However, by both the pre-determination of the target group and introducing a specific lifestyle for this group underline the social segregation and reinforce the growing disparities in society. In fact, beyond the distinct lifestyle, the main focus highlighted as a difference is on the consequences of this new lifestyle like happiness, peace, freedom, balance and safety.

d. Economy: The price policies, easy terms of payment, economic campaigns are sine qua non of identity formation utilized in marketing rhetoric. In neo-liberal urbanism, the perception of housing settlements as a commodity through its exchange value provokes the identification of this commodity through the economic terms regardless of the class differences.

e. Architectural formation/layout: The originality of architectural design mostly mentioned after all the previous concepts is identified as a value in the marketing rhetoric. Particularly, the form of the blocks and different unit types receive attention in differentiating a specific projects form its counterparts. In marketing rhetoric, the form, height and especially the imagery of the physical product become a practical use for creating a market value. Besides the image of the projects, typological variety is also used to appeal the consumer.

2. Another identity generating process is “personalism”. Marketing strategies are directed to the architect or constructor in order to define the distinctive character of housing projects. Namely, professionals or corporations are legitimized as marketing tools.

   a. Constructor: The references and the reputation of the company are all marketed. Actually, in consumer-based economy, as Baudrillard states “not the product itself, but the product, the brand, the sign and the image of the end product are the base stones in creating diversification among the firms” (1983). The brand here becomes to be referred as the brand value that initiates by personalizing the constructor in marketing rhetoric.

b. Architect: Two-way personalism can be classified in the establishment of the identity through the architect. In the former, the focus is on the architectural style of the architect. More specifically, the architectural style and the originality of his/her design attitude whether it can be identified through a distinct style like “minimalism” or described by the formalistic approached like “organic” are marketed. In the latter, the signature value of the architect is concentrated on without any emphasis on the architectural style. The architect can experiment different attitudes or adopt various styles. The significant point here is the identity value of the name and the signature of the architect is introduced as a market value.

5.3 Implications for the current state of residential architecture

In this study, firstly, the changes in the structure of the city are remapped through the housing production in 21st century. This remapping provides a full overview about the development patterns of residential architecture in terms of the various forms of housing supply, the distribution of them in the city and the relation with different income groups in the first decade of 21st century. The development patterns obtained from this investigation provide clues for future research in different disciplines, which are not only working on city scale but also interested in the relation between city and residential architecture.

After defining the relation of residential architecture with the city, the specific contribution of this dissertation is the explication of the role of marketing industry in defining the residential architecture through the conception of identity. The effects of marketing strategies on the architectural formation were discussed through selected cases to uncover the attitudes that had caused the transformation in the internal values of residential architecture. The identity formation methods and the dominance of marketing on the architectural formation as a result of this study indicates that housing production has been regarded as a consumption object in the direction of trade and marketed by differentiating through pre-defined

concepts. Marketing strategies and the market value established by these concepts supersede the architectural design and the existence of the housing in the city.

This study revealed that instead of the architectural idea, the identity value has been generated by the concepts being independent from the physical structure. In fact, these concepts are not derived from the conditions of the context of Turkey; rather the repetition of the popular notions and applications in the world has been utilized. These patterns shaped by the media have reduced the architectural design, and the character of space and context to the notions. Mere market value has become more important than the quality, style or location of the object.

The transformation in the identity value ensuing as a result of the investigation of this study is important to define the current state of architectural discipline and the role of the architect in design process. As a matter of fact, the function of architect has changed constantly in time since industrialization. The position of architect as a master builder or artist shifted into the design and construction field with the specialization began in the 19th century. However, in 21st century, all other professions including architecture have experienced a re-positioning with the domination of finance capital and globalization as it can be realized in the results of this study. Architecture has been oversimplified to a service, which is demanded by the investor. Therefore, architecture tries to find new grounds to find a place in dominant financial structure.

The results of this study point out that by domination of the marketing notion, customer expectations, target group, advertisement and identity have become the key themes of the jargon of the architectural production. In other words, the values imposed by the real estate market have become primary in the architectural design. Ownership, permanence, belonging to a specific place, the originality of an architectural design or the design knowledge which are major concerns of the architectural discipline have not been considered as primary issues in the formation

process; rather, they have become secondary means or subsidiary subject. The contribution of this study is to decipher this process through the marketing rhetoric and the role of the architect in this process. Architect has turn out to be a marketing tool or has been forced not only to have different knowledge but also to take different positions by the integration of different actors in the design process. Herein, this study provides a basis for the future studies focusing on the artifacts generated in the design process and the new position of the architect between these disciplinary debates.

Today, when the daily lives of the individuals are considered, it can be stated that the identities are multiplied under the domination of technology and the communication tools. Now, neither the signature nor the coercive generalizations are valid for the identity generation. Instead of them, a new concept of life shaped through the living and behavioral patterns of individuals and social relations begin to dominate the everyday life. This attitude is not reflected to the architecture yet; however, it can be chance to realize its own dynamics once again. Architectural practice, that not only is alienated form its own values by the influence of capitalist globalization but also become a ground where several applications are consumed in second hand, can search its identity by revisiting its own disciplinary arguments. At this point, in order to develop the ability to create its own rules as the basic feature of being a profession, this study contributes to ask the question that 'can architecture, which is formed by only marketing ideology, regain its authenticity?'

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APPENDIX A

FULL LIST OF HOUSING PROJECTS

Table 16 Full list of housing projects completed in İstanbul between 2000 and 2010

	PROJECT	CONSTRUCTOR	LOCATION	YEAR/UNIT
1	Pendik Dolayoba Taşlıbayır	Kiptaş	Istanbul Anadolu/Pendik	2000 ()
2	Pendik Dolayoba	Kiptaş	Istanbul Anadolu/Pendik	2000 ()
3	Ataşehir Flora Evleri	Abka Yapı	Istanbul Anadolu/Ataşehir	2000 (175 konut)
4	Kardelen Evler	Ekşioğlu	Istanbul Anadolu/Şile	2000 (21 villa)
5	Alibey Apartmanı	Cengiz Yılmaz İnş	Istanbul Anadolu/Pendik	2000 (3 blok 38 konut)
6	Asmekan Konut	Vira İnşaat	Istanbul Anadolu/Şile	2000 (32 ikiz villa)
7	Ağaoğlu My City	Ağaoğlu İnşaat	Istanbul Anadolu/Ümraniye	2000 (592 konut 6 villa)
8	Küçük Çamlıca Evleri	Teknik Yapı	Istanbul Anadolu/Üsküdar	2001 (10 villa)
9	Teta Çengelköy Villaları	Teknik Yapı	Istanbul Anadolu/Üsküdar	2001 (10 villa)
10	Çamlıca Koru Evleri	Teknik Yapı	Istanbul Anadolu/Üsküdar	2001 (19 villa)
11	Boğaziçi Kandilli Evleri	Aktaş İnşaat	Istanbul Anadolu/Üsküdar	2001 (329 konut)
12	Optimum Evleri 1.etap	Emta İnşaat	Istanbul Anadolu/Ümraniye	2001 (33 villa)
13	Atapol Konutları	Ergün Polat İnşaa	Istanbul Anadolu/Ataşehir	2002 (133 konut)
14	Pendik Aydos Toplu Konutları	Mutlu İnşaat	Istanbul Anadolu/Pendik	2002 (300 konut)
15	Dragos Drive	Dumankaya	Istanbul Anadolu/Maltepe	2002 (4 blok 77 daire)
16	Ibar Sitesi	Mio Yapı	Istanbul Anadolu/Şile	2002 (6 villa)
17	7000A Residence	Ant Yapı	Istanbul Anadolu/Ataşehir	2002 (7 blok 140 konut)
18	Selçuklu Konakları	Selçuklu İnşaat	Istanbul Anadolu/Üsküdar	2002 (82 konut)
19	Göztepe Park Residence	Ekinciler İnşaat	Istanbul Anadolu/Kadıköy	2002 (87 blok 52 konut)
20	Adalet Hanım Konakları		Istanbul Anadolu/Üsküdar	2002 (9 villa)
21	Ağaoğlu My Village	Ağaoğlu İnşaat	Istanbul Anadolu/Sancaktepe	2003 (116 villa 176 kona
22	Sinpaş Aqua City 2	Sinpaş	Istanbul Anadolu/Ümraniye	2003 (1164 konut)
23	Gence Apartmanı	Uğursal İnş.	Istanbul Anadolu/Kadıköy	2003 (14 konut)
24	Atlas Residence	TMD-Yalkon Gru	Istanbul Anadolu/Pendik	2003 (3 blok 140 konut)
25	Günyüzü Konakları	Keleşoğlu&Mutlu	İstanbul Anadolu/Beykoz	2003 (33 konak)
26	Çamlıca Projesi	MNS İş Ortaklığı	Istanbul Anadolu/Üsküdar	2003 (34 konut)
27	3000A Residence	Ant Yapı	Istanbul Anadolu/Ataşehir	2003 (60 konut)
28	İçerenköy Konutları	Kiptaş	Istanbul Anadolu/Kadıköy	2004 ()
29	Taşdelen Konutları	Demo inşaat	Istanbul Anadolu/Çekmeköy T	2004 (10 blok 392 konut
30	On Konakları	Tim İnşaat	Istanbul Anadolu/Üsküdar	2004 (10 villa)
31	NP12 Evleri	Yapı Konut	Istanbul Anadolu/Üsküdar	2004 (12 villa)
32	Bolelli Yeşilçamlık Evleri 1	Bolelli Group	Istanbul Anadolu/Çekmeköy	2004 (130 konut)
33	Yeşil Vadi Evleri	Teknik İnşaat	Istanbul Anadolu/Ümraniye	2004 (18 villa)
34	Sokullu Konağı Evleri	Yapı Konut	Istanbul Anadolu/Kadıköy	2004 (2 blok 64 konut)
35	Nizamettin Bey Apartmanı	Sağlam Yapı	Istanbul Anadolu/Kadıköy	2004 (20 konut)
36	Ağaoğlu My Dream	Ağaoğlu İnşaat	Istanbul Anadolu/Üsküdar	2004 (23 villa 1 tarihi kor
37	Yenisehir Evleri	Dumankaya	Istanbul Anadolu/Pendik	2004 (26 blok 463 konut
38	Saklıköy villaları	Ecesan	Istanbul Anadolu/Tuzla	2004 (26 villa)
39	Taşdelen Evleri	Ekşioğlu	Istanbul Anadolu/Çekmeköy	2004 (288 konut)
40	Soyak Yenişehir	Soyak	Istanbul Anadolu/Ümraniye	2004 (3000 konut)
41	Ömerli Park Villaları	ODC İnşaat	Istanbul Anadolu/Ümraniye	2004 (34 villa)
42	Ayazma Konakları	Özkartallar İnşaa	Istanbul Anadolu/Ümraniye	2004 (35 konut)

	PROJECT	CONSTRUCTOR	LOCATION	YEAR/UNIT
43	My Home	Ağaoğlu İnşaat	Istanbul Anadolu/Üsküdar	2004 (36 villa)
44	Tevfik Bey Sitesi	Özkartallar İnşaa	Istanbul Anadolu/Ümraniye	2004 (48 konut)
45	Sinpaş İstanbul Palace	Sinpaş	Istanbul Anadolu/Ümraniye	2004 (52 villa)
46	Adatepe 4	Demirli İnşaat	Istanbul Anadolu/Maltepe	2004 (9 konut)
47	Altunizade Hilal Konakları	Kiptaş	Istanbul Anadolu/Üsküdar	2005 ()
48	Teta Boğaziçi evleri		Istanbul Anadolu/Üsküdar	2005 (10 ikizvilla)
49	Emir Apartmanı	Sağlam Yapı	Istanbul Anadolu/Kadıköy	2005 (10 konut)
50	Tepeören Villaları	YonKonut	Istanbul Anadolu/Tuzla	2005 (101 villa)
51	Dumankaya Çekmeköy Evleri	Dumankaya	Istanbul Anadolu/Çekmeköy	2005 (11 blok 348 konut
52	Denizpark Sitesi	Ekşioğlu Beşyıldı	Istanbul Anadolu/Pendik	2005 (110 konut)
53	İnci Evleri	Ayyılmazlar İnşaa	Istanbul Anadolu/Çekmeköy	2005 (12 blok 206 konut)
54	Riva Konakları		Istanbul Anadolu/Beykoz	2005 (132 villa)
55	Aqua Manors Konutları	Sinpaş	Istanbul Anadolu/Ümraniye	2005 (134 villa 192 konu
56	FMS Park Village	Kılıç İnşaat	Istanbul Anadolu/Sancaktepe	2005 (16 villa)
57	Beykoz Koru Evleri	Siyahkelem-Biz	Istanbul Anadolu/Beykoz	2005 (17 villa)
58	Deniz Apartmanı	Timuçin İnş.	Istanbul Anadolu/Kadıköy	2005 (18 konut)
59	Altın Koza Villaları	Askır İnşaat	Istanbul Anadolu/Çekmeköy	2005 (19 villa)
60	Central Life Konutları	Sinpaş	Istanbul Anadolu/Ümraniye	2005 (20 blok 386 konut
61	Çamlık Villaları Alemdar	İnanlar İnşaat	Istanbul Anadolu/Çekmeköy	2005 (20 villa)
62	Willa Well-Q	Euro Maisonet İn	Istanbul Anadolu/Çekmeköy	2005 (32 villa)
63	Kuğu Evleri	Bam Müh.	Istanbul Anadolu/Ataşehir	2005 (42 konut)
64	Elysium Park Alemdağ	Ofton İnşaat	Istanbul Anadolu/Ümraniye	2005 (54 villa 54 residen
65	Çamlık Evleri	Alp Yapı	Istanbul Anadolu/Pendik	2005 (56 konut)
66	My Town	Ağaoğlu İnşaat	Istanbul Anadolu/Ümraniye	2005 (560 Daire)
67	Ekşioğlu Evrensel 2		Istanbul Anadolu/Çekmeköy	2005 (564 konut)
68	Korupark Konakları	Dervişoğlu İnşaat	Istanbul Anadolu/Çekmeköy	2005 (7 villa)
69	Altın Koza Evleri	Koçak İnşaat	Istanbul Anadolu/Çekmeköy	2005 (8 blok 192 konut)
70	Altayçeşme Konutları	Temeltaş İnşaat	Istanbul Anadolu/Maltepe	2005 (8 blok 320 konut)
71	Dokuz Palmiye	Aydın İnşaat şirk	Istanbul Anadolu/Kartal	2005 (9 blok 252 konut)
72	Bautek Kuğu Evleri	Bautek	Istanbul Anadolu/Tuzla	2005 (98 villa)
73	Orman Sitesi	Konur İnşaat	Istanbul Anadolu/Çekmeköy	2005? (26 villa)
74	Ercümentbey Apartmanı	Dervişoğlu İnşaat	Istanbul Anadolu/Kadıköy	2006 ()
75	Kartal Mutluevler	Kiptaş	Istanbul Anadolu/Kartal	2006 ()
76	Çakıroğlu Ataşehir Konutları	Çakıroğlu İnş.	Istanbul Anadolu/Ataşehir	2006 (10 konut)
77	Ertuğrul Gazi 1. Bölge	Turan Hazinedar	Istanbul Anadolu/Pendik	2006 (1056 konut)
78	Çekmeköy Orkent Evleri	Ekşioğlu İnşaat	Istanbul Anadolu/Çekmeköy	2006 (11 blok 352 konut
79	Bakkalköy Konutları	Çakmak İnş.	Istanbul Anadolu/Ataşehir	2006 (12 konut)
80	Oftaş	Kılıç İnşaat	Istanbul Anadolu/Kadıköy	2006 (12 konut)
81	Kelebek Vadisi Evleri	Dumankaya	Istanbul Anadolu/Pendik	2006 (13 blok 274 konut
82	Tüccarbaşı Konutları	Çakmak İnş.	Istanbul Anadolu/Kadıköy	2006 (13 konut)
83	Shile Garden Villaları	Simge Yapı	Istanbul Anadolu/Şile	2006 (13 villa)
84	Mayavera	Maya	Istanbul Anadolu/Çekmeköy	2006 (133 konut)
85	Eston Kandilli Evleri	Eston Yapı	Istanbul Anadolu/Üsküdar	2006 (14 blok 108 konut
86	Huzur Apartmanı	Sağlam Yapı	Istanbul Anadolu/Kadıköy	2006 (14 konut)
87	Otağ Evler	Ekinciler İnşaat	Istanbul Anadolu/Beykoz	2006 (150 konut)
88	My Country	Ağaoğlu İnşaat	Istanbul Anadolu/Çekmeköy	2006 (159 villa 112 kona
89	Meritlife Göl Konakları	Dekon+A-Z İnşaa	Istanbul Anadolu/Ataşehir	2006 (17 blok 392 konut
90	İstanbul Ataşehir 4. Etap	Or-Han İnşaat ve	Istanbul Anadolu/Ataşehir	2006 (180 konut)
91	Riverside Ömerli	İzmir İnşaat	Istanbul Anadolu/Ümraniye	2006 (19 villa)
92	Yeşilvadi Evleri	Ekşioğlu İnşaat	Istanbul Anadolu/Pendik	2006 (192 konut)
93	Tüylüoğlu Apartmanları	Tüylüoğlu İnş.	Istanbul Anadolu/Kadıköy	2006 (2 blok 24 konut)
94	Selimoğlu Sitesi	Selimoğlu Group	Istanbul Anadolu/Kadıköy	2006 (2 blok 27 konut)
95	İki İnci Evleri	Ayfa İnşaat	Istanbul Anadolu/Kadıköy	2006 (2 blok 54 konut)
96	Mega Kent	3E Akdeniz İnşaa	Istanbul Anadolu/Çekmeköy	2006 (20 blok 604 konut)
97	Fulya Residence	Dervişoğlu İnşaat	Istanbul Anadolu/Kadıköy	2006 (20 konut)
98	Park Konaklar	Ihlas GYO	Istanbul Anadolu/Çekmeköy	2006 (20 villa)
99	Mavisu Residence	Ant Yapı	Istanbul Anadolu/Ataşehir	2006 (220 konut)
100	La Vie Konakları 1	Bolelli Group	Istanbul Anadolu/Çekmeköy	2006 (24 villa)

