



"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

TECHNOLOGIES FAIR & CONFERENCES

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:

2350 m²

EXHIBITION AREA 7236

VISITORS

87

EXHIBITORS

85

SPEAKERS

15

COUNTRIES



HERITAGE ISTANBUL 2017 Consultative Committee:

Prof. Dr. Mehmet Özdoğan (Retired Academic, Archeologist),
Prof.Dr. Fethiye Erbay (İU 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
istanbul Metropolitan Municipality
istanbul Kültür AŞ
FIBULA - Museum Showcase
istanbul 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,,









27-29 April 2017 HILTON Bosphorus Convention & Exhibition Center

HERITAGE ISTANBUL 2017 Exhibitor Profile:

Restoration Project application companies
Restoration equipment, material and supply chains
Archealogy 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 ISTANBUL 2017 Number of Exhibitors:

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

HERITAGE ISTANBUL 2017 Exhibition Area m2:

1675 m2 sold (2015 : **1075**)

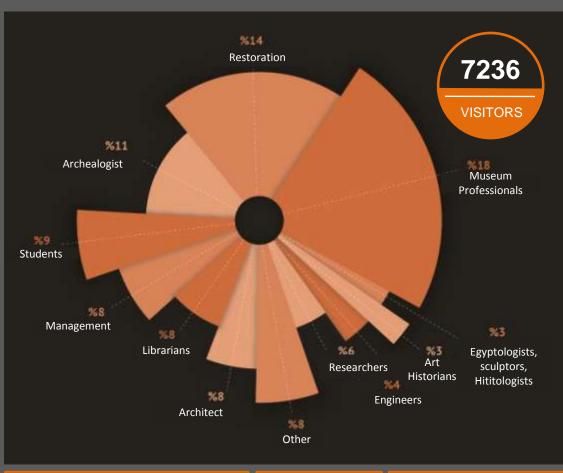
HERITAGE ISTANBUL 2018 Projected Exhibition Area:

2300 m²

Post Show Report 2017

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









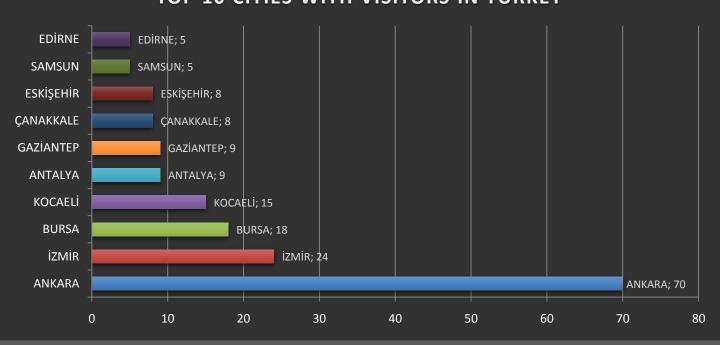


HERITAGE ISTANBUL 2017 Visitors – According to the Cities:

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 ISTANBUL 2017 International Exhibitiors and Visitors:

Our exhibitiors and visitors came from 15 different Countries.

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

2018 Expected Number of Visitors :1000







27-29 April 2017 HILTON Bosphorus Convention & Exhibition Center

85
SPEAKERS

HERITAGE ISTANBUL 2017 Conferences:



CONFERENCES

THURSDAY 37 APRIL 2017		FRIGAY 28 AFRIL 2017		SATURDAY 29 APRIL 2017
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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 KUMID

"UNESCO Preservation of Cultural Heritage Hand Books" Ass. Pro. Mahmut AYDIN, Member of KUMID, 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 (KUMAD)*

Uğur GENÇ, Vildan YARLIGAŞ, Serkan GEDÜK, Dr. Alpasları Hamdi KUZUCUOĞLU

74:00 - 14:30 BREAK

14:30 - 15:00 The Association of Historical Environment and

Construction Conservators

"The Restoration of New Masque Hunkar Kasrı"

Hatice KARAKAYA, Architect

15:00 - 15:30 BREAK

15:30 - 16:00 Kuşadası Association of Conservation of Cultural

and Historical Heritage

"Turkish – Islomic Sepulchral Monuments" Mahmut ÖKÇESİZ, 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 CEKÜL Heritage Water Colours Workshop (For

