

HERITAGE İSTANBUL

RESTORATION
ARCHAEOLOGY
MUSEUM
TECHNOLOGIES
FAIR & CONFERENCES

27-29 April 2017

HILTON CONVENTIION EXHIBITION CENTER

Post Show Report 2017

CULTURAL
HERITAGE
PLATFORMS

 **tg** expo
think global



“Securing the
future
For the past”



our event is organized for

Introducing and enabling to use the current systems, methods, technics and technologies to public and private companies in cultural heritage industry

Setting the technological change and developments in Restoration, Archaeology and Museology fields, helping to extend the visions of the involved corporations and exhibitors.

Composing a platform for the public and private sector companies working in 'History and Cultural Heritage' in order to contribute their information area and interests

Conveying the requests and opinions of archaeologist, restorator, conservator, architect and museum employees to fair exhibitors, enabling the development of new ideas and technologies

Influential in museology and archaeology sectors

Creating opportunities to organize commercial opportunities, discuss the viewpoints, exchange opinions between academicians and professionals

Sectors

- The project, activation, equipment and material companies providing services in restoration, maintenance and repair, protection techniques.
- Service, equipment and consultancy firms in archaeology technologies sector.
- The product, equipment and service firms in exposition systems of museology field,
- Consultancy, activation and project firms in museology sector are subject to the public tenders –except on private museums, city museums and privately owned historical buildings.
- Republic of Turkey Ministry of Culture and Tourism - general directorate of cultural heritage and museums, general directorate for foundations, department of cultural and social affairs of municipalities and development directorate are the acceptors of public tenders in the sector.

Event Summary Info :

2350m²

EXHIBITION
AREA

7236

VISITORS

87

EXHIBITORS

85

SPEAKERS

15

COUNTRIES



Post Show Report 2017

HERITAGE ISTANBUL 2017 Consultative Committee :

Prof. Dr. Mehmet Özdoğan (*Retired Academic, Archeologist*),
Prof.Dr. Fethiye Erbay (*IU Head of Department of Museologist, Art Historian*),
Suay Aksoy (*Museum Director, Head of ICOM*),
Nezih Başgelen (*Archeologist, Publisher*),
Nilgün Olgun (*Architect-Gürsoy Group Board Member*),
Osman Murat Akan (*Interior Designer, Museologist, Consultant / Academic*)

2017 Event Supporters:

Republic of Turkey Ministry of Culture and Tourism
T.R. Prime Ministry Directorate General of Foundations,
THY – Turkish Air Line
Marmara Municipal Union
İstanbul Metropolitan Municipality
İstanbul Kültür AŞ
FIBULA - *Museum Showcase*
İstanbul Archeological Museums
Europa Nostra Türkiye,
MMKD-Museology and Professional Organizations Association,
Yildiz Technical University
Bosphorus University
ÇEKÜL Foundation,
TAÇ Foundation
The Other Supporters: Archeologie and Art, Aktual Archeologie, CNNTürk,,