	PROJECT	CONSTRUCTOR	LOCATION	YEAR/UNIT
101	Atapol Polat Konakları	Ergün Polat İnşaa	Istanbul Anadolu/Ümraniye	2006 (26 villa)
102	Hasbahçe evleri	Ekşioğlu Demirli	Istanbul Anadolu/Üsküdar	2006 (29 villa)
103	İnönü Caddesi Konutları	Çakmak İnş.	Istanbul Anadolu/Ataşehir	2006 (3 blok 63 konut)
104	Anıt Sitesi	Anıt mühendislik	Istanbul Anadolu/Pendik	2006 (3 blok 72 konut)
105	Atakent Mavi Konaklar	Şua İnşaat	Istanbul Anadolu/Ümraniye	2006 (3 blok 90 konut)
106	Bağlarbaşı konut	Ema	Istanbul Anadolu/Maltepe	2006 (32 konut)
107	Yaşamkent Konutları	Temeltaş İnşaat	Istanbul Anadolu/Maltepe	2006 (320 konut)
108	Akasya Evleri	Kule Yapı	Istanbul Anadolu/Çekmeköy	2006 (4 blok 160 konut)
109	Kırklar Vadisi Villaları	Şanlı İnşaat	Istanbul Anadolu/Tuzla	2006 (40 villa)
110	Doğa Ata Konakları	Doğa-Ata İnşaat	Istanbul Anadolu/Ümraniye	2006 (47 villa)
111	Ceren Sitesi	Gülderen İnşaat	Istanbul Anadolu/Tuzla	2006 (48 villa)
112	Optimum Evleri 2.etap	Emta İnşaat	Istanbul Anadolu/Ümraniye	2006 (49 villa)
113	Dragos Drive34	Dumankaya	Istanbul Anadolu/Maltepe	2006 (5 blok 42 daire)
114	Şile Koru Evleri	Şile Yıldırım İnş.	Istanbul Anadolu/Şile	2006 (5 blok 70 konut)
115	Elysium Garden Alemdağ	Ofton İnşaat	Istanbul Anadolu/Ümraniye	2006 (50 villa 70 konut)
116	İstanbul Park Konakları Akfırat	İnmaş	Istanbul Anadolu/Tuzla	2006 (55 konak)
117	Begonya Evleri	Denge Yapı	Istanbul Anadolu/Sancaktepe	2006 (6 blok 48 konut)
118	Atatürk Caddesi Konutları	Çakmak İnş.	Istanbul Anadolu/Ataşehir	2006 (6 blok 95 konut)
119	Alibey Villaları	Cengiz Yılmaz İnş	Istanbul Anadolu/Pendik	2006 (60 konut)
120	Hisar Country	Reel İnşaat	Istanbul Anadolu/Ümraniye	2006 (69 villa 30 konut)
121	Armağan Apartmanı	Uğursal İnş.	Istanbul Anadolu/Kadıköy	2006 (7 konut)
122	Rivera Ranch		Istanbul Anadolu/Beykoz	2006 (7 villa)
123	Krizantem Evleri	Om Grubu	Istanbul Anadolu/Tuzla	2006 (7 villa)
124	Kasaba Evleri	Koray Holding	Istanbul Anadolu/Çekmeköy	2006 (750 konut)
125	Altıntepe Merkez	Demirli İnşaat	Istanbul Anadolu/Kadıköy	2006 (8 konut)
126	Adatepe Sahil	Demirli İnşaat	Istanbul Anadolu/Maltepe	2006 (8 konut)
127	Bolelli Çamlık Evleri 2	Bolelli Group	Istanbul Anadolu/Çekmeköy	2006 (80 konut)
128	Trio Aydınlı Konutları	Trio İnşaat	Istanbul Anadolu/Tuzla	2006? 2007?(60 konut)
129	Kıvanç sitesi konutları	Ümran Yapı	Istanbul Anadolu/Maltepe	2007 (
130	Okaliptüs evleri	Ümran Yapı	Istanbul Anadolu/Maltepe	2007 (
131	Sarmaşıkevler	Kiptaş	Istanbul Anadolu/Pendik	2007 ()
132	Pendik Aydos Evleri	Kiptaş	Istanbul Anadolu/Pendik	2007 ()
133	Pendik Aydos Sarmaşık evler	Kiptaş	Istanbul Anadolu/Pendik	2007 ()
134	Yeşil Vadi Konakları	Kiptaş	Istanbul Anadolu/Ümraniye	2007 ()
135	Park Panorama Residence	Nazar İnşaat	Istanbul Anadolu/Çekmeköy	2007 (1 blok 140 konut)
136	Little Life Evleri	Yurttapan İnşaat	Istanbul Anadolu/Ataşehir	2007 (1 blok 18 konut)
137	İspanyol Evleri	Tümak İnşaat	Istanbul Anadolu/Tuzla	2007 (10 villa)
138	Ek-ka Evleri	Ekşioğlu İnşaat	Istanbul Anadolu/Pendik	2007 (100 konut)
139	Taşdelen Koru Evleri	Demirler İnşaat	Istanbul Anadolu/Çekmeköy	2007 (108 konut)
140	Crystal Park	VektorGYG	Istanbul Anadolu/Pendik	2007 (11 blok 266 konut
141	Incity	Dündar İnşaat	Istanbul Anadolu/Kadıköy	2007 (11 blok 322 konut
142	Eltes Güneşi	Ağaoğlu İnşaat	Istanbul Anadolu/Ümraniye	2007 (1111 Daire)
143	Çam Evler Özgül	Özgül İnşaat	Istanbul Anadolu/Pendik	2007 (120 konut)
144	Akzengin Boğaziçi Villaları	Akzengin İnşaat	Istanbul Anadolu/Şile	2007 (13 villa)
145	Parkville	Çakmak yapı	Istanbul Anadolu/Tuzla	2007 (13 villa)
146	Akfirat Evleri	MilPA	Istanbul Anadolu/Tuzla	2007 (143 villa)
147	Çekmeköy Konakları	Ekşioğlu Beşyıldız	Istanbul Anadolu/Çekmeköy	2007 (1436 konut)
148	Candar Konutları		Istanbul Anadolu/Çekmeköy	2007 (144 konut)
149	Fibalife Rahat Yaşam Evleri	Fiba Gayrimenku	Istanbul Anadolu/Çekmeköy	2007 (144 konut)
150	Ardenia Park	Tim İnşaat	Istanbul Anadolu/Çekmeköy	2007 (15 villa 8 townhou
151	Kısmet Apartmanı	Uğursal İnş.	Istanbul Anadolu/Kadıköy	2007 (16 konut)
152	Engin Su Villaları	Meran İnşaat	Istanbul Anadolu/Pendik	2007 (17 villa)
153	Elysium Life Samandıra	Ofton İnşaat	Istanbul Anadolu/Sancaktepe	2007 (170 ikiz villa)
154	Beykoz Ayazma Evleri	Opak İnşaat	Istanbul Anadolu/Beykoz	2007 (18 konut)
155	Atılgan Evleri	Siska	Istanbul Anadolu/Çekmeköy	2007 (180 konut)
156	Erenköy Konutları	Sağlam Yapı	Istanbul Anadolu/Kadıköy	2007 (19 konut)
157	F2 Evleri	CE Yapı	Istanbul Anadolu/Tuzla	2007 (192 dublex 122iki
158	Kuleli Yalı Evleri	İnanlar İnşaat	Istanbul Anadolu/Kadıköy	2007 (2 blok 14 konut)

	PROJECT	CONSTRUCTOR	LOCATION	YEAR/UNIT
159	Erguvan Gold Ataşehir	Erguvan İnşaat	Istanbul Anadolu/Ataşehir	2007 (2 blok 38 konut)
160	Sempre vita	Dekon+A-Z İnşaa	Istanbul Anadolu/Üsküdar	2007 (2 blok 40 konut)
161	Selimoğlu residence	Selimoğlu Group	Istanbul Anadolu/Ataşehir	2007 (2 blok 60 konut)
162	Alya Park Konutları	Ekşioğlu İnşaat	Istanbul Anadolu/Ümraniye	2007 (2 blok 86 konut)
163	Nezih Konakları	ENS Yapı	Istanbul Anadolu/Ataşehir	2007 (2 blok 89 konut)
164	Ekşioğlu Gümüş Evleri	Ekşioğlu Group İr	Istanbul Anadolu/Tuzla	2007 (20 konut)
165	Sempre era	Dekon+A-Z İnşaa	Istanbul Anadolu/Üsküdar	2007 (20 konut)
166	Akfirat Villalari	Eren İnşaat	Istanbul Anadolu/Tuzla	2007 (20 villa)
167	Ataşehir 1. Bölge (KentPlus)	Emay İnş.-İpek İn	Istanbul Anadolu/Ataşehir	2007 (2044 konut)
168	Villa Riva	Yapı Endüstrisi	Istanbul Anadolu/Beykoz	2007 (21 villa)
169	Atapol Residence	Ergün Polat İnşaa	Istanbul Anadolu/Ümraniye	2007 (213 konut)
170	Doğa Çiftlik Evleri	Yasan İnş	Istanbul Anadolu/Kadıköy	2007 (22 villa)
171	Carpe diem villaları	Ekşioğlu İnşaat	Istanbul Anadolu/Çekmeköy	2007 (23 villa)
172	Boğaziçi Villaları	Akzengin İnşaat	Istanbul Anadolu/Şile	2007 (26 konut)
173	Green Hill Villaları	Demirli İnşaat	Istanbul Anadolu/Kartal	2007 (28 villa)
174	Rüya Evleri	Ese İnşaat	Istanbul Anadolu/Ümraniye	2007 (3 blok 100 konut)
175	Helenium Park Evleri	Başarır İnşaat Ya	Istanbul Anadolu/Ümraniye	2007 (3 blok 108 konut)
176	Orkide Evleri	Tekart İnşaat	Istanbul Anadolu/Maltepe	2007 (3 blok 24 konut)
177	GMO Küçükyalı Konutları	GMO Yapı Grup	Istanbul Anadolu/Maltepe	2007 (3 blok 25 konut)
178	Petek Konutları	Taban İnşaat	Istanbul Anadolu/Ümraniye	2007 (3 blok 54 konut)
179	Ninho Trio Konutları	Alice İnşaat	Istanbul Anadolu/Üsküdar	2007 (3 blok 90 konut)
180	Gizli Bahce Konaklari	Dumankaya	Istanbul Anadolu/Tuzla	2007 (30 blok 374 konut
181	Beta Konakları	Beta Yapı	Istanbul Anadolu/Pendik	2007 (32 konut)
182	Park Kule	Dervişoğlu İnşaat	Istanbul Anadolu/Kadıköy	2007 (34 konut)
183	İstanbul Ümraniye Taşdelen	Mehmet Çelik-Bu	Istanbul Anadolu/Ümraniye	2007 (354 konut)
184	Koza Residence	Köroğlu İnş	Istanbul Anadolu/Ümraniye	2007 (36 konut)
185	Ataşehir 3. Bölge(myworld)	Akdeniz İnş. (Ağa	Istanbul Anadolu/Ataşehir	2007 (3639 konut)
186	Selvice Evler	Sur Yapı	Istanbul Anadolu/Ümraniye	2007 (4 blok 124 konut)
187	Parkorman Konutları	Demo inşaat	Istanbul Anadolu/Çekmeköy	2007 (4 blok 144 konut)
188	Atakent Konakları Ümraniye	Fatih İnşaat	Istanbul Anadolu/Ümraniye	2007 (4 blok 32 konut)
189	Yakacık Yaşam Konutları	Dervişoğlu İnşaat	Istanbul Anadolu/Kartal	2007 (4 blok 80 konut)
190	Maltepe Konutları	Çolakoğlu İnşaat	Istanbul Anadolu/Maltepe	2007 (40 konut)
191	Sample City	Güney İnşaat	Istanbul Anadolu/Çekmeköy	2007 (40 villa 282 konut)
192	Ataşehir konakları	Beta Yapı	Istanbul Anadolu/Ataşehir	2007 (42 konut)
193	19 Mayıs Konakları	Mutlu İnşaat	Istanbul Anadolu/Kadıköy	2007 (42 konut)
194	Sky Residence	Regnum	Istanbul Anadolu/Kadıköy	2007 (43 konut)
195	Antrium Residence	Ant Yapı	Istanbul Anadolu/Ümraniye	2007 (436 konut)
196	Göksoy sitesi	Anadolum İnş.	Istanbul Anadolu/Kartal	2007 (44 konut)
197	Evidea	Yapı Kredi Koray	Istanbul Anadolu/Çekmeköy	2007 (473 konut)
198	Kahraman Çiftlik Evleri	Ekol İnşaat	Istanbul Anadolu/Çekmeköy	2007 (5 blok 180 konut)
199	Casa Bella	Ayfa İnşaat	Istanbul Anadolu/Ümraniye	2007 (5 blok 20 konut)
200	Bilgen Konutları	Bilgen İnşaat	Istanbul Anadolu/Üsküdar	2007 (5 blok 220 konut)
201	Uzunlar Çamlıca Evleri	Uzunlar İnşaat	Istanbul Anadolu/Üsküdar	2007 (5 blok 74 konut)
202	Işıl Konutları	Alp Yapı	Istanbul Anadolu/Pendik	2007 (52 konut)
203	Kozal	İnanlar İnşaat	Istanbul Anadolu/Kadıköy	2007 (59 konut)
204	Tavukcuoğlu Beylerbeyi Konak	Tavukcuoğlu İnşa	Istanbul Anadolu/Üsküdar	2007 (6 blok 25 konut)
205	Elit Life	Şua İnşaat	Istanbul Anadolu/Ataşehir	2007 (6 blok 450 konut)
206	Saban Çengelköy Evleri	Saban İnşaat	Istanbul Anadolu/Üsküdar	2007 (6 villa 2 ikiz)
207	Manolya sitesi	Anadolum İnş.	Istanbul Anadolu/Kartal	2007 (64 konut)
208	Çamlıca evleri	Büyük Uzunlar in	Istanbul Anadolu/Üsküdar	2007 (75 konut)
209	İstanbul Tuzla 1.Bölge	Makek İnş. & Has	Istanbul Anadolu/Tuzla	2007 (760 konut)
210	Kent Plus Kartal	Emlak Konut GYO	Istanbul Anadolu/Kartal	2007 (8 blok 518 konut)
211	Nakkaştepe Boğazüstü Villalar	Ekinciler İnşaat	Istanbul Anadolu/Üsküdar	2007 (8 villa)
212	Şeker Evleri	Okka İnşaat	Istanbul Anadolu/Pendik	2007 (80 konut)
213	İstanbul Kozyatağı	Baytur İnş.Taah./	Istanbul Anadolu/Kadıköy	2007 (800 konut)
214	Gizli Bahce Manzara Konaklari	Dumankaya	Istanbul Anadolu/Tuzla	2007 (9 blok 103 konut)
215	Şelale Premium Residence	Dap Yapı	Istanbul Anadolu/Çekmeköy	2007 (9 blok 184 konut)
216	Arte Verde	Önalanlar İnşaat	Istanbul Anadolu/Üsküdar	2007 (9 blok 90 konut)

