

**YAŞAR UNIVERSITY**

**GRADUATE SCHOOL OF NATURAL AND APPLIED SCIENCES**

**MASTER THESIS**

**ADAPTIVE REUSE OF ARCHITECTURAL HERITAGE  
BUILDINGS WITH THE EXPERIENCE ECONOMY  
APPROACH: Case of Tire Bedesten**

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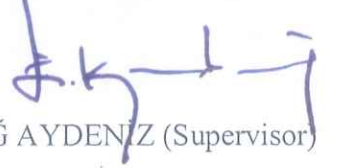
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**2016**

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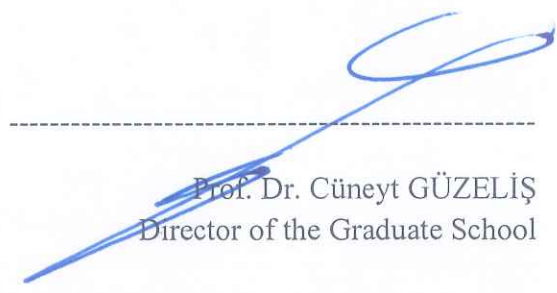
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## ABSTRACT

### ADAPTIVE REUSE OF ARCHITECTURAL HERITAGE BUILDINGS WITH THE EXPERIENCE ECONOMY APPROACH: Case of Tire Bedesten

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MSc in Interior Architecture

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As buildings remain insufficient in the face of social and cultural developments and fall short of satisfying daily needs, they are abandoned, become decrepit, and even demolished. Thus, these buildings have to be renovated and re-functioned. There is a great stock of buildings which have lost their functions both within Turkey and the world, and many are waiting to be re-functioned. For these buildings to be utilized correctly and get re-functioned, planning is a necessity.

Renovation and re-functioning applications on historic buildings are becoming more prevalent in Turkey. Just as in many developed countries; their importance within the architectural practice is increasing. Therefore the quality of their design and application is getting more crucial. Re-functioning projects and applications must preserve the value of historic buildings, while a new design enriches the building without damaging these values. Historical continuity can only be achieved in this manner.

As an extension of modern preservation understanding, the renovative intervention methods (conservation, restoration, re-functioning, etc) varies depending on many different parameters. A sustainable re-functioning cannot be achieved in buildings that have lost their values and those which are not functioned properly, thus making these buildings idle. It is an interesting fact that recent foreign functioning efforts adopt the "Experience Economy Model" developed by Pine and Gilmore. This approach makes an efficient and effective evaluation of the variable parameters in the functioning process.

In the historical development process, social, cultural, and political changes play significant role, just as the different periodic approaches in economics. With the effect of new inventions of production, industrial revolution of 1850s caused the agricultural economy to give way to the industrial economy, which in turn gave way to the service economy. This workforce in industrial sectors have shifted towards the service sector in 1950s.

Beginning from the 1970s, and particularly in USA, personal experiences started to be presented rather than products and services being marketed. This change paved the way for the "Experience Economy" taking the place of service economy in the 1990s. This economy depends on the memorable presentation and dialogue between the business and the individual. Aesthetic value created by the design in historic buildings is yet another factor that leaves a mark on the individuals. In this study a re-functioning proposal is developed using the Experience Economy Method for the case of Tire Bedesten. In doing so the experience economy model of Pine and Gilmore is discussed as well as the concept of re-functioning buildings. Founded by the first settled tribe of Asia Pelasgians in the year B.C 5000. Tire has been a home for many civilizations including Hittite, Phrygia, Lydia, Persia, Hellenic, Rome, Byzantine and the Ottoman. Today the town is akin to a museum with its abundant cultural heritage of buildings, hand crafts and cuisine. Any of these are the products of continuous habitation over the time.

Bedesten is one of the major historical buildings of the town, and the proposal to re-function it with revenue-generating designs suggests that Bedesten's independence from any institutions should be preserved and sustainability must be achieved. The project detailed in this thesis, can also be a guide in the preservation and re-functioning of other buildings within the area.

**Key Words:** Adaptive Reuse, Sustainable Conservation, Architectural Heritage Buildings, Experience Economy

## ÖZET

### KÜLTÜR MİRASI YAPILARDA YENİLEME VE İŞLEVSEL DÖNÜŞÜM ÇALIŞMALARININ DENEYİM EKONOMİSİ KAVRAMIYLA DEĞERLENDİRİLMESİ: Tire, Bedesten Örneği

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Yapıların sosyal ve kültürel gelişmeler karşısında yetersiz kalması ve günlük hayatın ihtiyaçlarını karşılayamaması, bu yapıların terk edilmesine sebep olmakta, zaman içinde bu yapılar bozulmakta, bazen de yıkılarak yok edilmektedir. Bu sebeple söz konusu yapıların yenilenmesi veya yeniden işlevlendirilmesi gerekmektedir. Dünya’da ve Türkiye’de işlevini kaybederek bozulma sürecine girmiş, yeniden işlevlendirilmeyi bekleyen büyük bir yapı stoku bulunmaktadır. Bu yapıların doğru bir biçimde değerlendirilebilmeleri ve yeniden işlevlendirilebilmesi için bu çalışmaların planlanması zorunlu hale gelmektedir.

Tarihi yapıları yenileme ve yeniden işlevlendirme uygulamaları, birçok gelişmiş ülkede olduğu gibi Türkiye’de de yaygınlaşmakta ve mimarlık pratiği içindeki yeri ve önemi gün geçtikçe artmakta, bu sebeple tasarım ve uygulama çalışmalarının niteliği önem kazanmaktadır. Yeniden işlevlendirme proje ve uygulamalarının tarihi yapıların taşıdığı değerleri koruması, yeni tasarımın ise bu değerlere zarar vermeden yapıyı zenginleştirilmesi, böylece tarihsel bir sürekliliğin oluşması gerekmektedir.

Tarihi yapılarda çağdaş koruma anlayışının bir uzantısı olan yenileme amaçlı müdahale şekilleri (konservasyon, restorasyon yeniden işlevlendirme, vb.) birçok parametreye göre değişkenlik göstermektedir. Değerleri korunmayan ve düzgün işlevlendirilemeyen tarihi yapılarda sürdürülebilir bir işlevsel dönüşüm olmamakta, bu yapılar tekrar atıl duruma düşmektedir. İşlevlendirme aşamasında farklı parametrelerin etkin ve verimli değerlendirilmesi için Pine ve Gilmore’ un geliştirdiği “Deneyim Ekonomisi Modeli” nin son dönemlerde yurt dışındaki işlevlendirme çalışmalarında yöntem olarak kullanıldığı dikkat çekmektedir.

Tarihsel gelişim sürecinde meydana gelen sosyal, kültürel, politik değişimlerin yanı sıra ekonomi alanında da dönemsel olarak farklı yaklaşımlar etkili olmuştur. Yeni buluşların üretime olan etkisi ile 1850 yıllarında yaşanan sanayi devrimi, tarımsal ekonomi'nin yerini sanayi ekonomisine bırakmasına sebep olmuş, ardından 1950 yıllarında sanayileşmedeki iş gücünün hizmet sektörüne kaymasıyla hizmet ekonomisi ön plana çıkmıştır. 1970'li yıllardan başlayarak özellikle Amerika da ürün ve hizmetlerin pazarlanması yerine kişisel deneyimlerin sunulması, 1990'lı yıllarda hizmet ekonomisinin yerini "Deneyim Ekonomisi"ne bırakmasına neden olmuştur. Bu ekonomi şekli, işletme ile kişi arasında gelişen hatıradaki kalıcı sunum ve diyaloglara dayanmaktadır. Tarihi yapıda tasarımla yaratılan estetik değer ise, kişilerin üzerinde iz bırakan etkenlerden birisidir. Bu çalışmada Pine ve Gilmore' un deneyim ekonomisi modeli ve yapıların yeniden işlevlendirilmesi kavramları tartışılarak, Tire Bedesten örneğinde Deneyim Ekonomisi Metodu kullanılarak bir yeniden işlevlendirme önerisi geliştirilmektedir. Asyanın ilk yerleşik kavmi olan Pelasglar tarafından M.Ö 5000 yıllarında kurulan Tire sırasıyla Hitit, Frigya, Lidya, Pers, Helen, Roma, Bizans, Osmanlı gibi birçok uygarlığa evsahipliği yapmıştır. Günümüzde kent bu kesintisiz yerleşime ilişkin barındırdığı birçok kültür mirası yapılar, el zanaatları ve mutfak kültürü vb. sebebiyle yaşayan bir müze niteliğindedir.

Kentin önemli tarihi yapılarından Bedesten'e özelinde kurgulanan gelir getirici tasarımlarla fonksiyonlandırılması önerisinin yapının herhangi bir kuruma bağımlı olmadan korunması ve sürdürülebilirliğinin sağlanması öngörülmektedir. Tez konusu projenin, yapının civarındaki diğer yapıların da korunması ve işlevlendirilmesinde kullanılabilecek bir rehber işlevi göreceği öngörülmektedir.

**Anahtar sözcükler:** İşlevsel Dönüşüm, Mimarlık Mirası Yapılar, Sürdürülebilir Koruma, Deneyim Ekonomisi

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A.Okan DELİORMAN  
Izmir, 2016

## TEXT OF OATH

I declare and honestly confirm that my study, titled “Adaptive Reuse Of Architectural Heritage Buildings With The Experience Economy Method – Case Study of Tire Bedesten”, presented as a Master’s Thesis, has been written without applying to any assistance inconsistent with scientific ethics and traditions, that all sources from which I have benefited are listed in the bibliography, and that I have benefited from these sources by means of making references.

A.Okan DELİORMAN  
Izmir, 2016



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## INDEX OF SYMBOLS AND ABBREVIATIONS

### Abbreviations

ICOMOS	International Council on Monuments and Sites
ICCROM	International Centre for the Study of the Preservation and Restoration of Cultural Property
GEEAYK	Gayrimenkul Eski Eserler ve Anıtlar Yüksek Kurulu (High Council of Immovable Heritage Items and Monuments)
KTVK	Kültür Varlıklarını Koruma Kanunu (Cultural and Natural Heritage Protection Act)
IPE	Inter-Professional Education

## **1. Introduction**

Due to changing living conditions within the historical process, buildings get renovated and re-functioned. In parallel, conceptualisation renewal projects of historic buildings and environment has become more important within the discipline of architecture. Historic buildings and environments must be re-functioned properly in order to form cultural and spatial relations between the past and the future and to achieve historical and cultural continuity.

The best way to conserve a building that has lost its function or that is functionally obsolete, is to utilize the building in the most effective manner. In this context, renovation and re-functioning efforts have to be performed with internationally accepted scientific approaches in order to preserve the authenticity of the buildings and the environment.

In recent years “Experience Economy Model” that consists of memorable presentations and dialogue between the businesses and the individual, creates an important model for effective re-functioning of historic building and environments.

Transformation of the Bedesten in Tire Town center is reviewed in the final chapter. This is done in accordance with present needs and by giving the renovated historic building suitable business functions. Utilization of the experience economy model constitutes the original part of this research. Consequently, creating economic inputs with new functions given to historic buildings in this new process, provides a financial source for preservation. This is a prerequisite for maintaining effective and efficient sustainability of the building.

Re-functioning cultural heritage environments with revenue creating designs makes them independent from the financial support of any institution, as well as providing development to the region and to Turkey by serving the local economy with an added value.

## 1.1 Problem Definition

Historical environments where people do not interact with buildings, they get forgotten and abandoned. If not re-functioned correctly, these environments either enter the process of extinction, or they only get physically restored without gaining a function. In these cases, they constitute a financial burden to the individuals or institutions to which they belong. When the revenue from existing functions is insufficient to cover the maintenance costs, thus severely shortening their physical and economic lifespans. The targeted questions of this study are:

- In the preservation of historic buildings, what is the role of function in the concepts of physical and cultural sustainability?
- What are the new functions that can be assigned to the historic venues in the specific case of Tire?
- What are the local values that can be used about the historic venues of the specific case in Tire?
- Can one construct a relationship between the spatial quality and function in re-functioning projects? Can this force increase the value added by the offered services?

Within the scope of the research, the aim is to investigate the long term solutions in the preservation and maintenance of a historic building that can be provided by a re-functioning project. At the same time, the possibility of generating sustainable support not only to the historic building, but also to the intangible production and living values of the close vicinity will be discussed.

## **1.2 Purpose of the Thesis**

Urban centers contain many historical and cultural values of many different settlers. This happens over different time periods and over the historical process, which need to be protected. On the other hand, as these structures are located at the historic cores of a town which are heavily used, they are subject to the pressure of economic rent. This makes it harder to preserve historical values. Experience Economy suggest a method to strike a balance between preservation and usage. Creating economic value by presenting aesthetic values of a historic building, helps to protect such buildings while using them. In the example of Tire Bedesten, a model is developed with the Experience Economy Method for preserving the building while using it. With correct re-functioning, a historical building enriches the environment by providing variety. It is also creates economic value and makes it easier to preserve. Addition of historic buildings to daily life enriches urban life both socially and psychologically.

In Tire settlement, it can be observed that the changing needs are a result of cultural and social changes. These have created an intense pressure on historic environments. It can also be seen that these environments deteriorate through time. Another goal of this study is to raise awareness over the idle building stock in Tire and their future projections, by using a sample application.

The thesis contains a case study which tries to provide sustainability in historic buildings. These usually have high maintenance costs, without depending on financial aid of any institutions and by giving them commercial functions this study shows that Experience Economy Model can be used as an efficient method.

### 1.3 Scope of the Thesis

Going through the tunnel of time and embracing different cultures and lives, historic environments face one of three consequences in the face of rapidly changing social needs. These consequences can be listed as: (a) the buildings losing their function, (b) buildings getting demolished and a new building that meets the need is being built on their place, or (c) they become insufficient in serving the participants as a result of insufficient or incorrect functions assigned in the restoration process. The correct intervention that will prevent the adverse environmental effects of this scenario is to evaluate and use the building with a new design and an effective function.

The first chapter of the study refers to the importance of renovating historical buildings with an expedient function and design. It also explains the scope of the thesis, its purpose is, methods to be used and the importance of these within academic its literature.

The second chapter gives the definition and describes the framework of re-functioning. These are related to the preservation concept of historic buildings. The third chapter summarizes the relation between the experience economy model and functional architecture by reviewing examples from abroad, and defines the place and effects of the application within architectural design.

In the fourth chapter re-functioning of historic buildings with the experience economy concept is studied international approaches to architectural design of historic environments are also reviewed. Afterwards, re-functioning of historic buildings is evaluated in terms of historical and cultural continuity. The conditions for rendering the past useful, in a contemporary context, are defined and related design features of the historic buildings are listed.

Transformation of the Bedesten in Tire town center, which is studied in the final chapter, in accordance with the needs of today. Giving the renovated historic building suitable business functions is made by utilizing the experience economy model. This effort constitutes the case study of this research.

Ultimately, the thesis contains the related study to provide sustainability to a historic building with a high maintenance cost, the building should not depend on any



institutions and be given new commercial function.

For further studies, management schemes, budgets and strategic plans for administration should be also handled, in order to make this reuse project sustainable. Detailed swot analyses, personal interviews and surveys with citizens should also be generated.

#### **1.4 Method**

In order to reach the above objectives, a literature survey was carried out on the related titles of experience economy and its functioning in conservation.

The following are the respective data collection and analysis stages:

- Theoretical review of the concept of conservation and re-functioning,
- Reviewing the examples of experience economy around the world,
- Reviewing the examples of experience economy in historic buildings around the world,
- Collection data from printed media, magazines, articles, and books about the historical process of Tire and the Bedesten building,
- Collecting data about the Bedesten and the compound by organizing a meeting with Tire Municipality,
- Documentation of the building with photographs taken during site visits,
- Analyzing the readability of the region with the site research trip on the Bedesten building and its vicinity,
- Identifying intangible cultural assets of Tire in order to contribute to the re-functioning project,
- Creating a spatial program for re-functioning the Bedesten building.

As a result of the study, a preservation approach of the Tire Bedesten was targeted. In this respect, theoretical placement and approaches to preservation of the structure have been defined through a new function. In the single structure scale planning, placement analysis of wet areas have been made, and suggestions were given

for the preservation of façades, layout and permanent function areas. As a result; this study examines the spatial setup of the architectural features of the trade structure that creates regional settlement features of Tire within the scope of urban cultural heritage, and potential functions. With the new function, maintenance costs would be covered by the high added value of the commercial revenue of this function. Additionally, after the restoration, the re-functioned building is intended to be used by all the stakeholders of the town.

### **1.5 Literature Survey**

Historic buildings being a symbol of social, cultural, historical and architectural values, brings out the idea of conservation of historic buildings. Re-functioning is one of the fundamental activities of the discipline of preservation, which aims to transfer historic buildings to the next generations and to ensure its cultural continuity. Re-functioning in historic buildings is to provide new use opportunities, which are in line with spatial and structural features, to the currently unutilized buildings. Re-functioning preservation discipline; enables historic assets, to interact a society with its past and gain a new life.

ICOMOS was founded in 1964 with the main aim of developing principles, techniques and policies related to the protection and utilization of historic monuments and sites, and supporting and directing every research on the subject. It tries to maintain historical continuity within cities, in line with the following targets:

- Bringing together preservation experts around the world to create a forum for professional dialogue and exchange of ideas,
- Collecting, evaluating, and disseminating knowledge over the principles, techniques and policies of preservation,
- Cooperating with national and international authorities in order to establish documentation centers specializing in the field of preservation,
- Working for the acceptance and adoption of international agreements which aims to preserve and develop architectural heritage,

- Contributing to the organization of preservation expert training programs all over the world,
- Putting the accumulation of knowledge of the high ranking professionals to the use of international community.

Established in 1946 in London, as a part of United Nations and including Turkey as one of the founding nations, UNESCO calls for all the states parties to create an inventory and to protect, preserve, promote, and present the cultural and natural heritage assets within their borders, it encourages its members to take all the necessary legal, administrative, scientific, and technical precautions to transfer these assets to the future generations, and also assigns some responsibilities to the states in this regard. UNESCO's objectives are:

- To encourage countries to sign the World Heritage Convention, thus ensuring the protection of natural and cultural heritage of countries,
- To encourage the partners of the convention to include the regions that carry natural and cultural value within their national borders to the World Heritage List,
- To encourage the states partners of the convention to develop management plans for the protection of World Heritage regions and to create reporting systems,
- To help states parties of the convention in protecting the World Heritage by offering technical support and professional training opportunities,
- To provide emergency aid for the World Heritage Areas under immediate threat,
- To support the states parties of the convention in their activities in order to increase public awareness, as regards the World Heritage,
- To encourage local people to participate in the protection of their own cultural and natural heritage,
- To stimulate international cooperation for the protection of the World's cultural and natural heritage.

In addition to the physical interventions, new functioning problem has become a subject of attention by many researchers in recent years. Preservation and re-functioning efforts carried out in Turkey, focus on historic housing structures, accommodation buildings, religious structures, and commercial buildings of the Ottoman era in recent years, discussions over the preservation and re-functioning of the Early Republican Period buildings and 20th century buildings, which are both parts of the modern architectural heritage, have gained importance.

When we look into studies that have been conducted in Turkey, we can see that the concept of re-functioning is a morphological extension of physical preservation. It's hard to say that those studies discuss the assigned functions' causes, consequences, or the effects on spatial sustainability.

In their post-graduate study titled "RE-FUNCTIONING HISTORIC BUILDINGS: CASE OF IZMIR SÜMERBANK BASMA SANAYI COMPOUND", Uğursal inspected the formation and development processes of Izmir Sümerbank Basma Sanayi compound. He suggested a new function for the compound, which has historical, cultural, social and architectural values, in order to revitalize its place within the public memory. To determine a new function, they have reached archived files and conducted on-site studies in the compound, in order to evaluate the changes the compound have gone through since its original state. With the collected data, they have assigned a new function to the compound and presented different model suggestions over the layout plan (Uğursal, 2011).

On their study titled "FUNCTIONAL CHANGES FOR THE PURPOSE OF ACCOMMODATION ON TRADITIONAL BUILDINGS: CASE OF SAFRANBOLU OLD BAZAAR", Ecemiş Kılıç and Türkoğlu inspected the incompatible interventions and additions made to Safranbolu is Old Bazaar. They observed the effects of a scenario, in which the structures in the environment would be turned into accommodation services, on the context of cultural tourism and the protection of the historical environment (Ecemiş Kılıç, Türkoğlu, 2013).

On their study titled "A STUDY ON RE-FUNCTIONING KIRKGÖZ HAN FOR CULTURAL TOURISM", Akan, Selçuk and Çakıcı have inspected the 13th century Seljukian structure Kırkgöz Han, in Antalya. With the aim of keeping the building alive and ensure its contribution to culture tourism, they have discussed the potential of re-

functioning. To that end they have conceptualized projects for new usage schemes and programs that focus on commercial functions and to take environmental factors into consideration (Akan, Selçuk, Çakıcı, 2004).

When we look at the studies conducted in the world after 2000s, we can see examples that use Pine and Gilmore's Experience Economy Method to discuss the function of historical settlements and venues and how to increase the quality of these functions.

In their study titled "DESIGNING HERITAGE TRAILS USING AN EXPERIENCE ECONOMY PERSPECTIVE TO MAXIMIZE VISITOR ENGAGEMENT", Hayes discussed how the intangible cultural heritage elements can work together with spaces using Pine and Gilmore's Experience Economy Method, and how they can be the focal points of both the product and the space for the users (Hayes, 2015).

In their study titled "PROFILING THE HERITAGE EXPERIENCE IN MACAO'S HISTORIC CENTER", Suntikul and Jachna, examined how Pine and Gilmore's aesthetics, escape, entertainment and education concepts effects the current economic structure of the region and tourism activities by discussing them over Macao's historic town center. The authors gave some recommendations on the subject (Suntikul and Jachna, 2015).

## 2. THE CONCEPT OF CONSERVATION AND RE-FUNCTIONING IN HISTORIC BUILDINGS

Preservation is actions or methods that ensure the sustainability of the current state and integrity of a building and the materials used within by taking necessary precautions (Weeks 1995: 16). The goal in a preservation effort is to take measures that will protect the current state of a building rather than transforming it all together or constructing a new building, by constant maintenance and repairing of the historic building and the materials.

Preservation is a general term used for a series of applications that aim to transfer the past and present works to the future. Preservation has emerged as a precaution against destructive effects of rapid spatial transformations, that occur in parallel with nature, time and new production methods, over cultural heritage (Alioğlu 2013: 92). Preservation of historic buildings aims to keep the environment built by previous civilizations alive, and to transfer them to the future generations.

