

Istanbul, Turkey

AKASYA

2014

site area | 45 acres / 18.2 hectares

retail | 860,800 sq ft / 58,000 sq m

residential | 1,580 units

parking | 5,500 spaces

client | SAF Gayrimenkul Yatırım Ortaklığı A.Ş.

ARCHITECTURE

PLANNING

GRAPHICS





The contemporary styling of all graphic designs were inspired by the organic forms evident in the architecture: smooth curves reinforce the modern and organic feel, while a pointed ellipse was used to represent green leaves and water elements. This form was interpreted in various ways throughout the signage and graphics.

Akasya's bold towers provide a stunning introduction to the project.

Offering expansive views of the bustling Bosphorus River and the surrounding vibrant city, the Akasya master plan transforms a former automobile factory site into a superlative luxury project on the Anatolia side of Istanbul.

A central, elliptical parkland secures and unifies the expansive property. Incorporating pedestrian pathways and water features, the park functions as a gentle and natural transition between project components.

High-rise towers soar into the sky at the north and south ends of the project. Mid-rise buildings expand the dedicated luxury offerings, and pictorially transition the towers to the park and water features.

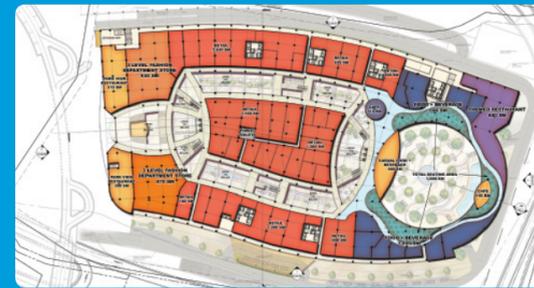
In one of Istanbul's oldest districts, this dramatic mixed-use destination graces the heart of the city.



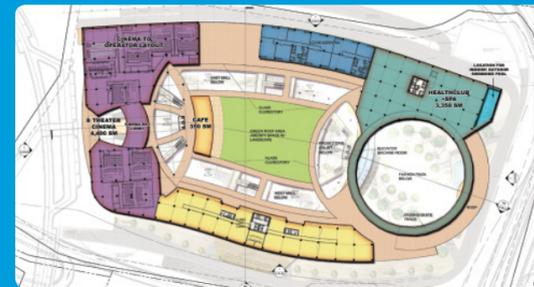
HOME MARKET



BAGDAT MARKET



ENTERTAINMENT LEVEL



CINEMA LEVEL

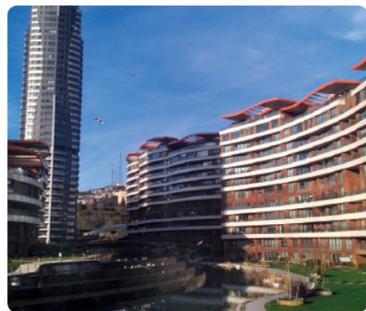


A multi-level retail and entertainment center offers numerous commercial options including markets, a cinema, and family-friendly features. Dedicated parking enhances the appeal of the center.

The central park reinforces Akasya's environmentally progressive character, reaching into the residential uses and thereby integrating them into the project. The park experience continues throughout the retail and dining areas, including access to remarkable rooftop gardens, resulting in an unparalleled green oasis in the center of a centuries-old city.



Smooth metals on signage reflect materials used in the architecture and designs reflect curvilinear shapes throughout. Reveals in the profiles expose logo colors, expanding branding in a subtle way.



Akasya's design team held an uncompromising adherence to pure contemporary design inspired by nature, resulting in a powerful dedication to form and feature with award-winning results. Bold curves flow: in flawless perfections of glass smoothed around horizontal and vertical architectural forms, and in the sinuous flexing of parallel metal ribbons that arc and curl throughout the design.

Water flows throughout, in the form of pools and fountains that move with modern, fluid sensibility. Where water cannot be, it is referenced by pure understated lighting elements of aquamarine, sapphire, and royal blue, whose brightness is balanced by the sky: in a city that celebrates sunlight, natural light is conveyed throughout via sculptural skylights, flooding every space with brightness.

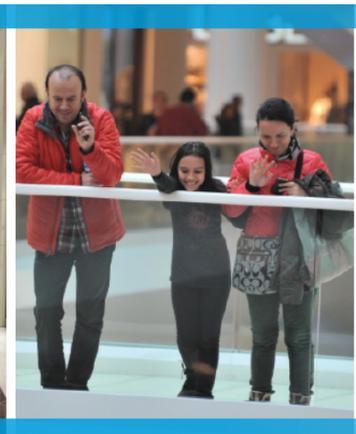
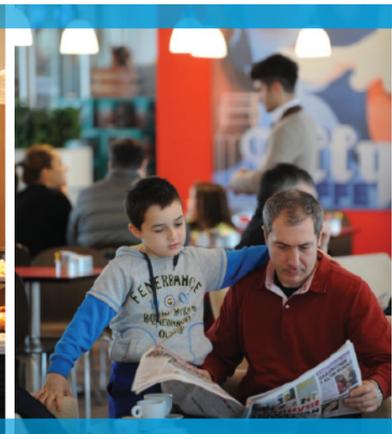
Finally, green is another signature: entire groves of trees grace rooftop balconies, while planted terraces, gardens and parks create places both intimate and expansive.



DDG's designers created an un-interrupted green environment by routing the main roadway under the central park, eliminating traffic and removing safety concerns.



In an effort to adhere to a contemporary design ethos, DDG ensured clean visuals, a balanced simplicity in detail, and smooth sleek surfaces with strength in scale.



Akasya's design style eliminates distracting details by presenting modern storefronts that showcase the merchandise, making it the main focus of the retail promenade.

Akasya's retail experience is based on, and shaped by, the premise of a sophisticated shopper. One example enjoyed by parents and children is found at KidZania – a child-sized "city" where children play at complex grown-up occupations, earn money, govern, travel, and shop. The KidZania space, one of fewer than twenty worldwide and voted the World's Top Family Entertainment Center by the International Association of Amusement Parks and Attractions (IAAPA), is accessed via a full-scale American Airlines jet; setting the stage for a remarkable experience.

Bağdat Street, one of the most important shopping locations in Istanbul, inspired the concepts for Akasya's spaces: tall, customized display windows featuring world-renowned brands, wide and open sidewalks, and abundant natural lighting.

In addition to a first-floor hypermarket, the three-level center offers a dedicated level of entertainment options including a cinema. Luxury brands are featured throughout the mall, enhanced by lush green spaces and rooftop gardens accessible from the mall. Curves within curves – repeating in-floor designs, interior water elements, walkways, and relaxation pods – complement the refined, stylish shopping destination.



Organic references – to green life, water and sky – were thoroughly integrated by the design team, using subtle allusions in shape, surface and materials. Lighting presented an opportunity to simultaneously suggest both water and sky, while also serving as functional illumination.