	PROJECT	CONSTRUCTOR	LOCATION	YEAR/UNIT
217	Greenium Evleri	Sur Yapı	Istanbul Anadolu/Ümraniye	2007 (94 villa)
218	Tuzla Evleri	Kiptaş	Istanbul Anadolu/Tuzla	2008 ()
219	Harput Tower	Harput Yapı	Istanbul Anadolu/Ümraniye	2008 (1 apt 20 konut)
220	Eren Home	Harput Yapı	Istanbul Anadolu/Ümraniye	2008 (1 apt 8 konut)
221	Nora Erenköy	Nora Yapı	Istanbul Anadolu/Kadıköy	2008 (1 blok 14 konut)
222	Dragos Residence	HomeWorld Gay	Istanbul Anadolu/Kartal	2008 (1 blok 22 konut)
223	Nora Bostancı Projesi	Nora Yapı	Istanbul Anadolu/Kadıköy	2008 (1 blok 29 konut)
224	İSTANBUL KONUTLARI	ÖZENYAPI	Istanbul Anadolu/Kadıköy	2008 (1 blok 30 konut)
225	Kalamış Sunmarin	Güneri İnşaat	Istanbul Anadolu/Kadıköy	2008 (1 blok 44 konut)
226	Polaris Residence	Mimtur inşaat	Istanbul Anadolu/Ataşehir	2008 (1 blok 82 konut)
227	Suadiye Residence	Selimoğlu Group	Istanbul Anadolu/Kadıköy	2008 (1 blok 9 konut)
228	Trend	Dumankaya	Istanbul Anadolu/Pendik	2008 (10 blok 1436 konu
229	Reşadiye Villaları	Taşyapı İnşaat	Istanbul Anadolu/Ümraniye	2008 (11 villa)
230	Sümbül Evleri	Denge Yapı	Istanbul Anadolu/Kartal	2008 (112 konut)
231	Yayla Kent Konutları	Santek	Istanbul Anadolu/Tuzla	2008 (112 konut)
232	Meritlife Bulvar	Dekon+A-Z İnşaa	Istanbul Anadolu/Ümraniye	2008 (115 konut)
233	Triad Park	Hisar Yapı	Istanbul Anadolu/Sancaktepe	2008 (12 blok 272 konut
234	Elit Yaşam Konakları	Delmar Yapi	Istanbul Anadolu/Pendik	2008 (13 blok 88 konut)
235	Vil LA Vie Konakları	Bolelli Group	Istanbul Anadolu/Çekmeköy	2008 (13 villa)
236	Casa Grande	Ayfa İnşaat	Istanbul Anadolu/Ümraniye	2008 (135 konut)
237	Sinpaş Avangarden	Sinpaş	Istanbul Anadolu/Çekmeköy	2008 (139 konut)
238	Ateşpare Villaları	Ateşpare İnş.	Istanbul Anadolu/Şile	2008 (14 konut)
239	Reşadiye Vadi Konakları	Parlar inş.	Istanbul Anadolu/Ümraniye	2008 (14 villa)
240	Aydos Aşiyan Evleri	Uzunlar İnşaat	Istanbul Anadolu/Pendik	2008 (140 villa)
241	Villa Sera Çekmeköy	Sur Yapı	Istanbul Anadolu/Ümraniye	2008 (15 villa)
242	Kurtköy Karya Evleri	Kar Yapı	Istanbul Anadolu/Pendik	2008 (150 konut)
243	Bahar Apartmanı	Mio Yapı	Istanbul Anadolu/Şile	2008 (16 konut)
244	Gizli Bahçe Akdeniz Evleri	Dumankaya	Istanbul Anadolu/Tuzla	2008 (17 blok 203 konut
245	Ataşehir 2. Bölge (UpHillCourt	Varyap İnş.-Tekn	Istanbul Anadolu/Ataşehir	2008 (1742 konut)
246	La Vie Konakları 2	Bolelli Group	Istanbul Anadolu/Çekmeköy	2008 (18 ikiz villa)
247	Bahar Evleri Çekmeköy	Vira İnşaat	Istanbul Anadolu/Çekmeköy	2008 (192 konut)
248	Terra Portia Evleri	Terra	Istanbul Anadolu/Çekmeköy	2008 (192 konut)
249	Gökkuşağı Evleri	Çolakoğlu Şirketl	Istanbul Anadolu/Ümraniye	2008 (198 konut)
250	Dilman Towers Residence	Teknik Yapı	Istanbul Anadolu/Kadıköy	2008 (2 blok 104 konut)
251	Sefa Evleri	Kervan-Kordon İn	Istanbul Anadolu/Ümraniye	2008 (2 blok 24 konut)
252	Akman Evleri	Mostar Yapı	Istanbul Anadolu/Pendik	2008 (2 blok 28 konut 14
253	Tuzla Çınar Evleri	Yılma İnş.	Istanbul Anadolu/Tuzla	2008 (2 blok 28 konut)
254	Twins Residence	Mintek İnşaat	Istanbul Anadolu/Ümraniye	2008 (2 blok 40 konut)
255	Atasel Konutları	Selimoğlu Group	Istanbul Anadolu/Ataşehir	2008 (2 blok 41 konut)
256	Casa Fiore	Ayfa İnşaat	Istanbul Anadolu/Ümraniye	2008 (2 blok 48 konut)
257	Anfora Konutları	Kılıç İnşaat	Istanbul Anadolu/Ümraniye	2008 (2 blok 56 konut)
258	Atapark Residence Ataşehir	Nazar İnşaat	Istanbul Anadolu/Ataşehir	2008 (2 blok 58 konut)
259	Onur Çiftlik Evleri	Onur yapı	Istanbul Anadolu/Ümraniye	2008 (2 blok 64 konut)
260	La Vella 1	Selimoğlu Group	Istanbul Anadolu/Ümraniye	2008 (2 blok 76 konut)
261	Cumbba Home Club	Segment İnşaat	Istanbul Anadolu/Ataşehir	2008 (2 blok 78 konut)
262	The Dome Residence	Demo inşaat	Istanbul Anadolu/Çekmeköy T	2008 (2 blok 88 konut)
263	Uphill Towers Residence	Varyap&Teknik Y	Istanbul Anadolu/Ataşehir	2008 (2 kule 318 konut)
264	Maltepe Island Hill Residence	Ektur Yapı	Istanbul Anadolu/Maltepe	2008 (20 konut)
265	Bostancı City	Yapı Yatırım Gayr	Istanbul Anadolu/Kadıköy	2008 (214 konut)
266	Millenium Park	Ayıldırım İnşaat	Istanbul Anadolu/Tuzla	2008 (219 villa)
267	Almondhill	Taşyapı İnşaat	Istanbul Anadolu/Kadıköy	2008 (22 blok 650 konut
268	Tepeören Koruevleri	Ertaş İnşaat	Istanbul Anadolu/Tuzla	2008 (22 villa)
269	Bostancı Konutları	Sağlam Yapı	Istanbul Anadolu/Kadıköy	2008 (24 konut)
270	Palmiye Apartmanı	Sağlam Yapı	Istanbul Anadolu/Kadıköy	2008 (24 konut)
271	Rapsodi Evleri	Aktürk Yapı Endu	Istanbul Anadolu/Çekmeköy	2008 (25 blok 555 konut
272	My Roseville	Ağaoğlu İnşaat	Istanbul Anadolu/Çekmeköy	2008 (27 Villa)
273	Başak Apartmanı	Nora Yapı	Istanbul Anadolu/Kadıköy	2008 (28 konut)
274	Ethemefendi Konutları	Taşyapı İnşaat	Istanbul Anadolu/Kadıköy	2008 (28 konut)

	PROJECT	CONSTRUCTOR	LOCATION	YEAR/UNIT
275	Akkent Çekmeköy Evleri	Ek-Fırat İnşaat	Istanbul Anadolu/Çekmeköy	2008 (280 konut)
276	Yeşil Park Residence	Zirve İnşaat	Istanbul Anadolu/Ümraniye	2008 (3 blok 108 konut)
277	Mia Park Kurtköy	Namberg-yavu İr	Istanbul Anadolu/Pendik	2008 (3 blok 139 konut)
278	Suadiye Konakları	Taşyapı İnşaat	Istanbul Anadolu/Kadıköy	2008 (3 blok 20 konut)
279	Tuzla Üç Konaklar	Beydilli Müh.	Istanbul Anadolu/Tuzla	2008 (3 blok 24 konut)
280	Pera Evleri	Taksim Yapı	Istanbul Anadolu/Ataşehir	2008 (3 blok 72 konut)
281	Polat Hill Town	Kenan Polat İnşa	Istanbul Anadolu/Ataşehir	2008 (3 blok 76 konut)
282	Çam Koza Court	Ekgür Yapı	Istanbul Anadolu/Pendik	2008 (3 blok 80 konut)
283	Yeşilkoru Evleri	Aydın Yapı Grubu	Istanbul Anadolu/Ümraniye	2008 (3 blok 96 konut)
284	Yakacık Country	Ant İnş.	Istanbul Anadolu/Kartal	2008 (32 villa)
285	Arkeon Evleri	Yapı Konut	Istanbul Anadolu/Tuzla	2008 (327 villa)
286	Özen City	Beta Yapı	Istanbul Anadolu/Pendik	2008 (36 konut)
287	Yamaç Evler	Yapı İş İnşaat	Istanbul Anadolu/Çekmeköy	2008 (36 villa)
288	Bolelli Royal Houses	Bolelli Group	Istanbul Anadolu/Çekmeköy T	2008 (4 blok 144 konut)
289	Esttanbul Yenişehir	Menta Yapı	Istanbul Anadolu/Pendik	2008 (4 blok 160 konut)
290	Sağlam Sitesi	Sağlam İnşaat	Istanbul Anadolu/Pendik	2008 (4 blok 160 konut)
291	Quartet Garden	Harput Yapı	Istanbul Anadolu/Ümraniye	2008 (4 blok 64 konut)
292	Green Garden	Alper İnşaat	Istanbul Anadolu/Kadıköy	2008 (4 blok 96 konut)
293	Cihannuma	Metay Yapi	Istanbul Anadolu/Çekmeköy	2008 (40 konut)
294	Beykoz Konakları	Tepe İnşaat	Istanbul Anadolu/Beykoz	2008 (401 konak)
295	Çam Konaklar Altunizade	Yapı Konut	Istanbul Anadolu/Üsküdar	2008 (42 villa)
296	Kozyatağı Residence	Selimoğlu Group	Istanbul Anadolu/Kadıköy	2008 (46 konut)
297	Tantavi Evleri	Bayraktar İnşaat	Istanbul Anadolu/Ümraniye	2008 (46 konut)
298	Taşdelen Çiftlik Evleri	Ekol İnşaat	Istanbul Anadolu/Çekmeköy	2008 (5 blok 100 konut)
299	Gökçeren Evleri	3A inşaat	Istanbul Anadolu/Pendik	2008 (5 blok 128 konut)
300	Mimaran Yenidoğan	Mimaran Gayrim	Istanbul Anadolu/Sancaktepe	2008 (5 blok 153 konut)
301	Mutly City	Mutlutürk İnşaat	Istanbul Anadolu/Pendik	2008 (5 blok 172 konut)
302	Stargate Konutları	Baytur İnşaat	Istanbul Anadolu/Ataşehir	2008 (5 blok 184 konut)
303	Helenium Sun Evleri	Başarır İnşaat Ya	Istanbul Anadolu/Kartal	2008 (5 blok 211 konut)
304	İncipark İstanbul Evleri	Yıldırım İnşaat	Istanbul Anadolu/Ümraniye	2008 (5 blok 260 konut)
305	Kelebek Evleri	Mostar Yapı	Istanbul Anadolu/Pendik	2008 (5 blok 65 konut)
306	Serena Konutları	Ekşioğlu Beşyıldız	Istanbul Anadolu/Çekmeköy	2008 (5 blok 86 konut)
307	Sweet Home	Tekin Yapı	Istanbul Anadolu/Ümraniye	2008 (5 blok 95 konut)
308	Villa Viya	Kopuz Yapı	Istanbul Anadolu/Şile	2008 (52 villa)
309	Gülbahçe Konakları	Ekşioğlu Beşyıldız	Istanbul Anadolu/Çekmeköy	2008 (6 blok 110 konut)
310	Saraçoğlu Konakları	İnsaş	Istanbul Anadolu/Sancaktepe	2008 (6 blok 122 konut)
311	Serrapark Evleri	Fuzul İnşaat	Istanbul Anadolu/Kartal	2008 (6 blok 140 konut)
312	Sultan Evleri Koop.	Ekşioğlu	Istanbul Anadolu/Çekmeköy	2008 (6 blok 200 konut)
313	Beykoz Vadi Konakları	Mert İnşaat	Istanbul Anadolu/Beykoz	2008 (6 blok 42 konut)
314	Sardunya Konutları	Ekşioğlu Beşyıldız	Istanbul Anadolu/Çekmeköy	2008 (6 blok 96 konut)
315	Moda Home	Harput Yapı	Istanbul Anadolu/Kadıköy	2008 (6 konut)
316	Yağan Apartmanı	Koytür İnşaat	Istanbul Anadolu/Maltepe	2008 (6 konut)
317	Mira Tower	Sima Yapı	Istanbul Anadolu/Ataşehir	2008 (60 konut)
318	Özefe sitesi	Anadolum İnş.	Istanbul Anadolu/Kartal	2008 (64 konut)
319	Yüksel sitesi	Anadolum İnş.	Istanbul Anadolu/Kartal	2008 (64 konut)
320	Esenyalı Evleri	Hak Yapı	Istanbul Anadolu/Pendik	2008 (68 konut)
321	Pendik Şehli Mah. 2. bölge	Seç İnş. San. Tic.	Istanbul Anadolu/Pendik	2008 (680 konut)
322	Suryapı Dora Park	Sur Yapı	Istanbul Anadolu/Ümraniye	2008 (6blok 399 konut)
323	Kafkale Evleri	Ekonutsa İnşaat	Istanbul Anadolu/Tuzla	2008 (7 blok 101 konut)
324	Royal Park Residence	Kuryap&Royal	Istanbul Anadolu/Pendik	2008 (72 villa 64 konut)
325	Sarı Köy	Kc Group	Istanbul Anadolu/Sancaktepe	2008 (8 blok 400 konut)
326	Magic Town	Dervişoğlu İnşaat	Istanbul Anadolu/Ataşehir	2008 (81 konut)
327	Atakent Mavi Köşk Konakları	Beta Yapı	Istanbul Anadolu/Ümraniye	2008 (88 konut)
328	Çekmeköy Kemerdere	Birlik Proje İnş.Lt	Istanbul Anadolu/Çekmeköy	2008 (883 konut)
329	Çamder Prestij Evleri	Çamder İnşaat	Istanbul Anadolu/Çekmeköy	2008 (9 blok 144 konut)
330	Recep Ağa Konakları 1.etap	Kar Yapı	Istanbul Anadolu/Pendik	2008 (9 blok 170 konut)
331	Şelale Space Center	Dap Yapı	Istanbul Anadolu/Çekmeköy	2008 (9 blok 286 konut)

	PROJECT	CONSTRUCTOR	LOCATION	YEAR/UNIT
332	Palladium Residence	Kozken İnşaat	Istanbul Anadolu/Ataşehir	2008 (94 konut)
333	Sümbül sitesi	Anadolum İnş.	Istanbul Anadolu/Kartal	2008 (94 konut)
334	Çavuşbaşı villaları	Metar İnşaat	Istanbul Anadolu/Beykoz	2008? (40 villa)
335	İçerenköy Evleri	Kiptaş	Istanbul Anadolu/Kadıköy	2009 ()
336	Dragos Konakları	Kiptaş	Istanbul Anadolu/Maltepe	2009 ()
337	Maltepe Konutları	Kiptaş	Istanbul Anadolu/Maltepe	2009 ()
338	Tuzla Konutları II. Etap	Kiptaş	Istanbul Anadolu/Tuzla	2009 ()
339	Tuzla Konutları 3.Etap	Kiptaş	Istanbul Anadolu/Tuzla	2009 ()
340	Eren House	Harput Yapı	Istanbul Anadolu/Ümraniye	2009 (1 apt 33 konut)
341	Begonya Evleri	Ümran Yapı	Istanbul Anadolu/Maltepe	2009 (1 blok
342	Ataşehir Sevim Residence	Yen Yapı	Istanbul Anadolu/Ataşehir	2009 (1 blok 22 konut)
343	Taşdelen Mansions Life	Doğanay İnşaat	Istanbul Anadolu/Ümraniye	2009 (1 blok 30 konut)
344	Meseli Park Apartments	Ağaoğlu Omak	Istanbul Anadolu/Sancaktepe	2009 (10 blok 156 konut
345	Sondurak Residence	Seda İnş.	Istanbul Anadolu/Ümraniye	2009 (10 konut)
346	Casa Mia	Ayfa İnşaat	Istanbul Anadolu/Ümraniye	2009 (10 villa)
347	Kilia Şile Konakları	İmsa İnş.	Istanbul Anadolu/Şile	2009 (104 konut)
348	Orhanlı Konutları	Üçgen İnşaat	Istanbul Anadolu/Pendik	2009 (11 blok 159 konut
349	İsmet Apartmanı	Uğursal İnş.	Istanbul Anadolu/Kadıköy	2009 (11 konut)
350	CornerPark	Koytür İnşaat	Istanbul Anadolu/Çekmeköy	2009 (119 konut)
351	Çam Konakları	Eta İnşaat	Istanbul Anadolu/Çekmeköy	2009 (12 konak)
352	Çubuklu Vadi	Fiba Gayrimenku	Istanbul Anadolu/Beykoz	2009 (120 villa)
353	TowerFly	GMO Yapı Grup	Istanbul Anadolu/Kadıköy	2009 (124 konut)
354	Talia Evleri	Birleşim İnşaat	Istanbul Anadolu/Pendik	2009 (124 konut)
355	Soyak Evreka Residence	Soyak	Istanbul Anadolu/Kartal	2009 (126 konut)
356	Alice Village	Alice İnşaat	Istanbul Anadolu/Sancaktepe	2009 (126 müstakil)
357	Atlas Panorama Villaları	Atlas Group İnşa	Istanbul Anadolu/Çekmeköy	2009 (13 villa)
358	Akropol Villaları	Uzunlar İnşaat	Istanbul Anadolu/Şile	2009 (14 ikiz villa)
359	Zümrüt Apartmanı	Sağlam Yapı	Istanbul Anadolu/Kadıköy	2009 (14 konut)
360	Lara Teras Evler	Rny inşaat	Istanbul Anadolu/Pendik	2009 (14 villa)
361	Kanarya Konakları	Uzunal İnşaat Gr	Istanbul Anadolu/Pendik	2009 (15 konak)
362	HD Konak	HD Yapı	Istanbul Anadolu/Ataşehir	2009 (16 konut)
363	Trend Ekstra	Dumankaya	Istanbul Anadolu/Pendik	2009 (172 konut)
364	Fi-yaka Sancaktepe	Fi-Yapı	Istanbul Anadolu/Sancaktepe	2009 (19 blok 242 konut
365	Elegan Evleri	Hatipoğlu İnşaat	Istanbul Anadolu/Pendik	2009 (2 blok 100 konut)
366	La Vella 2	Selimoğlu Group	Istanbul Anadolu/Ümraniye	2009 (2 blok 104 konut)
367	Twinpark Konutları	Gelişim Yapı Mer	Istanbul Anadolu/Ümraniye	2009 (2 blok 135 konut)
368	As Bahar Konutları	Vira İnşaat	Istanbul Anadolu/Ümraniye	2009 (2 blok 40 konut)
369	Çekmeköy Gardenya Evleri	MT İnşaat	Istanbul Anadolu/Çekmeköy	2009 (2 blok 47 konut)
370	La Maison	Yeni Evrensel Ma	Istanbul Anadolu/Ataşehir	2009 (2 blok 58 konut)
371	Erguvan Platin Evleri	Erguvan İnşaat	Istanbul Anadolu/Ataşehir	2009 (2 blok 63 konut)
372	Menta Karadeniz Evleri	Menta Yapı	Istanbul Anadolu/Pendik	2009 (2 blok 64 konut)
373	Yenişehir Park Evleri	Uygunlar İnşaat	Istanbul Anadolu/Tuzla	2009 (2 blok 72 konut)
374	Kono Residence	Kılıç İnşaat	Istanbul Anadolu/Kadıköy	2009 (20 konut)
375	Park Town Kurtköy	Cihan İnşaat	Istanbul Anadolu/Pendik	2009 (200 konut)
376	Alsera Konakları	alaybeyoğlu inş.	Istanbul Anadolu/Tuzla	2009 (22 villa)
377	Eltes Gold Residence	Ağaoğlu İnşaat	Istanbul Anadolu/Çekmeköy	2009 (231 konut)
378	E-5 evleri	Ümran Yapı	Istanbul Anadolu/Maltepe	2009 (24 konut)
379	Mahalle İstanbul Suryapı	Sur Yapı	Istanbul Anadolu/Ümraniye	2009 (246 konut)
380	Bengisu Evleri	Bengisu İnşaat	Istanbul Anadolu/Çekmeköy	2009 (250 konut)
381	Yüksel Life	Orsel Art Yapı	Istanbul Anadolu/Ümraniye	2009 (28 konut)
382	Trillium Konutları	Teminat Grubu &	Istanbul Anadolu/Pendik	2009 (3 blok 108 konut)
383	Canan Residence	Canan Yapı	Istanbul Anadolu/Ataşehir	2009 (3 blok 259 konut)
384	Atria Konutları	Trio İnşaat	Istanbul Anadolu/Maltepe	2009 (3 blok 30 konut)
385	Rainbow Residence	Marke İnşaat	Istanbul Anadolu/Pendik	2009 (3 blok 420 konut)
386	Whitecity	Fatih İnşaat	Istanbul Anadolu/Maltepe	2009 (3 blok 62 konut)
387	Yıldız Konakları	Üçler İnşaat	Istanbul Anadolu/Ümraniye	2009 (3 blok 72 konut)
388	New Born City	2M İnşaat&Dum	Istanbul Anadolu/Ümraniye	2009 (3 blok)
389	Köşem Sitesi	Özkartallar İnşaa	Istanbul Anadolu/Ümraniye	2009 (33 konut)

