

Istanbul, Turkey

MALL OF ISTANBUL

2014

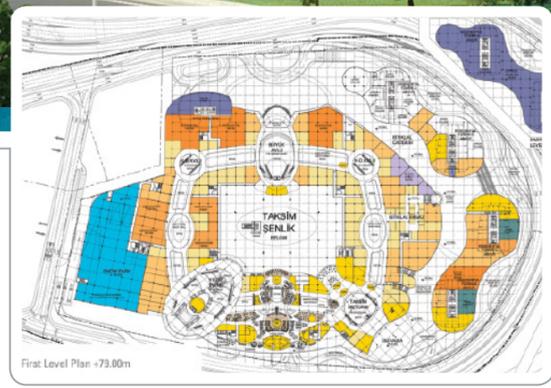
site area | 34.8 acres / 14.1 hectares
total GBA | 3,813,882 sq ft / 354,450 sq m
retail | 2,127,478 sq ft / 197,721 sq m
office | 322,595 sq ft / 29,981 sq m
residential | 1,363,808 sq ft / 126,748 sq m
client | Torunlar REIC



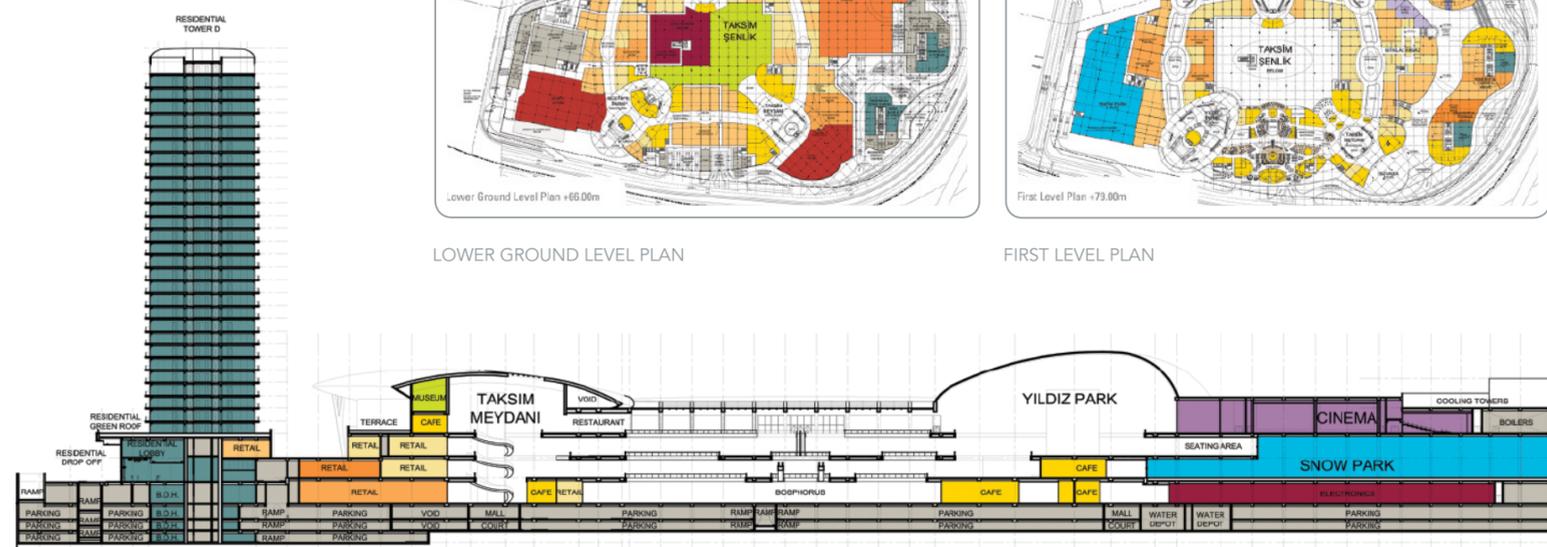
Our design concept provides for a unique blend of residential, retail, hospitality, and office uses with a central entertainment component as the project focus.



LOWER GROUND LEVEL PLAN



FIRST LEVEL PLAN



The project maximizes the extensive roadway frontage, with spectacular exterior signage and graphics along a west-facing elevation.

A dynamic new multi-use development in Istanbul, Turkey, the Mall of Istanbul combines vibrant, contemporary energy with an extraordinary range of live, work, and play experiences. This distinctive project in Istanbul's Ikitelli district presents a breathtaking panorama via soaring towers and signature curvilinear forms. The 3.8-million-square-foot project features distinctive retail and office components, a high-rise hotel, and a fifteen-screen cinema, all focused around a spectacular entertainment component that incorporates an amusement park, a nature park, a gourmet center and terraced gardens, swimming pools, a club and spa, sports fields, and a science museum.

Aesthetically and architecturally, the Mall of Istanbul is inspired by the culture of this unique Eurasian metropolis, as well as the materials prevalent within. Four residential towers stand on landscaped podiums and connect to the green roof of the mall via pedestrian sky bridges. Istiklal Street offers a contemporary interpretation of Istanbul's most famous historic avenue: a tree-lined street filled with shops and cafes curves around the east side of the mall. With abundant motorway visibility, the Mall of Istanbul complex is positioned to become the place to live, work, enjoy, and celebrate this world-class city.



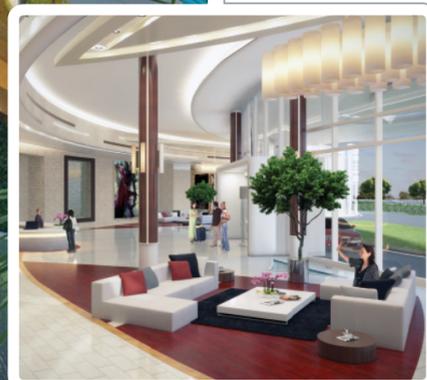
LOGO STUDIES



The logo concept explored the Mall of Istanbul's architecture and roof structure; Istanbul's cultural heritage and silhouettes of the city's iconic skyline; and stylized monograms of the project name. The final logo is a composite of many elements and influences from these earlier studies. The logo profile mimics the elliptical shapes significant to the project architecture, the city landscape, the letters "M" and "I" are an abstraction of the Bosphorus Bridge, a major connection between the city's Asian and European sides. The slight skew of the logo illustrates movement, forward thinking, and the future goals of this new, modern mall. The colors offer subtle hints to the Evil Eye stone, an important historical and cultural reference, while also adding context to the "bridge" concept with water and sky.



The design uses the retail rooftop as an amenity - areas for pools, recreation, and gardens - it is an ideal space for the Mall of Istanbul's residential community.



With retail, residential, office, hotel space, and a large entertainment area, the Mall of Istanbul will be one of the largest mixed-use projects in Turkey, appealing to high-income and upper middle class clientele with an abundance of recreational, shopping and dining options.

Mall of Istanbul is a sophisticated mixed-use project with modern amenities in a cohesively designed plan.

The residential towers offer breathtaking panoramic views of the city and the Bosphorus Strait. Of particular appeal to inhabitants and visitors are the rooftop areas between residential towers, which offer welcoming community gardens and recreation spaces that share a unified palette of shade trees, flowering shrubs, and seasonal colors.

Each tower's individual identity is also expressed through landscape design, with unique palettes of plant material, gazebos and water features. Opportunities for community activities are extended by a large, main recreation-area roof garden that connects to several swimming pools, a barbeque area, cafe, and open lawn space.



MALL OF ISTANBUL OFFICE TOWER LOBBY PLAN