It is clear that urban transformation models and environmental conditions within the social development process, create a destructive and corrosive pressure on cultural heritage in historic environments. Unesco has published a recommendation statement about safeguarding and contemporary roles of historic and traditional areas. The statement underlines the necessity of effective safeguarding of historic and traditional areas and environments from any and all dangers and contamination that would damage their identity, such as inappropriate usage, unnecessary additions, and misguided and insensitive changes.

According to this statement, every renovation work should be based on scientific principles, and the harmony and aesthetic senses created by the linking or the contrasting of the certain characteristic parts of building groups (Unesco, 1976: 3).

Maintaining the sustainability of historic town centers depends on the effective and planned implementation of the concept of preservation. Towns are living organisms. Storing a historic artifact or document in a closed space is relatively easy; however, protecting a historic town without losing its features requires interdisciplinary effort, good organization, financial resources and sensitive public support (Ahunbay 1999: 27). In other words, it requires a good management of the preservation process. The goal in architectural preservation is to safeguard the symbolic and artistic values of a building as well as its physical appearance. Buildings have to contain at least one of these values in order to be protected. Buildings must have a cultural position, as this

position has an important place in the collective history and memory of the society and humanity, or it may aesthetically valuable (Kuban 2000: 52).

The concept of protection does not prescribe change, but re-functioning represents an approach that requires change and also resonates with protection at its core. On the "Protection of Cultural and Natural Properties" law numbered 2863; "Protection" is defined as, preservation, maintenance, repair, restoration and re-functioning efforts towards immovable cultural and natural assets (Culture and Tourism Ministry 1983). The same code also states that the immovable cultural heritage includes monuments, singular buildings, building groups, urban and rural settlements, cultural landscapes and their historical sites, Acropolises, caravanserais, inns, Turkish baths, historical palaces, mansions, covered bazaars and similar structures.

Most suitable protection method(s) will be decided depending on the current and historical features of the building. The protection method must aim to preserve historical documentation value of the building, granted by all the historical layers with their additions. Cultural heritage building to be protected must be addressed with a wide variety of approaches, ranging from basic repair to comprehensive intervention.

## **2.1 Development Process of Preservation in the World**

Due to the effect of administration and religion, the first preservation efforts in history were seen over the administrative and religious buildings such as churches and monasteries. These buildings were protected and restored to increase the power they represent and to prevent their natural and physical wear. In Ancient Egyptian and Mesopotamian civilizations, preservation was mostly carried out in relation to religious beliefs and traditions. Scripts reveal the religious and transcendent values of monuments. Ancient Egyptian settlements show the first examples of preservation efforts and settlement planning, with the care they put on divine buildings and their surroundings, and by creating a settlement plan that centers around these buildings (Erder, 1999: 13).

After the 19th century, European countries have started to see historical heritage as a crucial endorsement for justifying the foundation of their nations. In this period, scientific discussions over preservation have gained traction and archaeological excavations have been conducted. However, preservation have remained limited to the scope of important buildings. Some protection efforts were conducted by the way of demolishing and evacuating the surrounding areas of these singular buildings which have been classified as monuments. The aim was to present the monuments in a more magnificent manner. This attitude resulted in the loss of some environmental values

belonging to certain periods. For a long period of time, preservation concept could not get past the scope of protecting a singular building (Kiper, 2004: 28-29).

The "Second International Congress of Architects and Specialists of Historic Buildings" gathered in Venice between May 25-31, 1964 to decide upon the principles about the protection and maintenance of historic buildings and to put these into an international foundation. The decisions were published as the "Venice Charter" and they have become a milestone in protection discipline. The Charter explains the subjects of ensuring the continuity of preservation, utilizing contemporary technology, landscaping, and repairs to be done in archeological sites. With this content, the Venice Charter brings together contemporary ideas on the protection of historical monuments and environments (Çelik-Yazgan, 2007:4).

In the 1969 Conference of European Ministers in Brussels, the aim was to determine the approaches of European countries on preservation policies. As accepted in the meeting, preservation is identified as an integrated concept that brings together the "architectural heritage" idea with harmonious urban planning policies. In integrated preservation historical texture should be protected along with its surroundings by keeping them up to date. In accordance with this concept, European history was evaluated in terms of architectural heritage, and all kinds of textures that reflect the landscape and way of life, without making any prestigious priorities (Çelik-Yazgan, 2007:4).

1975 was declared European Architectural Heritage Year by the Council of Europe, and studies carried out within its framework resulted in the preparation of "European Charter of Architectural Heritage" which was adopted by the Council of Europe on September 26, 1975. The "monument" concept in the Venice Charter making way to "architectural heritage", has created an extended concept of "historic environment", and offered new "integrated preservation" approaches that try to form correct relations between universal value of historic environment, protection, economy and social structure, and to find the correct tools of implementation. The campaign started in 1975 with the designation of European Architectural Heritage Year and ended with the publication of "The Declaration of Amsterdam", which defined one of the targets of urban and regional planning as the protection of architectural heritage. The Declaration also prescribes developing necessary techniques and methods, training workers to apply these for repairs and maintaining the integrated preservation idea that requires the support of local governments and participation of the people (Çelik-Yazgan, 2007:4).

Today, especially the efforts of Council of Europe, International Council on Monuments and Sites (ICOMOS), and International Centre for the Study of the



Preservation and Restoration of Cultural Property (ICCROM) continue for the protection of historic environments.

## **2.2 Development Process of Preservation in Turkey**

The first preservation activity started during the Ottoman Empire with the foundation of a museum; and 20 years later, in 1869, "I. Asar-ı Atika Nizamnamesi" was declared as a protection legislation. The most important limitation brought by this first regulation, was the new regulations in archaeological excavations. Foreign researchers now had to get permission before starting the excavation projects and the archaeological findings were forbidden to be taken out of the country. "Asar-ı Atika Nizamnamesi" have also been used in the Republican Period for 50 years. This regulation did not include institutions that can find and register heritage items, both movable and immovable. Thus, decisions were carried out by the experts from National Education Ministry, and documentation was made by the Istanbul Council of Heritage Items until 1951 (Çelik-Yazgan, 2007:5).

After 1950s, protection efforts were initiated for heritage items that were damaged due to rapid urbanization. In order to solve the zoning and heritage items problems that can occur during zoning activities and to supervise protection efforts, High Council of Immovable Heritage Items and Monuments (GEEAYK) was formed, by the adoption of the law numbered 5805 on July 2, 1951. The establishment aims of the High Council are: protecting national cultural assets, determining the principles and programs for the maintenance of these assets, following and supervising implementation of said programs and declaring scientific opinion over any disagreements and issues regarding monuments. Despite the broad authority granted to the council, the lack of an auxiliary organization that enforced its decisions, and the requirement to work with an outdated and inadequate regulation, prevented developing an effective policy. Despite all these shortcomings, being the only institution tasked with documenting antiquities and challenging irresponsible construction efforts, it became the most important organization in the history of protection in Turkey (Kejanlı et al. 2007:184).

With the "Antiquities" law, numbered 1710, the first serious steps were taken for the protection of historical artifacts. After the adoption of this law in 1973, studies regarding the protection of cultural heritage and cultural environment continued within the framework of the laws numbered 5805 and 1710. With this law, in addition to the movable and immovable antiquities, the detailed definitions and scope of monuments, külliye (an Islamic-Ottoman social complex), historical site, archaeological site and natural site concepts were stated. Despite the 15th article of the law suggesting the

owners of historical buildings can receive financial and technical support, the required resources to realize this could not be acquired (Kejanlı et al. 2007:187).

The law numbered 1710 was cancelled by the Cultural and Natural Heritage Protection Act (KTVK) numbered 2863 that was put into effect in 1983 and revised several times. This law numbered 2863, aims to define the movable and immovable cultural and natural heritage items and regulate related activities, decide upon implementations, form organizations, and assign the duties of the organizations. The law forbids any and all constructional and physical interventions to the immovable cultural and natural heritage items in need of protection. Site concept was redefined, one more important step was taken towards urban site protection planning, and “conservation development plan” concept was accepted as a new type of planning (Çelik - Yazgan, 2007:6).

## **2.3 Preservation Methods**

In the Anatolian University’s publication regarding **Restoration and Preservation Principles**, preservation methods are divided into two. The same source states the effectiveness and significance of defining preservation methods, legal regulations, surveying, and presumptive environmental restitution studies that are photography and documentation (Alioğlu 2013: 88). The method and the severity of the intervention to be used in the protection efforts of a cultural heritage building can be defined with a scientific study on the subject.

### **2.3.1 Conservation**

Conservation was defined as maintaining a unit, a state, and all features of an asset (Zakar and Eyüpgiller, 2015: 36). It can also be explained as taking necessary legal and physical precautions required for maintaining the existence of a historic cultural heritage building without change.

It is the preservation of real estates with minimal intervention is a method where first the nearby green areas, public spaces, traffic infrastructure and superstructure, urban functions and equipment are arranged in a way that would not harm the building. It also aims to address non-structural roof problems, and issues that requires simple intervention on plaster, paint, whitewash, wood and masonry elements (Alioğlu 2013: 88). In the conservation process, the main aim is to protect original details, decoration, location and structure of the building or the building group (Pekol 2010:8).

### 2.3.2 Restoration

Restoration represents repair and improvement efforts over a building or building groups that have lost its authenticity or have been subjected to incompatible interventions. Restoration projects are conducted by experts, in light of trusted documentation and information; and they aim to revert a building to its distinguishable, original state with minimum intervention (Zakar ve Eyüpgiller, 2015: 41).

Restoration is the comprehensive intervention, aiming to protect a building's design, construction technique and materials, and specific features at the time of construction (Alioğlu 2013: 88). The purpose of the intervention is to reinvigorate visual assets of a historic building that have been changed since its original state.

Anatolian University's publication regarding **Restoration and Preservation Principles**, states that there are different restoration methods. These methods are: consolidation, liberation, reintegration, reconstruction and renovation (Alioğlu 2013: 89).

#### 2.3.2.1 Consolidation

A building component or element that has lost its load bearing power or composition as a result of deterioration, can be returned to its original load bearing capacity and the integrity it was designed to have, with the help of consolidation. Consolidation includes prevention of main problems in the building, treatment of cracks and fractures on load bearing systems, and actions such as addressing the loss on the used materials. During this process, interventions are made to increase the original load bearing power by adding materials and elements to the original component, element, or system composition (Zakar and Eyüpgiller, 2015: 38). It is not possible to revert the deterioration process; however, consolidation is used to increase the lifespan of buildings by strengthening the crucial specific details (Ahunbay, 2007: 91). As a result, consolidation is the physical interventions that aim to increase the endurance of a historic building.

### 2.3.2.2 Liberation

Liberation is the removal of unnecessary additions from a building, which were added after the original construction. Cultural asset to be protected could have received a variety of additions throughout the historical process. Some of these additions are regarded as carrying a historical documentation status, and have to be protected. Others, are unqualified additions that harm the originality of the building. These additions can be seen on the load bearing systems, interior and exterior spaces and close vicinity of a building (Alioğlu 2013: 89). The decision of whether to remove the addition from the building or not, requires a study to be conducted with the supervision of an expert. The bell towers added in 1750 to the Hadrian period Rome (118 - 128) building Pantheon, were later removed in the recent restoration work (Figures 2.1, 2.2).

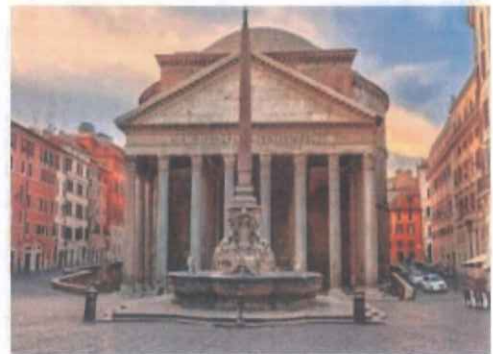


Figure 2.1 Pre-Restoration Pantheon, 18<sup>th</sup> century (<http://web.tiscali.it/pizzeriaminerva/4.jpg>)      Figure 2.2 Post-Restoration Pantheon ([http://traveldigg.com/wp-content/uploads/2016/06/Pantheon-Rome-Photo-720\\*404.jpg](http://traveldigg.com/wp-content/uploads/2016/06/Pantheon-Rome-Photo-720*404.jpg))

### 2.3.2.3 Reintegration

Various scales of partial losses can be observed in cultural heritage buildings that were damaged due to various reasons. Broken parts can lose some or all of their qualities. When the original part that was broken off but is still usable, the reintegration process can be done with this part. If the broken part is lost or unusable, a similar part to the original must be produced and used in reintegration (Alioğlu 2013: 90). When the traditional materials cannot be acquired, it can be produced with the help of today's technology. The crucial step in these situations is to ensure that the new part is understood as new.

Reintegration is made to recover the architectural unit as a whole, and it can be applied to a structure element, system, or a part of the build. Reintegration of an eliminated building part, that was lost due to neglect, collapsing from old age, wars or

other various reasons, is a restoration decision that can be shaped with great deal of data (Zakar and Eyüpgiller, 2015:38). Reintegrating of a fallen and unattractive building can give its aesthetic integrity back, make it usable, and prevent it from being destroyed altogether (Ahunbay, 2007: 96). In an architectural work which has a missing crucial part or material, reintegration of the missing part or material should be based on qualified documents such as surveys, engravings, and old photographs.

#### 2.3.2.4 Reconstruction

Reconstruction is the effort to restore a destroyed historic building back to its original state, in light of documents and remains. It includes re-constructing a severely damaged or destroyed building, building group, neighborhood, or town, based on documents (Alioğlu 2013: 91). This application was commonly seen throughout Europe after the Second World War (Figure 2). Reconstruction efforts must be based on trusted knowledge and documents about the original state of the subject.

Buildings, that were an important part of a town's skyline, an element of historic composition, can need reconstruction. The replica building achieved through reconstruction can only visualize the historic building's mass and spaces structurally, and it cannot replace it. In other words, it does not carry any historical value (Ahunbay, 2007: 99).



Figure 2.3 Central Warsaw after the Second World War (<http://web.tiscali.it/pizzeriaminerva/4.jpg>)



Figure 2.4 Town Center after Restoration ([http://cdn3.vtourist.com/19/6708644-Old Old Town Square Warsaw.jpg?version=2](http://cdn3.vtourist.com/19/6708644-Old%20Town%20Square%20Warsaw.jpg?version=2))

### 2.3.2.5 Renovation

Renovation is to renew a part of a building or its texture which have lost its features due to aging, by repairing it with new materials and/or systems. In the application, original materials are impossible to preserve, and the new materials must be harmonious with and show similarity to original materials (Zakar ve Eyüpgiller, 2015: 40).

For renovation, the presence of the original part is required. Renovation can also be identified as an application, in which a part of old materials or system is removed, and replaced by new parts.

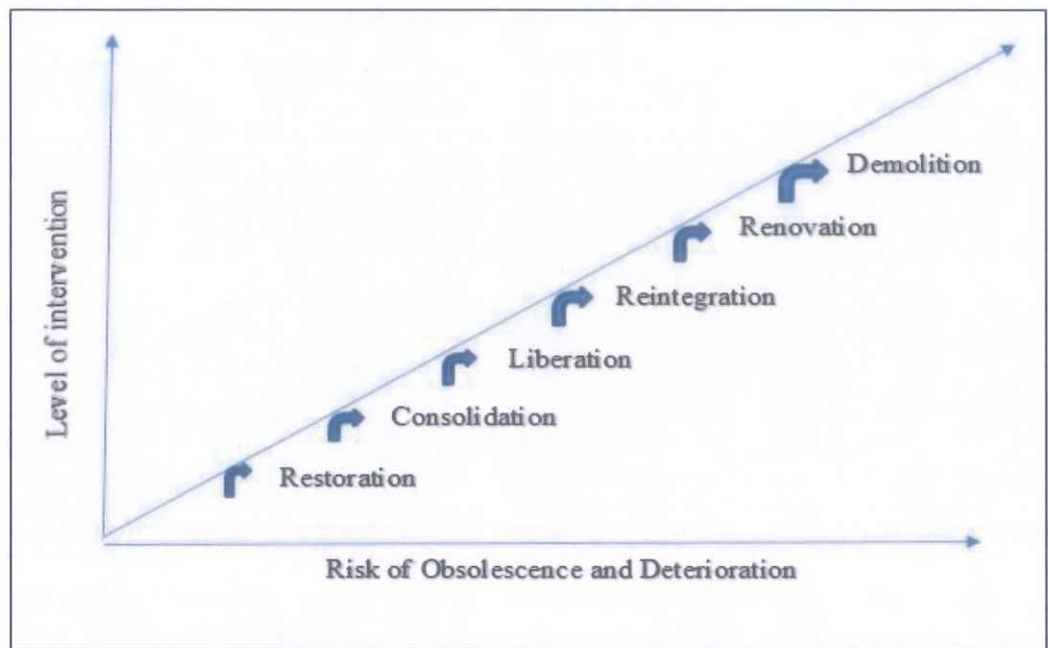


Figure 2.5 Intervention Periods (Douglas, 2006:3)

Figure 2.5 shows the scale of options regarding re-functioning. The state of the historic building to be re-functioned, is one of the decisive factors of intervention. In the intervention a basic protection method can be used, depending on the state of the building, or depending on the state of depreciation of the building. A high level intervention method such as consolidation, liberation, reintegration and renovation can be utilized.

Scale	Degree of change	Type	Example
Small	Low-key	Minor improvement of surfaces. Upgrading of fittings. Minor extension	New floor coverings, re-roofing, Painting. Replacement of doors, windows, kitchen, toilet fittings.
Medium	Substantial	Conversion scheme. Major upgrading of surfaces and elements. Enlargement of capacity. Structural alteration	Change of use from office to flats. Overcladding of wall and recovering of roofs with improved thermal qualities. New air-conditioning system. Major lateral or vertical extension. Removal/insertion of walls and floors.
Large	Drastic	Reconstruction of new building behind existing main external walls. Extensive spatial and structural alterations to enlarge/reduce the building's capacity	Restoration of a ruinous multi-storey building. Facade retention scheme. Major extension to as well as internal and external modification of existing building.

**Table 2.1 Scale of Structural Change Options (Douglas, 2006:4)**

The forms of intervention explained in Figure 2.5 is classified into low-medium-high level of interventions and given in more detail in Table 2.1.

## **2.4 The Concept of Re-Functioning**

Re-functioning is to assign additional functions that are different from its original function by repairs and additions. This is done while also preserving the features or parts that reflect cultural or architectural features of the building or the building group (Weeks, 1995: 60).

Changing social, economic and cultural needs can cause heritage buildings, which need to be protected for the sake of continuity, to lose their functions. Due to the changed way of life and related needs and wants, many historic buildings have lost their original function, and have been adapted to serve another function, different from their original intent (Ahunbay, 2007: 97). This cultural change can manifest itself in historic works as changing original values. American sociologist William F. Ogburn

(1886 - 1969), who developed the Cultural Lag Theory, evaluates social change as a result of cultural evolution, and defines four stages within this evolution as “invention”, “accumulation”, “diffusion”, and “adjustment”. The stage involving re-functioned buildings is “adjustment”. Ogburn defines this stage as the self-adjustment of social and cultural systems, in the face of a new invention or innovation. Such an adjustment cannot occur simultaneously on all parts of the cultural system. Even if all the parts change in the long run, when the short term is inspected, one can see that some parts “lag behind”. While the society changes its habits, the buildings still being used for the same functions is a good example of this lag. When the system recovers from the lag in the long run, property owners would think about abandoning their buildings or making interventions to change their functions (Pekol 2010: 18).

The function of every new building will start to lose validity over time, starting with the first day of its completion. A standard building is said to maintain its functions for twenty years, while a well-planned and constructed building can sustain its original function for forty years (Burley, 1980: 14).

The reasons behind such changes can be the shifts in economic and social needs, as well as other external factors. These changes regularly cause loss of function or evacuation of the building. For example, as traditional industries of cotton and steel collapsed in the second half of 20th century, many buildings that had served these industries were no longer needed. Likewise, advances in computers and similar technologies after the Second World War, resulted in many multi-storey telephone switchboard buildings to lose their function. Similarly, the banking services at the start of the 20th century shows huge differences with contemporary banking, in terms of spatial needs.

These examples clearly show that technological advances have shifted production and service models away from a labor-intensive system to a capital-intensive system (Douglas, 2006: 10).

The purpose of changing functions is to re-establish the broken contact between the building and the people, keeping their culture alive by continued use, thus maintaining historical, cultural and social continuity. Social continuity concept can be defined as the protection and sustainability of the local identity that creates environmental values, as well as changes and developments within the social, cultural, economic and demographic structures, which shape the character of the community (Göçer 2003: 80). At the same time the best way to grant an educative and transcended meaning to a building which can affect the society, is to transform it into a “living entity” (Altınoluk, 1998: 15). Renovating and re-functioning historic cultural heritage buildings in accordance with present needs, while taking social and cultural values into consideration, means preventing sources that future generations can learn and be



inspired. When giving new functions to historic buildings, it is important to keep their culture alive and to create a contemporary equivalent. Being open for new creations while making a sound connection between the past and the present day, is the way to create this contemporary culture (Altinoluk, 1998: 15).

Re-functioning should be based on a constructive approach that protects a portion of past elements and enriches the environment with new additions, rather than a passive approach that tries to protect the past by freezing it (Tekeli, 1987: 30). One of the biggest problems of today, regarding the future, is finding a way to protect and utilize heritage without digressing to ridiculous, regressive and derogatory methods, such as trying to freeze and drive backwards lifestyles of people, flow of history, and ultimately, time itself. (Özer, 1976: 34).

Historical environment and its protection as a living organism is a complex phenomenon. It is a unitary concept with its cultural, social and economic dimensions. Most important aim of preservation should be keeping the historical environment alive by creating new urban functions. An active and multifaceted protection approach, which provide economic and social solutions, should be adopted; rather than a passive protection approach that involves banning and hiding.

Revalorization concept includes reviving old values of historic assets, reinstalling these values to the asset, revealing the "history" and making it readable, visible and understandable. (Arabacıoğlu and Aydemir 2007: 207). It enables reuse of traditional spatial components by repairing and gentrifying and to equip them with qualifications that would address present needs. It is the rediscovery of traditional architectural and urban values that have not yet lost their validity, and it is a model that would provide this discovery in a less costly way.