	PROJECT	CONSTRUCTOR	LOCATION	YEAR/UNIT
390	Flora Residence	Abka Yapı	Istanbul Anadolu/Kadıköy	2009 (368 konut)
391	Residence Martan	Rem Yapı	Istanbul Anadolu/Pendik	2009 (4 blok 117 daire)
392	Dostkent	Dostaş Yapı San.	Istanbul Anadolu/Çekmeköy	2009 (4 blok 117 konut)
393	Beyazevler	Arkon İnşaat	Istanbul Anadolu/Pendik	2009 (4 blok 156 konut)
394	Assan Kurtköy Konutları	Assan Yapı	Istanbul Anadolu/Pendik	2009 (4 blok 160 konut)
395	White Side	Ab Invest	Istanbul Anadolu/Çekmeköy	2009 (4 blok 242 konut)
396	Altıntepe Sahil Evleri	Uzunlar İnşaat	Istanbul Anadolu/Kadıköy	2009 (40 konut)
397	Tepe Park Villaları	Yuvataş	Istanbul Anadolu/Tuzla	2009 (42 villa)
398	Ayazma Konakları	Göral İnşaat	Istanbul Anadolu/Ümraniye	2009 (44 villa)
399	Şelale Village Taşdelen	Dap Yapı	Istanbul Anadolu/Çekmeköy	2009 (46 villa)
400	Tuzla Konakları	Ane İnş.	Istanbul Anadolu/Tuzla	2009 (48 konut)
401	Tanay Konakları	Tanay İnş.	Istanbul Anadolu/Pendik	2009 (48 villa)
402	Doğa Ata Residence	Doğa-Ata İnşaat	Istanbul Anadolu/Pendik	2009 (5 blok 135 konut)
403	Lidya Flats	Lidya Yapı	Istanbul Anadolu/Şile	2009 (5 blok 136 konut)
404	Seher Yeli evleri	İmar inş	Istanbul Anadolu/Ümraniye	2009 (5 blok 164 konut)
405	Caddebostan Evleri	Polat İnşaat	Istanbul Anadolu/Kadıköy	2009 (5 blok 36 konut)
406	Uplife Park	Teknik Yapı	Istanbul Anadolu/Kartal	2009 (5 blok 567 konut)
407	Paradise Park	Anadolu İnşaat	Istanbul Anadolu/Tuzla	2009 (5 blok 64 konut)
408	Hisar Evleri	Vizon İnşaat	Istanbul Anadolu/Ataşehir	2009 (5 blok 78 konut)
409	Life Towers Yenidoğan	Yazıcı Proje	Istanbul Anadolu/Sancaktepe	2009 (501 konut)
410	Sevgili Residence	Sevgili İnş.	Istanbul Anadolu/Kadıköy	2009 (58 konut ve 2 villa
411	Helenium Life	Başarır İnşaat Ya	Istanbul Anadolu/Sancaktepe	2009 (6 blok 108 konut)
412	Ekşioğlu Akkent Evleri	Eksay Yapı	Istanbul Anadolu/Çekmeköy	2009 (6 blok 128 konut)
413	Franco Vadi Evleri	Osmanlı Yapı İnş	Istanbul Anadolu/Pendik	2009 (6 blok 128 konut)
414	Paşagarden	Teminat Grubu	Istanbul Anadolu/Beykoz	2009 (6 blok 60 konut)
415	Atlantis Hobi Evleri	Atlantis İnşaat	Istanbul Anadolu/Pendik	2009 (6 blok 72 konut)
416	Bolelli Dream Village	Bolelli Group	Istanbul Anadolu/Çekmeköy	2009 (6 villa)
417	Greenland	Milenyum2000 Y	Istanbul Anadolu/Ümraniye	2009 (60 konut 50 villa)
418	İstanbul Tuzla Aydınlı 3. Etap	Baltaş İnş San. ve	Istanbul Anadolu/Tuzla	2009 (696 konut)
419	Sultan Park	Sultanlar Yapı	Istanbul Anadolu/Pendik	2009 (7 blok 128 konut)
420	Eaglepark	Ase Yapı	Istanbul Anadolu/Kartal	2009 (7 blok 152 konut)
421	Centro Futura	Dap Yapı	Istanbul Anadolu/Sancaktepe	2009 (7 blok 203 konut)
422	Çekmeköy Royal Konakları	ESSA	Istanbul Anadolu/Çekmeköy	2009 (7 villa)
423	Sarı Evler	İNTAŞ A.Ş.	Istanbul Anadolu/Sancaktepe	2009 (720 konut)
424	Optimum Evleri 3.etap	Emta İnşaat	Istanbul Anadolu/Ümraniye	2009 (78 villa)
425	Nora Yapı Altıntepe	Nora Yapı	Istanbul Anadolu/Maltepe	2009 (8 konut)
426	Soyak Evreka	Soyak	Istanbul Anadolu/Kartal	2009 (812 konut)
427	Konsept Istanbul	Dumankaya	Istanbul Anadolu/Pendik	2009 (832 konut 13 villa)
428	Akik Evler	Mostar Yapı	Istanbul Anadolu/Pendik	2009 (9 blok 104 konut)
429	Namık Kemal	Seda İnş.	Istanbul Anadolu/Ümraniye	2009 (9 konut)
430	Osmanlı Evleri	Onur İnşaat	Istanbul Anadolu/Pendik	2009 (92 konut)
431	Corner Town	Koytür İnşaat	Istanbul Anadolu/Çekmeköy	2009 (94 konut)
432	Sinpaş Lagün 1-2 etap. 3-4 eta	Sinpaş GYO	Istanbul Anadolu/Sancaktepe	2009. 2010 (515 villa)
433	Maltepe Konutları 2	Kiptaş	Istanbul Anadolu/Maltepe	2010 ()
434	Park Konak	Çolakoğlu İnşaat	Istanbul Anadolu/Çekmeköy	2010 (1 apartman 6 konu
435	Caddebostan Residence	Selimoğlu Group	Istanbul Anadolu/Kadıköy	2010 (1 blok 10 konut)
436	Demirli Suadiye	Demirli İnşaat	Istanbul Anadolu/Kadıköy	2010 (1 blok 23 konut)
437	Bostancı Residence	Selimoğlu Group	Istanbul Anadolu/Kadıköy	2010 (1 blok 56 konut)
438	Nayla Konakları	Eta İnşaat	Istanbul Anadolu/Çekmeköy	2010 (10 blok 104 konut
439	Şair Nesimi	Seda İnş.	Istanbul Anadolu/Ümraniye	2010 (10 konut)
440	Pendik Ihlamur Konutları	Özka Ortaklar	Istanbul Anadolu/Pendik	2010 (108 konut)
441	Carpe Diem Konutları	Kolon İnşaat	Istanbul Anadolu/Çekmeköy	2010 (11 blok 455 konut
442	Ege Apartmanı	Sağlam Yapı	Istanbul Anadolu/Kadıköy	2010 (12 konut)
443	Şenesevler	Demirli İnşaat	Istanbul Anadolu/Kadıköy	2010 (14 konut)
444	Çakmak Residence	Seda İnş.	Istanbul Anadolu/Ümraniye	2010 (14 konut)
445	Nar City	Tepe İnşaat	Istanbul Anadolu/Maltepe	2010 (1414 konut)
446	Özdaş	Teknik Yapı	Istanbul Anadolu/Kadıköy	2010 (16 konut)
447	Koru Sitesi	Kılıç İnşaat	Istanbul Anadolu/Kadıköy	2010 (16 konut)

	PROJECT	CONSTRUCTOR	LOCATION	YEAR/UNIT
448	İz Tower	İz Yapı	Istanbul Anadolu/Kartal	2010 (163 konut)
449	Selective Kartal Evleri	Alper İnşaat	Istanbul Anadolu/Kartal	2010 (166 konut)
450	Zümrütevler	Ümran Yapı	Istanbul Anadolu/Maltepe	2010 (17 konut)
451	Dumankaya Minimal	Dumankaya	Istanbul Anadolu/Pendik	2010 (175 konut)
452	Manşar Konakları	MRC Tasarım	Istanbul Anadolu/Şile	2010 (18 villa)
453	Çam Koza Residence	Ekgür Yapı	Istanbul Anadolu/Pendik	2010 (19 blok 152 konut
454	Fi-yaka Tuzla 1	FiYapı	Istanbul Anadolu/Tuzla	2010 (2 blok 100 konut)
455	Atapol Vadi	Ergün Polat İnşaa	Istanbul Anadolu/Ümraniye	2010 (2 blok 110 konut)
456	Demirli Turkuaz Evleri	Demirli İnşaat	Istanbul Anadolu/Maltepe	2010 (2 blok 112 konut)
457	Gözdağı Evleri	Hak Yapı	Istanbul Anadolu/Pendik	2010 (2 blok 40 konut)
458	Platin Konutları	Kılıç İnşaat	Istanbul Anadolu/Ataşehir	2010 (2 blok 44 konut)
459	My House	Yurttapan İnşaat	Istanbul Anadolu/Çekmeköy	2010 (2 blok 48 konut)
460	Armağanevler	Aynacıoğlu İnş.	Istanbul Anadolu/Ümraniye	2010 (2 blok 60 konut)
461	La Vella 4	Selimoğlu Group	Istanbul Anadolu/Ümraniye	2010 (2 blok 69 konut)
462	216 Sancaktepe Konutları 1	216 Yapı	Istanbul Anadolu/Sancaktepe	2010 (208 konut)
463	Caddebostan Konutları	Han İnşaat	Istanbul Anadolu/Kadıköy	2010 (22 konut)
464	Binbir Evler	Kc Group	Istanbul Anadolu/Pendik	2010 (2200 konut)
465	Meritlife Kent	Dekon+A-Z İnşaa	Istanbul Anadolu/Sancaktepe	2010 (23 blok 1032 konu
466	Atlantis Premium Redisence	Atlantis İnşaat	Istanbul Anadolu/Pendik	2010 (239 konut)
467	Sarıgazi Oval Bahçe	Özkartallar İnşaa	Istanbul Anadolu/Sancaktepe	2010 (24 blok 264 daire)
468	Beta Park	Beta Yapı	Istanbul Anadolu/Ümraniye	2010 (24 konut)
469	Polat Hill Town 2	Kenan Polat İnşa	Istanbul Anadolu/Ataşehir	2010 (3 blok 106 konut)
470	Meritlife Park	Dekon+A-Z İnşaa	Istanbul Anadolu/Ataşehir	2010 (3 blok 124 konut)
471	Paksa Metroport Konutları	Paksa İnş.	Istanbul Anadolu/Kadıköy	2010 (3 blok 129 konut)
472	La Vella 3	Selimoğlu Group	Istanbul Anadolu/Ümraniye	2010 (3 blok 156 konut)
473	Fenerbahçe Konakları	Taşyapı İnşaat	Istanbul Anadolu/Kadıköy	2010 (3 blok 18 konut)
474	BE-sa Konutları	Be-sa inş.	Istanbul Anadolu/Ataşehir	2010 (3 blok 66 konut)
475	Ataşehir Premium Konutları	Sönmezler Yapı	Istanbul Anadolu/Ataşehir	2010 (3 blok 84 konut)
476	İstanbul Maltepe Başıbüyük	Ak İnş. Harf. Taah	Istanbul Anadolu/Maltepe	2010 (300 konut)
477	Firdevs Konakları	Beta Yapı	Istanbul Anadolu/Pendik	2010 (32 konut)
478	Seyba Residences	Teknik İnşaat	Istanbul Anadolu/Kartal	2010 (4 blok 102 konut)
479	Ada City	KG İnşaat	Istanbul Anadolu/Ümraniye	2010 (4 blok 110 konut)
480	Alize Park Evleri	Beşyıldız Yuvataş	Istanbul Anadolu/Pendik	2010 (4 blok 120 konut)
481	Üstünevler	İz Yapı	Istanbul Anadolu/Kartal	2010 (4 blok 126 konut)
482	Ayvacı Park	Ayvacı İnşaat	Istanbul Anadolu/Pendik	2010 (4 blok 134 konut)
483	Bolelli Dream	Bolelli Group	Istanbul Anadolu/Çekmeköy	2010 (4 blok 144 konut)
484	Taşdelen Güven Konutları	Kc Group	Istanbul Anadolu/Ümraniye	2010 (4 blok 191 konut)
485	Yakacık Mimoza Evleri	Denge Yapı	Istanbul Anadolu/Kartal	2010 (40 konut)
486	Taşkent Neva Evleri	Neval İnş.	Istanbul Anadolu/Ümraniye	2010 (44 konut)
487	Meridyen Evleri	Evko Mühendisli	Istanbul Anadolu/Pendik	2010 (5 blok 137 konut)
488	Mozaik Park Evleri	Arfen İnşaat	Istanbul Anadolu/Pendik	2010 (5 blok 81 konut)
489	Silver Home	Alsa Yapı	Istanbul Anadolu/Pendik	2010 (5 blok 96 konut)
490	Zin D Park	Zin D Yatırım Gel	Istanbul Anadolu/Çekmeköy	2010 (51 konut)
491	Kartal Konakları	Çelebi İnş.	Istanbul Anadolu/Kartal	2010 (52 konut)
492	Chechlife orman Villaları	Arsan İnşaat	Istanbul Anadolu/Ümraniye	2010 (53 villa)
493	Vizyon Ataşehir	Teminat Grubu.	Istanbul Anadolu/Ataşehir	2010 (54 konut)
494	Ekşioğlu Akasya Evleri	Ekşioğlu TeknikY	Istanbul Anadolu/Pendik	2010 (6 blok 106 konut)
495	Maritza Evleri	Milimetrik inşaat	Istanbul Anadolu/Beykoz	2010 (62 konut)
496	Sultanlar Karat İstanbul	Sultanlar Yapı	Istanbul Anadolu/Sancaktepe	2010 (7 blok 128 konut)
497	Simplicity	Garage İnşaat Sa	Istanbul Anadolu/Sancaktepe	2010 (7 blok 252 konut)
498	Ağaçseven Konakları	Tever Dış Tic.	Istanbul Anadolu/Maltepe	2010 (7 blok 84 konut)
499	Çamlıbahçe Evleri	Kaynak Yapı	Istanbul Anadolu/Üsküdar	2010 (7 villa)
500	Uprise Elit (Teras evler, reside	Teknik Yapı	Istanbul Anadolu/Kartal	2010 (704 konut)
501	Evona Park	Evona Yapı	Istanbul Anadolu/Ataşehir	2010 (72 konut)
502	Mutlutown	Mutlutürk İnşaat	Istanbul Anadolu/Pendik	2010 (9 blok 158 konut)
503	Detay Kent	Detay İnş.	Istanbul Anadolu/Ümraniye	2010 (90 konut)
504	İstanbul Tuzla Aydınlı 2. Bölge	Siyah Kalem Müh	Istanbul Anadolu/Tuzla	2010 (984 konut)
505	Recep Ağa Konakları 2.etap	Kar Yapı	Istanbul Anadolu/Pendik	2010.

