

**Motivating Industrial Designers for Environmental Friendly Choices
and a Sustainable Future Project**



Under the content of “**Motivating Industrial Designers for Environmental Friendly Choices and a Sustainable Future Project**”, funded by **Matra-KAP Programme-Royal Netherlands Embassy**, it is aimed to raise environmental awareness of junior industrial designers. According to activities of the project the participants are invited for a day-long series of seminars and workshops to discuss contemporary changes of our lifestyles, the effects of these transformations to environment and the importance of industrial design about guiding people’s consumption habits and the processes of industrial production.

Vehbi Koc ve Ankara Araştırmaları Merkezi (Vekam) (eng: Vehbi Koc and the Ankara Research Center) was selected for the organization place. Vekam’s building which is a century old orchard house surrounded by a large vineyard in the Kecioren district of Ankara, which is a very crowded district of Ankara nowadays with full of apartments, was considered very dramatic to show the changes about people’s lifestyles. Moreover the environment friendly lifestyle of orchard house tradition of Ankara was very related to show a real example about sustainable environmental friendly choice to participants of the project.

For the advertisement of the project activities mainly universities of Ankara were targeted. The banners and other prints related to event also published in the main bookstores and other common places in the Ankara downtown. Moreover the networks of the industrial design students in the internet were also informed.



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The first event of the project was held on 26 September 2009 in Vekam Ankara. In total 34 participators attended to seminars and workshop. The majority of the participants came from the industrial design related departments of universities such as Middle East Technical University, Hacettepe University, Gazi University, Ankara University, Bilkent University. Furthermore members of professional industrial designers as well as civil society organization members and representatives of related institutions were also attended to event.

In the event, participants found the opportunity to visit the museum and gallery of the Vekam. Moreover Vekam kindly offered coffee-tea breaks and lunch for the participators.

Furthermore, in the event participators were encouraged to design a proposal about environment-friendly industrial design solution in order to make an exhibition in the reception as the second event of the project. In 7 October 2009, this reception was held again in Vekam. However, because of the insufficient amount of proposals about environment friendly industrial design solutions received, the exhibition could not take place. Yet, CSR Turkey is still inviting all participators to send their proposals digitally in order to make an online exhibition.

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