Functional transformation is an economically important practice as it decreases both energy consumption and waste production. It lessens the need to use new resources, thus decreasing the amount of energy to be used on their production and transport. Moreover, it creates far less environmental pollution and waste, as it avoids demolition (Douglas, 2006: 15). A transformation project would take less time compared to a construction, and also the fundamental infrastructure elements (foundations, superstructure and main service facilities) would be already available. The majority, if not all, of the existing installments and services in the building can be utilized. In this way, avoiding the cost of purchasing and installing new elements is possible.

While reusing has several few benefits, functional, technical, economic, environmental and legal challenges may occur from time to time. A re-functioned

building does not guarantee to show the same performance as a brand new building. Some limitations caused by the layout of the old building may prevent meeting the needs of the new function and the user. Even though the life span of a transformed building is extended, it is still less than a new building. Not all the techniques used in the project is guaranteed to be successful, and solving some hidden problems on certain old buildings can be expensive. Compared to a new building, the maintenance cost of a reused building is higher in most cases. Likewise, the rent income of an older building can be lower, and isolation costs are usually higher. In some cases, energy efficiency could be less than desired. A renewed building can present challenges when trying to conform to building regulations due to its spatial constraints (Douglas, 2062: 15). Even though re-functioning have some negative issues, its increasing usage today shows that benefits outweigh the drawbacks.

The desire to re-function historic buildings in accordance with modern-day needs is important for ensuring the continuity of historical assets and cultural values. A re-functioning project that takes preservation and restoration principles into consideration, would also serve the preservation concept. It can keep the results of structural change and transformation under control. Understanding social development and its reflection in the city, along with the mutual interaction of these concepts would be beneficial on preservation and re-functioning efforts. If one wants to preserve the style of a certain building, he must address it along with a series of social changes and interactions. Social development brings change with it; and just like development, change is also continuous.

## **2.5 Historical and Cultural Continuity**

Turkish Language Institution defines culture as “all the material and spiritual values created within the historical and social development period; and the tools used for creating and transferring these values to future generations, which show the measure of command of humanity over their natural and social context” (Türkçe Sözlük, 2005).

For Marx, culture is “everything that was created by mankind, against all natural creations”. It cannot be separated into its parts, it is dynamic, matures with time and thus reaches continuity. It is the existence of history and the present (Pallasmaa, 1988: 30). Doğan Kuban also explains culture as “a mechanism that transcends mankind and society with continuous changes, forcing them to adapt to itself” (Pekol 2010: 27).

“Today’s culture does not belong to the present day. Present day keeps all knowledge in its memory. Thus cultural continuity occurs in control of the pace and the nature of change” (Kuban 2000: 119). The harmony of old and new in historic environments provides historical and cultural continuity. In order to instill the cultural continuity awareness to the public and the individuals, the environment must be able to reflect the signs and symbols of the historical past. One of the means of achieving this is by protecting the architectural heritage. But only preserving the past is not enough, as it would merely attest to history and cannot ensure its continuity. The important thing is telling modern-day people that, both the past and the future represents indispensable and dynamic values. This can be made possible by re-functioning architectural heritage buildings in current architecture and interpreting them in a contemporary manner (Özer, 1980: 32).

Physical spaces created in different periods by societies, reflect the cultural structure of their time. When identifying historic spaces, the word “old” is used in daily language. This describes both physical and functional aging. As spaces are a part of culture, they also contain historical quality. The remains of our culture constitutes our historic environment. Historic town textures are places designed at a human scale and they reflect the social, cultural and economic structures, lifestyles and aesthetic conception of previous civilizations. Environment is an expression of a culture and a historical accumulation. Environments born, grow up and develop alongside mankind. The last image of an environment carries the marks of its existence, just like a human. These are the marks of social, cultural and economic structure and they are the building blocks of historic environment. History does not only describe our past but it also includes today, as we live in the past of future generations (Arabacıoğlu and Aydemir 2007: 205). For this reason time should be considered as a whole, and the past should be treated in the same light. It would be possible only then, to talk about a consciousness of history and historical environments.

In his book “**The Architecture of the City**”, Rossi defines the city and the buildings it contains as the collective memory of its inhabitants. Changes that buildings go through convey information about various periods and provide a continuous flow of information about the city. “Monuments, signs of the collective are expressed through the principles of architecture, seem to present themselves as primary elements, fixed points of the urban dynamic.” (Rossi, 2003: 124). Architectural works are technical and artistic products that documents creative power, ideas, material and spiritual values, philosophy of life, individuals and their social activities, local identities and efforts of a period (Kuban, 2000: 115).

Social geographer David Lowenthal conducts a historical review in his book titled "**The Past is a Foreign Country**". He inspects how we perceive historic spaces without being limited to historic buildings. According to Lowenthal's analysis, some benefits of history can be listed as follows:

**Familiarity:** Thanks to history we perceive things we are familiar to, and we find items that do not contain any familiar elements as incomprehensible.

**Validation:** Historical predecessors justify today's events.

**Identity:** An important part of being able to say "I am" is to say "I was", and history makes it possible.

**Guidance:** History lets us review the past and envision the future (Pekol 2010: 27).

"Culture is a continuity that flows from the past to the future. We have to look at the past to understand the present, and look at the present to know and secure the future". Architectural environments reflect cultural values and social and economic states of societies of the past. They have been effected by the changing conditions through time. Based upon change, continuity of the past, linking of the present and the future must be ensured. Alongside rapid developments in science and technology, urban spaces could not maintain a structural harmony. In the continuity of the past, the present, and the future; our purpose should be to ensure a harmony between the spatial dimensions of buildings and building groups, and non-spatial dimensions including social, cultural, economic, technological and aesthetic concepts. (Güvenç, 1985: 140).

Some values which change throughout the lives of people is only natural. Change is an indispensable process. But considering scale, conditions and consequences of changes, when some values shift others which can be sustainable these must be protected. Preserving the historical, natural and cultural environments and transferring them to the future generations, holds the same meaning as integrating historical heritage into social life. It also means increasing the quality of life by considering changing social values and attitudes, and creating livable environments (Görgülü, 2015: 1).

Social and economic change causes some parts of the city, which were included in the spatial organization designed by the previous societies, to incrementally lose their functions. This is of course not true for all the parts of a city (Arslan, 1989: 43). The identity of the built environment in a city not only creates a significant proportion of the urban identity, but also gives clues about the social and cultural life in that city.

The richness of the values that form the identity of the built environment, is also an expression of the richness of social and cultural life within the city. This is so because collective identities are social structures that are built with the spatialization of social life. In addition, the identity of the built environment and the social and cultural identity of the society mutually effects each other. Thus, values which make up the identity of the physical environment that organizes the life of a city and are of great importance (Birol, 2007: 2).

Constantly changing and developing social relations cause urban identity to be redefined. Social experiences, opinions, beliefs and attitudes form the social and cultural structure of the society. These elements which guide social behavior of individuals, also play an important role in the creation of urban identity. Moreover the society and the designer also effect the creation of identity. Thus, urban identity can be defined as a cultural phenomenon that reinterprets brand new or past elements. The city must be perceived and understood in a continuity that spans from the past to the future (Güvenç, 1991: 22).

As a requirement of continuity, correct expression of change and transformation are directly proportional to the effectiveness of the methods used to ensure cultural and historical continuity. The methods to be used in the expression of transformation must be compatible with reality which harbors many future possibilities and effects, which the planner, architect, decision maker and user cannot disregard.

In addition, with rapid developments in science and technology, urban spaces cannot maintain their structural harmony. In the continuity of past, present, and future; the purpose should be to ensure a harmony between the spatial dimensions consisting of buildings and building groups, and non-spatial dimensions including social, cultural, economic, technological and aesthetic concepts. The most important factor in the present day structuring is, enlightening architectural designs by detecting and interpreting their positive values in the old urban texture. The new function to be given in the reuse of historic buildings, must be compatible to the location of the building, spatial features and environment, and it must be socially, culturally and economically beneficial to the society. In order to detect factors which create these benefits, first the historical and cultural importance of reusing should be examined. Based on this analysis, the place of historical and cultural continuity in the style of intervention to be used in reuse projects, should be determined. (Pekol 2010: 26)

Lifespan of architectural structures being longer than that of a human being makes them a source for cultural accumulation. In present day, historic cities in living areas are identifiable with their spirit, identity and dimensional forms. They create important reference points for the sustainability of their environment. Tire district examined in the last chapter of the thesis, creates a resource point for transformation efforts to be done, with its cultural values and historic building stock; and the concept of “experience economy”, that can be helpful for transformation and re-functioning efforts, can be considered as another outcome of the study.

### **3. THE CONCEPT OF ECONOMIC VALUE AND EXPERIENCE ECONOMY**

In historical development process, along with changes in social, cultural and political areas, some economic concepts and approaches have also gained importance. With the effect of new inventions in production, industrial revolution of 1850's caused the agricultural economy to make way for an industrialized economy. This in turn gave way to the service economy when the workforce in industrialization shifted towards the service sector in 1950's. Beginning from the 1970's, and particularly in the USA, personal experiences started to be presented rather than products and services being marketed. This change paved the way for the "Experience Economy" taking the place of the service economy in the 1990's.

In recent years, scientific and technological developments cause businesses and markets to undergo big changes. With the ever-increasing competition, one of the most interesting changes is that businesses now offer products and services that go beyond the needs of the customers. This is done by creating experiences that would guide emotional pursuits. Thus, "experience marketing" is the new competitive tool of business, it goes beyond products and services, and tries it is hands on experience staging.

In this context, the purpose of the study is to show that historic buildings and environments can be places of high aesthetic value. Customer were focus their experiences the on stages with the aim of creating a sustainable future, and to support this idea with detailed examples.

Experience staging model is seen as an opportunity, which can be used for increasing revenue and employment by creating new values. In the study, examination of the concept of economic value will be a prerequisite for making the experience economy model more understandable.

#### **3.1 Development Process of the Concept of Economic Value**

Economy has changed and developed due to the human needs and social developments throughout the historical process. With time, customer needs have been addressed on new product and services rather than the production phase (Zhang, 2008: 20). Hulten (et al.) examines society, along the process of economic, social and technological changes, in three waves: agricultural, industrial and binary society. The first wave is the agricultural society, which ended with the industrial revolution. For a long time, families and small communities earned their living from agricultural

commodities that were the foundation of agricultural economy. The modern industrial society which reached its peak in western societies in 1900's constitutes the second wave. Abundance of resources and technological developments have caused people to desire new products. As technology, workshops and the society developed, Western countries met the industrial revolution which produced standardized products. Thus, companies that used these commodities as raw materials started to become a part of the production process. Hulten (et al.) then underlines that the later technological processes that include automation, globalization, systemization and rationalization have carved a new way for marketing. They have named this period where technological values exist alongside cultural values, as the third wave, which is the binary society. However, this wave is quite complicated as its makeup is based on post-modernization of the binary society, globalization, increasing of ideas, diversity and brands. At the same time, emotional and rational factors are being combined with the value system. In this context, businesses had to create an algorithm around their customers and focus on new strategies rather than products (Hulten, et al., 2009: 46).

Prahalad and Ramaswamy defines customers as being less satisfied despite having many options as the paradox of 21st century. They suggest business to adopt a new perspective to create active consumer experiences for their customers, thus creating unique values for themselves (Prahalad and Ramaswamy, 2004: 114). At this point, experience economy has emerged as a fourth economic offering that is different from services, just like services being different from goods. Experience has become the core of the entertainment sector ranging from concerts to movies and television shows (Pine and Gilmore, 1999:235). Opened in California in 1955, Disneyland has become the pioneer of the experience economy by creating a "living cartoon world" with many innovations such as colors, voices and three-dimensional backgrounds. Within this pioneer of change, customers were not only entertained, but they also saw themselves as a part of this imaginary world which was created in its entirety with dream engineering, by using images, sounds, tastes and smells. Papatya (1997: 40), expresses Walt Disney experience as an original and plain idea creating a method that is based on being able to see the uncertainties of the future, namely as "dream engineering".

Even though businesses invest in product diversity, they cannot differentiate themselves by traditional methods (Prahalad and Ramaswamy, 2004:116). Researching 14 different sectors, Forrester Research Center underlines that businesses can gain high revenues through differentiation through experience. While every change in the economy causes economic values to climb another step, Zhang (2008:24), stresses that experience represents producers to use their products as differentiated tools of competition. On the other hand, Pine and Gilmore (1999:235) define experience



economy as the creation of memorable experiences. They look at experience economy as a business approach.

Stating that the leading businesses use staged experiences as competitive tools, Zhang (2008: 25) underlines that the businesses need to design, deploy and sell experiences which their customers are ready to pay for, in order to climb to the competitive top.

### 3.1.1 Distinction of Economic Values

Economic offering	Commodities	Goods	Services	Experiences
<b>Economy</b>	Agrarian	Industrial	Service	Experience
<b>Economic function</b>	Extract	Make	Deliver	Stage
<b>Nature of offering</b>	Fungible	Tangible	Intangible	Memorable
<b>Key attribute</b>	Natural	Standardized	Customized	Personal
<b>Method of supply</b>	Stored in bulk	Inventory after production	Delivered on demand	Revealed over a duration
<b>Seller</b>	Trader	Manufacturer	Provider	Stager
<b>Buyer</b>	Market	User	Client	Guest
<b>Factors of demand</b>	Characteristics	Features	Benefits	Sensations

Table 3.1 Economic Distinctions (Pine and Gilmore 1999: 236)

Table 3.1 shows distinctions made by Pine and Gilmore, between agriculture, industry, services and experiences. As seen on the table, while the agricultural economy offers raw materials for the market, the industrial economy offers standard goods for users. While the service economy offers customized service to the customers, experience economy offers customized service alongside their goods to the customers. Businesses in the middle of the change, leave traditional marketing activities center around qualities and benefits of products, and lean on marketing activities that focus on making products which speak to the emotions and feelings of customers. Kamel (2008:54), highlights this point as such: when a business uses services, commodities

and products as stage materials, it can create unforgettable events and can communicate with its customers at a personal level. While the businesses that only consider goods and services as economic offerings can answer external needs of consumers; businesses that define their goods and services as experiences, can touch spiritual, emotional, intellectual and physical aspects of consumers and carve a place for themselves in their minds. In this way, experiences make the individuals feel unique and important.

The five offerings of the economic experience model are; commodities are measurable; goods are material; services are non-material; experiences are memorable; and transformation is guided. Commodities are stored as parties, goods are transported to inventory after production, services are offered based on the demand, experiences are staged at certain times, and transformations are continuous throughout time. Commodities are natural, goods are standard, services are exclusive and experiences are personal. Experiences are events that the individual reacts to and memorizes. But transformations, change the existence of the recipient (Pine and Gilmore 1999: 236).

### 3.1.2 Progression of Economic Value

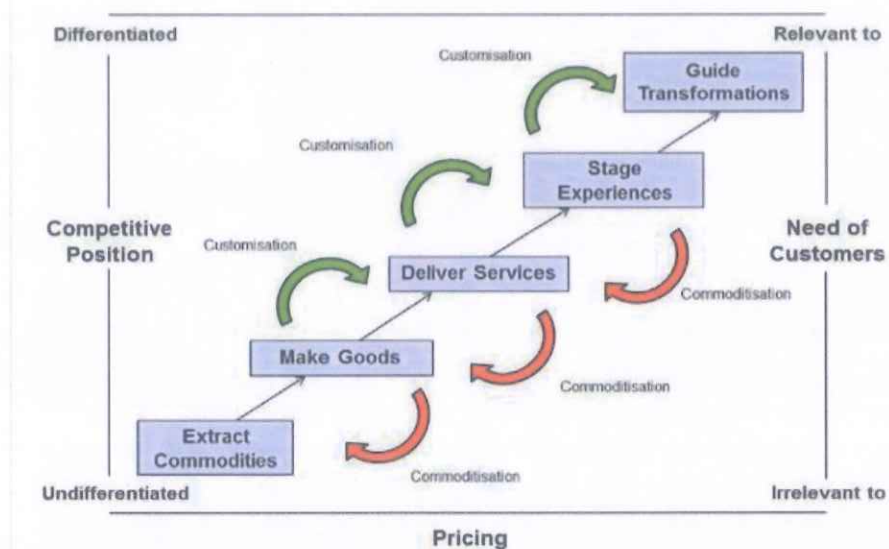


Figure 3.1 Progression of Economic Value (Pine and Gilmore 1999)

Pine and Gilmore (1999:236) divide commercial offerings which can be bought and sold into five groups. They state that the value and consequently price of commodities increase within the progress from the product towards the experience. As seen on Table 3.1, the price and value of coffee (commodity) incrementally and clearly increases as it gets packaged and sold to the market (good), served in a cup on a coffee shop (service), or served on the beach of a 5-star hotel (experience) ( Güzel and Papatya, 2012: 114). Within the progression of economic value, the change in the product during the progress from commodity to experience, results in a serious price increase. Personalization of goods and services is a part of the strategy for the transition of services to experience within value progression. For long-established businesses, transition from producing services to producing experiences is not easy. But in order to avoid becoming mundane in time, businesses would have to progress towards the next economic offering (Kamel et al. 2008: 4).

### 3.2 Experience Economy and Examples

In his 1970 book “**Future Shock**”, Alvin Toffler expressed that products and services would be replaced by new offerings brought by the concept of experience, and experiences would transcend just being a theatrical sense and become an economic concept. These experiences are defined as special states that occur as a result of responses and reactions given to certain environmental stimuli and one-to-one interactions with them. Until the beginning of 1980s, customers were seen as logical decision maker. But afterwards they started to be seen as more than just economic and rational decision makers and the experience marketing approach was developed. This approach focuses on fantasies (imagination, dream, subconscious desires), emotions (love, hate, anger, fear, sadness, pleasure) and entertainment (fun activities and satisfactory joy created by spaces) (Holbrook and Hirschmann, 1982: 133). Pine and Gilmore (1999:5-6) interpret experience as the fourth economic offering type, and define it as the situation which occurs when businesses make a connection with their customers by drawing their attention with personal and memorable methods.

In Lorentzen’s (2008: 6) definition, experience is the staged events and the interactions they instill onto the minds of the individuals. This type of definition brings out the interaction and relevance concepts that are inherent in experience. Experiences shape as a result of the mutual interaction that occurs when the customers meets with businesses and their products. Creation of interaction requires individual and active participation of consumers. While Baisya and Das (2008: 297), define experiences as active participation events that give a right to make comments to their users. Schmitt (1999: 25) explains that, experiences are created when individuals become a part of and personally live through the events.

Pine and Gilmore state that, in order to produce memorable and content-rich experiences, businesses have to use their services as stages, and their goods as decor and accessories. The decor created for experience, the chosen venues, gained symbolic values and similar elements are all contents that surround consumption. In order to create environmental factors, various stimulants and contents have to be used, including setting, atmosphere and arrangements. In this context, experiences are built around hundreds of factors such as emotions, feelings, scents, colors, sounds, human relations, time and branding; and created experiences bring out the feelings of people (Thusy and Morris, 2004: 1). Experience economy strategies are not only used by the entertainment sector, but also by the businesses that want to create unforgettable memories for their customers within advertisement campaigns and in different fields such as health, hotel, restaurant and travel. For example, automobile industry does not only sells products; it also markets rich and powerful feelings regarding driving a car,

ranging from appearance to touch.

In the 1998 book titled “**Experience Marketing**”, O’Sullivan and Spangler explained that experiences can be added to products to increase the quality of service, and that they can even exist on their own. They listed the factors that separate experiences from products and services as follows: (Güzel and Papatya, 2012: 117).

- . Individuality in consumption,
- . Psychological, mental, emotional, social and spiritual connection,
- . Changes in levels of information and skill, and states of mind and emotion, after having an experience,
- . A desire to gravitate towards psychological and internal needs, and
- . A conscious perception that enables willful acquisition.

As a result, experiences as a whole, appeal to mind and senses. Experiences based on emotions, pleasure and entertainment, are perceived as important sources of value by the customers. Created by mutual interactions, the purpose of this source of value is to diversify the inner world and life experience of the customers. Unlike current marketing approaches, in this method customers assume active roles. The roles are created with real or virtual events and content, while the stories and themes become indispensable elements of experiences. The experiences that come alive with the active participation of customers, appeal to emotional, psychological, intellectual and spiritual areas of the minds of the individuals. If the changes in this field are positive, customers form emotional ties with the businesses that cannot be copied by their rivals. Therefore, it is inevitable to say that the concept of experience that exist alongside the experience economy, has become the new competitive tool for businesses. While the consumers live or observe experiences, sensory stimuli occur as a result of the exchange of information and emotions. In this respect, experience marketing is not only used by the entertainment sector, but by all the businesses in advertisement, health, accommodation, restaurant and travel sectors, all of which want to create unforgettable memories (Kamel et al. 2008: 6).

### **3.2.1 Staging Experiences**

Lorentzen (2008:5), says experiences must be staged as a décor to be perceived. Experiences have also become a commodity in the present day. Pine and Gilmore (2011:5) state that, in order to produce memorable and content-rich experiences, businesses have to use their services as stages, and their goods as decor and accessories. Kamel (2008:13), sees experiences as a different world, created by the stage and the stage materials.

When you buy a good that only has value as a commodity, you pay for the price of the good. When buying a service, the customers pay for a series of non-material activities that are carried out only for them. When you buy an experience, you pay for a bundle that would make you enjoy the time you spent with a series of memorable events (Pine and Gilmore, 2011: 31). When the corporate structure draws the attention of its customers with a personal and memorable method and connects with them, what it really does is staging experiences in a theatrical sense. The differentiating point of Disney that was established in 1971 in Florida, was the fact that it was not an ordinary amusement park, but it was the first theme park of the world. The guests are not only entertained within the park, but they also participate in the story that is a part of the team. Members of the staff stage a unified experience that consists of images, sounds, tastes, scents and sentences. The Walt Disney Company is an important example as it can maintain its expertise in staging experiences, and continue the “dream engineering” by implementing new offerings and ideas.

### **3.2.2 Different Areas of Experience and Architectural Implementation Examples from Abroad**

Mathwick, Malhotra and Rigdon (2001: 42) shaped the experiential value model within the framework of visual attractiveness, entertainment, escape, participation, effectiveness and economic value. By creating a second dimension under four factors, they added the following concepts to the literature: entertainment value, aesthetics, return value of investment and service perfection.

Zhang, Dewaldi and Neiryneck, define the areas of experience in the experiential value model as a)aesthetics, b)entertainment, c)escape, d)education, e)efficiency, f)perfection, g)economic value and h)social recognition (Zhang, Dewaldi and Neiryneck, 2009).

Pine and Gilmore (2011:72) lists experience areas as: entertainment, education, aesthetics and escape. Pine and Gilmore's table, where they determined the experience areas, is used as a guideline for businesses for functioning their themes.