SOMUN İNŞAAT PROJE

TAŞ İŞÇİLİĞİ VE BÜTÜNLEME
ÇALIŞMALARI

RÖLÖVE - RESTİTÜSYON VE
RESTORASYON HİZMETLERİ

İRME VE ONARIM
ARI

JEC
ARA
FİZİK

İNŞA
UYG

İKLİ, TEKRAR VE KALİTEİN UYUMU

TAŞ İŞÇİLİĞİ VE
BÜTÜNLEME
ÇALIŞMALARI

İnşaat & proje



HERITAGE İSTANBUL

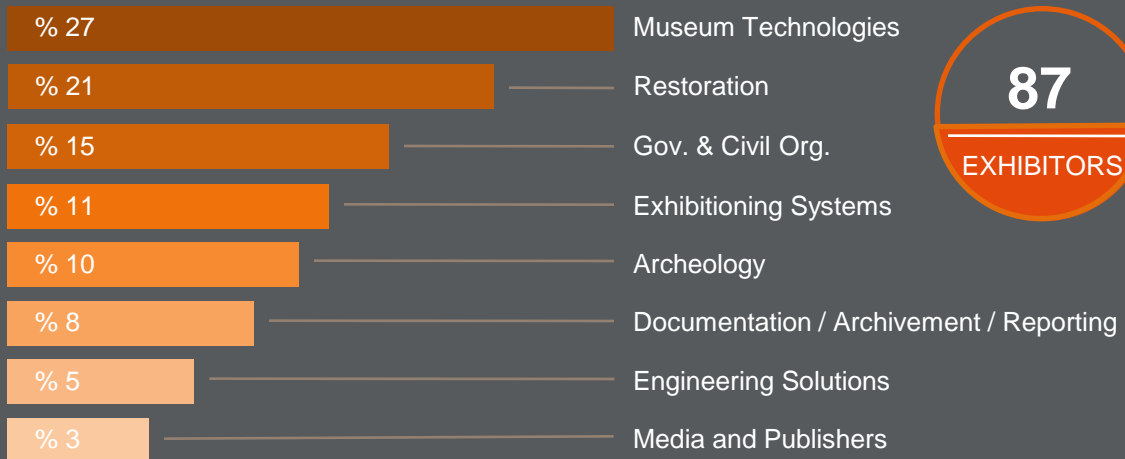
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EXHIBITION

CULTURAL
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HERITAGE İSTANBUL 2017 Exhibitor Profile:

Restoration Project application companies
Restoration equipment, material and supply chains
Archeology techniques, archeometry, documantation companies, technology services
Museum documentation and archiving companies, lighting & security companies
Exhibitioning systems-accessories companies
Digital technological companies and consulting firms



HERITAGE İSTANBUL 2017 Number of Exhibitors:

87 Private Sector, Governmental and Civil Organizations (2015 : 68)

HERITAGE İSTANBUL 2017 Exhibition Area m2:

1675 m2 sold (2015 : 1075)

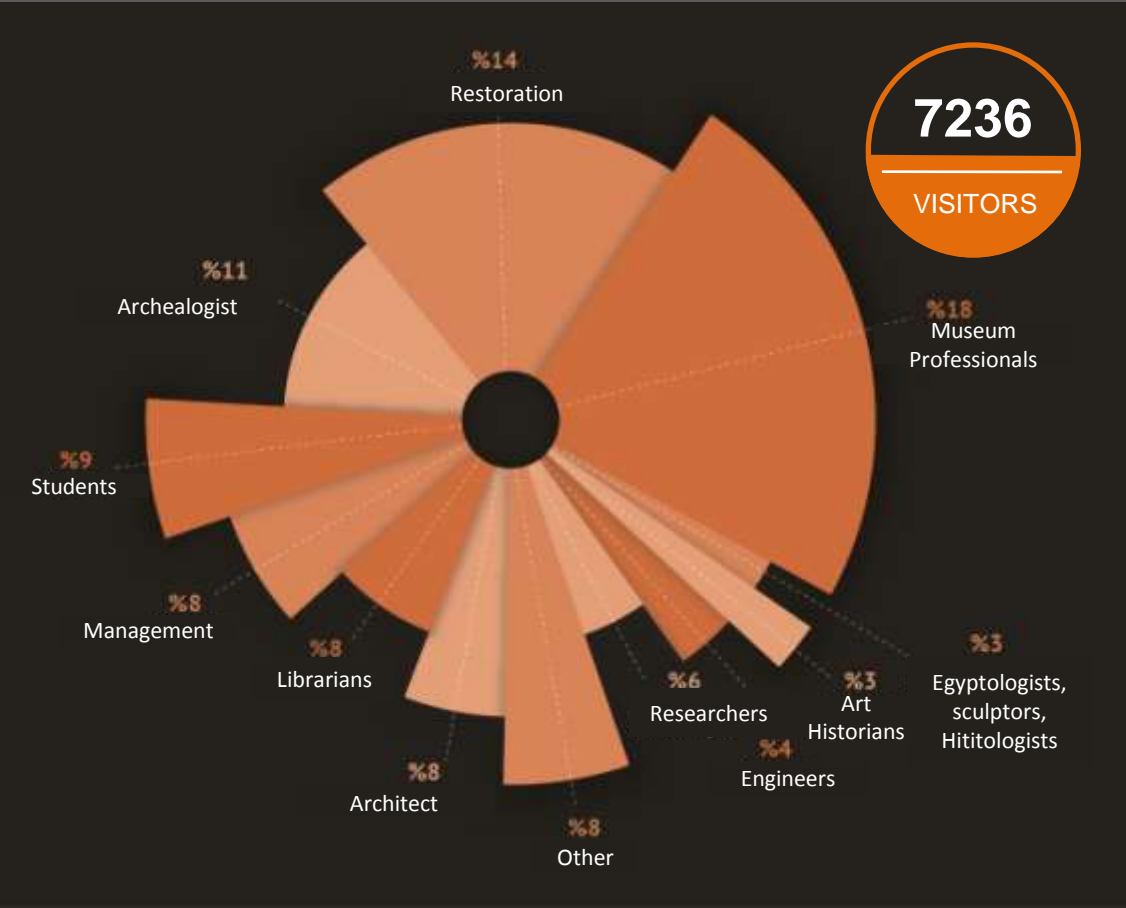
HERITAGE İSTANBUL 2018 Projected Exhibition Area:

2300 m2

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HERITAGE İSTANBUL 2017 Visitor Profile:

Restorators, conservators, architects, archeologist, museum professionals
Government organizations, local managements, civil organization representatives
Academicians, students, media and publishers, sector employees

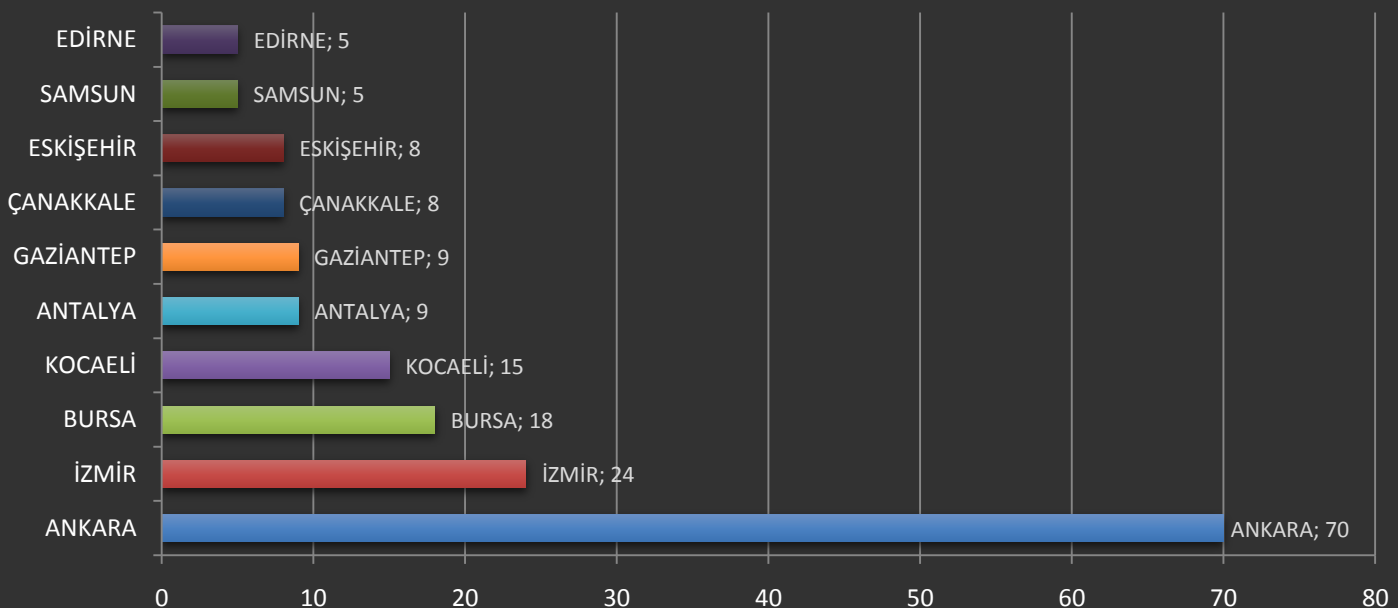


HERITAGE İSTANBUL 2017 Visitors – According to the Cities:

National visitors, along with the industry professionals in it, totaling **7236** people.