	PROJECT	CONSTRUCTOR	LOCATION	YEAR/UNIT
506	Emre Melih Villalari	Uygunlar İnşaat	Istanbul Avrupa/Arnavutköy	2007 (25 ikiz villa)
507	Hadımköy Konutları	Kiptaş	Istanbul Avrupa/Arnavutköy	2008 ()
508	Sunflower Ömerli	Saral İnşaat	Istanbul Avrupa/Arnavutköy	2008 (10 villa)
509	Taşoluk Bahçeli Konakları	Alyans İnş.	Istanbul Avrupa/Arnavutköy	2008 (103 villa)
510	Taşoluk İnci Villaları	Seçkinler İnşaat	Istanbul Avrupa/Arnavutköy	2008 (23 villa)
511	Taşpınar Evleri	Çakıcıoğulları İnş	Istanbul Avrupa/Arnavutköy	2008 (9 blok 108 konut)
512	Milkent Arnavutköy	Milten Yapı	Istanbul Avrupa/Arnavutköy	2009 (168 konut)
513	Milten Milpark Konutları	Milten Grubu	Istanbul Avrupa/Arnavutköy	2009 (168 villa)
514	Arnavutköy Konutları	Kiptaş	Istanbul Avrupa/Arnavutköy	2009 ama bitmemiş
515	Hadımköy konutları 2. Etap	Kiptaş	Istanbul Avrupa/Arnavutköy	2010 () ve devam
516	Boyalık köy evleri	Ercan İnş.	Istanbul Avrupa/Arnavutköy	2010 (12 villa)
517	Şelale Evleri	Kozluca İnş.	Istanbul Avrupa/Avcılar	2007 (14 villa)
518	Marina Yalıları	Babacan Yapı	Istanbul Avrupa/Avcılar	2007 (44 konut)
519	Avcılar Konakları	Babacan Yapı	Istanbul Avrupa/Avcılar	2008 (44 konut)
520	Koza Ispartakule Evleri	Garanti Koza	Istanbul Avrupa/Avcılar	2009 (12 blok 388 konut)
521	BİZİM EVLER	İhlas Holding- İhl	Istanbul Avrupa/Avcılar	2009 (751 konut)
522	Safran Evleri	Damga Grup	Istanbul Avrupa/Bağcılar	2007 (60 konut)
523	Mall City Residence	Hurriyet Paz	Istanbul Avrupa/Bağcılar	2009 (221 konut)
524	Mekan Konakları 1	Mekan Yapı	Istanbul Avrupa/Bağcılar	2009 (4 blok 60 konut)
525	Asude Konakları	Berk-Fara	Istanbul Avrupa/Bağcılar	2009 (4 blok 80 konut)
526	Yeşilvadi	Çolakoğlu İnş	Istanbul Avrupa/Bağcılar	2009 (7 blok 120 konut)
527	Sağlam Park Evleri	Sağlam Grup	Istanbul Avrupa/Bağcılar	2010 (1 blok 44 konut)
528	Güneşli Konakları	Varol Yapı	Istanbul Avrupa/Bağcılar	2010 (3 blok 60 konut)
529	Kirazlı Konaklar	Mekan Yapı	Istanbul Avrupa/Bağcılar	2010 (3 blok 77 konut)
530	Üstündağ Evleri	Üstündağ inşaat	Istanbul Avrupa/Bağcılar	2010 (4 blok 96 konut)
531	Babil Konakları	Babil Yapı	Istanbul Avrupa/Bağcılar	2007 (4 blok 128 konut)
532	Gülistanbul Evleri	Mayra Yapı	Istanbul Avrupa/Bağcılar	2007 (6 blok 100 konut)
533	Çınar Olimpia Park	Metar İnşaat	Istanbul Avrupa/Bağcılar	2009 (21 blok 508 konut)
534	Saklı vadi konutları	C Holding	Istanbul Avrupa/Bahçelievler	2007 (190 konut)
535	Atlas Konakları	Ünsal Yapı	Istanbul Avrupa/Bahçelievler	2007 (4 blok 52 konut)
536	Yasemin Konakları	Mutlu İnşaat	Istanbul Avrupa/Bahçelievler	2009 (163 konut)
537	Asude Park Evleri	Güney İnş.	Istanbul Avrupa/Bahçelievler	2009 (6 blok 90 konut)
538	Beyaz Konaklar	Beyaz İnş.	Istanbul Avrupa/Bahçelievler	2010 (188 konut)
539	Bosna Park Evleri	Erve İnş.	Istanbul Avrupa/Bahçelievler	2010 (32 konut)
540	Nish Istanbul	Özyazıcı İnş.	Istanbul Avrupa/Bahçelievler	2010 (585 konut)
541	Airport Hill	Akyapı	Istanbul Avrupa/Bahçelievler	2010 (92 konut)
542	Ihlamur Konakları Yenibosna	Aderans Mühend	Istanbul Avrupa/Bahçelievler	2007 (5 blok 60 konut)
543	Goldenhill Altıntepe Konakları	Bayraktar Otomo	Istanbul Avrupa/Bahçelievler	2008 (5 blok 80 konut)
544	İkebana Evleri	Güneri İnşaat	Istanbul Avrupa/Bahçelievler	2008 (8 blok 300 konut)
545	Yenibosna Yasemin Konakları	Keleşoğlu İnşaat&	Istanbul Avrupa/Bahçelievler	2009 (204 konut)
546	Bahçelievler Park Evleri	Yalın İnşaat	Istanbul Avrupa/Bahçelievler	2010 (2 blok 36 konut)
547	Ataköy Konutları 6. Mah	Mutlu İnşaat Tic.	Istanbul Avrupa/Bakırköy	2005 (950 konut)
548	İstanbul Bakırköy Kartaltepe	Taş Yapı İnş.	Istanbul Avrupa/Bakırköy	2009 (285 konut)
549	Florya Park Evleri	Beyaz İnşaat	Istanbul Avrupa/Bakırköy	2010 (30 konut)
550	Barış Apartmanları	Mutlu İnşaat	Istanbul Avrupa/Bakırköy	2005 (10 konut)
551	Hakan Apartmanları	Mutlu İnşaat	Istanbul Avrupa/Bakırköy	2005 (10 konut)
552	Cirit ve Mesut Apartmanları	Mutlu İnşaat	Istanbul Avrupa/Bakırköy	2005 (20 konut)
553	Flyinn Residence I	Keleşoğlu Group	Istanbul Avrupa/Bakırköy	2005 (96 konut)
554	Ataköy Konutları	Metal Yapı	Istanbul Avrupa/Bakırköy	2006()
555	Keleşoğlu Ataköy Konakları	Keleşoğlu Group	Istanbul Avrupa/Bakırköy	2007 (90 konut)
556	Flyinn Residence II	Keleşoğlu Group	Istanbul Avrupa/Bakırköy	2008 (8 blok 82 konut)
557	Yeşilköy Konakları	Gül İnşaat	Istanbul Avrupa/Bakırköy Yeşi	2008 (100 konut)
558	Başakşehir Toplu Konutları	Mutlu İnşaat	Istanbul Avrupa/Başakşehir	2000 (336 konut)
559	İkitelli Başakşehir 4. Etap	Kiptaş	Istanbul Avrupa/Başakşehir	2001 ()
560	Hillpark Residence	Bay İnşaat	Istanbul Avrupa/Başakşehir	2005 (100 konut)
561	Gökkuşağı Evleri	AGB İnş.	Istanbul Avrupa/Başakşehir	2005 (25 villa)
562	Eston Ardıçlı Evler	Eston Yapı	Istanbul Avrupa/Başakşehir	2005 (724 villa)
563	Kardelen Evleri	Avrupa İnşaat	Istanbul Avrupa/Başakşehir	2006 (70 villa)

531	Babil Konakları	Babil Yapı	Istanbul Avrupa/Bağcılar	2007 (4 blok 128 konut)
532	Gülistanbul Evleri	Mayra Yapı	Istanbul Avrupa/Bağcılar	2007 (6 blok 100 konut)
533	Çınar Olimpia Park	Metar İnşaat	Istanbul Avrupa/Bağcılar	2009 (21 blok 508 konut)
534	Saklı vadi konutları	C Holding	Istanbul Avrupa/Bahçelievler	2007 (190 konut)
535	Atlas Konakları	Ünsal Yapı	Istanbul Avrupa/Bahçelievler	2007 (4 blok 52 konut)
536	Yasemin Konakları	Mutlu İnşaat	Istanbul Avrupa/Bahçelievler	2009 (163 konut)
537	Asude Park Evleri	Güney İnş.	Istanbul Avrupa/Bahçelievler	2009 (6 blok 90 konut)
538	Beyaz Konaklar	Beyaz İnş.	Istanbul Avrupa/Bahçelievler	2010 (188 konut)
539	Bosna Park Evleri	Erve İnş.	Istanbul Avrupa/Bahçelievler	2010 (32 konut)
540	Nish Istanbul	Özyazıcı İnş.	Istanbul Avrupa/Bahçelievler	2010 (585 konut)
541	Airport Hill	Akyapı	Istanbul Avrupa/Bahçelievler	2010 (92 konut)
542	Ihlamur Konakları Yenibosna	Aderans Mühend	Istanbul Avrupa/Bahçelievler	2007 (5 blok 60 konut)
543	Goldenhill Altıntepe Konakları	Bayraktar Otomo	Istanbul Avrupa/Bahçelievler	2008 (5 blok 80 konut)
544	İkebana Evleri	Güneri İnşaat	Istanbul Avrupa/Bahçelievler	2008 (8 blok 300 konut)
545	Yenibosna Yasemin Konakları	Keleşoğlu İnşaat&	Istanbul Avrupa/Bahçelievler	2009 (204 konut)
546	Bahçelievler Park Evleri	Yalın İnşaat	Istanbul Avrupa/Bahçelievler	2010 (2 blok 36 konut)
547	Ataköy Konutları 6. Mah	Mutlu İnşaat Tic.	Istanbul Avrupa/Bakırköy	2005 (950 konut)
548	İstanbul Bakırköy Kartaltepe	Taş Yapı İnş.	Istanbul Avrupa/Bakırköy	2009 (285 konut)
549	Florya Park Evleri	Beyaz İnşaat	Istanbul Avrupa/Bakırköy	2010 (30 konut)
550	Barış Apartmanları	Mutlu İnşaat	Istanbul Avrupa/Bakırköy	2005 (10 konut)
551	Hakan Apartmanları	Mutlu İnşaat	Istanbul Avrupa/Bakırköy	2005 (10 konut)
552	Cirit ve Mesut Apartmanları	Mutlu İnşaat	Istanbul Avrupa/Bakırköy	2005 (20 konut)
553	Flyinn Residence I	Keleşoğlu Group	Istanbul Avrupa/Bakırköy	2005 (96 konut)
554	Ataköy Konutları	Metal Yapı	Istanbul Avrupa/Bakırköy	2006()
555	Keleşoğlu Ataköy Konakları	Keleşoğlu Group	Istanbul Avrupa/Bakırköy	2007 (90 konut)
556	Flyinn Residence II	Keleşoğlu Group	Istanbul Avrupa/Bakırköy	2008 (8 blok 82 konut)
557	Yeşilköy Konakları	Gül İnşaat	Istanbul Avrupa/Bakırköy Yeşi	2008 (100 konut)
558	Başakşehir Toplu Konutları	Mutlu İnşaat	Istanbul Avrupa/Başakşehir	2000 (336 konut)
559	İkitelli Başakşehir 4. Etap	Kiptaş	Istanbul Avrupa/Başakşehir	2001 ()
560	Hillpark Residence	Bay İnşaat	Istanbul Avrupa/Başakşehir	2005 (100 konut)
561	Gökkuşağı Evleri	AGB İnş.	Istanbul Avrupa/Başakşehir	2005 (25 villa)
562	Eston Ardıçlı Evler	Eston Yapı	Istanbul Avrupa/Başakşehir	2005 (724 villa)
563	Kardelen Evleri	Avrupa İnşaat	Istanbul Avrupa/Başakşehir	2006 (70 villa)
564	İkitelli Başakşehir 5. Etap	Kiptaş	Istanbul Avrupa/Başakşehir	2007 ()
565	Eston Şehir	Eston Yapı	Istanbul Avrupa/Başakşehir	2007 (2000 konut)
566	Yasemen Evleri	Astor İnşaat&İka	Istanbul Avrupa/Başakşehir	2007 (29 villa)
567	Bahçeşehir Evleri 1.etap	Mesa-Nurol İnşa	Istanbul Avrupa/Başakşehir	2007 (325 konut)
568	Ardıçlı Göl Evleri	Eston Yapı	Istanbul Avrupa/Başakşehir	2007 (371 villa)
569	İstanbul Bahçeşehir T1 Bölgesi	Kontaş İnş.Mad.S	Istanbul Avrupa/Başakşehir	2007 (395 konut)
570	Terrace Hill	İmka Yapı	Istanbul Avrupa/Başakşehir	2007 (6blok 12 konut)
571	Banu Evleri	Hasanoğlu İnşaat	Istanbul Avrupa/Başakşehir	2007 (84 villa 309 konut)
572	Armina Evleri	Mimart Yapı	Istanbul Avrupa/Başakşehir	2007 (90 blok 720 konut)
573	Auditorium	Gül İnşaat	Istanbul Avrupa/Başakşehir	2008 (1 blok 4 kat)
574	Bahçeşehir Doğapark	500 konut listesi	Istanbul Avrupa/Başakşehir	2008 (115 konut)
575	Bahçeşehir Evleri 2.etap	Mesa-Nurol İnşa	Istanbul Avrupa/Başakşehir	2008 (119 konut)
576	Bahçeşehir Evleri 3.etap	Mesa-Nurol İnşa	Istanbul Avrupa/Başakşehir	2008 (159 konut)
577	Bahçeşehir 6. Bölge SPRADON	Kuzu Toplu Konu	Istanbul Avrupa/Başakşehir	2008 (352 konut)
578	Bahçeşehir 243/1 parsel	Bemay İnşaat	Istanbul Avrupa/Başakşehir	2008 (38 konut)
579	Bahçeşehir 10. Bölge SPRADO	Kuzu Toplu Konu	Istanbul Avrupa/Başakşehir	2008 (394 konut)
580	Güven Evler	İttifak inş	Istanbul Avrupa/Başakşehir	2008 (66 konut)
581	Bahçeşehir 5. Bölge (UpHillCo	Varyap Varlıbaşla	Istanbul Avrupa/Başakşehir	2008 (682 konut)
582	Koza Bahçeşehir Evleri	Garanti Koza	Istanbul Avrupa/Başakşehir	2008 (9 blok 292 konut)
583	misstanbul)	Mehmet Çelik İn	Istanbul Avrupa/Başakşehir	2008 (936 konut)
584	Terrace Garden	Gül İnşaat	Istanbul Avrupa/Başakşehir	2009 (1 blok 72 konut)
585	Doga Park Evleri	İnta Mühendislik	Istanbul Avrupa/Başakşehir	2009 (115 konut)
586	City Court	Balkaya İnşaat	Istanbul Avrupa/Başakşehir	2009 (70 konut 3 villa 6 i
587	Başakşehir 5. Etap 2.kısım	Kiptaş	Istanbul Avrupa/Başakşehir	2010 ()
588	İkitelli Masko Evleri	Kiptaş	Istanbul Avrupa/Başakşehir	2010 ()
589	Başakşehir 5. Etap 2. Kısım	Kiptaş	Istanbul Avrupa/Başakşehir	2010 ()

	PROJECT	CONSTRUCTOR	LOCATION	YEAR/UNIT
564	İkitelli Başakşehir 5. Etap	Kiptaş	Istanbul Avrupa/Başakşehir	2007 ()
565	Eston Şehir	Eston Yapı	Istanbul Avrupa/Başakşehir	2007 (2000 konut)
566	Yasemen Evleri	Astor İnşaat&İka	Istanbul Avrupa/Başakşehir	2007 (29 villa)
567	Bahçeşehir Evleri 1.etap	Mesa-Nurol İnşa	Istanbul Avrupa/Başakşehir	2007 (325 konut)
568	Ardıçlı Göl Evleri	Eston Yapı	Istanbul Avrupa/Başakşehir	2007 (371 villa)
569	İstanbul Bahçeşehir T1 Bölgesi	Kontaş İnş.Mad.S	Istanbul Avrupa/Başakşehir	2007 (395 konut)
570	Terrace Hill	İmka Yapı	Istanbul Avrupa/Başakşehir	2007 (6blok 12 konut)
571	Banu Evleri	Hasanoğlu İnşaat	Istanbul Avrupa/Başakşehir	2007 (84 villa 309 konut)
572	Armina Evleri	Mimart Yapı	Istanbul Avrupa/Başakşehir	2007 (90 blok 720 konut)
573	Auditorium	Gül İnşaat	Istanbul Avrupa/Başakşehir	2008 (1 blok 4 kat)
574	Bahçeşehir Doğapark	500 konut listesi	Istanbul Avrupa/Başakşehir	2008 (115 konut)
575	Bahçeşehir Evleri 2.etap	Mesa-Nurol İnşa	Istanbul Avrupa/Başakşehir	2008 (119 konut)
576	Bahçeşehir Evleri 3.etap	Mesa-Nurol İnşa	Istanbul Avrupa/Başakşehir	2008 (159 konut)
577	Bahçeşehir 6. Bölge SPRADON	Kuzu Toplu Konu	Istanbul Avrupa/Başakşehir	2008 (352 konut)
578	Bahçeşehir 243/1 parsel	Bemay İnşaat	Istanbul Avrupa/Başakşehir	2008 (38 konut)
579	Bahçeşehir 10. Bölge SPRADO	Kuzu Toplu Konu	Istanbul Avrupa/Başakşehir	2008 (394 konut)
580	Güven Evler	İttifak inş	Istanbul Avrupa/Başakşehir	2008 (66 konut)
581	Bahçeşehir 5. Bölge (UpHillCo	Varyap Varlıbaşla	Istanbul Avrupa/Başakşehir	2008 (682 konut)
582	Koza Bahçeşehir Evleri	Garanti Koza	Istanbul Avrupa/Başakşehir	2008 (9 blok 292 konut)
583	misstanbul)	Mehmet Çelik İn	Istanbul Avrupa/Başakşehir	2008 (936 konut)
584	Terrace Garden	Gül İnşaat	Istanbul Avrupa/Başakşehir	2009 (1 blok 72 konut)
585	Doga Park Evleri	İnta Mühendislik	Istanbul Avrupa/Başakşehir	2009 (115 konut)
586	City Court	Balkaya İnşaat	Istanbul Avrupa/Başakşehir	2009 (70 konut 3 villa 6 i
587	Başakşehir 5. Etap 2.kısım	Kiptaş	Istanbul Avrupa/Başakşehir	2010 ()
588	İkitelli Masko Evleri	Kiptaş	Istanbul Avrupa/Başakşehir	2010 ()
589	Başakşehir 5. Etap 2. Kısım	Kiptaş	Istanbul Avrupa/Başakşehir	2010 ()
590	İstanbul Bahçeşehir 3. Bölge	Ekşioğlu İnş. - Gü	Istanbul Avrupa/Başakşehir	2010 (1045 konut)
591	Kep Projesi Bahçekent	Yüzyıl Uluslar ara	Istanbul Avrupa/Başakşehir	2010 (15 blok 1320 konu
592	Günışığı Evleri	Dekar yapı	Istanbul Avrupa/Başakşehir	2010 (150 sıravilla)
593	Bahçeşehir 9. Bölge (SPRADON	Kuzu Toplu Konu	Istanbul Avrupa/Başakşehir	2010 (179 konut)
594	Loca İstanbul	Gül İnşaat	Istanbul Avrupa/Başakşehir	2010 (276 konut)
595	Hillpark evleri	Beyaz inşaat	Istanbul Avrupa/Başakşehir	2010 (446 konut)
596	Bahçeşehir Park Evleri	Beyaz İnşaat	Istanbul Avrupa/Başakşehir	2010 (466 konut)
597	Truva Bahçeşehir	Akarser İnş.	Istanbul Avrupa/Başakşehir	2010 (76 konut)
598	Miyansera Evleri	Ağaçkakan İnşaat	Istanbul Avrupa/Bayrampaşa	2009 (9 blok 125 konut)
599	Seba Ulus Milenyum	Seba İnş.	Istanbul Avrupa/Beşiktaş	2001 (20 konut)
600	Beyaz Vadi Konakları	Beyaz İnş.	Istanbul Avrupa/Beşiktaş	2006 (68 konut)
601	İstanbul Beşiktaş Ortaköy	Aşçıoğlu İnş. - Yir	Istanbul Avrupa/Beşiktaş	2009 (74 konut)
602	Selenium Panorama	Aşçıoğlu İnşaat	Istanbul Avrupa/Beşiktaş	2009 (82 konut)
603	One&Ortaköy	Doğu İnşaat	Istanbul Avrupa/Beşiktaş	2009 (98 konut)
604	Maksimum Evler	KAYI Gayrimenku	Istanbul Avrupa/Beşiktaş	2006 (25 konut)
605	Maya Residences	Maya	Istanbul Avrupa/Beşiktaş Etile	2003 (280 konut)
606	Bellevue Residences Kempinsk	Astaş Gayrimenk	Istanbul Avrupa/Beşiktaş Etile	2007 (64 konut)
607	Badur Boğaziçi Evleri	Polat İnşaat	Istanbul Avrupa/Beşiktaş Etile	2008 (12 blok 120 konut)
608	Şeker Vadi Konakları	Beyaz İnşaat	Istanbul Avrupa/Beşiktaş Etile	2009 (49 konut)
609	Metrocity Millenium	Yüksel İnşaat	Istanbul Avrupa/Beşiktaş Leve	2004.2006 (2 blok 203 ko
610	Kanyon	Eczacıbaşı Toplul	Istanbul Avrupa/Beşiktaş Leve	2006 (179 konut)
611	Mimoza Konutları	Yet Yapı	Istanbul Avrupa/Beylikdüzü	2000 (120 konut)
612	Erguvan Konutları	Yet Yapı	Istanbul Avrupa/Beylikdüzü	2004 (240 konut)
613	Ekinciler Teras Konutlar	Ekinciler İnşaat	Istanbul Avrupa/Beylikdüzü	2004 (3 blok 286 konut)
614	Mavikent Beylikdüzü	Nida İnşaat	Istanbul Avrupa/Beylikdüzü	2005 (5 blok 384 konut)
615	Palmiye Evleri	Muscan İnşaat	Istanbul Avrupa/Beylikdüzü	2006 (196 konut)
616	Perla Vista	Gül İnşaat	Istanbul Avrupa/Beylikdüzü	2006 (2 blok 210 konut)
617	Mutluhome	Demo inşaat	Istanbul Avrupa/Beylikdüzü	2006 (3 blok 94 konut)
618	Mar-Inn Beylikdüzü	Marmara inş	Istanbul Avrupa/Beylikdüzü	2006 (70 konut)
619	Sima Kent	Güney Group	Istanbul Avrupa/Beylikdüzü	2007 (10 blok 104 konut)
620	Vista Residenza Beykent	Gül İnşaat	Istanbul Avrupa/Beylikdüzü	2007 (13 blok 200 konut)
621	Günışığı Sitesi	Demir İnşaat	Istanbul Avrupa/Beylikdüzü	2007 (3 blok 138 konut)