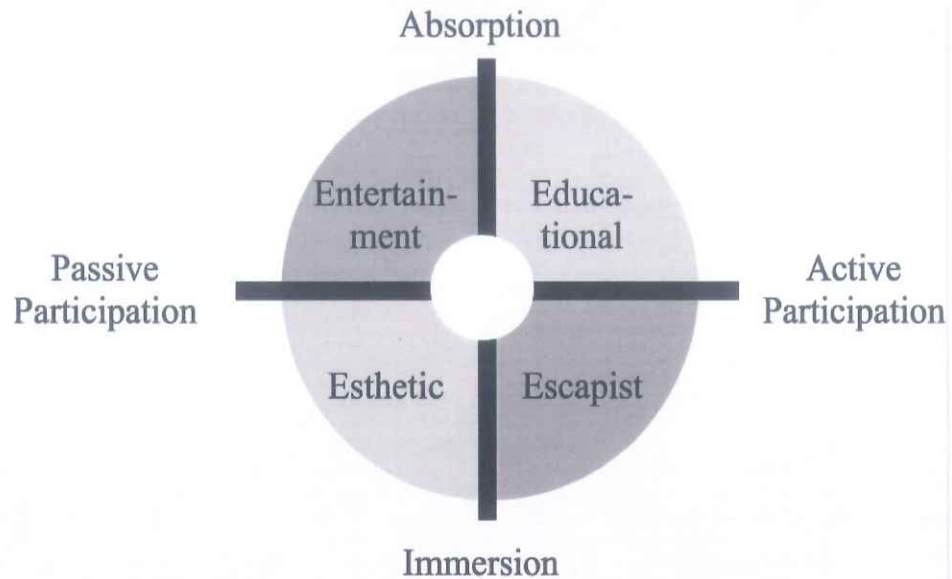


Figure 3.2 Experience Areas (Pine and Gilmore, 1999)

Different experiences draw attention at different levels, according to the personal interests of individuals. Two of the most important dimensions are shown in Figure 3.2. The first dimension is guest participation, which is shown on the horizontal axis. At the one end of the spectrum, there is *passive* participation in which the customers do not affect the performance directly. This type of participants can be thought as concert goers that only watch or observe the event. At the other end of the spectrum, there is *active* participation, where the customers personally effect the performance of the event that creates the experience. For example, skiers that actively participate in the event to create their own experience, are included in this group (Pine, Gilmore 2011: 72-73).

### 3.2.3 Experience Design

The main purpose of experience design, is for the target customer base to live the experiences that were set up and presented to themselves by internalizing them. Within this process, the data gathered from research is transformed into experiences by the designer or the planner, and this experience is presented to the target recipient in an appropriate framework. At the end of the process, the experience is internalized. The ability of the individual to utilize the acquired understanding in different times and

conditions, can also be defined as the internalization of experience.

Experience design is not a concept that is limited to physical spaces; rather, it is a design process that is created by considering the features of the interactions that occur on every point of contact with the customer. In other words, experience design is the skill of making all the interior and exterior spaces and the environment interact with the senses.

In order to make the effect of architectural design on experience more clear, Pine and Gilmore's four different experience areas (entertainment, education, escape and aesthetics) are inspected in regards to concept, content and architectural implementation in Table 3.2, and they are detailed by giving samples from abroad.

<b>4E Strategy</b>	<b>Description</b>	<b>Active-Passive Involvement</b>	<b>Absorption-Immersion</b>	<b>Small Business Experience Examples</b>
Educational experience	Consumer increases skills and knowledge through absorbing information presented in an interactive way	Consumer actively participates through interactive engagement of one's mind and/or body	Consumer absorbs the business offerings	George Brown Waterfront Campus
Esthetic experience	Consumer enjoys just being in a sensory-rich environment	Consumer passively appreciates and does not measurably alter the nature of the environment	Consumer is immersed in or surrounded by the environment	Cerritos Library
Entertainment experience	Consumer's attention is occupied by the business offering	Consumer passively observes activities and/or performances of others	Consumer absorbs, but is not part of, the activities and/or performances	Rainforest Cafe
Escapist experience	Consumer is an active actor or participant who shapes events	Consumer actively participates in events or activities	Consumer is immersed in an actual or virtual environment	Walt Disney World

**Table 3.2 Relations of Four Experience Strategies with the Space (Pine and Gilmore, 1999)**



### 3.2.3.1 Educational Experience

In educational experience, the individual or the student actively absorbs the event they experience. In order to increase their skills or knowledge, individuals have to actively participate in educational activities either mentally or physically (Pine, Gilmore 2011: 73).

After the industrial revolution, the prevalent approach in education has made teachers actors, and the students, passive recipients. With the economic changes of present day, students are now trying to be equipped with “commercially-focused education” model. In advanced economy models, manufacturer’s effect on the product or activity gets eliminated and shifted towards the consumer, who lives the defining experience. In the education system of today, the customer, employee or students that demand education, actively experience education; in other words, they are interactive learners (Davis, Botkin 1994: 125).

In education, the spaces, with regards to their physical environment of construction methods, have psychological effects on students. This environment would either encourage and increase learning and continuous development, or discourage and prevent them (Uludağ 2002: 26). Fraser explains that research on educational effectiveness have shown that the classroom and the school environment have an effect on the success of students, and that they can be indicators of achieving desired behaviors. So the classroom and the school buildings are crucial factors for getting desired efficiency in education (Fraser 1994: 511).

The interior and exterior spaces and the environment where the individual or student actively experience activities, are important as the continuation of activities and in maintaining an individual’s desire to participate in activities in an interactive manner. With their architecture, form and wide variety of activities, educational environments have to guide students to do research, discover, make experiments, experience things, discuss, play, socialize and develop their imagination and thinking capacities, and encourage them for innovation.

The example below shows, how the design used in the **Waterfront Campus** of the George Brown Health Sciences College, creates an inspiring effect on *education experience*, and its effectiveness.

Being the biggest city of Canada and the center of trade, Toronto is the capital of Ontario. The campus was built in 2012 in Toronto, as a 7 story high building that has 47000 square meters of closed spaces, and situated on the Ontario harbor.

The building was conceptualized with the partnership of Stantec Architects and Kuwabara Payne McKenna Blumberg Architects. The design was set up to optimize access to fresh air, natural light and public transport. Architectural design was influenced by the harbor and the industrial environment. During the implementation of the project, the harbor and the environment were taken into consideration and the building was made to look like a cargo vessel (Figure 3.3-3.4).



**Figure 3.3 Waterfront Campus – 1**  
(<http://www.georgebrown.ca/waterfront/>)



**Figure 3.4 Waterfront Campus – 2**  
(<http://renewcanada.net/wp-content/uploads/2013/05/georgebrown4.jpg>)

In a 2002 statement, the Romanow Report (Royal Commission on the Future of Health Care in Canada), underlines the necessity of the distribution of health care with a team based and patient centric approach. This was done in order to increase the efficiency of the health services and their quality and the revenues thereof. As a result of the statement, instead of isolated health service functions, a health care model, that is integrated with students, staff and the needs of the patients, was adopted. In the lay out of the campus, this model was included in the working principles as the manifesto of the project (SabMag, 2015)

George Brown College has developed Inter-Professional Education [IPE] system and implemented it in the design of its new campus. The system includes an education system where the students develop their skills with the active and effective use of appropriate educational tools and equipment, accompanied by two or more professional experts to provide an applied education (Figure 3.5).



**Figure 3.5 Waterfront Campus Application Classes**  
(<http://www.architecturalrecord.com/articles/5988-george-brown-college-waterfront-Campus?v=preview>)

The interior design of the building functioned in accordance with the organization chart of the education program. The multi-storey rectangular building, with located in the western part of the campus, resembles an anchored cargo ship and houses application labs, lecture halls, social areas and academic offices (Figure 3.6).



**Figure 3.6 Waterfront Campus Lecture Hall**  
(<http://www.architecturalrecord.com/articles/5988-george-brown-college-water-front-campus?v=preview>)

On the eastern side of the structure, there is a three-storey transparent building which contains a cafeteria, clinics and the auditorium. The design embraces sustainability as the main principle with fresh air, natural light and scenery senses. With the ASHRAE 90.1 building standard used in construction, the project provides 30% water and 40% energy savings. Green roofs and rainwater cistern enable water recycling. Close proximity to public transport and alternative means of transportation is an important aspect for the longevity of the project. Thanks to the renewable energy systems and sustainability initiatives that were used within the structure, George Brown College was awarded with LEED GOLD standards certification for its advanced building efficiency. Other rewards the structure got are as follows: 2015 Architectural Record, Good Design is Good Business Award, 2015 Canadian Green Building Award, 2013 SCUP/AIA-CAE Excellence in Architecture, 2013 Toronto Construction Association, “Best of the Best” awards, and 2013 Toronto Urban Design Award.

Ultimately, George Brown College is a multiple award winning project that was able to provide education experience to its students with its architectural design. It enabled active mental and physical participation of its students for educational activities, accompanied by a professional staff. The transparent separators used in separating lecture halls, clinics and gallery spaces, and the bright colors on the walls make sure that all the independent sections in the building interact with each other. Thus it gives them a stage function while maximizing the perception of education experience between spaces. With the implemented experience based education model, it is among the good examples of experience economy applications. It transforms the success it achieved in education into good staffing of the hospitals and increased quality in the health sector. It also raises revenue, quality and efficiency.

### 3.2.3.2 Entertainment Experience

Individuals spending a nice and enjoyable time throughout an activity is called the *entertainment experience*. What people consider as entertainment, is the experiences they passively internalize with their senses when watching a show, listening to music or participating in a social activity (Pine, Gilmore 2011: 73). When the setup of the experience is expressed in a theatrical and performance-centric way that will leave a mark in the memories of individuals. They gain a quality that can create magnificent moments for individuals to enjoy. Architecture that expresses the thematic setup of the activity both inside and outside of the space, is also considered an element of entertainment experience.

In order to increase the capacity of consumption, consumers have to be kept in a state of perpetual excitement and ecstasy by continuous exposure of attractive new desires (Papatya, 2008: 28). Creating contentment and catering for emotions like fun, excitement, novelty and satisfaction are required in order the make consumption experience fun and attract individuals. In this context, to make consumption process entertaining, stores, shopping centers and consumption venues must focus on creating special events, entertainments, shows and spaces in which to spend a nice time.

Ultimately, experience constitutes the core of entertainment sector, from theatre to concerts, from movies to television shows. Entertainment options blowing up to offer many new experiences happened primarily after 1970. According to Holbrook (2006:714-715), until the beginning of 1980s, customers were seen as logical decision makers. But after work they started to be seen as more than just economic and rational decision makers, fantasies (imagination, dream, subconscious desires), emotions (love, hate, anger, fear, sadness, pleasure) and entertainment (fun activities and satisfactory joy created by spaces). These have become the driving motivation points for satisfaction based consumption.

Rainforest Cafe is a successful example in the sense that it shows the engrossing effect of design on entertainment experience.

Rainforest Cafe is a restaurant chain operating in various countries on 36 locations. It is owned by Houston Texas based corporate group Landry. It was founded by the entrepreneur, Steven Schussier. The investor is also the creator and the owner of T-Rex Cafe, Yak&Yeti Restaurant, Hot Dog Hall of Fame, Galaxy Drive Inn and Backfire Barbeque. The first restaurant was opened in "Mall of America" in Minnesota, in 1994. Rights of Rainforest Cafe were transferred to Landry's Restaurants Group in

2000. Area of activity of the institution is food, entertaining and games.

Rainforest Cafe continues to be the center of attention for everyone with its exotic atmosphere and incredible dishes. The restaurant prepares top quality ingredients with various cooking techniques and offers its guests exquisite tastes from all over the world. The brand has especially developed itself in Caribbean, Mexican and Asian cuisines.

Each Rainforest Cafe location is designed to depict the features of a rainforest with its setup, including the vegetation, waterfalls and tropical animals. Rainforest is the main theme of the restaurant. It was prioritized in architectural design. The interior space was decorated with animals and tropical elements. Thus the experience to be conveyed to the customers was included in the theme. Among the tropical animal sounds and shifting skyline, complete with rain and wind effects, the guest can fully experience the entertaining tropical setup (Figure 3.7-3.8).



**Figure 3.7 Rainforest Cafe Interior - 1** **Figure 3.8 Rainforest Cafe Interior – 2**  
(<http://icm-corp.com/icm-portfolio/rainforest-cafe>)(<http://icm-corp.com/icm-portfolio/rainforest-cafe>)

For its younger guests, Rainforest Cafe offers an hour-long “Safari Tour”, enabling children to learn all about rainforests, living creatures in rainforests, and requirements of preserving rainforests and natural life, on an entertaining tour, accompanied by expert educators.



**Figure 3.9 Rainforest Café Gift shop**  
 (<http://static.panoramio.com/photos/large/15915445.jpg>)



**Figure 3.10 Rainforest Café Animation**  
 (<http://www.visitlondon.com/things-to-do/food-and-drink/restaurants>)

Rainforest Café gives its staff stage names, akin to those seen in a theater production. In line with the theme, waiters are called safari guides, stewardesses are called tour guides, vendors are called pathfinders, bartenders are called navigators, table staff are called safari assistants and the kitchen staff are called trailblazers. In addition, there is a gift shop designed in line with the theme in each restaurant that sells promotional products (Figure 3.9-3.10).

The features of natural and artificial materials used in the project, application techniques, the effect on human psychology, visual and physical attractiveness of design details, and the interaction of moisture, sound and light details used in the design show the success of the theme. As a result, interior details and materials can guide people using spaces and change their behavior. They can make people feel hot or cold, excited or dull, relaxed or tense. The success or failure of the design is usually depends on creative use of materials, their functional performances and contributions to the image of spaces, and also on the brand, identity, sense and atmosphere.

The area of activity of the business, restaurant marketing has been transformed into an experience with the interesting, memorable and even educational rainforest themed interior design. This gives another dimension to entertainment. The interior design and environmental layout sense that was used by the business to capture the correct setup, are good examples of how a designed experience can be translated into cash in a successful manner. With its staff members also being players within the fiction, the business increasing its locations to thirty six thereby validating its success within experiential economy.

### 3.2.3.3 Escape Experience

The guest of an escape experience is completely enveloped by an experience and participates in an activity (Mihaly 1990: 45). Escape experiences are created with a strong environmental engagement and an active customer participation. Skiers on a mountain resort can be given as an example (Sundbo and Darmer, 2008: 32).

Participants of escape experiences do not just leave a place and set off. They go towards a place and an activity that is worthy of the time they would spend (Kotler 1984: 10). Most escape experiences are essentially animated tours that are based on popular adventure or science fiction movies. The most remarkable examples of this experience are "Back to the Future: The Ride" and "Terminator 2: Battle Across Time" which are presented in the Universal Studios in Orlando, and "The Magic Carpets of Aladdin" in Disney World. These rides are pursuits that take people from the service economy and bring them into the experience economy. It was used to be "you've read the book, now see the movie". Now it is "you've already seen the movie, now go and experience the ride". (Irwin 1991: 35).

There are three accepted environmental perception forms in escape experiences. These are the spaces and areas where the real, imaginative and virtual ideas are translated into activities.

New Pod Farm is a business operating on an old farm, and in the premises the owner offers the guests a real farming experience where they can participate in entertaining and educational activities. The entrepreneur utilizes experience economy by using the farm to offer guests a real experience area. Created with the initiative of the company named Lan Arena, 3-D simulation gaming venues offer an third dimensional gaming experience in a virtual world, thus transforming the activity into economy (Pine, Gilmore 2012: 69). The idea of putting the experience in the economy has been formed in the last twenty years, when the theme setups of businesses met with the desire of individuals to experience. Walt Disney who had a revenue of \$30 billion last year, was the first company to plant the seed of this idea and realize the dream engineering concept.

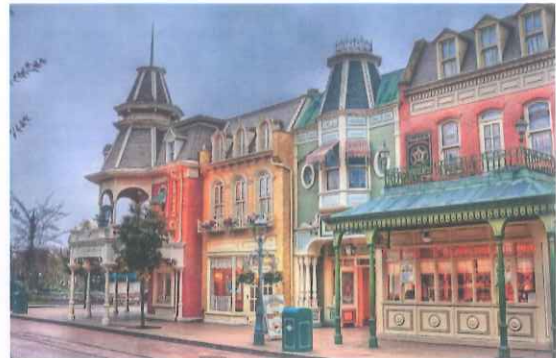
#### Walt Disney World Orlando

Walt Disney World is an amusement park that has an urban atmosphere of its own. It is situated alongside the Lake Buena Vista. Magic Kingdom, Epcot, Animal Kingdom and Disney MGM Studios, are the important entertainment venues of the park. There are also three waterparks, malls, and a number of hotels, restaurants, medical centers and transportation systems. Considering Orlando was a desert in the



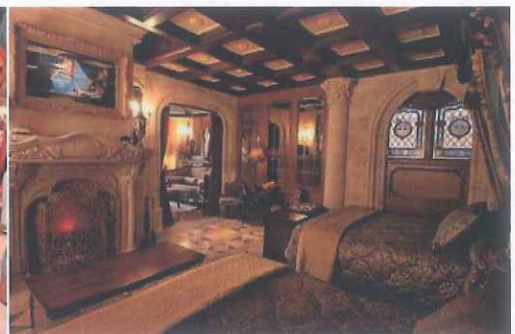
1960s, the surplus value that Walt Disney World has introduced to the area is immense.

Magic Kingdom is the first building of the theme park. The street that goes to the castle, symbolically represents America. The American town architecture is prevalent throughout the road. The buildings were granted functions of restaurants, malls, and accommodation services in order to enable guest to enjoy unique and thematic experiences (Figure 3.11-3.12).



**Figure 3.11 Disneyworld Cinderella Castle** **Figure 3.12 Disneyworld Main Street**  
(<https://c1.staticflickr.com/7/6051/6280962464>) (<https://farm4.staticflickr.com/3600/3407678725>)

With a fictional space setup, where the cartoon characters live, the Cinderella Castle serves to Disney World. The setup especially makes children to visit a magical world. Activities prepared for children include special entertaining education programs. The team organizing the activity prepares children for the activity by dressing them appropriate to the ambience of the event, and takes them on a tour in the magical world of Cinderella. There are many family accommodation rooms in the castle, which offer an aesthetic and authentic design. (Figure 3.13-3.14).



**Figure 3.13 Disneyworld Children activities** **Figure 3.14 Sinderella Castle, Suit Room**  
(<https://encryp ted-tbn0.gstatic.com/images>) (<https://encryp ted-tbn0.gstatic.com/images>)

Universal Studios, Harry Potter Hogwarts Castle; the similarities of the streets, vendors and the shops in the theme park to their original counterparts, increase interest of the guests towards the park. Over six hundred official products are sold in various theme stores. Some of the products include robes, badges, scarves, wands and candies. Also in line with the theme, there are restaurants that have the same name as in the books. Three years of research was conducted, in order to create the menus of the restaurants. There is also a post office, appropriate to the theme. (Figure 3.15-3.16).



**Figure 3.15 Hogwarts Castle**  
(<http://nerdreactor.com/wp-content/uploads/2015/09/diagonalley>)



**Figure 3.16 Hogwarts Castle Post office**  
(<http://www.thewrap.com/inside-hollywoods-theme-park>)

Stepping into the entertainment world with the motto “a new experience”, Walt Disney was able to implement space and function setups, which had not been seen in any amusement park before. This was the first theme park of the world.

As a result, the experience environments created by businesses, affect and shape human behavior. Thanks to the interactions of human senses, perception and behavior with the spaces and physical conditions (color, heat, light, scent etc.) that surround them. In this context, themed spaces create an important life form as places where people can experience escape, accommodate, go on a vacation, enjoy their time and get educated. Architectural setup of spaces can not only limit or liberate the behavior of individuals that have different identities, but also guide them towards planned behavior. The architecture of themed spaces also include a spatial setup that is effective in creating planned behaviors: they guide and effect consumer behaviors. As a result, the experiences that guided and affected guests go through are revenue-enhancing presentations of the businesses.

### **3.2.3.4 Aesthetic Experience**

Aesthetic is, a product appealing to sensory organs of taste, smell, touch, hearing and vision (Lindstrom, 2006: 33). Aesthetic experience expresses symmetry,

proportion, harmony of objects or accord a performance. In consumption, aesthetic is evaluated by the ability of a visual element or service performances to stimulate senses (Mathwick et al. 2001: 42). Aesthetic value is the dimension of consumption that appeals to senses. Aesthetic and environmental regulations effects purchasing decisions of individuals (O'Shaughness, 2003: 15). Thus, businesses can gain a competitive advantage by giving aesthetic values to their brands and products (Schmitt and Simonson, 1997: 13).

Physical environment consists of ambiance factors (scent, color, heat, music etc.) and design factors (architectural mass, interior design). Physical environment factors of ambiance and design create aesthetic value (Baker, 1986: 82). In the context of aesthetics, interior design character creates positive effects on perception (Yıldırım, Akalın and Çağatay, 2008: 182-183). In aesthetic experience, individuals enter into an activity or an environment. But they do not affect the environment at all, or only have a minimal effect as set forth by the activity (Pine, Gilmore 2012: 78). The purpose of aesthetic setup in experience, is to create a desire in individuals to participate in the activity or be in that environment. In the example below, aesthetic elements of the Cerritos Library design, which was themed depending on the experience economy model, are identified.

### **Cerritos Library**

Cerritos Library is a public library that is run by the private sector, and it is located in Cerritos city of California. In 2002, the library was renovated from start to finish, with futuristic architecture, and it was opened to service. The titanium cladding used on the outer surface of the building, changes color through the day with the differentiation of the light of the atmosphere (Figure 3.17).



**Figure 3.17 Cerritos Library**  
([http://peterphopkins.com/images/cerritos\\_big.jpg](http://peterphopkins.com/images/cerritos_big.jpg))

The building is the first “Experience Library” which used different themes in space designs. In the project the library services were reevaluated and using the “Experience Economy” method, a customer-centric change and development program was implemented.

In the Children’s Library arrangement, a space shuttle, fossils, a mini theatre, an arts and crafts room, a rainforest, and computer stations were thematically depicted as to reflect the Cerritos spirit (Figure 3.18).



**Figure 3.18 Children’s Library**  
(<http://menu.ci.cerritos.ca.us/slider/slides/slide5.jpg>)



**Figure 3.19 19<sup>th</sup> Century Reading Room**  
(<http://m8.i.pbase.com/g9/58/56358/2/154054138.h1zoHLFejpg>)

Old World Reading Room was themed using 19th century motifs and elements. In this section, there are leather bound books and rare first editions. There is a 19th century themed fireplace, antique chandeliers and working spaces within the area (Figure 3.19).