- İstanbul has 87% of the visitors.
- Rest of the national visitors are from 36 different cities
- TOP 10 cities with visitors are:

TOP 10 CITIES WITH VISITORS IN TURKEY



Post Show Report 2017

HERITAGE İSTANBUL 2017 International Exhibitors and Visitors:

Our exhibitions and visitors came from 15 different Countries.

Total Number of International Exhibitors 15
Total Number of Internatioanl Visitors: 327

2018 Expected Number of Visitors :1000







HERITAGE İSTANBUL

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CONFERENCES
HERITAGE TALKS
WORKSHOPS
B2B PLATFORM

CULTURAL
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27-29 April 2017
HILTON Bosphorus Convention & Exhibition Center

85

SPEAKERS

HERITAGE İSTANBUL 2017 Conferences:



Dr. Sinan GENİM



Dr. Stefano De CARO - online



Sunay AKIN



Dr. Zahi HAWASS



Wolter BRAAMHORST



CNN Türk "Treasure Hunter Panel"



Çoşkun ARAL



Prof. Dr. Mehmet ÖZDOĞAN



Marmara Organization Panel



Dr. Sinan GENİM



Hans VANDAMME

HERITAGE TALKS



THURSDAY 27 APRIL 2017

- 13:00 - 14:00** **Association of Museology Professional Organization**
"Museology as an Imagined Profession"
- 14:00 - 14:30** **BREAK**
- 14:30 - 15:00** **KUMİD**
"UNESCO Preservation of Cultural Heritage Hand Books"
Ass. Pro. Mahmut AYDIN, Member of KUMİD, Batman University Archeology Department
- 15:00 - 16:00** **BREAK**
- 16:00 - 16:30** **Arkeo Teknik**
"Management of Cultural Heritage at Urban Archeological Sites and Experiences of Arkeo Teknik"
Hasan BİNAY, Archeologist
Gizem DEMİRCİ, Architect
- 16:30 - 17:00** **BREAK**
- 17:00 - 17:30** **The Association of Anatolia Art Historians (ASTAD)**
"The Association of Anatolia Art Historians and Cultural Heritage"
Assoc. Prof. Pelin Şahin Tekinalp, President of ASTAD

FRIDAY 28 APRIL 2017

- 13:00 - 14:00** **KÜMAD**
"A New Non-Profit Organization in the field of Cultural Heritage: The Association for the Protection and Research of Cultural Heritage (KÜMAD)"
Uğur GENÇ, Vildan YARLIĞAŞ, Serkan GEDÜK, Dr. Alpaslan Hamdi KUZUCUOĞLU
- 14:00 - 14:30** **BREAK**
- 14:30 - 15:00** **The Association of Historical Environment and Construction Conservators**
"The Restoration of New Mosque Hunkar Kasrı"
Hatice KARAKAYA, Architect
- 15:00 - 15:30** **BREAK**
- 15:30 - 16:00** **Kuşadası Association of Conservation of Cultural and Historical Heritage**
"Turkish - Islamic Sepulchral Monuments"
Mahmut OKÇESİZ, President of Kuşadası Association of Conservation of Cultural and Historical Heritage
- 16:00 - 16:30** **BREAK**
- 16:30 - 17:00** **Sayısal Grafik**
"The Management of Cultural Collections and Technology"
Serdar Katipoğlu

SATURDAY 29 APRIL 2017

- 13:00 - 14:30** **ÇEKÜL Heritage Water Colours Workshop (For Adults)**
Y. Metin KESKİN, Master Architect
- 14:30 - 15:00** **BREAK**
- 15:00 - 15:30** **BIAA**
"Cultural Heritage Management Projects of British Institute at Ankara"
Dr. İpilyay GÜRSU

WORKSHOPS

THURSDAY 27 APRIL 2017

- 11:00 - 12:30** **ÇEKÜL Academy Training**
"The Problems on Restoration Implementations and Solution Proposals"
A. Nüvit BAYAR, Master Architect, Restoration Specialist
- 12:30 - 13:30** **LUNCH BREAK**
- 14:00 - 15:00** **ÇEKÜL Academy Training**
"Experiences and Shares through Sample Restoration Conservation Project"
A. Nüvit BAYAR, Master Architect, Restoration Specialist
- 15:00 - 15:30** **BREAK**
- 15:30 - 16:00** **ÇEKÜL Academy Training**
"Experiences and Shares through Restoration Conservation Projects"
A. Nüvit BAYAR, Master Architect, Restoration Specialist



