



*Are you ready for the biggest gathering of the Turkish building sector and the region?*

*As a part of the exhibition, for the first time ever, the RIBA awarded architect Chris Bosse is coming to Turkey.*

## *World-renowned architect Chris Bosse is at the 39<sup>th</sup> Yapı – Turkeybuild Istanbul!*

*The world-renowned architect Chris Bosse, who is characterized as a “rising star designer of Asia” and the creator of the “More with Less” motto, will be meeting with building professionals at the 39<sup>th</sup> Yapı – Turkeybuild Istanbul as a host of YEM Exhibitions for the first time ever.*

*At the exhibition that is an Information and Business Platform, “A Career in Architecture” event that will be organized for the first time will light the way for the building professionals of the future.*

Yapı – Turkeybuild Istanbul, which is one of the five biggest building exhibitions in the world and the biggest exhibition of the Turkish building sector & the region for 39 years, is hosting the world-renowned and RIBA awarded architect **Chris Bosse**. Bosse will be meeting with building professionals as a host of YEM Exhibitions and will be giving a lecture titled “*City of the Future: The Synergy of Man, Technology and Nature in the Urban Environment*”.

The conference that will take place as a part of the 39<sup>th</sup> Yapı – Turkeybuild Istanbul, which will gather the building and architecture sectors of the region on May 10 – 14 2016, will be taking place at the Tüyap Interexpo Hall at the fairground on May 11, 2016, Wednesday. **Chris Bosse** will be coming to Turkey for the first time ever with the organization of YEM and will give his lecture titled “*City of the Future: The Synergy of Man, Technology and Nature in the Urban Environment*”.

Chris Bosse (Sydney, Australia), who is the founder of LAVA and an Assistant Professor at University of Technology Sydney, is known as the lead designer of the worldwide-hit “Beijing Watercube” project. Bosse is Asia’s rising design star on Perspective’s 40 Architects Under 40 List (2012) and the recipient of the RIBA Award (2008, Emerging architect) and even more high-prestige international awards. In his works, Bosse goes with the motto of “**More with Less**” and brings digital design, nature’s principals and the latest digital fabrication technologies together. Bosse explains the “More with Less” concept as “**less material/energy/time/cost, more architectural production**”.



Bosse, who has an international reputation thanks to his award-winning projects, is known as a new-generation architect who pushes the boundaries of the conventional building and architecture with digital and experimental form finding. The famous architect draws a lot of interest as an internationally-respected architect who builds new-generation, sustainable and innovative buildings by using the latest technologies, research methods and application methods with LAVA (located in Australia, Germany, China and Vietnam).

**The exhibition will support the sector with “Architecture and Architecture Culture” and “Business Development Platform” activities...**

YEM Exhibitions, which added many events to the calendar of **Yapı – Turkeybuild Istanbul** this year, will be providing information flow to the sector with **“Architecture and Architecture Culture Activities”** in addition to the “Business Development Platform Activities” organized every year as a part of the exhibition. Alongside the conference of **Chris Bosse** that will be organized as a part of the **“Architecture and Architecture Culture Activities”**, **“A Career in Architecture”** event will be taking place on **May 13, Friday** as well. The event, which is among the newly developed innovations of the exhibition, will host six spokespersons who are graduated from faculty of architecture, senior executives and experts in different fields of the building sector. The event will light the way for the architecture students’ evaluation of post-graduation career opportunities.

This year in the “Guest Country Project” which has been organized successfully for ~~5~~**five** years as a part of the “Business Development Platform”, instead of a single country, **Africa** will be hosted under the title of **“Guest Region Africa Project”** with **Kenya, Nigeria and Mozambique**. At the **“Africa – Turkey Construction Forum and B2B Sessions Meeting”** that will be organized as a part of the project, senior executives from the related countries will provide information to the Turkish building sector professionals about the new business and cooperation opportunities in the region and will conduct interviews.

Among the innovations of the platform is the **“Guest Market Project”** that will be organized for the first time. The project that focuses on Iran will be organized **with support from Kalekim**. At the **“Iran – Turkey Construction Forum and B2B Sessions Meeting”** that will be organized as a part of the project, **Iran** that is one of the popular markets among the Turkish building sector will be evaluated within the frame of the new business and cooperation opportunities it contains for the Turkish building sectors.

For complimentary passes, detailed information and the event schedule, visit: [www.yapifuari.com.tr](http://www.yapifuari.com.tr)

## **YEM Exhibitions**

### **YAPI – TURKEYBUILD *Biggest Gatherings of the Turkish Construction Sector and the Region for 39 Years***

*YEM Exhibitions, as the Turkish enterprise of ITE Group PLC., is responsible for the organization of YAPI - TURKEYBUILD Istanbul, YAPI - TURKEYBUILD Ankara, and YAPI - TURKEYBUILD Izmir. ITE Group PLC. has a global network and annually organizes 240 exhibitions and conferences in 20 countries and have 32*

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offices worldwide. YEM Exhibitions, together with 39 years of experience and ITE Group PLC, combine strong global network under one roof and contribute creating new business opportunities for exhibitors and sector. Held at three major cities standing at the heart of Turkish economy, Istanbul, Ankara, and Izmir, YAPI – TURKEYBUILD Exhibitions constitute the leading exhibitions of Turkey and peripheral region. A reliable brand in domestic and international markets, the ever growing exhibitions successfully enhance the contributions they make to the sector. YAPI – TURKEYBUILD Exhibitions open new doors for the sector’s exporting performance, and creates opportunities for new alliances and acquisitions. Also responsible for the representation of the Turkish construction sector in the international arena, YAPI – TURKEYBUILD Exhibitions brings approximately 180.000 domestic and international visitors together throughout the year. Being, in this context, the biggest construction gathering in the country, YAPI - TURKEYBUILD Istanbul “is also the biggest construction materials exhibition in the region covering the Balkans, CIS countries, the Middle East and North Africa”. YEM Exhibitions is a member of Türkiye İMSAD - Association of Turkish Construction Material Producers.

For more information, please visit: [www.yapifuari.com.tr](http://www.yapifuari.com.tr)

### About ITE Turkey

ITE Turkey is the Turkey office of ITE Group, the English exhibition giant. ITE Turkey, who organizes leading exhibition organizations in leading sectors of Turkey, consists of YEM Exhibitions, EUF – E Uluslararası Fuar Tanıtım Hizmetleri, Ekin Fuar, Platform Fuar and TF Fuarçılık companies.

ITE Turkey, who organizes the leading exhibitions of Turkey in sectors of construction, tourism, cosmetics, food, fashion, energy, packaging, construction machinery, rail systems and logistics, takes its strength from the global network of ITE Group along with its experience in Turkey and the region. ITE Group Plc. organizes more than 240 exhibitions and conferences per year worldwide with 32 offices in 20 countries and more than 1.000 experienced personnel. ITE Group Plc.’s Turkey office, ITE Turkey, creates new business, cooperation and purchasing opportunities in exhibitions by transferring its strong global network in the construction sector to each and every sector it is included in and supports the development of these sectors.

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