**Figure 3.20 Main Gallery**  
(<http://boomerreviews.com/wp-content/uploads>)



**Figure 3.21 Organization venues**  
(<http://wwcdn.weddingwire.com/vendor/250>)

Great Room is the section where paperback books, magazines and newspapers are located. Wood crafts are prevalent.

In Cerritos Library the skyline room, performing arts room, atrium and exterior spaces of the venue are used for weddings, events and special celebrations. There are also palm trees, saltwater aquariums and work stations within the space (Figure 3.20-3.21).

In Cerritos Library project, one can conclude that theme components including interior design, exterior design, decoration, colors, scent and background music, are important factor in creating aesthetic value. The concept of "Experience Library", has created an idea of *theme*, thus giving thematic names to many sections which have a specific setup. These sections were given functions appropriate to their themes.

#### **4.RE-FUNCTIONING HISTORICAL BUILDINGS WITH THE CONCEPT OF EXPERIENCE ECONOMY**

"Physical lifespans of buildings, last much longer than their functional lives. The function becomes obsolete over time due to technological, social or cultural aging, and the buildings that have lost their function become unusable. The process of saving the retired buildings from getting demolished, and making them inhabitable again is called re-functioning. In the most basic sense, it can be defined as making the building suitable for modern needs through appropriate interventions." (Burden, 2004: 215).

As solid and tangible elements, spaces interact with social structure, which is an intangible and fluxional phenomenon. The buildings not being able to address modern needs and remaining insufficient in the face of changing social and economic conditions, can bring about various challenges. (Göçer, 2003: 32). As a result of these challenges, functionally aged buildings have to be demolished, or as they have not lived out their structural lifespan, they can continue to be used by giving them new functions. In such cases, maintaining an existing building rather than destroying it, is always the most efficient solution.

##### **4.1 Advantages of Loading New Functions to Existing Buildings**

Re-functioning and preserving an existing building instead of demolishing it, is an energy efficient approach. It can also enable historic buildings to finance themselves.

Protection of existing buildings is not a luxury, but a good management of our assets and rational use of our main resources. Protection should not be limited to historical buildings, instead all of the environment should be used as a resource (Alyvvard, 1979: 48).

Energy efficiency between reutilization of an existing building and constructing a new building to serve the same function, gives another dimension to the discussion. While a new building requires an "energy intensive" effort, giving a new function to the old building is seen as a "labour intensive" process. Constructing a new building requires many different production steps, including infrastructure works, excavation work, structural system, finishing works, and even cleaning. All these processes require intensive energy and machine power. In the process of giving a new function to an existing building, the use of energy changes direction. Instead of the intensive energy required for constructing a new building, in a historic building repair and qualified

manpower is more prominent (Altınoluk, 1998: 38).

Today many historic buildings are taken under protection and registered. Documentation and restoration efforts are carried out under the supervision of a centralized institution. The most realistic solution for buildings is suitable re-functioning. But instead they get forgotten and left alone with their fate. Re-opening them to public use and getting them the required maintenance are better approaches (Tayla, 1998: 42).

Examples, including the transformation of Tophane-i Amire into Mimar Sinan University Cultural Center, Hasköy Lengerhanesi into Rahmi Koç Industrial Museum, and Sultan Ahmet Prison into a 5 star hotel, ensure that these buildings are constantly maintained and their needs are financed by their operators. The important point is not to damage the integrity and historic features of a building while giving it new functions, but to show the same care throughout its use (Bakır, 1995: 14).

Historical environments that people do not interact with, get forgotten and abandoned. If not re-functioned correctly, these environments either enter the process of extinction or they only get physically restored without gaining a function. In both cases, they constitute a financial burden to individuals or institutions that they belong to. When these types of buildings are re-functioned with a commercial activity, they get maintained regularly by their operators. This ensures the structural continuation of buildings and enables many more people to connect to this past. Experience Economy Model constitutes a guideline for the operators when re-functioning a historic building with a commercial function.

#### **4.2 Experience Economy Model in Re-Functioning Efforts on Cultural Heritage Buildings; Examples from Developed Countries**

Using experience economy method when giving new functions to buildings, increases the usability value of buildings. This improves the financial sources that can provide input for preservation. To clarify the subject, reviewing examples from developed countries will be very beneficial. Some functioned buildings are; Amsterdamsche Bank (Amsterdam/Netherlands), Hirsch&Cie Fashion House (Amsterdam/Netherlands) and Barcelona Catalana De Gas (Barcelona/Spain).

#### 4.2.1 Re-functioning Amsterdamsche Bank Building in Amsterdam with Starbucks Coffee Brand

Amsterdam store of Starbucks, offers its services at the ground floor and mezzanine of Amsterdamsche Bank. It is located on the Rembrandt square, where many 19th century structures still exist (Figure 4.1-4.2).



Figure 4.1 Amsterdamsche Bank  
(<http://storage.propertynl.com/newsimages>)



Figure 4.2 Starbucks Cafe  
(<http://news.beibaotu.com/articles/224655>)

Starbucks prioritizes the use of sustainable materials in the renovation and re-functioning efforts of historic buildings. In the interior design dominated with natural materials, tables, chairs, service benches and walls and ceiling accessories are all made from recyclable wood. These are made from oak trees that have grown in Netherlands. 1876 wooden plates in different sizes have been used decoratively between the ceiling lighting elements. The inner claddings in the venue have been preserved including patina without doing any renovation works, in order to protect authenticity. Original wood flooring, ceramic wall panels and fair-faced brick walls have been used as background elements in design. The ceiling height that was created with an original construction technique, has been brought out with decorative lighting and coating materials (Figure 4.3-4.4).





**Figure 4.3 Interior design - 1**  
 (<http://www.starbucks.com/blogmedia/1223a46f-32>)



**Figure 4.4 Interior design – 2**  
 (<http://www.360inspiration.nl/wp-content/uploads/2012/06/701067.jpg>)

The inner claddings in the venue have been preserved without doing any renovation in order to protect their naturality. Many objects (hanging pots, baskets, antique drawers, wall accessories etc.) have been used as interior design elements (Figure 4.5-4.6).



**Figure 4.5 Interior design - 3**  
 (<http://details-of-beauty.blogspot.com.tr/2012/03>)



**Figure 4.6 Interior design – 4**  
 (<http://cdn.nlmixe-tricepses.savviihq.com/wp-content/uploads/2012/09>)

In the re-functioning example, Starbucks's desire to create a third living space for people after their homes and work places is apparent. The aesthetic products used in the design and the tastes offered by the brand, take consumers on an emotional journey. As the experience areas and tastes created by the brand appeal to the aesthetic, sensory and comfort of individuals, customers who once enjoy the experience, later return to this satisfactory location.

Effect of the experience offered by Starbucks on creating economic value is explained with an example below.

In Pine and Gilmore's definition, coffee which have an economic value, can offer three different economic elements (commodity, goods, service), depending on the value added creates by the business which serves the coffee. When the coffee, which has a kilogram value of \$1.5, turns into a good, the cost per cup becomes 1 or 2 cents. As it will be turned into a good after it has been packaged, it reaches a customer with per cup cost of 5 to 25 cents. When the coffee is presented as an experience in a business with a brand value (as in the Starbucks example), the value per cup increases to 2 to 5 dollars. The price increase between the transformation of the commodity to a good, and good to a service is around 800% (Figure 4.7-4.8).



Figure 4.7 Experience effect on income increase  
<http://www.service-innovation.org/wp-content/uploads>



Figure 4.8 Economic value increase  
[http://farm5.static.flickr.com/4014/4376653242\\_5a20ee8ecf\\_o.jpg](http://farm5.static.flickr.com/4014/4376653242_5a20ee8ecf_o.jpg)

Along with the coffee experience, by presenting impressive aesthetic spatial designs that appeal to the senses of the customers, Starbucks was able to create economic revenue from the experience of individuals. This re-functioning project, which can be given as an example for the aesthetic experience of the experience economy model, can maintain a financial source that is needed for the protection of a building. Thus it is important for the sustainability of a 19th century building.

Preservation of the current state, introducing a new function to the building, maintaining sustainability and also creating economic value by the renewed building can be considered as positive outcomes of this example.

#### 4.2.2 Re-functioning Amsterdam Hirsch&Cie Fashion House with Apple Brand



Figure 4.9 Hirsch&Cie Fashion House Exterior  
(<http://resolver.kb.nl/resolve?urn=urn:gvn:JHM01>)



Figure 4.10 Hirsch&Cie Fashion House Interior  
(<http://journal.depthoffield.eu/s/scherpote/images>)

Hirsch was built in 1909 by the architects A.J. Jacot, J. Snuijff, as the headquarters of Hirsch & Cie Fashion Apparel Company (Figure 4.9-4.10). The building lost its function through time. At present it has been renovated with a design that is in accordance with the needs of its new user: Apple. The first Apple store in Netherlands, begun its operation on the historic Hirsch & Cie building of Amsterdam, located at the corner of the famous Leidseplein Square. After the renovation and re-functioning project, the exterior of the building showed minimal intervention and kept faithful to its original (Figure 4.11-4.12).



**Figure 4.11 Apple Store External Appearance-1** (<http://www.dutchamsterdam.nl/i/aa/DSC07669>) **Figure 4.12 Apple Store External Appearance-2** (<http://cdn.cultofmac.com/wp-load/2012/03>)

The interior was designed in accordance with the Apple’s application and promotion strategy which uses wide spaces. This enabled people to experience smartphones and similar technological tools in a spacious and comfortable area. In the interior’s color application, white was used to create a perception of wide space, and black was used on the steel ceiling details and on the gallery space railing elements to create a contrast. (Figure 4.13-4.14).



**Figure 4.13 Apple Store Internal Appearance-1** (<http://retaildesignblog.net/wp-content/uploads/2012/03/Apple-store-Amsterdam-02.jpg>) **Figure 4.14 Apple Store Internal Appearance-2** (<http://retaildesignblog.net/wpcontent/uploads/2012/03/Apple-store-Amsterdam-03.jpg>)

Stairs which connect the two floors were designed to use glass, further supporting the wide space perception. Transparency was created by glass texture. In addition, the glass stairs represent the transition between the past and the present (Figure 4-15).



**Figure 4.15 Glass stairs view**

(<https://encryptedtbn2.gstatic.com/images?q=tbn:A Nd9GcT42j1qje0H->)



**Figure 4.16 Genius Bar**

(<http://retaildesignblog.net/wpcontent/uploads/2012/03/Apple-store-Amsterdam-05.jpg>)

When functioning the first and second floors, tables that resembled school desks were used. The genius bar where people can get one to one information, was designed as a personal experience space. At the same time, thanks to the new function that was added to the building, guests can purchase device that they have tried, depending on the experience they had (Figure 4-16).

With its new store strategy, Apple sets up functional design of a space in a wider area, by using more space for the scale of sales per square meter, compared to the traditional retailers.

The exterior of the building has been restored and it was kept faithful to the original. But for the interior design, modern approaches were utilized. In the project, the aesthetic experience created by the historic building was combined with a brand strategy. This enabled guests to experience products in a wide space. Thanks to the new function given to the building and the satisfaction of the individuals who live that experience, Apple creates an economy with high added value. The economy created by the brand, enables the sustainability of the historic building, which has a high maintenance cost. At the same time the renewed and constantly maintained historic building, increases the economic and visual value of the environment.

#### 4.2.3 Re-functioning Barcelona Catalana De Gas Building with H&M Brand

The building used by the Catalana de Gas company until recently, is a 19th century work of Domenech Estape, designed in the neo-classical style. Renewed by the H&M brand, the building now serves as the concept store of the company.



**Figure 4.17 H&M Store External Appearance**  
([http://lh3.ggpht.com/\\_EcuLGgU\\_njg/SuHy-\\_yOxZI/AAAAAAAAAERI](http://lh3.ggpht.com/_EcuLGgU_njg/SuHy-_yOxZI/AAAAAAAAAERI))

The store operates on 22, Portal de l'Angel Avenue, where there are many world famous brands and 18th century historic buildings (Figure 4.17). With a 1,700 m<sup>2</sup> interior, the architectural, lighting, furniture and graphical designs of the building were prepared by Estudio Mariscal.

As the store does not have a glass window display, the led screens installed on the entrance corridor enable the communication between the interior and exterior with virtual displays. The brand name is identified on a minimalist panel on the side of the building, and the façade was renovated with minimum intervention.

With the transparent stairs that is placed on the gallery opening of the building, the solid-void relation was preserved. While the display and sales units were designed with a contemporary tone, original ceiling decorations, columns, doors and lighting elements were used as background elements and serve as tools that increase the added

value of the products on sale. As a sales policy, instead of offering many goods, the brand chooses to display few products, underlining the design quality of the space. This design quality which is also supported by the original design of the historic building, reinforces the image and value of the brand, protects the authenticity of the historic building and ensures its sustainability (Figure 4.18-4.19).



**Figure 4.18 Store Entry-1**

(<http://images.adsttc.com/media/images/55e6/14f3/2347/5d3d/4400/0051/newsletter/2095351441>)



**Figure 4.19 Store Entry-2**

(<http://www.shearyadi.com/myworld/wpcontent/uploads/2009/01/20012009>)

In the main theme of the re-functioning project, we can see pop, modern and contemporary design interventions as final product details. Bridging between the old and new that was created by utilizing the aesthetic value of the historic building. (Figure 4.20-4.21).



**Figure 4.20 Main Hall**

([http://images.adsttc.com/media/images/55e6/1506/2347/5d3d/4400/0053/newsletter/159916091\\_06-la-nuev](http://images.adsttc.com/media/images/55e6/1506/2347/5d3d/4400/0053/newsletter/159916091_06-la-nuev))



**Figure 4.21 Interior Design**

(<http://images.adsttc.com/media/images/55e6/1506/2347/5d3d/4400/0053/newsletter/159916091>)

When you enter the historic building, the construction of the new contemporary staircase that was installed in the gallery opening at the middle, reaches out to the glass dome in the ceiling. This represents a connection between the past and the present. Also

the glass dome provides natural lighting for the staircase (Figure 4.22).



**Figure 4.22 H&M Interior Stair View**

([http://images.adsttc.com/media/images/55e6/1536/2347/5d3d/4400/0058/newsletter/255555590\\_08-llegada-de-la-escalera-a-planta-primer.a.jpg?1441142064](http://images.adsttc.com/media/images/55e6/1536/2347/5d3d/4400/0058/newsletter/255555590_08-llegada-de-la-escalera-a-planta-primer.a.jpg?1441142064))

In the first floor of the building used by the management offices of Catalana de Gas, three rooms have been given new functions to serve as aesthetic areas where people can feel special. The wooden showcases, chimney details and original wooden lectern in the rooms were preserved, making the link between the old and the new more pronounced (Figure 4-2).



**Figure 4.23 Catalana de Gas Management Rooms, Integrated for Reuse**

([http://images.adsttc.com/media/images/55e6/1523/2347/5d3d/4400/0056/newsletter/1770345153\\_15-la-sala-de-la-chimenea-en-planta-primer.a.jpg?1441142045](http://images.adsttc.com/media/images/55e6/1523/2347/5d3d/4400/0056/newsletter/1770345153_15-la-sala-de-la-chimenea-en-planta-primer.a.jpg?1441142045))



Historic buildings that are re-functioned while preserving their originality, create a sense of authenticity on the guests. In the H&M example, the authentic exterior and three office rooms that have important value of historical heritage, are being preserved in a state faithful to the original, while using contemporary interventions to ensure their sustainability. (Plevoefsphl, 2014: 5). The preserved authentic texture and contemporary design excite the guests. In the renovation project which create a fashion experience within a historic building, instead of showcasing many goods, the store choses to present a few select products in a wide space, where the aesthetic design features were prioritized, as to offer an enjoyable shopping environment.

In the renovation and re-functioning examples examined, in order to increase the brand value and improve its image, H&M preserves the authenticity of the historic building. The fashion experience created by the re-designed and re-functioned area makes individuals feel special. When the experience turns into preference, the brand gains economic strength. Successfully converting the experience it created into money, the brand also maintains the sustainability of the historic building, which has a high maintenance cost.

#### 4.2.4 Putting a Grocery Store and Restaurant Function to the Historic Florence Mercato Centrale Closed Bazaar by Renovation

Mercato Centrale, was designed in Florence, Italy in 1870 by the architect Giuseppe Mengoni. Designed as a two storey building, it was opened to service in 1874, after a four year construction period. The ground floor of the building conforms to the historic texture of the city, with its arched window form and stone carrier walls. For the load bearing elements on the second floor, an iron frame was used and it was covered with glass (Figure 4.24).



Figure 4.24 Mercato Centrale Bazaar

([http://www.sempreinpartenza.it/wp-content/uploads/2016/04/mercato-central-firenze-001\\_MGbig.jpg](http://www.sempreinpartenza.it/wp-content/uploads/2016/04/mercato-central-firenze-001_MGbig.jpg))

Until 2014, the historic building served as a closed market where fruits, vegetables and dry foods were sold (Figure 4.25-4.26).



Figure 4.25 Interior pre-renovation-1

(<https://www.toscanainside.com/files/images/tours/toscana/Passeggiata-a-FirenzeCCmofirenze-it.jpg>)



Figure 4.26 Interior pre-renovation-2

([http://www.055firenze.it/ridimensiona.html/cms/660/350/100/cms/custom/files/100005/ct50012\\_id106219\\_t1/supermercato.jpg](http://www.055firenze.it/ridimensiona.html/cms/660/350/100/cms/custom/files/100005/ct50012_id106219_t1/supermercato.jpg))

With the renovation and re-functioning efforts that have been done in 2014, the interior of the historic building was divided into different spaces, where 170 businesses can operate. Being the only selling place of agricultural products before the renovation, the building has been transformed into an experience market where agricultural products, animal products and seafood can be presented in separate sections and can be prepared into local dishes in the open kitchens. By using transparent separators, each unit conveys the experience of its function to the other, thus maximizing the number of functions users experience within the building.

In the approximately 3,000 square meters area that was renovated, small stores and open restaurants operate on the ground floor and the mezzanine. They showcase vegetables, fruits, local olive oil, seafood, animal products etc. (Figure 4.27).



**Figure: 4.27 Interior after renovation**

(<http://www.fudiblog.com/wp-content/uploads/2015/04/mercato-centrale-firenze.jpg>)

In the historic bazaar, dishes from Italian cuisine prepared with traditional techniques especially draw the attention of the tourists. In the two storey building, Italian cuisine is brought alive and visitors are shown the techniques of preparing pizzas, pastas and various local products. There is also a cooking class for the visitors who want to learn about the Italian cuisine by experiencing it (Figure 4-28).



**Figure 4.28 Examples from Italian Cuisine**

([http://www.trendengel.com/wp-content/uploads/2016/06/DSCN7493\\_672-458\\_resize.jpg](http://www.trendengel.com/wp-content/uploads/2016/06/DSCN7493_672-458_resize.jpg))

With the intervention, new functions were installed to the historic closed bazaar. The products being sold in the market are also prepared and presented in open kitchens, where visitors can watch all the steps. While the menus that introduce the Italian cuisine are presented to the visitors, they can also experience the preparation, cooking and consumption processes in the historic building, which only had a market function at the beginning. In this manner, the building is used for different functions during the day, thus making it a livelier place and increasing its economic value. (Figure 4-28).

Agricultural and animal products that enter first to the market are used as raw materials. They are prepared in the open kitchens within the building with Italian cooking techniques before being offered to the guests. The historic bazaar creates an experience economy with its renewed function, and the created economy develops the region.



**Figure: 4.29 Experience Economy Model in the Historic Bazaar (Pine and Gilmore, 1999)**

The new experience areas which are designed in historic buildings are examples of aesthetic experience and also they attract tourists who visit the region. Thanks to their new functions, historic buildings having a high maintenance cost, can be protected in their environment and their sustainability ensured.

## **5. RE-EVALUATION OF HISTORIC CULTURAL HERITAGE: REFUNCTIONING OF TIRE BEDESTEN WITH THE EXPERIENCE ECONOMY MODEL**

In the re-functioning study conducted in this research, "Experience Economy Method" was applied in order to examine the contribution of the application of the re-functioning projects to sustainability. The research aims to raise awareness for rural and regional development by providing both material resources needed for sustainable protection and by ensuring the survival of culinary culture and crafts in their natural habitat.

The historical town center of Tire enables guests to experience the Ottoman Period in the both historical and structural context, thanks to the quality of historical places it houses. During the research phase, it was understood that the historical town center of Tire shines through with its historical foundation and public buildings it hosts. At the same time, it was seen that Tire's culinary culture and crafts have qualities that could provide inputs into the experience economy. For this reason, the re-functioning the Bedesten structure, which is located in the center of the historical settlement and which has been in an idle state for a long time, is very important in terms of transforming the potentials of Tire town center into experiences. That's why the historic Bedesten at the town center was selected for the re-functioning project of the research.

Within the framework of Tire Bedesten's re-functioning project, Tire's intangible cultural assets have been identified and considered as the theme assets that can be used in the implementation of the experience economy method. In order to create harmony between the newly appointed functions and the whole of the city, readability analyzes were conducted in the immediate vicinity and the Bedesten structure was then re-functioned.

## 5.1 General Information About the Research Area

Tire is a district of İzmir, situated at about 80 kilometers southeast from the city center. It is located at 96 meters above sea level, and Küçük Menderes Plain (Menderes lowlands) and Bayındır are located at its north. Selçuk and Torbalı districts are on its west, and on the east there are Aydın Mountains and the city of Aydın. Güme Mountains located within the district boundaries are 1646 meters high. The earth structure contains sand and clay, and suitable for the cultivation of a number of different products. The 175 kilometers long Küçük Menderes River and other underground and aboveground waters have an important role in the diversity of agricultural products. The wide agricultural spaces and efficient water sources also contribute to the development of animal husbandry and industrial production (Muslu, 2012).

Tire have hosted many civilizations throughout ages, thanks to its geographical resources. Founded by the first settled tribe of Asia Pelasgians in 5000 BC, Tire has been home for many civilizations including Hittite, Phrygia, Lydia, Persia, Hellenic, Rome, Byzantine and the Ottoman. In this way, it has become an economic and political center throughout history and accumulated a rich cultural heritage. (Armağan, 1989). There are many different ideas about the origin of the town's name. It is unclear whether the name Tire comes from Thyrrha, which means castle or fortress, or from Teira, which means village in the Anatolian languages. Some sources say the town's name was Thyrra during the time of Hittites, but in the following ages it has changed into Teira. Some researchers suggest, during Homer's time and on the following periods, that its dynasties were called Tyrannos. According to the Greeks, this non-Greek word comes from Tyrrhenians or their hero Thrrhenos. On the inscriptions of the Roman period, the name Teira can be seen clearly and it is the most accepted form (Armağan, 1980).