	PROJECT	CONSTRUCTOR	LOCATION	YEAR/UNIT
622	Eston Deniz Yakamoz evleri	Eston Yapı	Istanbul Avrupa/Beylikdüzü	2007 (5017 konut)
623	Beylikdüzü Park Konutları	B&B Yapı	Istanbul Avrupa/Beylikdüzü	2007 (58 konut)
624	Yakut Evler	Çuhadaroğlu İnşa	Istanbul Avrupa/Beylikdüzü	2007 (76 konut)
625	Eston Reşitpaşa Evleri	Eston Yapı	Istanbul Avrupa/Beylikdüzü	2008 (1100 konut)
626	Skyport Residence	Gül İnşaat	Istanbul Avrupa/Beylikdüzü	2008 (116 konut)
627	Kavaklı Evleri	Harem Villa	Istanbul Avrupa/Beylikdüzü	2008 (13 villa)
628	Semerkand City Residence	Semerkand Yapı	Istanbul Avrupa/Beylikdüzü	2008 (2 blok 56 konut)
629	Ekinoks Beylikdüzü Residence	Ekinciler İnşaat	Istanbul Avrupa/Beylikdüzü	2008 (213 konut)
630	Fildişi Osmanlı Konakları	Osmanlı İnş.Yapı	Istanbul Avrupa/Beylikdüzü	2008 (228 konut)
631	Vista Paradise	3B Yapı Merkezi	Istanbul Avrupa/Beylikdüzü	2008 (24 konut)
632	Cemtaş Evleri	Cemtaş İnşaat	Istanbul Avrupa/Beylikdüzü	2008 (260 konut)
633	Flora Park İstanbul	Uzunlar İnşaat	Istanbul Avrupa/Beylikdüzü	2008 (4 blok 106 konut)
634	Elitpark evleri	Demo inşaat	Istanbul Avrupa/Beylikdüzü	2008 (5 blok 542 konut)
635	Pegasus Residence	Bengisu inşaat&E	Istanbul Avrupa/Beylikdüzü	2008 (60 konut)
636	Plus Residence	Diba Mimarlık	Istanbul Avrupa/Beylikdüzü	2008 (60 konut)
637	Kiraz Evler	İnsaş	Istanbul Avrupa/Beylikdüzü	2008 (64 konut)
638	Buket Life Viole	Buket-HTM	Istanbul Avrupa/Beylikdüzü	2009 (118 konut)
639	Nadide Evler	Osmanlı İnş.Yapı	Istanbul Avrupa/Beylikdüzü	2009 (168 konut)
640	Ginza Residence	Keleşoğlu Group	Istanbul Avrupa/Beylikdüzü	2009 (188 konut)
641	Papatya Residence	Düzlem Yapı	Istanbul Avrupa/Beylikdüzü	2009 (196 konut)
642	İkiz Evler	Övün İnşaat	Istanbul Avrupa/Beylikdüzü	2009 (2 blok 48 konut)
643	Buket Life Daisy	Buket-HTM	Istanbul Avrupa/Beylikdüzü	2009 (220 konut)
644	Studio Life Konutları	GMO Yapı Grup	Istanbul Avrupa/Beylikdüzü	2009 (4 blok 320 konut)
645	Lale Konutları	Yet Yapı	Istanbul Avrupa/Beylikdüzü	2009 (40 konut)
646	Yakuplu Vakar Konutları	Vakar İnş.	Istanbul Avrupa/Beylikdüzü	2009 (40 konut)
647	Hisar Evleri	Ersöz İnş.	Istanbul Avrupa/Beylikdüzü	2009 (44 konut)
648	Çınar evler	Biskon Yapı	Istanbul Avrupa/Beylikdüzü	2009 (5 blok 216 konut)
649	Kiler Çınar Evler	Kiler Group	Istanbul Avrupa/Beylikdüzü	2009 (5 blok 216 konut)
650	Moodcity	Tetra Yapı	Istanbul Avrupa/Beylikdüzü	2009 (6 blok 160 konut)
651	Bey Konakları	Acara Yapı	Istanbul Avrupa/Beylikdüzü	2009 (77 konut)
652	Palmiye Konakları	Muscan İnşaat	Istanbul Avrupa/Beylikdüzü	2009 (858 konut)
653	Kale Özgür Evleri	Kale Kilit	Istanbul Avrupa/Beylikdüzü	2010 (116 konut)
654	Deniztepe Evleri	Dekar yapı	Istanbul Avrupa/Beylikdüzü	2010 (120 villa)
655	Delta Towers Residence	Delta Şirketler	Istanbul Avrupa/Beylikdüzü	2010 (130 konut)
656	Bulvar Evleri	B&B Yapı	Istanbul Avrupa/Beylikdüzü	2010 (156 konut)
657	İmranlı Evleri	Osmanlı İnş.Yapı	Istanbul Avrupa/Beylikdüzü	2010 (160 konut)
658	City Forever	For Yapı	Istanbul Avrupa/Beylikdüzü	2010 (171 konut)
659	BeyCity	Beyaz İnşaat	Istanbul Avrupa/Beylikdüzü	2010 (2 blok 128 konut)
660	Karaca Evleri	Karaca Yapı	Istanbul Avrupa/Beylikdüzü	2010 (200 konut)
661	Ginza Lavinya Park	Keleşoğlu Group	Istanbul Avrupa/Beylikdüzü	2010 (288 konut)
662	Hera Club Residence	ADM İnşaat	Istanbul Avrupa/Beylikdüzü	2010 (379 konut)
663	Rayana Residences	Ser-Han Mühend	Istanbul Avrupa/Beylikdüzü	2010 (4 blok 376 konut)
664	Felicia Evleri	Beyazlar Grup	Istanbul Avrupa/Beylikdüzü	2010 (4 blok 75 konut)
665	White Corner	Beyazlar Grup	Istanbul Avrupa/Beylikdüzü	2010 (42 konut)
666	Elite Palace	Geneller İnş.	Istanbul Avrupa/Beylikdüzü	2010 (48 konut)
667	Beyaz City Residence	Beyaz İnşaat	Istanbul Avrupa/Beylikdüzü	2010 (5 blok 320 konut)
668	Osmanlı Evleri	Öğün İnş.	Istanbul Avrupa/Beylikdüzü	2010 (50 villa)
669	Beyaz Vadi Residence	Beyaz İnş.	Istanbul Avrupa/Beylikdüzü	2010 (60 konut)
670	Pusula Konakları	Pusula Ortak Gi	Istanbul Avrupa/Beylikdüzü	2010 (60 konut)
671	Kent Palas	Kent Vizyon İnşa	Istanbul Avrupa/Beylikdüzü	2010 (91 konut)
672	BeyPark Evleri	Çağlayan Grup	Istanbul Avrupa/Beylikdüzü	2010 (96 konut)
673	Prestij Evleri	Aldatmaz İnşaat	Istanbul Avrupa/Beylikdüzü	2008 (5 apt 200 konut)
674	Fildişi Konakları	Atınç İnşaat	Istanbul Avrupa/Beylikdüzü	2010 (19 blok 228 konut)
675	Taksim Residence	Tekfen-OZ	Istanbul Avrupa/Beyoğlu	2006 (3 blok 75 konut)
676	Elysium Suites Taksim	Ofton İnşaat	Istanbul Avrupa/Beyoğlu	2010 (140 konut)
677	Zeytinsuyu Tepesi Evleri 1,2.et	Saros İnşaat	Istanbul Avrupa/Büyükçekmec	2003 (48 villa)
678	Alkon Konakları	Alkon İnş.	Istanbul Avrupa/Büyükçekmec	2006 (13 villa)
679	Zeytinsuyu Tepesi 3.etap	Saros İnşaat	Istanbul Avrupa/Büyükçekmec	2006 (20 villa)

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680	Mimarsinan Evleri	Bika	Istanbul Avrupa/Büyükçekmec	2006 (60 konut)
681	Mimarsinan Konakları	Çarmıklı inş	Istanbul Avrupa/Büyükçekmec	2007 (14 blok 128 konut)
682	Güzelce Evleri	Yağcılar İnş.	Istanbul Avrupa/Büyükçekmec	2007 (25 villa)
683	Batıköy Park evleri	Empaş inş	Istanbul Avrupa/Büyükçekmec	2007 (4 blok 46 konut)
684	Gül Evleri	Gül İnş.	Istanbul Avrupa/Büyükçekmec	2007 (44 konut)
685	Yakamoz Evleri	Beyazlar Grup	Istanbul Avrupa/Büyükçekmec	2007 (5 blok 40 konut)
686	Defne 1 sitesi	Ekşioğlu inş	Istanbul Avrupa/Büyükçekmec	2007 (6 blok 45 konut)
687	Büyükçekmece M.Sinan	Emay İnş.Taah. S	Istanbul Avrupa/Büyükçekmec	2007 (660 konut)
688	Defne 2 sitesi	Ekşioğlu inş	Istanbul Avrupa/Büyükçekmec	2007 (7 blok 80 konut)
689	Sinanoba Konakları	Keleş-Beyazlar-Y	Istanbul Avrupa/Büyükçekmec	2007 (9 blok 148 konut)
690	Tepekent	Kooperatif	Istanbul Avrupa/Büyükçekmec	2008 (1106villa) topl 183
691	Greenpark Villaları	Ank İnş	Istanbul Avrupa/Büyükçekmec	2008 (21 villa)
692	Nilüfer Konakları	Mefa İnş.	Istanbul Avrupa/Büyükçekmec	2008 (24 villa)
693	Gölşehir evleri	Baltaş inşaat	Istanbul Avrupa/Büyükçekmec	2008 (27 blok 806 konut)
694	MANOLYA EVLERİ	İntes İnşaat San.	Istanbul Avrupa/Büyükçekmec	2008 (374 konut)
695	Mimoza Park Evleri	Sağdıç İnşaat	Istanbul Avrupa/Büyükçekmec	2008 (5 blok 46 konut)
696	Günyüzü Konakları	Beyazlar Grup	Istanbul Avrupa/Büyükçekmec	2008 (6 blok 108 konut)
697	Panorama Evleri Mimarsinan	İnpaş İnş.	Istanbul Avrupa/Büyükçekmec	2008 (6 blok 96 konut)
698	Sardunya Konakları	Mefa İnş.	Istanbul Avrupa/Büyükçekmec	2010 (104 konut)
699	Alkent2000 2. faz	Alarko Gayrimen	Istanbul Avrupa/Büyükçekmec	2001 (300 villa)
700	Mutlu Konakları	Mutlu İnşaat	Istanbul Avrupa/Büyükçekmec	2006 (96 konut)
701	Vadi Park Evleri	Sanayiciler Koop	Istanbul Avrupa/Büyükçekmec	2007 (19 ikiz villa)
702	Rose Marine	Gül İnşaat	Istanbul Avrupa/Büyükçekmec	2007 (20 blok 400 konut)
703	Aktel Residence	Aktel İnşaat	Istanbul Avrupa/Büyükçekmec	2007 (6 blok 532 konut)
704	Costa Residenza	Gül İnşaat	Istanbul Avrupa/Büyükçekmec	2007 (7 blok 92 konut)
705	Beyaz Residence Evleri	Beyaz İnşaat	Istanbul Avrupa/Büyükçekmec	2007 (80 konut)
706	Tulip A Villaları	Güven Grup	Istanbul Avrupa/Büyükçekmec	2008 (127 villa)
707	Selin Evleri	Şenka İnşaat	Istanbul Avrupa/Büyükçekmec	2008 (17 blok 240 konut)
708	Beyaz Kent Evleri	Beyaz İnşaat	Istanbul Avrupa/Büyükçekmec	2008 (2 blok konut)
709	Günbatımı Konutları	Mert Yapı Teknik	Istanbul Avrupa/Büyükçekmec	2008 (3 blok 40 konut)
710	Mekan Konakları Mimaroba	Mekan Yapı	Istanbul Avrupa/Büyükçekmec	2008 (3 blok 72 konut)
711	Villa Mare	Gül İnşaat	Istanbul Avrupa/Büyükçekmec	2008 (58 villa)
712	Casa Mare Mimar Sinan	En Yapı	Istanbul Avrupa/Büyükçekmec	2008 (98 konut)
713	MimarHill Residence	Vip Yapı	Istanbul Avrupa/Büyükçekmec	2009 (102 konut)
714	Colorist	Gül İnşaat	Istanbul Avrupa/Büyükçekmec	2009 (136 konut 24 hom
715	Toskana Vadisi Hadımköy	Emaar Türkiye	Istanbul Avrupa/Büyükçekmec	2009 (540 villa)
716	Marine Park Mimaroba	Delta	Istanbul Avrupa/Büyükçekmec	2009 (6 blok 168 konut)
717	Alkent2000 göl malikaneleri	Alarko Gayrimen	Istanbul Avrupa/Büyükçekmec	2009 (63 villa)
718	Lara Su Evleri Mimar Sinan	Larasu İnşaat	Istanbul Avrupa/Büyükçekmec	2010 (178 konut)
719	Pelican Hill Residence	Keleşoğlu Group	Istanbul Avrupa/Büyükçekmec	2010 (686 konut)
720	Pelican Hill villalar	Keleşoğlu Group	Istanbul Avrupa/Büyükçekmec	2010 (715 villa)
721	Güzel Şehir	Konak İnşaat	Istanbul Avrupa/Büyükçekmec	2010 (800 villa)
722	Yakuplu Evleri	Kiptaş	Istanbul Avrupa/Büyükçekmec	2006 ()
723	Esenyurt Evleri 2. Etap	Kiptaş	Istanbul Avrupa/Büyükçekmec	2007 ()
724	Mimar Sinan Evleri	Kiptaş	Istanbul Avrupa/Büyükçekmec	2007 ()
725	Tepecik Konutları	Kiptaş	Istanbul Avrupa/Büyükçekmec	2010 ()
726	Semerkand Boğazköy Villaları	Semerkand Yapı	Istanbul Avrupa/Büyükçekmec	2007? (20 ikiz villa)
727	SunRise Residence	Gaffaroğlu	Istanbul Avrupa/Büyükçekmec	2008 (224 konut)
728	Çatalca Villaları	Babil Yapı	Istanbul Avrupa/Çatalca	2006 (4 villa)
729	Çatalca Hadımköy 2. Bölge	Turan Hazinedar	Istanbul Avrupa/Çatalca	2006 (904 konut)
730	Çatalca Hadımköy 1. Etap		Istanbul Avrupa/Çatalca	2007 (392 konut)
731	Melissa Evleri	Adlı yapı	Istanbul Avrupa/Çatalca	2008 (29 villa)
732	Çatalca Hadımköy 3. Etap	Çakır Müh. İnş. T	Istanbul Avrupa/Çatalca	2009 (696 konut)
733	Çatalca Hadımköy 4. Bölge	İnta Müh.Mim.İn	Istanbul Avrupa/Çatalca	2010 (764 konut)
734	İkitelli göçmen konutları	2G İnş. - Aydur İn	Istanbul Avrupa/Esenler	2004 (20 konut)
735	Kemer Park	Albayrak GYO	Istanbul Avrupa/Esenler	2008 (14 blok 598 konut)
736	Esenler İkitelli 1. Etap	Delta İnş. San. Ti	Istanbul Avrupa/Esenler	2008 (678 konut)
737	Esenyurt Konutları	Kiptaş	Istanbul Avrupa/Esenyurt	2007 ()