FRIDAY 28 APRIL 2017

- 10:30 - 12:30** **BRESCIANI WORKSHOP: Laser Systems for Conservation and Restoration**
- 12:30 - 13:30** **LUNCH BREAK**
- 13:30 - 15:30** **Mardin Museum Madder Workshop**
Leader of the Workshop: **Filiz SÜNNETÇİOĞLU**
- 15:30 - 16:00** **BREAK**
- 16:00 - 18:00** **İstanbul Toy Museum Rag Doll Workshop (For Adults)**



SATURDAY 29 APRIL 2017

- 13:30 - 15:30** **KÜMAD WORKSHOP**
Rıdvan GÖLCÜK
"The Power Beyond Apparent: Cultural Heritage"
Serkan GEDÜK
"Preventive Protection Studies on Museum Exhibiting for Earthquakes and Importance of Preventive Protection"
İlkay İVGİN
"(Un)Protection of Cultural Heritage under the Reality of Collecting"
Uğur ALANYURT
"The Role of Conservator on the Stage of Implementation of Material Analysis Reports Results"
Halit CANOL
"R&D Activities for Conservation of Architectural Pieces at Euromas and İasos Ancient Cities"



İSTANBUL
RESTORASYON
ARKEOLOJİ
MÜZECİLİK
TEKNOLOJİLERİ
FUARI & KONGRESİ

27 - 29 NİSAN 2017
HILTON İSTANBUL CONVENTION
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[WWW.CAPODOLIO.COM](http://www.capodoglio.com)

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**MARKETING
&
PUBLIC
RELATIONS**

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HERITAGE İSTANBUL 2017 / ADVERTISEMENT INTERACTIONS :



CNN Türk Television
7 DAYS
22 Seconds each
Totals 28 TV
COMMERCIAL

TAV Airports
(İstanbul-Ankara-
İzmir)
ADVERTISEMENTS

200 BILLBOARDS
AROUND THE CITY

7 BRIDGE BANNERS

CNN Türk RADIO
7 DAYS
30 Seconds Each
28 RADIO SPOT

Post Show Report 2017

HERITAGE İSTANBUL 2017 / MEDIA INTERACTION:

**35 WRITTEN NEWS
ARTICLE**

**EQUIVELANTS TOTAL OF
196.864,06 TL**

**396
ONLINE ARTICLE**

**18 TV PRESS NEWS
EQUIVELANTS TO TOTAL OF
149.972,00 TL**

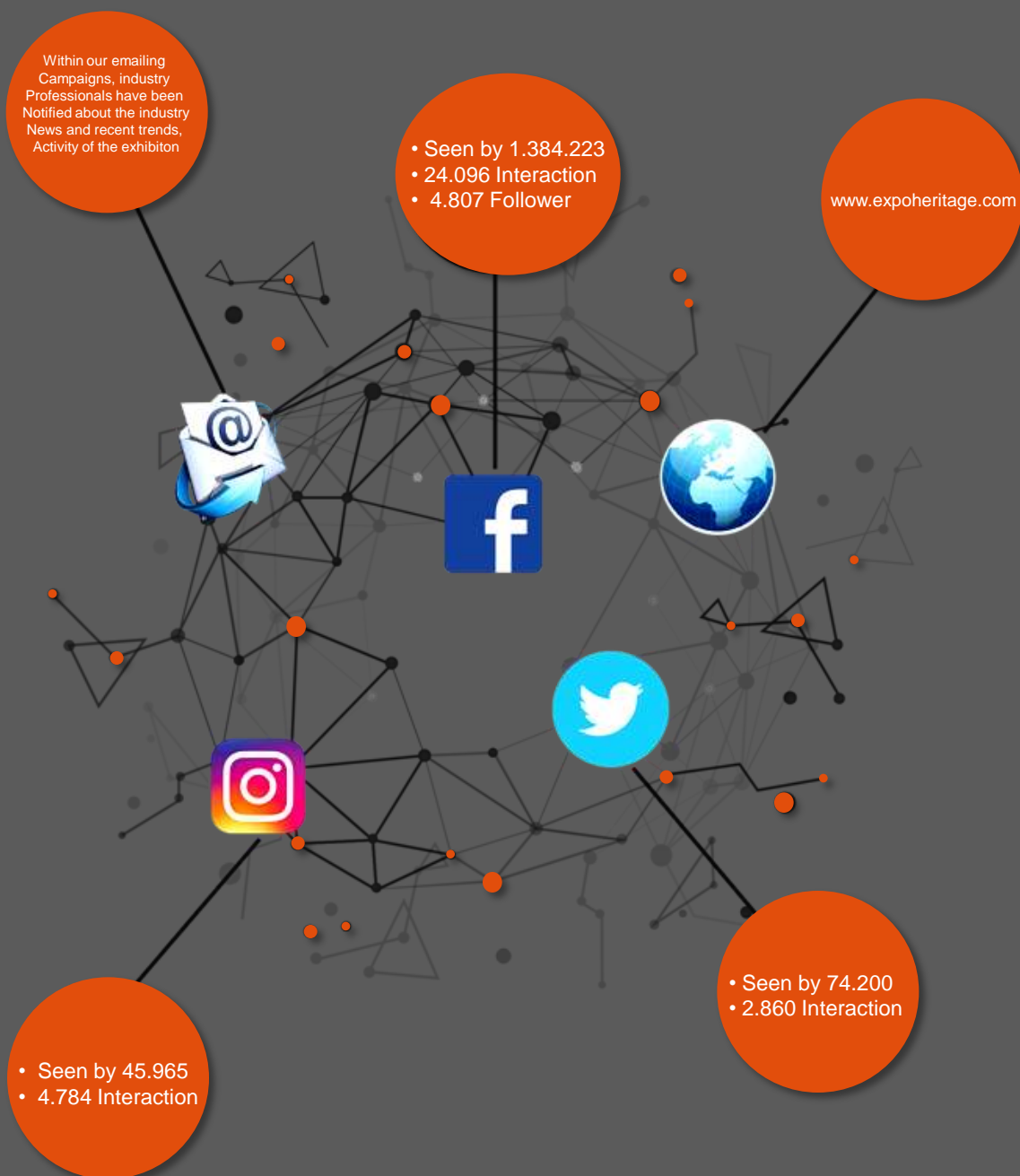


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HERITAGE İSTANBUL 2017 / SOCIAL MEDIA AND DIGITAL MARKETING:



SOLE PUBLICATION OF CULTURAL HERITAGE;

In the Magazine, interviews of exhibitors, archeologists and restorators, recent news about the industry, Cultural news around the world, latest products of the brands and more about HERITAGE ISTANBUL Conferences can be found.

Number of Pages 208/ Published Copies 5000 / Annual



HERITAGE YILLIK 2017
MAGAZINE
"GEÇMİŞE GELECEK SAĞLAMAK"

1

Sergileme Tasarımı
Boris Micka
Uwe Brückner
Osman Murat Akan

Bambudan yaşam alanları:
John Hardy

Tarih kokan
Oteller

heritageMAG
Özel **Daniel Libeskind**

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27 - 29 NİSAN 2017
HILTON İSTANBUL
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www.expoheritage.com

tg EXPO
TÜRKİYE GÖZARTEKLERİ VE MUSEUMS

BU FUAR SİTİ SAYILI KANUN GEREKİ TOBB (TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ) İZİNİ İLE DÜZENLENMEKTEDİR.

HERITAGE İSTANBUL

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12-14 April 2018

HILTON CONVENTION & EXHIBITION CENTER

**NEW YEAR
NEW ORGANIZATIONS
NEW GOALS**

CULTURAL
HERITAGE
PLATFORMS



“THINK GLOBAL”

TG Expo was founded in 2008 with ‘Think Global’ insight. We bring together leading exporters with our talented team to do business in international markets. Accredited by Turkish Ministry of Economy, TG Expo Group supports export companies to grow attempts and business development process which contribute to national and international economy. Since the date it was found TG Expo provided the opportunity for more than 1000 export companies to penetrate into their target markets.

We operate local sales by our sales team in assisting domestic companies to access new markets and also keep regular contacts with governmental bodies and trade associations, to seek government funding and grants. Additionally, we provide our clients logistic support, research outcomes and market monitoring for significant exhibition trends and business opportunities.

www.tgexpo.com

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