With its close proximity to the shore and being located on the King's Road, Küçük Menderes Valley has been a prominent settlement area since antiquity. Tire being on the King's Road which goes through Ephesus and Sard cities, have increased the importance of the town during the bright period of these cities. During the Lydian period Tire has become an important market and transit city. It also served as a resort, and accommodated the rich people of Ephesus thanks to its varied vegetation and relatively cool weather. As the Artemis Temple of Ephesus reaches into the town,

Tire was an important town of the Roman Period which came after the Hellenistic Era. Tire has carved a special place for itself in the assets of the temple, which have peaked during the Roman period (Armağan, 1989). Tire was one of the seven largest eparchies during the Byzantine period. It joined the Kalkedon (Kadıköy), Nikea (İznik) and Ephesos (Efes) consuls with the names Thyra or Thira. Roman period archaeological documents suggest that some villages of Tire were important residential areas. Some of these include Başköy (Uzgur), Akyurt (Zeamet Church), Hisarlık, Gökçen (Fota), Eskioba (Dormara / Almura), Büyükkale and Kürdüllü. Famous Roman emperors Julius Caesar, Augustos and Trian have donated some part of Tire to the Temple of Artemis, as seen in the documents. Findings from the land belonging to the temple accompany a lot of space in Museum (Armağan, 1989).

When the Roman Empire was divided into two, Eastern Roman Empire (Byzantine) took control of Tire. Turks seizing Western Anatolia was a turning point in the history of Tire. After the Turks entered Anatolia in 1071, Tire was conquered by Aydınoğlu Bey in 1308. As the nearby Birgi settlement was the capital of the Bey, Tire also became an important center for them. After the Byzantine period, the Beys have ruled all over Anatolia for three hundred years. In other words, it lasted until the 15th century. At the beginning of the 14th century, social and cultural pattern of the Oghuz Tribe of Turkmen origin surrounded the town's geography. The cultural pattern developed within time and along with it, brought about religious tolerance in Tire. The Palestinian Jews who were brought in during the period of Alexander the Great and the Sepharad Jews who were saved from the Spanish Inquisition, compose the core of the Jewish people of the town. Christian communities that existed before the Anatolian Beylics, the Muslim Turks who settled in Tire after the conquest and the Jewish communities have enriched the cultural aspect of Tire. (Armağan, 2003).

With the Aydınoğlu rule in the region, first Birgi and then Tire became governmental centers. Tire had a rich accumulation of history, culture and beliefs before the Turks, and in the Beylics period it created its own structural features in architecture. Turkish bath culture, which made taking a bath and entertainment a part of daily life, has also emerged in this period. Arcade, zawiya, mosque, madrasa, inn, Turkish bath, waterways and bridges were also built with the leadership of Beylics and tribes, thus entering a new era of settlement (Armağan, 2003). In the Beylics period, over two hundred Oghuz tribes, nomad groups and clans settled in the area. These developments contributed to the economic growth of Tire, and also enriched



its folkloric assets. At the time, with its gardens watered with waterways, Tire was known as a town of sanctuaries and madrasas (Armağan, 2003).

Another milestone in Tire's history is the Ottoman period. Going under the complete control of the Ottomans in 1462, Tire gained prominence between 14th and 16th centuries. The Empire flourished socially, economically, culturally and politically, and also due to its cult culture. A number of statesmen during the Ottoman Period built social structures for commercial purposes due to its political, economic and cultural assets. In this period, Tire was the settlement with the highest number of foundation buildings in the Aegean region. During the period of Murat the Second. Tire's central market was founded, making the city more pivotal, and it was the most important factor in the creation of a historic city atmosphere (Göksu, 1985).

Starting with the Beylics period, great economic activities were performed in Tire until the 17th century.

With a suitable climate and its bountiful products, the ecological geography made the city more prosperous. Varied and rich tribes settled in the region, and both the geographic conditions and the trade routes of the Küçük Menderes area strengthened politics in Tire. During the Ottoman Empire of 14th century, an urban formation with high income and welfare begun to form in Tire. It peaked socially, economically and culturally in the Ottoman Empire until the end of the 16th century. At the same time, the mint that was established in the Ottoman period in Tire functioned between the 15th and 18th centuries, and it issued coins named mangır (copper) and akçe (silver). Especially the embroidered mangır coins were among the prominent currencies of the Ottoman period. This period spans from the 17th century to the foundation of the Republic. It is considered to be the time when the town lost its position and features (Armağan, 2003). When the Ottoman Empire headed to the West at the end of 17th century, craftsmen and small production centers lost their importance. With the change in trade routes, the region was no longer serving as a transit hub, thus it started to lose influence. Another factor for the decline of the region was the fact that commercial Balat Harbour near Tire had gone under the control of İzmir (Göksu, 1985).

In the 19th century the railroad came to the region, creating a desire to open up

markets to the external world. This had an adverse effect on the sales of traditional products such as hand woven products, ropes and felt. As an alternative, the region shifted its attention from the production of agricultural raw materials to finished products. Thus, Tire became a hub that collected product which grew in the Menderes basin and sent them to İzmir, an important commercial port of Turkey (Göksu, 1985).

With the foundation of the Republic, Sanjaks were abolished and replaced by provinces, and Tire became a district of İzmir. Once an important trade center, Tire had turned into an agricultural town in the 20th century, slowing down its development. This unfavorable situation continued until the 1950s. Following the industrial development which took place in Turkey in 1950, Tire was now a center where agricultural products were gathered and partially processed in small industrial facilities. Thanks to both its current state and historical background, Tire once again achieved a medium paced development (Armağan, 2010).

The city was an important residential area since the first ages, thanks to its location, geographical features and trade routes. Caravan routes had a big role in the development of the region. Losing its trade routes in the 17th century, Tire focused on agriculture in the 19th century. It used its advantages of geographical location and with the new railroad, its agricultural trade grew as it still does at the present (Armağan, 2010).

## **5.2 Analysis of Built Environment of the Bedesten**

Tire, which has a 5000 years old history, attracts attention by means of its cultural structure, agricultural prosperity, gastronomical features and hand crafts. All of these features are now fighting against time and waiting for a conservative approach with reuse purposes. The existence of Tire's tangible and intangible values such as historic buildings, kitchen culture and hand crafts, which were abandoned because of political and economic changes, changing lifestyles etc., were the most important reasons in the selection of the research area.

Hence the selected "Bedesten of Tire" is a public building, it is expected to exist with the built environment. It will operate harmoniously with new functions. Because of this reason, Kevin Lynch's "*Image of the City*" was examined and "Legibility Analysis" was applied in the study area (Lynch, 2011:51-92). Analysing the strengths

and weaknesses of the built environment will increase the integration of the project with its surrounding and it will generate a strong bound with urban users.

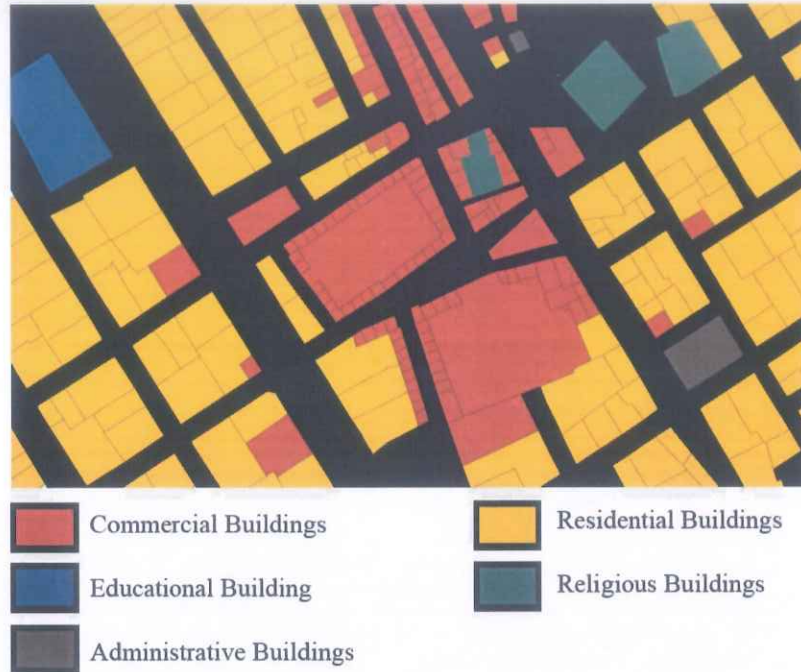
It is believed that the determination of usage types of the nearby buildings, pedestrian and vehicle traffic, gathering spots, important areas and elements that restrict interaction with the immediate vicinity, will help in the functions and spatial usage decisions of the project.

Land use, links, districts, landmarks, nodes and boundaries were investigated by legibility analysis of the bedesten and its environment. By this way, it was aimed to collect data for the reuse Project.

### **5.2.1 Land Use**

As a result of the analysis of the bedesten and its environment, it was detected that commercial and residential uses were the major land use types. Mixed use buildings, which don't exist in great quantities, are often generated by commerce on ground floors and residential use on upper floors. In general, commercial and residential uses are concentrated in two different areas. There are separated from each other by Atatürk Street. West part of the street has residential features, on the other hand its eastern part has commercial uses.

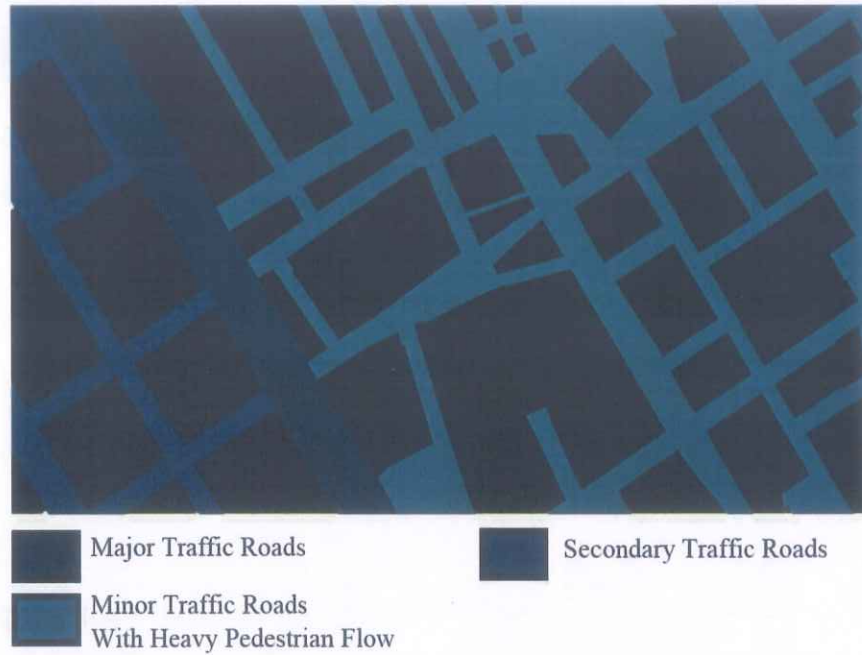
The only educational facility is located in the residential area. On the other hand, it was seen that commercial area also has religious and administrative buildings. It can also be seen that most of the buildings, which were facing the Bedesten's north, east, and south facades, have usually commercial purposes. Repeating this land use pattern by functioning outer cell units on the Bedesten with commercial uses, will provide an integrity between existing functions and new functions in the stage of reuse. In this way, this work aimed at providing a direction for urban users of the existing commercial area .



**Figure 5.1 Land Use Analysis of the Built Environment of the Bedesten (Prepared by Okan Deliorman on the plan taken from the Tire Municipality)**

### 5.2.2 Links

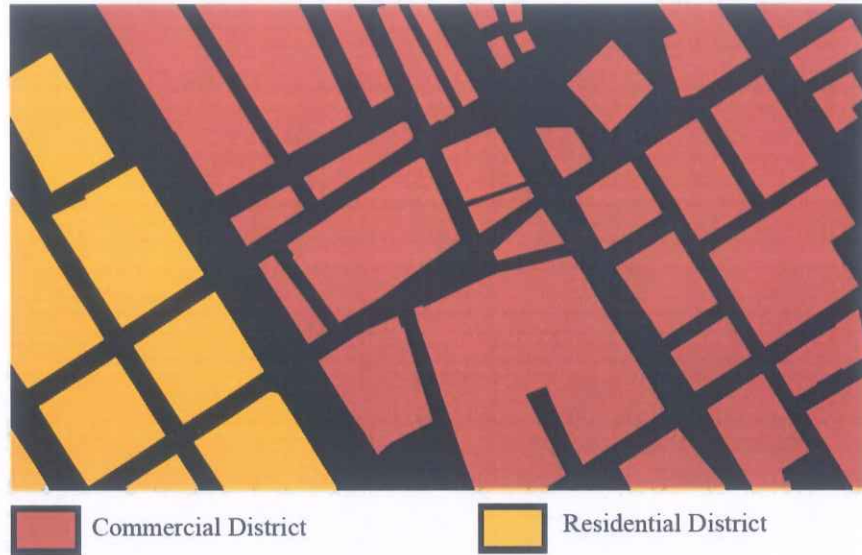
Analysis of the built environment of the Bedesten resulted in defining three different road types. These are; major traffic roads, secondary traffic roads, and minor traffic roads with heavy pedestrian flow. Atatürk Street, which is on the West of the Bedesten, shows characteristics of a major traffic road. Roads, which are linked in residential area and on the West part of Atatürk Street, show characteristics of secondary traffic roads. Roads at the east, north and south part of the Bedesten, which are connecting the street with the commercial area have a dense pedestrian flow and were detected as minor traffic roads. It is important to detect pedestrian flows in reuse projects in giving direction to visitors. Locating new commercial uses of the Bedesten around those roads with heavy pedestrian flow, will provide convenience in giving direction to visitors.



**Figure 5.2 Link Analysis of Bedesten's Built Environment (Prepared by Okan Deliorman on the plan taken from the Tire Municipality)**

### 5.2.3 Districts

Two separate districts with different characteristics can be seen around the Bedesten building. Residential district, which was dominated by residences, is located on the west side of Atatürk Street. Area, which was on the east part of the street and at the, south and north parts of the Bedesten,, is a commercial area. Types of commercial activities, in this area, can be divided in to two different stages as temporary commercial use (open market) and permanent commercial (shops) use. In this projects, according to the results of the analysis, it is assumed that newly assigned permanent and temporary commercial uses of the Bedesten will strengthen the relationship between the building and its environment.



**Figure 5.3 Analysis of the Bedesten and its Environment (Prepared by Okan Deliorman on the plan taken from Tire Municipality)**

#### **5.2.4. Nodes**

When surroundings of the Bedesten are analysed, it can be seen that the east of the building is at the intersection of religious, commercial and administrative urban uses. As a result of this, it can be said that this area, which becomes an urban intersection (meeting) point for different functions and their users, is one of the most important node points around the Bedesten. Additionally the east facade of the Bedesten is the most remarkable facade in terms of urban use. As a result of this, new commercial functions at the east facade of the building, should be diversified and varied. By this way, commercial uses on that facade will give important clues to visitors about the function of the building.



**Figure 5.4 Nodes of Bedesten's Built Environment (Prepared by Okan Deliorman, on the plan taken from Tire Municipality)**

### **5.2.5 Landmarks**

It is detected that landmark surrounding the Bedesten, are usually historic buildings of the same period. These are; religious, commercial and accommodation buildings of the Ottoman Period. Clearly Ali Efe Inn, which is located at the south facade of the Bedesten, is the most important one between all of these buildings. Positioning of the Bedesten and Ali Efe Inn together generates a Historic perspective, which provides a focal point for visitors as regards the Ottoman Period.

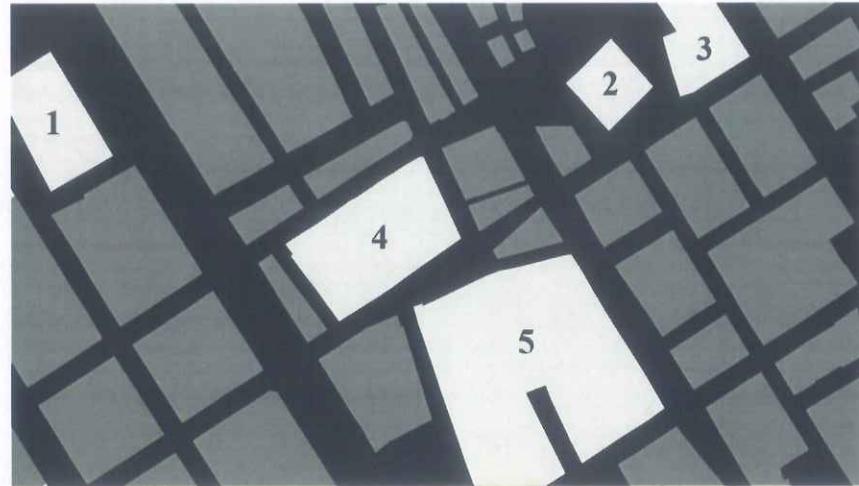
Ali Efe Inn is also known as Abdüsselam Inn. The building was built in the year of 1525 by Abdüsselam Efendi who was one of the ledgers of Emperor Kanuni Sultan Süleyman (Yüksel, 2014). It is the only building which is used as an inn at present. Many parts of the building, except its front facade, are intact however unavailable for use.

Gazazhane Mosque's name is related with its location, since it stands on the center of former Kazazlar (İpekçiler) Bazaar. This mosque's incumbent "Hacı Kemal" had also a caravanserai in Tire. However, it could not survive. The mosque is facing the Yeni Mosque. Hence the ground level of the mosque is higher than the

street level. Its entrance is provided by a long staircase and has a roof covered with tiles.

Yeni Mosque was built by Behram Paşa, bailiff of janissary, in the year of 1589. The mosque was a complex building which consisted of a medrese, a hospital, a fountain and shops. Hospital and medrese were burned down in the year of 1914. Because of this reason, only the Mosque and the shops have survived. According to archival records of the Mosque's foundation, the building was repaired in 1665, 1887, and 1961 (Yüksel, 2014).

80. Yıl Cumhuriyet Elementary School, which was built, in the style of the first national architecture, in the year of 1925. It generates an important example for the Early Republican Architecture Period in Tire.



- |  |                           |
|--|---------------------------|
| 1) 80ç Yıl Cumhuriyet Elementary Schol | 2) Gazazhane Mosque       |
| 3)Yeni Mosque                          | 4) Tire Bedesten Building |
| 5)Aliefe Inn                           |                           |

**Figure 5.5 Landmark Analysis of Bedesten's Built Environment (Prepared by Okan Deliorman on the plan taken from Tire Municipality)**

### 5.2.6 Boundaries

It is observed that most of the boundaries around the Bedesten, which are surrounded by pedestrian flows, were generated by buildings with private ownerships. According to the size of the building plots and pedestrian use, those boundaries can be ignored.



However the Atatürk Street, which is at the west of the Bedesten, is a major traffic road. It generates a boundary effect for pedestrians. The effects of this boundary can be seen from the results of land use and district analysis.

Locating administrative and service units at west facade, and commercial units at other facades one can strengthen the use of the Bedesten by its integration to the built environment.

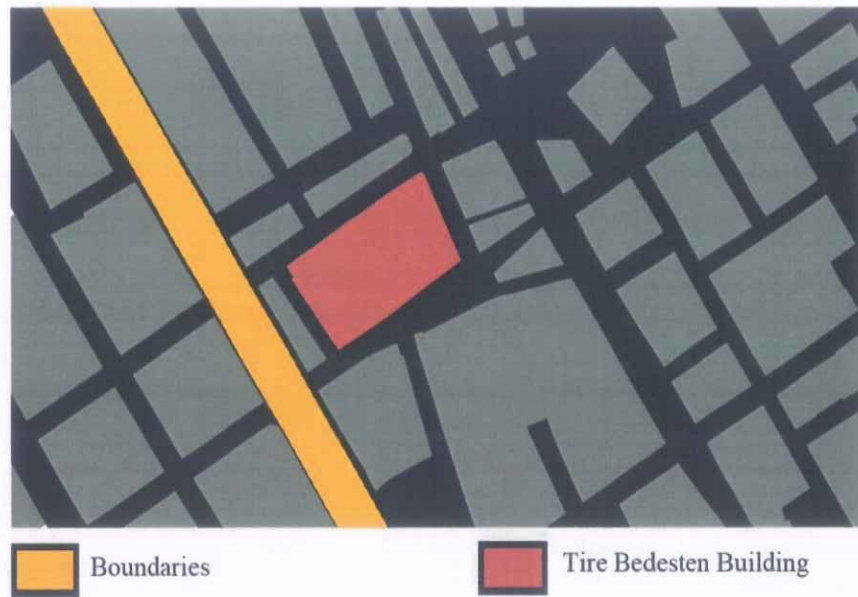


Figure 5.6 Analysis of Boundaries (Prepared by Okan Deliorman, on the plan taken from Tire Municipality)

### 5.3 Input Values of Tire for the Research Area

According to Pine and Gilmore “experience” is based on “themes”. Experience should be equipped with unforgettable impressions. As the first step of concentrating on impressions, visitors should be asked how they want their experience. Six elements of impressions can be ordered as the following;

1. Time: Representation of the theme in respect to past, present for future times
2. Space: Rural/Urban, East/West, House/Office etc. and their representations of

interior space.

3. Technology: Hand crafted / Machine Produced and Natural / Artificial representations.

4. Authenticity: Unique or copied representations.

5. Superiority: Refined / Unrefined or Luxurious / Cheap representations.

6. Scale: Big or small representations of the theme.

As a result of these six elements, Principles, which can be used in generating a theme for a historic environment, were explained as followed.

- The essence of themes and spatial perception relies on the reality of daily life. Individuals tend improve their senses in order to act, learn, stay and exist. Theme provides new dimensions of experience to individuals at a given time, space, community or selfviews.

- Historic places, as rich performance stages, include themes which can affect the visitor's sense of reality by means of time, space and subject.

-It is important to get the best results from themes on visitors, time, space and subject should be investigated individually instead of presented as a whole.

- Thematic experiences can be strengthen by generating multifunctional spaces on a historic building.

- In this project, theme should be based on it's essence and its degree of interests. Excessive of detailed experience can harm the spatial experience of visitors. Theme is not a mission or a marketing policy.

