



Preparing to open the doors for the 43rd time from April 1 to 4, Yapi - TurkeyBuild Istanbul strengthens its role as a pioneering platform to introduce the sector with next-generation approaches.

A SPECIAL GATHERING WITH MASTER ARCHITECTS & MATERIAL EXPERTS AT YAPI - TURKEYBUILD ISTANBUL

Bringing together international investors and domestic business partners by organizing exhibitions in the locomotive industries of the Turkish economy, Hyve Group is preparing to host the first exhibition of the year, 43rd Yapi – Turkeybuild Istanbul, to be held at TÜYAP Fair Congress & Convention Center.

The 43rd Yapi – Turkeybuild Istanbul, which will be held on April 1 – 4 2021, provides an efficient platform full of events for business development to introduce new ideas through enabling interactions between the academic sphere, public, and private sectors within the building industry as well as promoting exchange of information and innovation in the sector.

Yapi – Turkeybuild Istanbul, where the industry trends will be identified and the latest building technologies and products will be introduced, will continue to capture the pulse of the construction sector in **Architecture Masterclasses** to be held for the third time this year.

Architecture Masterclasses will focus on the topics of "Climate, Environment, and Digital Production" and "Pandemics & Resilient Public Spaces". While visiting the booths, the future of the sector will be shaped by the presentations of master architects and engineers. The event will also provide a platform for developing relationships and acquiring knowledge between exhibitors and visitors.

Architecture Masterclasses will Host Visitors on April 2-3

In the **Architecture Masterclasses** to be moderated by the founder of Nobon **H. Cenk Dereli, Ph.D.**, the visitors signing up for one or all of the Architecture Masterclasses will visit 6 booths in total in the exhibition area.

An interactive exhibition experience will be provided to the exhibitors with talks, information exchange, and experience sharing with visits and on-site material applications. At the end of the visits, the visitors will also have the opportunity to develop direct relationships with the master architects and engineers who will participate in the talks at the **Yapi Arena Stage**.

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YAPI - TurkeyBuild Istanbul 2021 Architecture Masterclasses are designed for all architects and engineers that want to participate in this special gathering, which offers the opportunity to get in touch with young professionals leading the project management processes of architecture offices or have their own firms, individuals pursuing an academic career at the graduate and doctoral levels, material experts and guest architects.

Pleasant Talks with the Experienced People from the Sector

Architect Salih Küçüktuna, Civil Engineer Ümit Özkan, and Architect Volkan Taşkın will be the guests of the event organized under the theme of YAPI MASTERCLASS / Climate, Environment, and Digital Production at the Yapı – TurkeyBuild Istanbul 2021. Salih Küçüktuna will talk about how he incorporates innovative processes into building production with his numerical experiment designs and will discuss the practices of project realization with Civil Engineer Ümit Özkan. While the effects of the climate crisis are becoming more obvious with each passing day, our guests will share their experiences on **“the relationship between environment and architecture, next-generation design and production practices”**.

On April 3, Architect Deniz Aslan, Architect & Architectural Lighting Designer Nergiz Arifoğlu, and Architect Samim Magriso will be the guest speakers of the event organized under Yapı Masterclass / Landscape and Lighting Design themes. The visitors will have the opportunity to enjoy the pleasant talk among the founding partners of one of the leading design offices in Turkey DS Architecture Office, Sevim Aslan & Deniz Aslan, and Lighting Designer Nergiz Arifoğlu on how landscape design and lighting changed the landscape experience. After the pandemic period, which has taught us the importance of staying in open spaces and distant gatherings, the talk will address the question of **“how to construct resilient public spaces via functionalization and material support.”**

How to Apply?

To apply for events limited to a maximum of 15 participants per day, it is mandatory to receive a free online invitation to the Yapı – TurkeyBuild Istanbul 2021.

Sending the following information to content@hyve.group with an e-mail titled "Yapı Masterclass Enrollment Request" will suffice:

- A digital copy of your Yapı Exhibition visitor badge
- Resume (including occupation/education details, company/school & position/graduate degree information)
- The day of the Architecture Masterclass you want to attend.
- A brief explanation of why you want to attend this class.

Important Notes:

- The enrollment admissions will be evaluated following the order of application.

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- Once the participation status of the people is confirmed, details regarding the relevant Architecture Masterclass, the meeting point in the exhibition area and daily schedule will be communicated to them.
- Free bus services to and from the Central Points and the Exhibition Venue will be made between April 1-4. You can access the central meeting place and time information from <https://yapifuari.com.tr/Sayfa/ulasim>.
- All participants will be awarded a certificate.
- Yapı - Turkeybuild Istanbul reserves the right to make changes and modify the program.

About Hyve Group

Hyve Group is an international exhibition company that organizes more than 120 events worldwide with 17 global offices in 14 countries with more than 1,000 experienced personnel. Hyve Group is a next generation global events business whose purpose is to create unmissable events, where customers from all corners of the globe share extraordinary moments and shape sector innovation. Hyve Group plc was announced as the new brand name of ITE Group plc in September 2019, following its significant transformation under the Transformation and Growth (TAG) program. Our vision is to create the world's leading portfolio of content-driven, must-attend events delivering an outstanding experience and ROI for our customers. In Turkey, Hyve Group organizes the leading exhibitions of Turkey in the industries of construction (**Yapı – Turkeybuild İstanbul**), tourism (**EMITT**), cosmetics (**BeautyEurasia**), food (**WorldFood İstanbul**), rail systems, and logistics (**Eurasia Rail**), by taking strength from global network in the region.

For detailed information:

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