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738	Semerkand Residence	Semerkand Yapı	Istanbul Avrupa/Esenyurt	2007 (1 blok 58 konut)
739	Korubahçe Esenşehir Konutlar	Pam İnşaat	Istanbul Avrupa/Esenyurt	2007 (17 blok 730 konut)
740	Story Residence	Orkun Group	Istanbul Avrupa/Esenyurt	2007 (2 blok 127 konut)
741	Agena Esenyurt Evleri	Kumuşoğlu İnşaa	Istanbul Avrupa/Esenyurt	2007 (25 blok 354 konut)
742	Semerkand Konakları	Semerkand Yapı	Istanbul Avrupa/Esenyurt	2007 (4 blok 119 konut)
743	Esenyurt Park Konutları	Balkanlı İnş.	Istanbul Avrupa/Esenyurt	2007 (58 konut)
744	ElitKent	Regnum	Istanbul Avrupa/Esenyurt	2007 (722 konut)
745	Esenyurt 4. Etap Konutları	Kiptaş	Istanbul Avrupa/Esenyurt	2008 ()
746	Esenyurt 3. Etap Konutları	Kiptaş	Istanbul Avrupa/Esenyurt	2008 ()
747	Narçiçeği Sitesi	Demir İnşaat	Istanbul Avrupa/Esenyurt	2008 (2 blok 84 konut)
748	Esenbahçe Konutları 1.etap		Istanbul Avrupa/Esenyurt	2008 (274 konut)
749	Balkaya Evleri	Balkaya İnşaat	Istanbul Avrupa/Esenyurt	2008 (3 blok 28 konut)
750	İstHANbul Evleri 1.etap.	Han Yapı	Istanbul Avrupa/Esenyurt	2008 (696 konut)
751	Esenbahçe Konutları 2.etap	Önay Grup	Istanbul Avrupa/Esenyurt	2009 (177 konut)
752	Papatya Evleri	Gavuzoğlu İnşaat	Istanbul Avrupa/Esenyurt	2009 (20 blok 400 konut)
753	Beypalas	Şenel İnşaat	Istanbul Avrupa/Esenyurt	2009 (200 konut)
754	Beyzade Konakları	Altın Ev	Istanbul Avrupa/Esenyurt	2009 (200 konut)
755	Astrumtowers	Regnum	Istanbul Avrupa/Esenyurt	2009 (5 blok 1285 konut
756	Aşiyan Sitesi	Zümrüt İnş.	Istanbul Avrupa/Esenyurt	2009 (96 konut)
757	Innovia 1	Yeşil İnşaat	Istanbul Avrupa/Esenyurt	2010 (1073 konut)
758	Milpark	MilPA	Istanbul Avrupa/Esenyurt	2010 (14 blok 993 konut)
759	Spor City	Yeni Doğuş İnşaa	Istanbul Avrupa/Esenyurt	2010 (160 konut)
760	Ayışığı Sitesi	Demir İnşaat	Istanbul Avrupa/Esenyurt	2010 (346 konut)
761	Orion Park	Topkapi İnşaat	Istanbul Avrupa/Esenyurt	2010 (368 konut)
762	Park City	Arıkan Yapı	Istanbul Avrupa/Esenyurt	2010 (383 konut)
763	İstHANbul Evleri 2.etap	Han Yapı	Istanbul Avrupa/Esenyurt	2010 (388 konut)
764	Akkoza Evleri 1.etap	Garanti Koza	Istanbul Avrupa/Esenyurt	2010 (5500 konut)
765	Garden City 1.etap. 2.etap	Özyurtlar İnşaat	Istanbul Avrupa/Esenyurt	2009. 2010 (545 konut)
766	Capital Hill	Feniks İnşaat	Istanbul Avrupa/Eyup	2007 (97 konut)
767	Yeşil Belgrad Evleri	Ayçoka İnş.	Istanbul Avrupa/Eyüp	2001 (11 blok 124 konut)
768	Mesa Kemerköy evleri	Mesa	Istanbul Avrupa/Eyüp	2002 (130 konut)
769	Kemerburgaz Evleri 2.etap	Mesa	Istanbul Avrupa/Eyüp	2003 (24 konut)
770	Sunflower Kemerburgaz	Saral İnşaat	Istanbul Avrupa/Eyüp	2003 (8 konut)
771	Studio Plaza	Mesa	Istanbul Avrupa/Eyüp	2004 (45 konut)
772	Davutpaşa Korusu Evleri	Saral İnşaat	Istanbul Avrupa/Eyüp	2004 (8 villa)
773	Yamaç Evler 1,2 etap	Mesa	Istanbul Avrupa/Eyüp	2005 (108 konut)
774	Sıraevler	Ayçoka İnş.	Istanbul Avrupa/Eyüp	2005 (24 konut)
775	Panorama Evleri Kemerburgz	İnpaş İnş.	Istanbul Avrupa/Eyüp	2005 (7 blok 90 konut 17
776	Altıntaş Göktürk Evleri	Altıntaş	Istanbul Avrupa/Eyüp	2005 (79 villa)
777	Nuce Sitesi		Istanbul Avrupa/Eyüp	2006 ( )
778	Polaris 2 evleri	Şahin İnşaat	Istanbul Avrupa/Eyüp	2006 (36 konut)
779	Yamaç Evler 3 etap	Mesa	Istanbul Avrupa/Eyüp	2006 (66 konut)
780	Neo Vista	Neo Yapı	Istanbul Avrupa/Eyüp	2006 (87 konut)
781	Neo Studio	Neo Yapı	Istanbul Avrupa/Eyüp	2007 (31 konut)
782	Neo Garden	Neo Yapı	Istanbul Avrupa/Eyüp	2007 (54 villa)
783	Neo Park	Neo Yapı	Istanbul Avrupa/Eyüp	2007 (8 blok 80 konut)
784	İpek Apartmanı	Ayçoka İnş.	Istanbul Avrupa/Eyüp	2008 (10 konut)
785	Çağlayan City	Ada Yapı	Istanbul Avrupa/Eyüp	2008 (35 konut)
786	Doğa Vadi	Avrupa Proje Yör	Istanbul Avrupa/Eyüp	2009 (15 konut)
787	Doğa Tepe	Avrupa Proje Yör	Istanbul Avrupa/Eyüp	2009 (2 blok 28 konut)
788	Ada City	Ada Yapı İnşaat	Istanbul Avrupa/Eyüp	2009 (2 blok 35 konut)
789	Life İstanbul Evleri	Akro Yapı	Istanbul Avrupa/Eyüp	2009 (2 blok 58 konut)
790	Doğa Park	Avrupa Proje Yör	Istanbul Avrupa/Eyüp	2009 (3 blok 30 konut)
791	Rami Park Evleri	KG İnşaat	Istanbul Avrupa/Eyüp	2009 (4 blok 88 konut)
792	Kemerlife XXII	Metal Yapı Konut	Istanbul Avrupa/Eyüp	2010 (17 blok 133 konut)
793	Doğa Köşk	Avrupa Proje Yör	Istanbul Avrupa/Eyüp	2010 (19 konut)
794	Istanbul Apartments	İntegra Gayrimer	Istanbul Avrupa/Eyüp	2010 (20 konut)
795	Mir Evleri	Bau Tim İnş.	Istanbul Avrupa/Eyüp	2010 (32 konut)

	PROJECT	CONSTRUCTOR	LOCATION	YEAR/UNIT
796	Doğa Konak	Avrupa Proje Yör	Istanbul Avrupa/Eyüp	2010 (34 konut)
797	KemerCity Apartments III	Gün İnşaat	Istanbul Avrupa/Eyüp	2010 (45 konut)
798	Suvenue Residence	Dizayn Yapı	Istanbul Avrupa/Eyüp	2010 (56 konut)
799	Fantasia Elite Residence	Ditaş İnş.	Istanbul Avrupa/Eyüp	2010 (6 blok 78 konut)
800	Corner Apartments	Koytür İnşaat	Istanbul Avrupa/Eyüp	2010 (64 konut)
801	Starlife Göktürk	Say Yapı	Istanbul Avrupa/Eyüp	2010 (74 konut)
802	Alibey Konakları	Bakırcı Yapı	Istanbul Avrupa/Eyüp	2010 (80 konut)
803	Aytek Evleri	Ay-Tek İnşaat	Istanbul Avrupa/Eyüp	2000 (144 konut)
804	İstanbul İstanbul Konutları	Yapı Kredi Koray	Istanbul Avrupa/Eyüp	2002 (117 villa 64 konut)
805	Kemer Rose Residence	Tepe İnşaat	Istanbul Avrupa/Eyüp	2002 (73 konut)
806	Artell Kemer Hill	Artell İnşaat	Istanbul Avrupa/Eyüp	2004 (107 konut)
807	Göktürk Polaris Konutları	Şahin İnşaat	Istanbul Avrupa/Eyüp	2005 (?)
808	Selenium 34 Country	Aşçıoğlu İnşaat	Istanbul Avrupa/Eyüp	2006 (11 blok 78 konut)
809	Yankı Evler I	Mesa	Istanbul Avrupa/Eyüp	2006 (34 konut)
810	Pruva Konutları	Mutlu İnşaat	Istanbul Avrupa/Eyüp	2006 (53 konut)
811	Aktürk Çesmeler Vadisi	Aktürk Yapı Endu	Istanbul Avrupa/Eyüp	2006 (65 villa)
812	İstanbul Zen Konutları	Yapı Kredi Koray	Istanbul Avrupa/Eyüp	2006 (74 konut)
813	İstanbul Bis Konutları	Yapı Kredi Koray	Istanbul Avrupa/Eyüp	2007 (112 konut)
814	Meşe Park Evleri	Doga Gayrimenk	Istanbul Avrupa/Eyüp	2007 (121 konut)
815	Yeshill Göktürk	Göktürk Yapı	Istanbul Avrupa/Eyüp	2007 (19 blok 180 konut)
816	KemerCity Apartments I	Gün İnşaat	Istanbul Avrupa/Eyüp	2007 (3 blok 30 konut)
817	Artell Forum	Artell İnşaat	Istanbul Avrupa/Eyüp	2007 (5 blok 61 konut)
818	Göktürk Kemer Corner	Koytür İnşaat	Istanbul Avrupa/Eyüp	2007 (89 konut)
819	Yankı Evler II	Mesa	Istanbul Avrupa/Eyüp	2007 (90 konut)
820	Doga Country	Doga Gayrimenk	Istanbul Avrupa/Eyüp	2008 (104 konut)
821	Ada Konsept	Ada Yapı İnşaat	Istanbul Avrupa/Eyüp	2008 (2 blok 28 konut)
822	Gökmahal	Ferko İnşaat	Istanbul Avrupa/Eyüp	2008 (3 blok 80 konut)
823	KemerCity Apartments II	Gün İnşaat	Istanbul Avrupa/Eyüp	2008 (4 blok 60 konut)
824	Kemer Vadi Konakları	Şahin İnşaat	Istanbul Avrupa/Eyüp	2008 (70 konut)
825	Gökyüzü Residence	Keleşoğlu Group	Istanbul Avrupa/Eyüp	2008 (88 konut)
826	Capital Courtyard	Şahin İnşaat	Istanbul Avrupa/Eyüp	2009 (3 blok 99 konut)
827	Silver House	Keleşoğlu Group	Istanbul Avrupa/Eyüp	2009 (44 konut)
828	Doga Apt. no:77	Doğa Gayrimenk	Istanbul Avrupa/Eyüp	2009 (5 blok 52 konut)
829	Arketip Evleri	Keleşoğlu Group	Istanbul Avrupa/Eyüp	2009 (6 blok 273 konut)
830	Saban Residence Göktürk	Saban İnşaat	Istanbul Avrupa/Eyüp	2009 (6 blok 60 konut)
831	Göktürk Suites Kemerburgaz	Gül İnşaat Yapı	Istanbul Avrupa/Eyüp	2010 (54 konut 15 ofis 15
832	Kemerlife XXI	Metal Yapı Konut	Istanbul Avrupa/Eyüp Kemerb	2005 (206 konut)
833	Zenginbahçe Konutları 1	Mintur Turistik Y	Istanbul Avrupa/Eyüp Kemerb	2004 (65 konut)
834	Tedkent Kemer 50 Evleri	SS Tedkent Konu	Istanbul Avrupa/Eyüp Kemerb	2007 ()
835	Zenginbahçe Konutları 2	Mintur Turistik Y	Istanbul Avrupa/Eyüp Kemerb	2010 (129 konut)
836	Gölpark İstanbul	Neo Yapı	Istanbul Avrupa/Eyüp Kemerb	2010 (200 villa)
837	Topkapı Merkez Evleri	Kiptaş	Istanbul Avrupa/Fatih	2009 ()
838	Topkapı Merkez Evleri 2. Etap	Kiptaş	Istanbul Avrupa/Fatih	2010 ()
839	Fatih	İnanlar İnşaat	Istanbul Avrupa/Fatih	2010 (10 konut)
840	GOP Taşoluk 2. Bölge	Alke İnş. & Makr	Istanbul Avrupa/Gaziosmanpa	2008 (606 konut)
841	GOP Taşoluk 1. Bölge	Alke İnş. & Makr	Istanbul Avrupa/Gaziosmanpa	2008 (750 konut)
842	GOP Karayolları Mh. 1. Bölge	Artaş İnş San. A.Ş	Istanbul Avrupa/Gaziosmanpa	2009 (1902 konut)
843	GOP Karayolları Mh. 2. Bölge	Artaş İnş San. A.Ş	Istanbul Avrupa/Gaziosmanpa	2009 (922 konut)
844	GOP Karayolları Mh	Doğa İnş. San. Tic	Istanbul Avrupa/Gaziosmanpa	2010 (162 konut)
845	Validesuyu Konutları 1.etap.	Uğurgül İnşaat	Istanbul Avrupa/Gaziosmanpa	2008 (140 konut)
846	Validesuyu Konutları 2.etap	Uğurgül İnşaat	Istanbul Avrupa/Gaziosmanpa	2009 (146 konut)
847	Validesuyu Konutları 3.etap	Uğurgül İnşaat	Istanbul Avrupa/Gaziosmanpa	2010 (97 konut)
848	Metar Çınar Evleri	Metar İnşaat	Istanbul Avrupa/Güngören	2001 (8 blok 123 konut)
849	Merter Park Evleri	Mutlu İnşaat	Istanbul Avrupa/Güngören	2007 (48 konut)
850	Ahikent Konakları	Pakar yapı	Istanbul Avrupa/Kağıthane	2007 (110 villa)
851	Genanlar First Home	Sadabat Genyap	Istanbul Avrupa/Kağıthane	2007 (33 konut)
852	Sanatçılar Arya Evleri	Kooperatif	Istanbul Avrupa/Kağıthane	2007 (5 blok 109 konut)
853	Gönül Evleri	Akın İnşaat	Istanbul Avrupa/Kağıthane	2008 (105 konut)