In this reuse project, were "Experience Economy Method" is used, it is important to detect Tire's attractive themes and spaces in order to decide on experiences which are wanted to be presented to visitors. In order to make this study powerful, important subjects should be analyzed and classified as themes.

By considering these facts, it is important to search for the local values of Tire. These can be used as an input for the six elements of experience. In this context, it is mandatory to analyze and detect Tire's intangible cultural heritage. The definition of UNESCO's (United Nations Educational, Scientific and Cultural Organization) Intangible Cultural Heritage list was used as a layout in order to detect Tire's local values.

The General Conference of UNESCO met in Paris for its 32<sup>nd</sup> session, from 29 September to 17 October 2003. The international human rights instruments, particularly the Universal Declaration on Human Rights (1948), the International Covenant on Economic, Social and Cultural Rights (1966), and the International Covenant on Civil and Political Rights (1966) were examined in the conference. In the meeting, intangible cultural heritage assets were defined as products of cultural diversity and a guarantee of sustainable development. The same point was also made in the UNESCO Recommendation on the Safeguarding of Traditional Culture and Folklore (1989), in the UNESCO Universal Declaration on Cultural Diversity (2001), and in the Istanbul Declaration (2002) which was adopted by the Third Round Table of Ministers of Culture. (Protection of Cultural Heritage and Diversity, Encouragement of Creativity, 2016)

The definition of 'cultural heritage' term has drastically changed in content in recent decades, partially due to the efforts of UNESCO. Cultural heritage is not limited to monuments or collections of objects. It also includes intangible assets that we inherited from our ancestors and pass on to future generations. These include oral traditions, arts, social activities, religious or festive events, knowledge of nature and the skills and capabilities for traditional production methods (Protection of Intangible Cultural Heritage Items, 2016). Intangible Cultural Heritage items are classified as:

- . Performing arts (Karagöz, meddah, puppet show, community theatres, etc.),
- . Rituals and festivities (wedding, birth, Navruz, etc.),
- . Practices related to nature and universe (traditional foods, healers, folk calendars, folk meteorology),

. Hand crafts (textile, glass beads, filigranaware, copperware, etc.). Considering this definitions, Tire's local values have been classified and investigated in three different headings.

### 5.3.1 Culture of Open Markets and Bazaars

Surroundings of the Bedesten and the Tahtakale Bazaar are historically commercial areas of the research area. Tire Salı Pazarı, which is famed by it's diversity of organic products, are also located in this area. Tire, which served as an entrepot for Ephesus in ancient history, is an important commercial and agricultural city. Because the market is located in the area , which have plenty of abandoned and unfunctioning historic buildings, this situation creates an opportunity for generating a thematic space.

Besides local users, today Tire's Market is one the most important open markets of Turkey. Visitors all over the surrounding cities and towns are tend to visit the market and they are often interested with organic / natural products. But every product is artificially industrialized in today's market conditions. There are commonly two thousand stands in the market each week. The market, where wild herbes or organic groceries can be found, attracts attention from all of the Aegean Region.

The boundaries of the market start from the town center and extends to edges of Tahtakale Square, Arasta, Bedesten and Ali Efe Inn (Figure 5.7- 5.8).



Figure 5.7 Tire Open Market - 1  
(<http://img.webme.com/pic/t/tireliyiz/22.jpg>)



Figure 5.8 Tire Open Market - 2  
(<http://img.webme.com/pic/t/tireliyiz/42.jpg>)

### **5.3.2 Kitchen Culture**

Today, Tire's vegetable and Mediterranean influenced kitchen culture is based on its geographic features and historical background. Olive, walnut, grape, pomegranate, and figs have been produced since the Ancient Hellenistic Era. Daily foods of Ionian communities can be listed as wheat products, olive, goat cheese and various vegetables (such as; chard, cabbage, lettuce, radish, cucumber etc.) Kitchen culture of Tire is also an important part of the Mediterranean Diet which was listed as an Intangible Cultural Heritage by UNESCO (Mediterranean Diet, 2016).

Anatolian farming is strongly related to transhumance culture. Transhumance first started by Turks in Anatolia. Farming economy is also affecting dietary habits of nomad communities. In other words, foods of animal origin such as meat, milk, cheese, etc. are the essentials of dietary habits of the Turks. Beside these 'Turks' other most important food source is wheat.

Related studies show that, kitchen culture and local diversity are the essential elements for the selection of routes by visitors. After the selection of related themes and spaces, it can be said that, Tire's historical background and local foods can meet the needs of consumers. Since gastronomical tourism is one of the most income generating activities among all tourism types, kitchen culture of Tire should be considered as an input in terms of reuse and re-functioning of historic buildings.

### **5.3.3 Hand Crafts (Felt, Saddle, Copperware, Textile)**

Tire is one of the oldest settlements in Anatolia. Because of this it has a rich cultural background. Since the city is not located on major roads, well diversified Turkish culture has been preserved in this settlement. This natural preservation process were also affected by tribal and nomad cultures of Tire. Local hand crafts of Tire can be listed as ropes, saddles, felts, quilts, straw-ware, pattens, and embroideries (Armağan, 2010).

In the context of Tire's cultural evolution, it can be seen that hand crafts and weaving arts had an important role. After the Era of Seigniory, the quantity of weaving looms were increased. "Beledi Textile" should be mentioned in the context, as an important outcome of Tire's cultural heritage. On the other hand there is still

felt crafting in Tire using traditional methods. With a large variation of felts such as of felted felt, milk felt, camel felt, shoe felt and cushion felt, today it is possible to produce sleepers, jewelery, wallets, belts, vests, cushions and bags (Armağan, 2010).

Each of the hand crafts mentioned above can be classified as a thematic value. However, if hand crafts will be processed as thematic values, they should be updated to present days needs. In sum reorganization of hand crafts can be possible by generating new color schemes, models, and themes. After the reorganization of hand crafts their attraction will increase.

#### 5.4 General Information About the Bedesten

In research process, it was understood that this bedesten building, which is located in the middle of the historic commercial center of Tire, is qualified enough for a thematic space with the bazaar concept. In this context, it can be reused with its original function, as a Bazaar building with small alterations. (Figure 5.9- 5.10).



**Figure 5.9 General View Before the Restoration**  
(<http://www.ipekyoluuzerindetire.com/en/Hanlar/Bedesten04.jpg>)



**Figure 5.10 Main Hall During the Restoration**  
(<http://www.kentyasam.com/Konuk/07092014se09.jpg>)

Bedestens were built as special buildings since the end of 13<sup>th</sup> century. But the prevalence over the nation and gaining multiple functions happened in the Ottoman period. This made them trade centers of the cities. These developments and the ties between cities and the bedestens became even stronger in the 15<sup>th</sup> and 16<sup>th</sup> centuries. New bedestens were constructed until the 18<sup>th</sup> century. But their total number was limited. They also failed to offer solutions to the replanning problems of the commercial areas in the cities (Armağan, 2010).

#### **5.4.1 General Characteristics of Bedesten Buildings**

Ottoman bedestens have classic layout plans. These buildings consisted of four, six or eight similar units and had domed roofs. They also commonly had shops around them. This can be seen especially in the bedestens built in the 15<sup>th</sup> and 16<sup>th</sup> centuries. Bedestens of Amasya (1483), Ankara (1471), Isparta (1562), Kastamonu (1474), Trabzon (1516), Tekirdağ (1500) are some examples which have survived until the present (Caner ,Yüksel, 2014).

Bedesten buildings are classified in accordance to the units within them and the characteristic plan features. The functional usage problems of bedesten units are also taken into consideration:

1. Bedestens with cells
2. Bedestens with shops outside
3. Arasta – Bedestens
4. Bedestens with Arastas
5. Floor Bedestens
6. Plain and Single Space Bedestens (Cezar, 1983: 168).

The Tire Bedesten can either be classified as a Bedesten with cells or a Bedesten with shops outside or both.

#### 5.4.2 Historic Background of Tire Bedesten

Located in the Uzunçarşı area of Tire, The Bedesten is a waqf of Abdülatif Ibn Melek of Tire. Its benefactor's information suggests that the Bedesten was built in the 15th century (Cezar, 1983: 185).



Figure 5.11 Bedesten and its Immediate Vicinity  
([www.tire.bel.tr/tire-bedesten-3.jpg](http://www.tire.bel.tr/tire-bedesten-3.jpg))

Tire was an important commercial center in the 15<sup>th</sup> and 16<sup>th</sup> centuries. Evliya Çelebi explains Tire in his *Seyahatname* in great detail. His description suggest that a big part of Tire Bazaar was in the form of a covered marketplace (Cezar, 1983).

#### 5.4.3 Architectural and Spatial Characteristics of Tire Bedesten

The bedesten of Tire is a rectangular shaped building with three, relatively thin pillars. The building has 8 domes covered with tiles. Evliya Çelebi describing the domes as lead covered, suggests that they were covered with tiles probably during late repairs (Cezar, 1983). These repairs also caused alterations which created irregularities in outer shops. The roofs of the shops and the cells are essentially barrel vaults. The cells in the bedesten are also dimensionally non-standard (Figure 5.12-5.13).



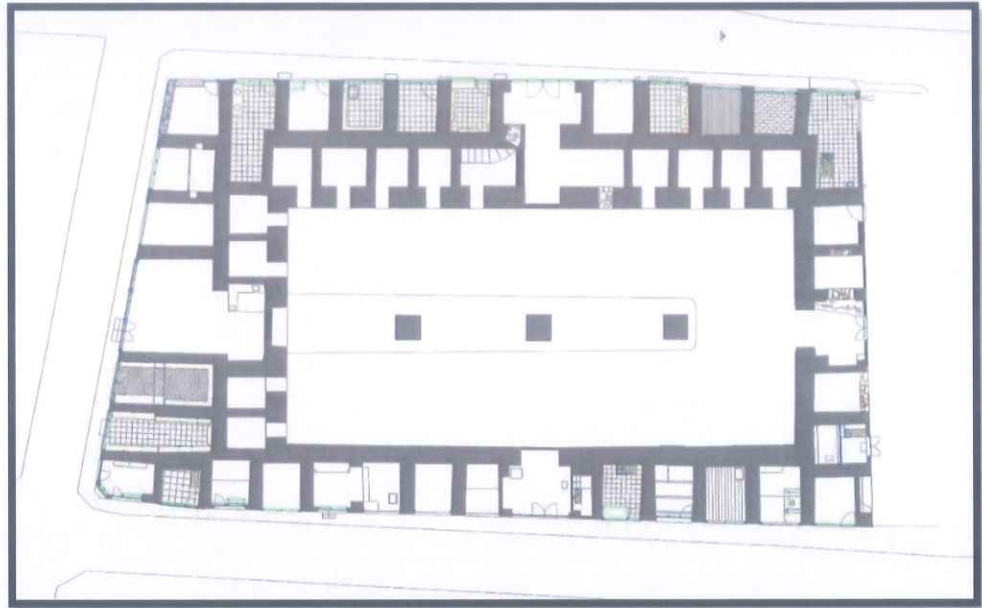


Figure 5.12 Tire Bedesten Surveying Project 0.00 Elevation Plan (Tire Municipality Archives)



Figure 5.13 Tire Bedesten Project North (above) and South (bottom) Side Images (Tire Municipality Archive)

The length of the front façade of the historic building is forty seven meters, and the length of the side is twenty seven meters. The length of the side of the inner courtyard is thirty meters, and the short side is ten meters. In the interior, there are fourteen cellar-like rooms, ranging from four to six square meters. The height of the inner domes of the building is approximately eleven meters. The total floor space of thirty-two shops which open to the streets from every side of the building, varies from six to ten square meters.

The bedesten is divided into by three pillars with square cross-sections, and equally divided into eight units. Each unit is covered with a dome. The building's natural lighting is provided by rectangular windows in the upper sections of the walls and circular windows in the domes. There are four windows on the north and south walls, and two windows on the east and west walls. Domes that cover the building have two-stepped circular pulleys on the outside. This practice is common in many buildings in Tire in order to keep the dome higher and reinforce visual effect. The domes are covered with pantiles on the outside.

The bedesten structure was made with masonry construction technique. The walls are made of rubble and bricks, as is the tradition in the region and the dome and arches are built with bricks. It is understood from the remains of the flooring that stone is used as floor coating of the inner cellars. There is no flooring in the bedesten. Flooring of the exterior shops have lost their authenticity due to renovations made because of wear.

The original woodwork details of the entrance doors of the bedesten and the interior cellars have disappeared. Although the general façade design shows simple features, it is understood that the entrance sections are brought forward by arranging spaces covered with vaults and domes supported by arches in sections where the entrance doors are located.

After being idle for a long time, the historic building belonging to the General Directorate of Property Foundations, was rented by the Municipality of Tire for 49 years. After the preparation of the renovation projects, the restoration work started in accordance with the original plan and continues today (Figure 5.14).



**Figure: 5.14 Bedesten Renovation Works - The roof intervention stages**  
(<http://bloksan.com.tr/wp-content/uploads/DOGUS-2000-T%C4%B0RE.jpg>)

### **5.5 Re-Functioning of Cultural Heritage: Historical Tire Bedesten with the Experience Economy Model**

Up to this part of the study, general information about Tire and the Bedesten were examined. Readability analysis was carried out for the bedesten structure and its close surrounding, local values of Tire and bedesten environment were examined under the title of theme. In this section, now aims to grant a new function to the historic building by using the “Experience Economy Model”.

Tire was an important administrative, political and commercial center in the 15th and 16th centuries. Having a mint in the Ottoman period, and agricultural diversity, thanks to its geographical location enabled Tire to play an active role in commercial activities. Numerous buildings such as inner city inns, arastas and bedestens were built and markets were set up within the town. The city structure established during this period largely remains today. Thus it creates an opportunity for visitors to experience a 15th and 16th century Ottoman city.

Every experience varies from one person to another and according to the atmosphere and the product. In order to respond to people's desires to experience, the place combines local values with appointed functions in order to create the experience. In tourism, the space perception together with usage becomes an important concept that enriches the experience of perception of people. In addition, music, color, lighting, aroma, scent, intensity, special design and social interaction elements enrich experiential value (Zhang, 2008: 45). Businesses should offer aesthetic experience spaces to the guests, using visual appeal, sensory elements and animation (Josiam, Mattson and Sullivan. 2004: 453).

Values specific to Tire region were determined in the research process. Within the determined values, it is seen that agricultural market which maintained its influence in the historical process, is also effective today. On the other hand, it is a fact that Tire's kitchen culture and handicrafts are disappearing and need spaces to survive in their natural environment. Historical Bedesten, where guests can experience the local cuisine with local fresh products and can buy handicrafts, was chosen as the work-site in the re-functioning project. The building has already served as a market in the past. In the study, the main focus is on thematic assets and the space design that can affect visitors who choose the region to experience the Ottoman Period. In line with the "Six Separate Components of Experience" described in the previous section, local values of these components and Tire are correlated below.

1. Time: The historical process of the Bedesten structure and the period it belongs to is Ottoman;
2. Space: Spatial quality and original function of the Bedesten, a commercial building of the Ottoman period;
3. Technology: As hand-made products: felt, tin, weaving, etc.;
4. Authenticity: As authentic representation products: felt, tin, weaving, etc.;
5. Development: Tire culinary culture as part of the Mediterranean diet; and
6. Scale: Handcrafted products, being able to be produced within the building,

present the production process to the visitors.

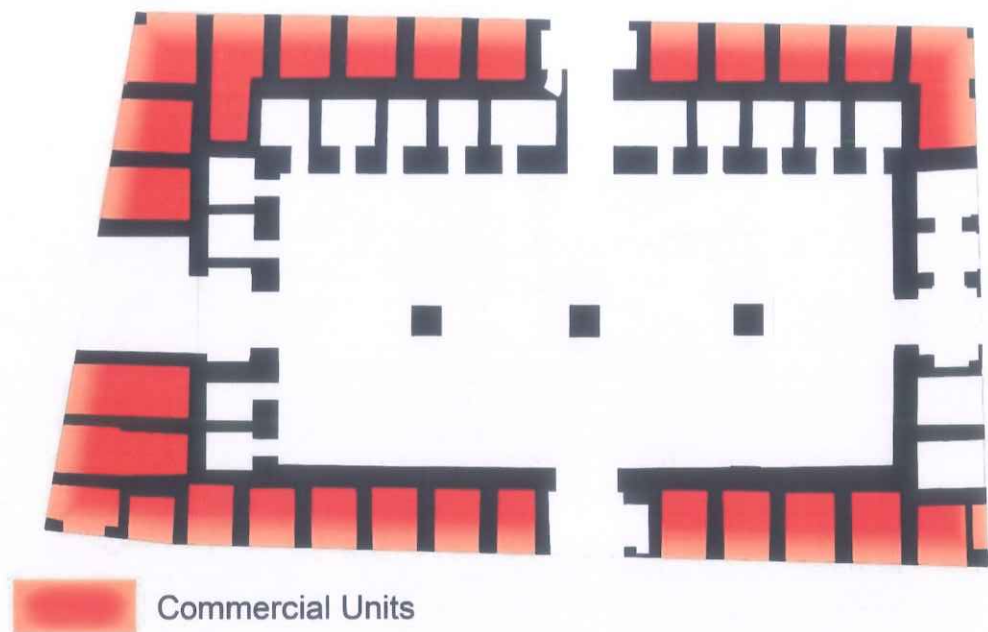
As a result, matched values were chosen to be used as inputs for the re-functioning project. As part of the research, new functions to be granted to the subject space of the study were reviewed and their possible outcomes regarding experiences that will be presented to the visitors, are evaluated. In this way, the correct activities that would provide the resource to maintain the sustainability of the building can be determined. For historic buildings with high renovation and maintenance costs, "Experience Economy Method" constitutes a guideline in granting new functions to buildings, in order to ensure their sustainability without depending on any specific organizations.

### **5.5.1 Space Setup in the Re-Functioned Bedesten**

Space setup can be seen as the most important input element in re-functioning projects of historic buildings. Historic buildings can embody different organization features: single volume, recurring volumes or a complex plan which includes both. A situation where a large, single-volume structure is transformed into one with a new function that requires a large number of small volumes, or a multiple volume structure being merged into a large and single volume, would be an incorrect approach in conservation. As well as the original space organization of the building, the nature of the functions in the immediate vicinity must also be decisive for the new function. It would be more appropriate to assign a commercial function to an idle building that was left a trade area, than to protect it with a function that is unsuitable to its environment (Altinoluk, 1998: 22).

When the typology of the building's sub-units are examined, it can be seen that the building consists of two different unit spaces. The first type of units are identical modules that are located on the four facades of the building and have street entrances. The second type unit is the partitionless main volume at the center of the building. In order to avoid interference with the original construction of the building, modular exterior units should be re-functioned permanently. The space at the center of the building should be appointed a temporary function. This method aims to protect existing volumes and to keep the building's original setup. In light of the readability analysis of the immediate vicinity, it would be suitable for the commercial and historical features of the region to appoint commercial functions to the small external

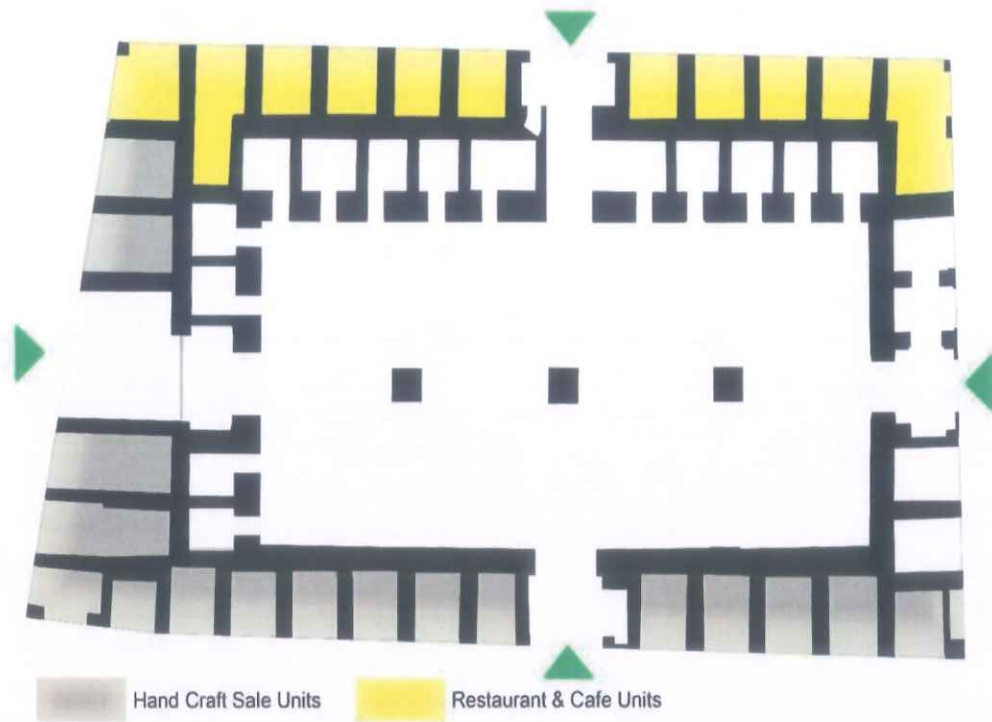
units of the bedesten. These functions can include “small scale production and sales units” and “food and beverage services”. In addition, considering the size of the main interior, it can be suitable to be used as a multi-purpose hall. It can be used during certain days of the week for exhibitions, other activities and as a marketplace that sells regional products of Tire.