Adults)

Y. Metin KESKIN, Master Architect

14:30 - 15:00 BREAK

15:00 - 15:30 BIAA

Cultural Heritage Management Projects of British

Institute at Ankara* Dr. Isilay GURSU

WORKSHOPS

THURSDAY 27 APRIL 2017

11:00 - 12:30 ÇEKÜL Academy Training

"The Problems on Restoration Implementatios and Solution Proposals*

A. Nüvit BAYAR, Master Architect, Restoration Specialist

12:30 - 13:30 LUNCH BREAK

14:00 - 15:00 CEKÜL 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 CEKÜL 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 SÜNNETCIOĞLU

15:30 - 16:00 BREAK

16:00 - 18:00 Istanbul Toy Museum

Rag Doll Workshop (For Adults)

SATURDAY 29 APRIL 2017

13:30 - 15:30 KÜMAD WORKSHOP

Ridvan GÖLCÜK

"The Power Beyond Apparent: Cultural Heritage"

Serkan GEDÚK

*Preventive Protection Studies on Museum Exhibiting for Earthquakes and Importance of Preventive Protection"

ilkay iVGIN

"(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 Iasos Ancient Cities"













HERITAGE ISTANBUL

RESTORATION
ARCHAEOLOGY
M U S E U M
TECHNOLOGIES
FAIR & CONFERENCES

MARKETING &
PUBLIC
RELATIONS

HERITAGE PLATFORMS



HERITAGE ISTANBUL 2017 / ADVERTISEMENT INTERACTIONS:









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

TAV Airports (İstanbul-Ankara-İzmir) ADVERTISMENTS

200 BILLBOARDS AROUND THE CITY

7 BRIDGE BANNERS

7 DAYS
30 Seconds Each
28 RADIO SPOT

Post Show Report 2017

HERITAGE ISTANBUL 2017 / MEDIA INTERACTION:

35 WRITTEN NEWS ARTICLE

EQUIVELANTS TOTAL OF 196.864,06 TL

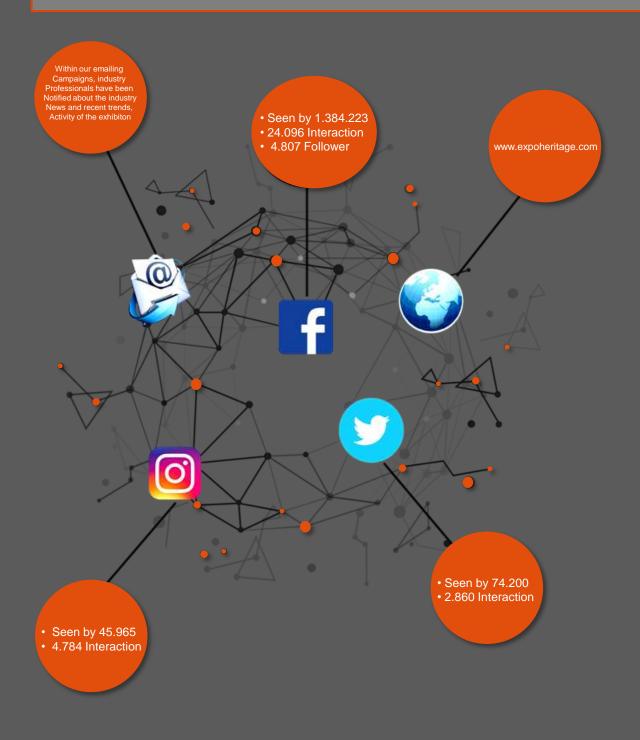
396
ONLINE ARTICLE

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





HERITAGE ISTANBUL 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 ISTANBUL

RESTORATION ARCHAEOLOGY M U S E U M TECHNOLOGIES FAIR & CONFERENCES

12-14 April 2018

HILTON CONVENTION & EXHIBITION CENTER

NEW YEAR
NEW ORGANIZATIONS
NEW GOALS





"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 marketsAccredited 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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