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854	Elmas Firuze Konutları	Elmas Yapı	Istanbul Avrupa/Kağıthane	2008 (6 blok 79 konut)
855	Şelale Evleri Kağıthane	Dap Yapı	Istanbul Avrupa/Kağıthane	2003 (579 konut)
856	Metar Çınar Residence	Metar İnşaat	Istanbul Avrupa/Kağıthane	2006 (40 konut)
857	Sadabat Arya Evleri	İnanlar İnşaat	Istanbul Avrupa/Kağıthane	2006 (5 blok 109 konut)
858	Çınar Sadabad Konakları	Metar İnşaat	Istanbul Avrupa/Kağıthane	2007 (50 konut)
859	Kağıthane Meva Konutları	Necat İnşaat	Istanbul Avrupa/Kağıthane	2007 (93 konut)
860	Şelale Konakları	Dap Yapı	Istanbul Avrupa/Kağıthane	2008 (3 blok 36 konut)
861	Blox Haliç	Efesan Grup	Istanbul Avrupa/Kağıthane	2008 (7 blok 154 konut)
862	Halkalı Çamlıkaltı Konutları	Kiptaş	Istanbul Avrupa/Küçükçekmec	2005 ()
863	Olympiakent 1. etap	Soyak İnşaat ve T	Istanbul Avrupa/Küçükçekmec	2005 (1364 konut)
864	Olympiakent 2. Etap	Soyak İnşaat ve T	Istanbul Avrupa/Küçükçekmec	2006 (2228 konut)
865	İstanbul Halkalı III. Bölge		Istanbul Avrupa/Küçükçekmec	2007 (204 konut)
866	İstanbul Halkalı III. Bölge 451 p	Turan Hazinedar	Istanbul Avrupa/Küçükçekmec	2007 (360 konut)
867	İstanbul Halkalı 550 ada	Kuzu Toplu Konu	Istanbul Avrupa/Küçükçekmec	2007 (560 konut)
868	İstanbul Halkalı 1. Kısım	Tek-Art İnş. A.Ş.	Istanbul Avrupa/Küçükçekmec	2007 (912 konut)
869	Sefaköy Evleri	Kiptaş	Istanbul Avrupa/Küçükçekmec	2008 ()
870	İstanbul Halkalı 2. Bölge	İskar İnş. San. Ve	Istanbul Avrupa/Küçükçekmec	2008 (1000 konut)
871	İstanbul Halkalı 5. Bölge	Kuzu Toplu Konu	Istanbul Avrupa/Küçükçekmec	2008 (1108 konut)
872	İstanbul Halkalı 1. Bölge	Kuzu Toplu Konu	Istanbul Avrupa/Küçükçekmec	2008 (1116 konut)
873	İstanbul Halkalı 3. Kısım	Tek-Art İnş. A.Ş.	Istanbul Avrupa/Küçükçekmec	2008 (1152 konut)
874	İstanbul Halkalı 3. Bölge	Ve-Na İnş.Taah.İt	Istanbul Avrupa/Küçükçekmec	2008 (1480 konut)
875	İstanbul Halkalı 2. Kısım	Tek-Art İnş. A.Ş.	Istanbul Avrupa/Küçükçekmec	2008 (576 konut)
876	Cennet Konakları	Aköz İnş.	Istanbul Avrupa/Küçükçekmec	2008 (6 blok 130 konut)
877	İstanbul Halkalı 4.Bölge	Biat İnş. San. Tic.	Istanbul Avrupa/Küçükçekmec	2008 (784 konut)
878	İstanbul Halkalı II. Bölge	Albayrak Turz.Se	Istanbul Avrupa/Küçükçekmec	2008 (868 konut)
879	İstanbul Halkalı IV. Bölge	Özsaya İnş.A.Ş. &	Istanbul Avrupa/Küçükçekmec	2009 (1368 konut)
880	Çağlar Evleri	Çağlar İnş.	Istanbul Avrupa/Küçükçekmec	2009 (2 blok 26 konut)
881	Lagün Konakları	GÜL-OZAN İNŞAA	Istanbul Avrupa/Küçükçekmec	2009 (7 blok 96 konut)
882	İstanbul Halkalı 7.Bölge	Serel Yapı End. T	Istanbul Avrupa/Küçükçekmec	2009 (726 konut)
883	İstanbul Halkalı 6. Bölge	Koçoğlu İnş. Ve S	Istanbul Avrupa/Küçükçekmec	2009 (944 konut)
884	Kayabaşı Konutları	Kiptaş	Istanbul Avrupa/Küçükçekmec	2010 ()
885	Sevinç Evleri 2	Ersev Konut	Istanbul Avrupa/Küçükçekmec	2010 (106 konut)
886	İstanbul Halkalı Toplu Konut	Artaş İnş.San.Ve	Istanbul Avrupa/Küçükçekmec	2010 (1108 konut)
887	Arkon Park Residence	Arkon İnşaat	Istanbul Avrupa/Küçükçekmec	2010 (538 konut)
888	Küçükçekmece Göl Konutları	Biat İnş. San. Tic.	Istanbul Avrupa/Küçükçekmec	2010 (700 konut)
889	Divan Residence	Kuzu Toplu Konu	Istanbul Avrupa/Küçükçekmec	2010 (743 konut)
890	Fuzul Kent Bizim Evler	Fuzul İnşaat	Istanbul Avrupa/Küçükçekmec	2007 (26 blok 1000 konu
891	Güneş Park Evleri	Albayrak GYO	Istanbul Avrupa/Küçükçekmec	2008 (18 blok 868 konut)
892	Lale Şehir Konakları Halkalı	Buket İnşaat	Istanbul Avrupa/Küçükçekmec	2008 (409 konut)
893	KA Green	KAYI Gayrimenku	Istanbul Avrupa/Küçükçekmec	2008 (7 blok 340 konut)
894	Home Art	Kavi Yapı	Istanbul Avrupa/Küçükçekmec	2009 (1 blok 76 konut)
895	Sefaköy Gönen Konakları	Gönen İnşaat	Istanbul Avrupa/Küçükçekmec	2009 (3 blok 96 konut)
896	Bosphoros City	Sinpaş GYO	Istanbul Avrupa/Küçükçekmec	2008 (2793 konut)
897	Zekeriyaköy villaları	Nurol İnş	Istanbul Avrupa/Sarıyer	2000 ?(29 villa)
898	Sedadkent		Istanbul Avrupa/Sarıyer	2001 (108 villa)
899	Boğaziçi Park Evleri		Istanbul Avrupa/Sarıyer	2001 (8 blok 130 konut)
900	Seba Residence	Seba İnş.	Istanbul Avrupa/Sarıyer	2002 (126 konut)
901	Pelikan Park evleri	Kombassan	Istanbul Avrupa/Sarıyer	2002 (25 blok 175 konut)
902	Seba Milenyum İstinye	Seba İnş.	Istanbul Avrupa/Sarıyer	2002 (90 konut)
903	Bayır Konakları	Bayır İnşaat	Istanbul Avrupa/Sarıyer	2004 (20 villa)
904	Seba Royal Konakları	Seba İnş.	Istanbul Avrupa/Sarıyer	2005 (115 konut)
905	Flora Evleri	Hasko inşaat	Istanbul Avrupa/Sarıyer	2005 (40 konut)
906	Seba Life	Seba İnş.	Istanbul Avrupa/Sarıyer	2006 (36 konut)
907	Allgreen Village Zekeriyaköy	Yapı Tasarım A.Ş.	Istanbul Avrupa/Sarıyer	2006 (55 ikiz villa)
908	Yonca Evleri	Doğuş Yapı	Istanbul Avrupa/Sarıyer	2006 (9 blok 160 konut)
909	Pera Konakları	Kalkavan İnş.	Istanbul Avrupa/Sarıyer	2007 (27 konut)
910	Seba Enke Tarabya Evleri	Seba İnş.	Istanbul Avrupa/Sarıyer	2007 (6 villa)
911	Yeşiloba Konakları	Hasko inşaat	Istanbul Avrupa/Sarıyer	2007 (72 villa)

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912	Tarabya Residence	Gül İnşaat	Istanbul Avrupa/Sarıyer	2007 (8 konut)
913	Sarıyer Konakları	Beyazlar inşaat	Istanbul Avrupa/Sarıyer	2009 (10 blok 40 konut)
914	İstanblue Rumeli Feneri Evleri	Dündar İnş.	Istanbul Avrupa/Sarıyer	2009 (102 konut)
915	Biberoğlu Park Konakları	Biberoğlu İnş.	Istanbul Avrupa/Sarıyer	2009 (18 villa)
916	Sarıyer Park	Propa inşaat	Istanbul Avrupa/Sarıyer	2009 (24 konut)
917	Sarıyer Evleri	Tur Yapı	Istanbul Avrupa/Sarıyer	2009 (26 blok 460 konut)
918	Tarabya Park Konakları	3S İnşaat	Istanbul Avrupa/Sarıyer	2009 (32 ikiz villa)
919	Seba HaydarBey	Seba İnş.	Istanbul Avrupa/Sarıyer	2010 (16 konut)
920	Seba Serenity	Seba İnş.	Istanbul Avrupa/Sarıyer	2010 (20 konut)
921	Plus Flat	Mika İnş.	Istanbul Avrupa/Sarıyer	2010 (27 konut)
922	Sarıyer Göl Konut	Noya İnş.	Istanbul Avrupa/Sarıyer	2010 (5 blok 100 konut)
923	Garage Zekeriyaköy Evleri	Garage İnşaat	Istanbul Avrupa/Sarıyer	2010 (8 blok 32 konut)
924	Seba Dream	Seba İnş.	Istanbul Avrupa/Sarıyer	2010 (84 konut)
925	Bay İstinye Konakları	Bay İnşaat	Istanbul Avrupa/Sarıyer	2002 (38 ikiz villa konut)
926	Tarabya Beyza Konakları	Bay İnşaat	Istanbul Avrupa/Sarıyer	2003 (10 villa)
927	Güney Konakları Uskumruköy	Güney Group	Istanbul Avrupa/Sarıyer	2003 (37 villa)
928	Atlantis Konutları	Acarlar	Istanbul Avrupa/Sarıyer	2003 (970 konut 50 vila)
929	Aderans Bahçeköy Konutları	Aderans Mühend	Istanbul Avrupa/Sarıyer	2006 (14 blok 108 konut)
930	MareNegro Kilyos	Sinpaş	Istanbul Avrupa/Sarıyer	2006 (239 villa)
931	Nidapark Evleri	Nida İnşaat	Istanbul Avrupa/Sarıyer	2006 (36 villa)
932	Tarabya Evleri	Bns İnşaat	Istanbul Avrupa/Sarıyer	2007 (6 blok 48 konut)
933	Hillpark İstinye	Bay İnşaat	Istanbul Avrupa/Sarıyer	2007 (90 konut)
934	Emirgan Evleri	Doga Gayrimenk	Istanbul Avrupa/Sarıyer	2008 (10 blok 21 konut)
935	MyTown Zekeriyaköy	Güney Group	Istanbul Avrupa/Sarıyer	2008 (15 ikiz villa)
936	Sifasuyu Konaklari	Topkapi İnşaat	Istanbul Avrupa/Sarıyer	2008 (7 blok 36 konut)
937	Hillpark Suites	Bay İnşaat	Istanbul Avrupa/Sarıyer	2009 (2 blok 91 konut)
938	Belkıs Konakları	Metropol Yapı	Istanbul Avrupa/Sarıyer	2009 (74 villa)
939	Güney Kasaba Uskumruköy	Güney Group	Istanbul Avrupa/Sarıyer	2009 (78 konut 42 villa)
940	HS-10 Villaları	Aderans Mühend	Istanbul Avrupa/Sarıyer	2010 (10 villa)
941	Pelikan Yolu Konutları	İnanlar İnşaat	Istanbul Avrupa/Sarıyer	2010 (3 blok 72 konut)
942	Güney Konakları Zekeriyaköy	Güney Group	Istanbul Avrupa/Sarıyer	2010 (37 villa)
943	Oksizen Konakları	Eroğlu Yapı	Istanbul Avrupa/Sarıyer	2010 (40 konak)
944	Gravür Park Orman Evleri	Gravür İnşaat	Istanbul Avrupa/Sarıyer	2010 (7 blok 36 dublex)
945	Güney Residence	Güney Group	Istanbul Avrupa/Sarıyer	2010 (80 konut)
946	Sarıyer Zekeriyaköy	Kiptaş	Istanbul Avrupa/Sarıyer	2000 ()
947	L'ist Suites	KREA Gayrimenk	Istanbul Avrupa/Sarıyer İstiny	2010 (14 blok 150 konut)
948	Zekeriyaköy Doğa Evleri	Ant Yapı	Istanbul Avrupa/Sarıyer Zeker	2003 (56 villa)
949	Siska Silivri Çiftlik Evleri	Siska İnş.	Istanbul Avrupa/Silivri	2001 (11 villa)
950	Fenerköy Çiftlik Evleri	Üstay İnşaat	Istanbul Avrupa/Silivri	2004 (19 villa)
951	Kınalı Konutlar	Anadolu Konut S	Istanbul Avrupa/Silivri	2006 (100 konut)
952	Bilgehan Sitesi	Anka Yapı	Istanbul Avrupa/Silivri	2006 (395 konut)
953	Dolphin Villaları	Özkanteks Şirk.G	Istanbul Avrupa/Silivri	2007 (15 konut)
954	Doğa Çiftlik Evleri	Yasan İnş	Istanbul Avrupa/Silivri	2007 (22 villa)
955	Starlife Villaları	Say Yapı	Istanbul Avrupa/Silivri	2007 (90 villa)
956	Silivri Konutları	Kiptaş	Istanbul Avrupa/Silivri	2008 ()
957	Sunflower Evleri	Saral İnşaat	Istanbul Avrupa/Silivri	2008 (376 villa)
958	Beyaz Lara Konakları	Beyaz Konut İnş.	Istanbul Avrupa/Silivri	2009 (15 blok 282 konut)
959	Bahadırhan Sitesi	Anka Yapı	Istanbul Avrupa/Silivri	2009 (483 konut)
960	Silivri Konutları 2. Etap	Kiptaş	Istanbul Avrupa/Silivri	2010 ()
961	Saklıbağ	Öğülmüş İnş.	Istanbul Avrupa/Silivri	2010 (61 villa)
962	İstanbul Silivri Selimpaşa	AA Grup İnşaat S	Istanbul Avrupa/Silivri	2010 (820 konut)
963	Sinpaş Pasha Yalı Evleri	Sinpaş	Istanbul Avrupa/Silivri	2003 (42 villa)
964	Sealybria	Sinpaş	Istanbul Avrupa/Silivri	2004 (222 villa)
965	Enginkent	Engin İnşaat	Istanbul Avrupa/Silivri	2007 (144 konut)
966	Abelia Konakları	Hiltaş İnşaat	Istanbul Avrupa/Silivri	2007 (330 konut)
967	Leoland Amerikan Evleri	Aslan Holding	Istanbul Avrupa/Silivri	2008 (20 villa)
968	Ekinsu Konakları	Barşan Grup	Istanbul Avrupa/Silivri	2008 (4 blok 80 konut)
969	Silivri Life	Barsel insaat	Istanbul Avrupa/Silivri	2008 ve devam(250 konu

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970	Fugalife Villaları	Tokim İnşaat	Istanbul Avrupa/Silivri	2010 (41 villa)
971	Palmiye Evleri	Tekin İnşaat	Istanbul Avrupa/Sultangazi	2007 (140 konut)
972	Gümüşvadi Konutları	Özcan inş	Istanbul Avrupa/Sultangazi	2009 (152 konut)
973	Süzer Residence	Süzer grubu	Istanbul Avrupa/Şişli	2000 (100 konut)
974	Nişantaşı Complex	Aytek İnş.	Istanbul Avrupa/Şişli	2005 (24 konut)
975	Maslak Konutları	Mesa	Istanbul Avrupa/Şişli	2005 (336 konut)
976	Polat Şişli Projesi	Polat İnşaat	Istanbul Avrupa/Şişli	2007 (120 konut)
977	Şişli Plaza	Yapı Konut	Istanbul Avrupa/Şişli	2007 (179 konut)
978	Arkon Residence 2	Arkon İnşaat	Istanbul Avrupa/Şişli	2008 (23 konut)
979	Maçka Polat	Polat İnşaat	Istanbul Avrupa/Şişli	2009 (14 konut)
980	Değer 16	Oral İnş.	Istanbul Avrupa/Şişli	2010 (12 konut)
981	Palms Studios	Hoffman İnş.	Istanbul Avrupa/Şişli	2010 (320 kout)
982	Feriköy Evleri	Doğa Gayrimenk	Istanbul Avrupa/Şişli	2010 (98 konut)
983	Elit Residence	Yapı Kredi Koray	Istanbul Avrupa/Şişli	2001 (61 konut)
984	The Şişli Elit Residence	Alhuda-Koray Ho	Istanbul Avrupa/Şişli	2002 (1 blok 61 konut)
985	Selenium Residence	Aşçıoğlu İnşaat	Istanbul Avrupa/Şişli	2005 (71 konut)
986	Elysium Residence Şişli	Ofton İnşaat	Istanbul Avrupa/Şişli	2006 (202 konut)
987	Kempinski Residence Astoria	Astaş GY ve Turiz	Istanbul Avrupa/Şişli	2008 (2 blok 30 konut)
988	Elysium Cool Kurtuluş	Ofton İnşaat	Istanbul Avrupa/Şişli	2008 (blok bina 210 konu
989	Anthill Residence	Ant Yapı	Istanbul Avrupa/Şişli	2010 (2 blok 804 konut)
990	Middleist	Ortadoğu İnşaat	Istanbul Avrupa/Şişli	2010 (4 blok 182 konut)
991	Mashattan	Taşyapı İnşaat	Istanbul Avrupa/Şişli	2008 (10 blok 1550 konu
992	Polat Tower Residence	Polat İnşaat	Istanbul Avrupa/Şişli	2002 (405 konut)
993	Levent LOFT 1	Akfen GYO	Istanbul Avrupa/Şişli	2007 (144 konut)
994	Levent LOFT Bahçe	Akfen GYO&Sağl	Istanbul Avrupa/Şişli	2009 (82 konut)
995	Terrace Fulya Residence	İnanlar İnşaat	Istanbul Avrupa/Şişli	2008 (7 blok 257 konut)
996	Selenium Twins Residence	Aşçıoğlu İnşaat	Istanbul Avrupa/Şişli	2009 (240 konut)
997	Arkon Residence	Arkon İnşaat	Istanbul Avrupa/Şişli Fulya	2007 (1 blok 44 konut)
998	Naz Apartmanı	İnanlar İnşaat	Istanbul Avrupa/Şişli Nişantaşı	2005 (6 konut)
999	Valikonağı Residence	Kapıcıoğlu İnşaat	Istanbul Avrupa/Şişli Nişantaşı	2008 (1 blok 16 konut)
1000	Merkez Park Yel Evleri	Atamer İnş.	Istanbul Avrupa/Zeytinburnu	2010 (176 konut)
1001	Realistanbul	Türköz Group	Istanbul Avrupa/Zeytinburnu	2010 (5 blok 295 konut)

CURRICULUM VITAE

PERSONAL INFORMATION
Surname, Name: Koca, Duygu
Nationality: Turkish (TC)
Date and Place of Birth: 23 March 1980, Ankara
Sex: Female
email: duyguk@hacettepe.edu.tr, dygssnr@yahoo.com

EDUCATION

Degree	Institution	Year of Graduation
Ph.D.	METU Department of Architecture	2012
M.Arch	METU Department of Architecture	2006
B.Arch	METU Department of Architecture	2003
High School	Çankaya High School, Ankara	1998

PROFESSIONAL EXPERIENCE

Year	Place	Enrollment
2006 - Present	Hacettepe University, Faculty of Fine Arts, Department of Interior Architecture and Environmental Design	Research Assistant
2005 - 2006	ASK Project	Architect
2004 - 2005	Yazgan Design Architecture	Architect
2003 - 2004	Uludağ Architecture	Architect

PUBLICATIONS

Year	Publication
2009	Koca, D., *Understanding Facade between Design and Manufacturing*, VDM-Verlag Publishing House Ltd. ISBN-10: 3639174933
2009	Yılmaz, M., Koca, D., "Hacettepe Üniversitesi Beytepe Yerleşkesi Örneğinde Kamusal Alan Kavramı", *IX. Ulusal Sanat Sempozyumu: Kamusal Alanda Sanat*, Hacettepe University, Ankara, 282-291
2009	Koca, D., Elibol G. C., "Ekolojik Mimari Eleman Tasarımında Morfolojik Çizelge Kullanımı: Bir Grup Çalışması Örneği*", International Fine Arts and Design Symposium*, İMECE, Anadolu University, Eskişehir, 369-374

SCIENTIFIC PROJECTS

2012- Present	Partner - Erasmus IP Project - Lighting Design: state of the art and new Trends
2010 - 2011	Researcher - Hacettepe University, Research Project, "Evrensel Tasarım Kapsamında İç ve Dış Rekreasyon Mekanları ve Donatı Elemanları Tasarımı Projesi", No: 5553
2009 - 2011	Researcher - Hacettepe University, Research Project, "Hacettepe Üniversitesi Beytepe Yerleşkesi Rekreaktif Dış Mekan Tasarımı Projesi", No: 4974
2008 - 2010	Researcher - Hacettepe University, Research Project, "Beytepe ve Sıhhiye Yerleşkeleri Çevre Düzeni ve Beytepe Yerleşkesi Sağır Duvar Yüzey Tasarımı Projesi", No: 4943