**Figure 5.15 Commercial Units for Bedesten Building (Prepared by Okan Deliorman, on the plan taken from Tire Municipality)**

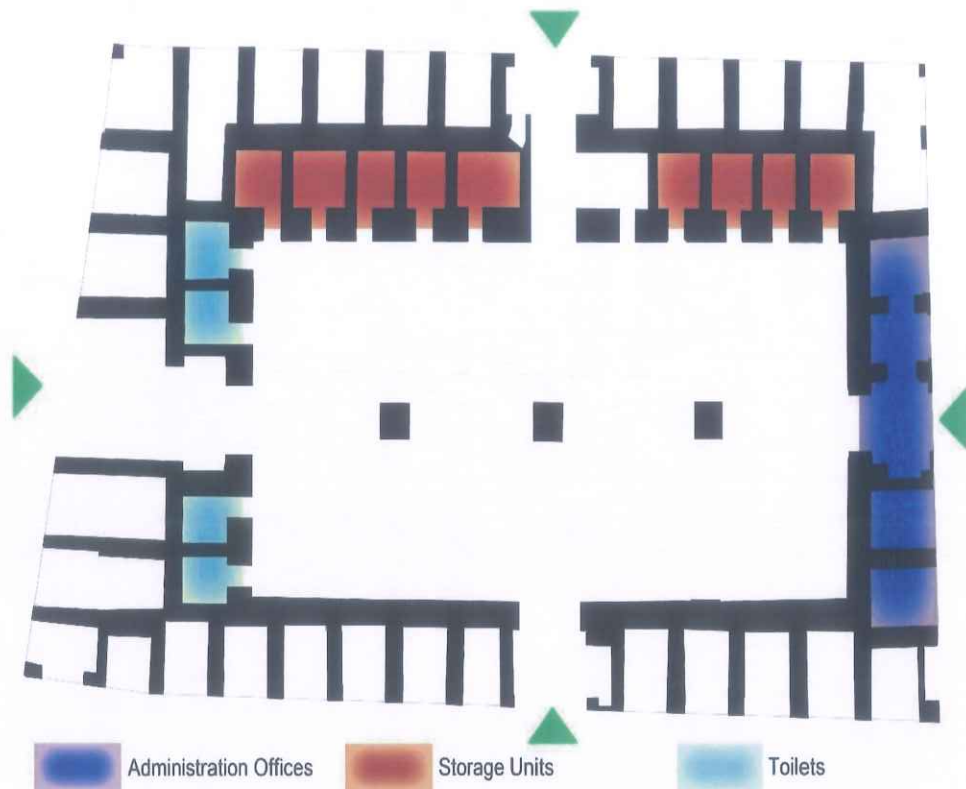
Modular external units are designed to serve two functions: food & beverage and commerce. The analysis made in the area showed that the northern neighbor of the building, the Efe Inn and the other buildings in the area serves to restaurants and cafés. Given this situation, it is important in terms of environmental integrity that food and beverage units can be installed in the north side of outer modules of the building. As it has been understood, milk and livestock play an important role in regional development as well as agriculture. External units located on the south and west sides of the structure can be defined as sale spots for agricultural products as well as organic and delicatessen products. These units can also include places where almost forgotten

handicrafts of Tire,( including felting, weaving, tinning, etc.) can be sold. At the same time the production process of the products can be shared with the visitors, similar to a workshop.



**Figure 5.16 External Commercial Units according to Food&Beverage / Sales Functions**  
(Prepared by Okan Deliorman on the plan taken from Tire Municipality)

As the west facade of the building facing the Ataturk Avenue there is a main traffic route. Locating administrative and advisory offices on this side would be appropriate. In addition, the toilets are to be located within small interior spaces in the western wing of the building, and in small interior spaces located in the north wing of the storage areas.



**Figure 5.17 Plans of Toilets, Storage and Management Offices (Prepared by Okan Deliorman, on the plan taken from Tire Municipality)**

The main central space of the structure is designated as a temporary function area. (Figure 5.18) In this unit specialized activities such as organizations, exhibits, meetings, presentations and entertainment activities can be hosted on specific days for a limited time. Display elements required for exhibitions should be modular and be stored in the storage units when the space serves other functions (Figure 5.19).



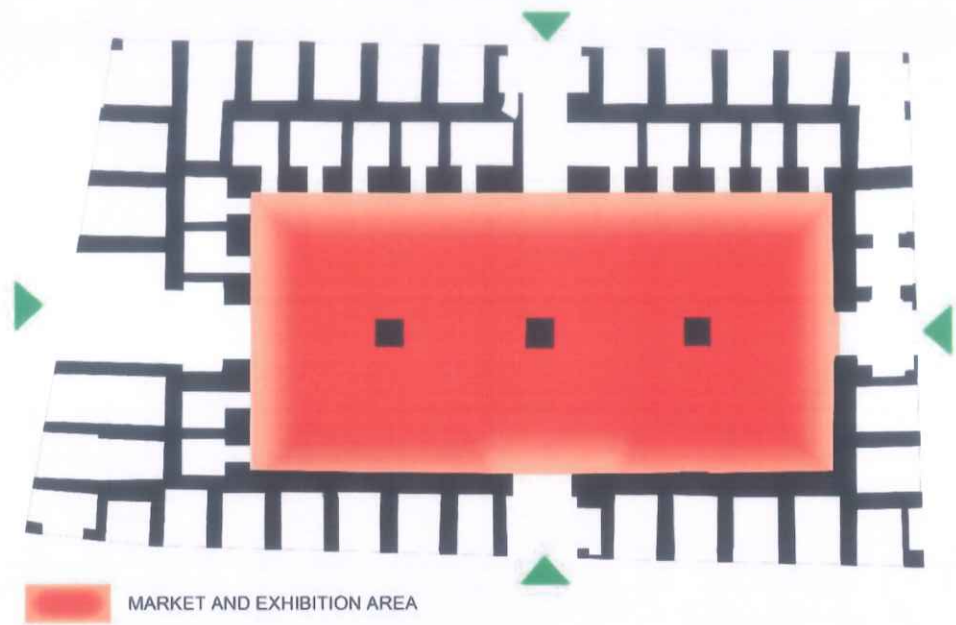


Figure 5.18 Temporary Exhibition and Marketplace (Prepared by Okan Deliorman on the plan taken from Tire Municipality)

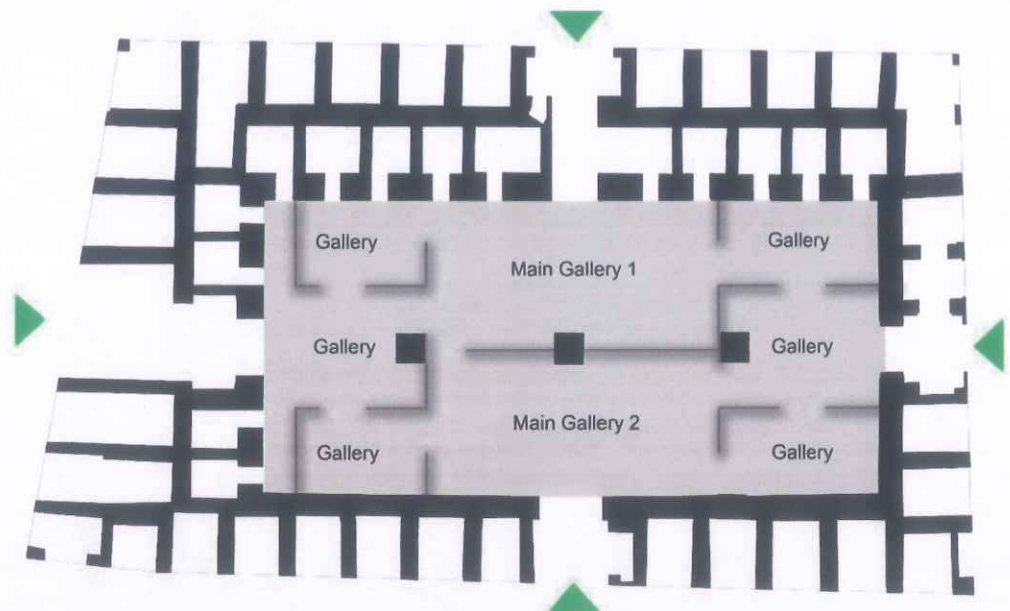


Figure 5.19 Setup of Exhibition Area (Prepared by Okan Deliorman on the plan taken from the Tire Municipality)

In exhibition areas, a spatial setup is crucial for experiencing the area. Multiple choice routes enable an unlimited variety of visitor distribution and space experience. In other words, more route choices between two galleries creates stronger opportunities for guests to experience the place. In this way guests can have a different structural and spatial experience every time they visit the place (Tzorti, 2007:5). That is why eight galleries have been placed on a grid plan.; Through the physical passages between each others, experience options presented to the visitors will be maximized (Figure 5.20).

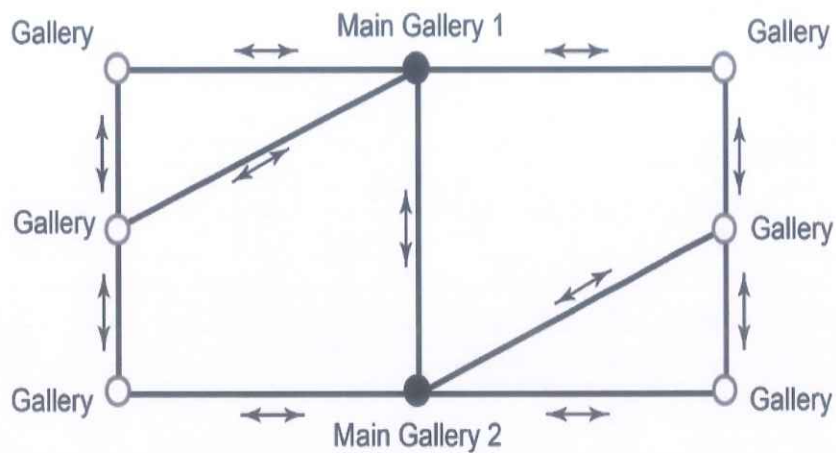
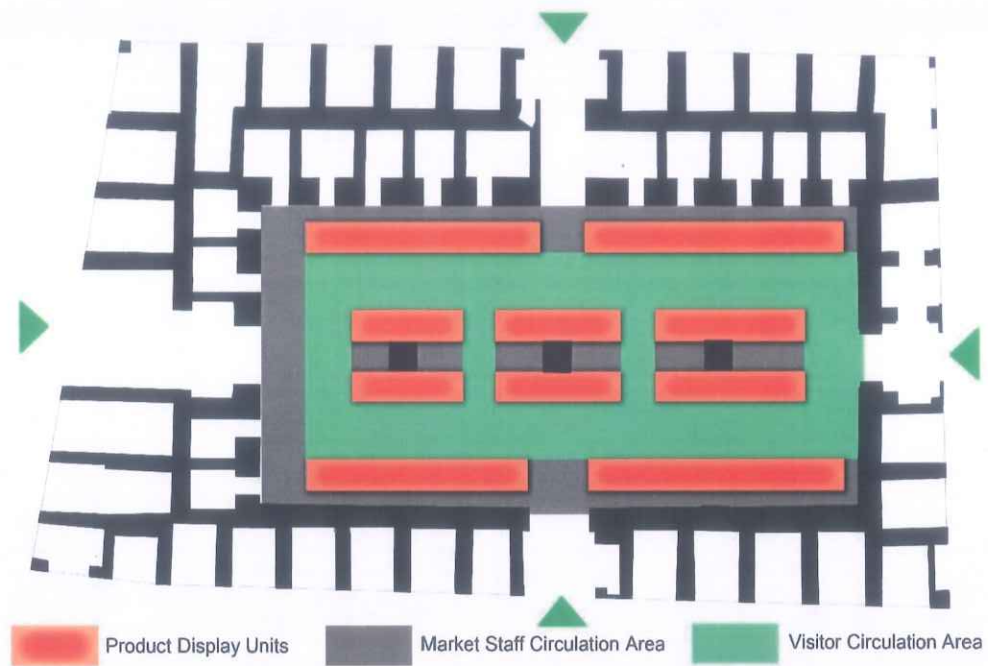


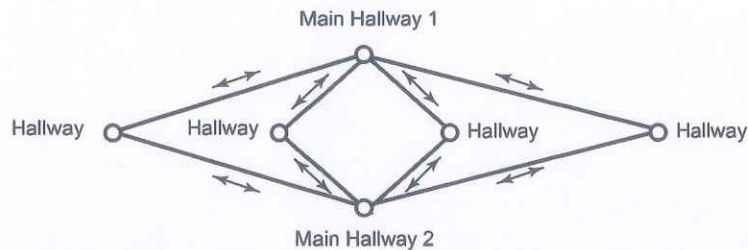
Figure: 5.20 Schematic Visualization of the Routes between Galleries ( Okan Deliorman)

Deeply rooted marketplace and bazaar culture, organic agriculture opportunities provided by the undisturbed natural structure, culinary culture and hand-crafts are all values which have been focused in this project. In this context, the Bedesten structure, which is located in the area where the Open Market is set up, will be re-functioned as a closed space thematic market which can be visited by guests and local merchants which can also serve the visitors' needs. Considering the size of the floor area of the space, functioning the structure as a specialized marketplace that can sell organic products and handicrafts on certain days of the week would be harmonious with the nearby environment (Figure 5.21).



**Figure 5.21 Marketplace Setup in the Main Hall (Okan Deliorman plan taken from the Tire Municipality)**

The main space of the marketplace setup was defined on a linear navigation schema. This is similar to other traditional markets in the region. Routes that visitors will use while experiencing stalls exhibiting products, were kept limited. In this way, the aim was to provide an experience akin to traditional marketplace experience of the visitors (Figure 5.22).



**Figure 5.22 Marketplace Setup in the Main Hall (Okan Deliorman)**

Using local values as tools of the “Experience Economy Method” in re-functioning project, creates an escape and entertainment venue for the potential users and visitors. This is different from today’s living, food & beverage and shopping dynamics. The spatial setup of the project and using local values as themes in the assigned functions create a great variety of experiences for the visitors. As a result of the “Experience Economy Model”, this variety enables different people from interest groups, urban users and researchers to experience the structure differently. This also creates an alternative solution to the problems identified in the previous chapters including weak functioning efforts and the structure not being able to be protected and preserved (Table 5.1).



**Table 5.1 Experience Economy Model in Tire Bedesten (Okan Deliorman)**

The new function assigned to the Tire Bedesten, which is located in a historic site where shopping and accommodation needs are served simultaneously, can be a guideline for future re-functioning projects. This method applied to some of the surrounding structures.

## **6. CONCLUSION**

With ever-changing conditions, users, societies, value judgements and needs, some structurally sound buildings are often abandoned because their original functions are now obsolete. Buildings which lose their original functions, can be suitable for re-functioning projects provided that their physical structure maintains. Assigning new functions to the functionally obsolete structures, and thus making them usable again is considered as an alternative production technique. Re-functioning of existing shells without destroying them is an alternative construction technique is economic sizes, public memory and has energy management benefits. This method can be used in buildings which have historical features which can finance themselves.

### **6.1 General Conclusion**

Re-using historic environments means revitalizing old values of historic assets. The protection method of freezing assets is a diminishing system. The idea of maintaining structures in accordance with modern needs is getting more popular. Monuments and environments that have lost their original functions could be re-used in order to maintain their sustainability. In this context, protecting and accurately re-functioning historic accumulation, also contributes to regional development.

When modern preservation methods are inspected, "function change" can be seen as an important method in protecting historic buildings. Functional change is important in terms of restoration, maintenance, continuous use, and positive contribution to the city skyline. This is also beneficial for revival of historical consciousness and accurate perception of the historical touch. The approach is also essential for the transfer of historical heritage to future generations, in continued existence of historical consciousness, for economic contribution and for the continuity of the bond established among citizens. At the same time, the re-evaluation of historic buildings, one of the most important representatives of our cultural and historical heritage, and the evaluation of their functions enables the preservation of architectural value: the meaning and the memory of the buildings.

Re-functioned structures contribute to a town in creating social consciousness, maintaining the culture as well as providing economic benefits. With

development of urban intelligence, the usage values of historical buildings are increasing. These contribute to the economy of the country thanks to the re-used structures.

Creatively and rationally re-used building ensures that structures are useful for current needs. Historic buildings are tangible indicators of urban identity of their region. They are information sources of their time of construction in terms of urban and architectural styles. They also show construction methods and economic, social and cultural lives of societies. For this reason, maintaining historical structures with proper usage is an undeniable necessity in developing a city in a healthy way, and to protect urban identity.

Our spatial needs are changing day by day due to socio-cultural and economic changes. This fact puts a further importance on preserving historical buildings by using them. In order not to harm historical heritage and to put the building stock to good use economically, the chosen function should be appropriate to the qualities of the building, and must not be conflicting with the existing spaces of the building. At the same time, the function assigned to buildings have to be chosen in accordance with the historical features of the environment, in order to increase the success of the re-functioning projects.

Each re-functioning project requires re-evaluation of design principles. Assigning new functions is a matter of design and aesthetics. The most suitable design for a building and the targeted function requires a specific approach for each structure. This is because the spirit of the structures gain a new life through re-functioning and grant a new meaning to their environment.

In historical environments, decisions about transformations must be the sum of policies and actions with the aims of; renovation of dangerous old buildings; revitalization of urban depression areas; enhancement of the quality of life; enhancement of environmental quality; economic development; creation of new business and employment opportunities and creating economic inputs through historic buildings which have lost their function.

The preservation issue and therefore the protection of cultural heritage is a social mission. Thus awareness of preservation must be raised throughout the society. The spread of this sense of mission and education is made possible by the work of experts in this respect, the creation of conditions for the concept of protection put by laws and regulations, governments taking lead in this issues and the belief in the necessity of protection.

During the study and research process, the following problems facing designers of conservation and re-functioning projects were detected;

- . Technological and human inadequacies;
- . The inadequate use of economic resources;
- . Education inadequacies;
- . Social deficiencies;
- . Inadequacy of laws and regulations; and

. Issues such as lack of communication between institutions. These have been identified as problems encountered by institutions operating in the region in their re-evaluation and re-functioning projects.

It is clear that the issues identified as problematic can be easily overcome by the result-oriented cooperation of institutions, individuals and communities with adequate authority, knowledge and vision. Determination of priorities on a subject is a pre-requisite in identifying the correct steps to be taken. Projects which aim for the development of not only institutions but, the general society as a whole, will surely contribute to economic development.

Today, there are many studies on redesigning and handling of historical environments. However, examples in which projects are based on an analytical work are a minority in our country. Especially in historical environments, these analytical studies must be done carefully and the decisions taken should be re-evaluated with constant feedbacks.

The family structure, activity areas, social and economic conditions, lifestyles, social relationships, areas of work and cultural levels of the people in the region, where the re-functioned building is located, are the elements that should be determined beforehand, about the people living around the historical building. The new function must be in line with the wishes of the inhabitants and they should be acceptable. A function which may be unfamiliar to the locals could make the new usage difficult.

For this reason all the necessary analysis efforts of the building and its surroundings must be made in order to ensure positive results in the renovation and re-functioning efforts of buildings. In the examination under the heading of "Experience Economy" in this study, determining usable themes of the historic environment makes re-functioning efforts of the historic building efficient. Among the detected themes, using those that contribute to the regional development in re-functioning projects, ensures the protection and sustainability of the environment, as well as the development of the region.

Those who have the authority to decide on the style of design to be used in re-functioning projects, must realize that they shape the physical environment of both today and the future. In doing so, they should understand that history and traditions are indispensable items for society. They must also transmit these values to modern day through contemporary interpretations of architecture. If this dynamic process is reflected in design, by incorporating new forms of production into the social and historical changes and developments in the approach, beautiful works will be produced and continuity will be left to future generations.

This study explains the architectural benefits of re-functioning as well as the advantages in social, cultural and economic sustainability. In this respect, the social and economic benefits of re-functioned buildings are now more important than ever in terms of maintaining and preserving the values of a town, especially considering the monotony trend and social chaos of the modern day.

In summary, in the renovation and re-functioning of projects of historical buildings, the principle aim should be to solve problems that disturb the historical sense of a town, and development policies and actions should protect the historical



and natural structure of the town.

## **6.2 Conclusion Regarding the Re-Functioning Project**

The idea of preserving the historic monumental buildings that have lost their original functions as a cultural asset by assigning them new functions is often discussed in various platforms in Turkey as in all nations over the world. In recent years, the importance of reprogramming and evaluating the architectural features of historical heritage, which will keep cultural tourism alive and increase local and regional development, has increased.

The subject of this study was the Bedesten in Tire, an Ottoman structure. With the idea of keeping the building alive and thus providing its contribution to local and regional development, potential for re-functioning has been discussed. In this direction situational and environmental analyses were made, and the project was visualized with a functional plan.

The proposal of assigning a new function to the historic Tire Bedesten, aims to make the idle building be used again in daily life, in harmony with activity areas in its close vicinity. The project brings out the historic texture, and in the light of the usable themes detailed in the Experience Economy subject, a new function was defined for the building.

In this research, thanks to the collaboration of Tire Municipality, the surveys were attained from the municipality archives. In addition, with site visits and photograph shots made in the Tire town center, required data was gathered. This was used in the readability analysis which was employed in the re-functioning project.

As a result of the analysis of the building's use and the readability analysis consisting of five subheadings, independent spaces of the Bedesten were re-functioned. The readability analysis consists of links, urban nodal points, monumental structures, urban regions and boundaries. The distribution of functions according to directions in the project phase was made through these analyses.

In the context of local development and continuity of the city's memory, the

values of Tire that can be used as inputs in re-functioning were examined. Culinary culture, bazaar and market culture and non-tangible cultural heritage values that are specific to Tire (Felt, Saddle, Tinning, Weaving, etc.) are the three main values defined in the research process. They were used as tools for the "Experience Economy" method to be employed in Tire.

The continuity of the functions assigned in the project to the Bedesten building consisting of the main space and independent outlets was examined under two main headings. These spaces which were assigned temporary or permanent functions, create a commercial and service infrastructure for Tire and provide for a flexible space that can be used in accordance with urban needs of the region.

Thanks to the commercial and service functions assigned to the independent shops, the values of Tire were placed on the sides of the building. These are being used heavily by the visitors. Thus both activity and sales units, were used as tools in the implementation of the experience economy method.

With the experience economy method, the Bedesten was transformed into an economically independent. In the complex, fading crafts such as felting, tinning, saddle making and weaving are used as presentation tools, thus creating a function with a high value added, and at the same time protecting these traditional occupations.

The re-functioning project which has been prepared has taken into account economic activities, social and cultural structure, pedestrian users and focal points of the town. These are expected to create sustainable positive contributions both to the building and to the local and regional users of the town.

The measure of success of the re-functioning project was studied following the research conducted in the region.

As a result of the examination conducted in Tire and the interviews with local authorities, it is necessary to solve the other problems explained in the general conclusions. This is needed in order for the re-functioning work to be came fruitful and to produce successful results.

The measure of success of the re-functioning project which was conducted following this research is to initiate re-functioning of other structures around the Bedesten in order to make them contribute to the urban atmosphere.

In order to measure the feasibility of the re-functioning project that will be conducted with the experience economy model; conducting a detailed market research, preparing detailed architectural reports, creating detailed cost reports, and finally, presenting the new function to the public opinion in a colloquium has to be organized with the participation of the city stakeholders.

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### HOUSE DESIGN PROJECTS

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<b>Güzelbahçe Dörtmevsim Konakları, İzmir</b>	<b>(2011-2013)</b>
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## **EXPERIENCE**

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<b>Uslu Holding Textile Company, Denizli</b>	<b>(2002-2004)</b>
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