

ICONS & STYLES

exceptional experiences

Winter 2014 - 2015 / TURKEY

**An Extraordinary
New Year in İstanbul**

INS launches ICONS & STYLES



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The discerned traveler of today expects to be cared, serviced and connected more than ever before. “Experiences” were defining luxury travel in the last decade. Now, they have become “Extraordinary Experiences”.

A new approach to the needs of today’s discerned traveler has been our main focus in the last few years. At this point, we are proud to let you know that, the creative concierge service, we have started in the beginning of this year has accomplished what we have been aiming for. Guest commentary documents our agents have been sharing with us clearly reflect this. We have managed to go above and beyond the known standards of the Luxury World and delivered the “Extraordinary” by colliding luxury travel with lifestyle in a fabulous way.

This could only be achieved by the right people, admirably dedicated and sharing the same vision. Therefore, I am outmost proud and blessed to be surrounded by the most caring, connected, loved and respected individuals in Istanbul. I can not thank enough to our on site experts, creative concierge and their teams, who have been working very hard in perfect harmony, resulting in exceptional guest experiences.

Following our efforts in renewing and redefining the approach to luxury travel, I am delighted to launch our company name as ICONS & STYLES.

As we are approaching the end of the year, now is the time to plan for the New Year’s Eve. Istanbul with no doubt, assures an extraordinary experience in this respect. My dear friend and a highly respected colleague in our industry, Mrs. Anet Çalıbaşı, senior director of Four Seasons Istanbul, was very kind to write about the New Year in Istanbul in her poetic style in the winter edition of ICONS & STYLES magazine. She has touched my heart & soul with her words, while reminding me how fortunate one can be, to live in this magical city. I hope you will enjoy this reading adventure not any less than I did.

■ An Excellent Location for New Year’s Eve

The House Hotel Bosphorus

A Member of Design Hotels

The House Hotel Bosphorus consists of 26 rooms and suites in a 5-storey, 19th-century Ottoman mansion at the foot of the Bosphorus Bridge, as well as The Mansion, containing a suite and two rooms. The hotel is in the lively and vibrant, cobblestoned enclave of Ortaköy, home to a famous mosque as well as a range of restaurants, cafes and clubs.





■ One of the Finest Clubs to be on A New Year's Eve

360Istanbul

The multi award winning 360Istanbul is set in a penthouse perched on a 19th century apartment building overlooking the old embassy row in Beyoglu. It commands a 360 breath-taking landscape view of Istanbul all the way from the up close steeple of St Antoine's Church and across the Bosphorus strait to the Hagia Sophia Mosque and out to the Sea of Marmara.



■ Experience a Unique Yachting Experience Along The Shores of Bosphorus



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Istinye Park Shopping Mall

The shopping mall features both indoor and outdoor space. With its giant glass dome and glass ceilings the mall brings the sun in and gives visitors the perfect harmony of indoor comfort and outdoor airiness.



■ Walk with a Glass of Champagne While Enjoying the High End New Year Shopping

A making of the New Year in İstanbul

by Anet Çalibaşı, Senior Director of Sales, Four Seasons Istanbul



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Every year we have an opportunity for a new life; through celebrating the New Year we bid farewell to the past year with all its teachings and we embrace the New Year with a fresh start and a world of new possibilities. This is the time to question, to reflect, to find answers, to give thanks and to believe. The New Year is a gift we cherish to transform into a better person.

Some of us chose to stay home and welcome the New Year with loved ones. And some of us seek enriching experiences in distant places to meet the New Year in new horizons. Far away places help us to look upon our lives with a wider perspective, to elevate ourselves beyond daily routine, to challenge our beliefs, and re-imagine our hopes and dreams.

Life is a journey, and what better way contemplate the past and plan the future than seeking stimulation and inspiration with a new journey to a different geography.

Then - why not come to Istanbul?

An extraordinary city offering layers of history and culture expanding to 8000 years; and yet, there is plenty that is new.

Istanbul - a thriving tangle of life and humanity. Where cultures, beliefs and lifestyles intersect. Synergy and harmony combine to create a spellbinding energy. Muslims, Christians and Jews celebrate EID, Christmas and Hanukah together. We pray together, share and rejoice together and open up our hearts to the New Year, hand in hand.

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Istanbul - the last step in Europe and the first step in Asia, is an alluring enigma. With its incomparable diversity, artfully blending contrasting cultures and values in a melting pot of humanity, grace, soul and heart, forever keeping its cool.

You can find everything you could wish for! Rustic authenticity or ultramodern. Or both at the same time. Night-life - another city that never sleeps with non-stop energy. The aromas of spices will engage your senses, making Istanbul almost edible. Shopping of all kinds, from historic bazaars to modern mega-malls with coolest designs are all right here in the palm of your hand.

But more than anything, you will find humility in this city. Kind people with good hearts and keen sense of humor. We will share our stories with you, make you laugh, maybe cry, and definitely think.

■ Dine, Shop and Dance in the Streets of Posh Neighborhood; Nisantasi. Street Parties Last for Three Days with the Performance of Celebrity DJ's





// If you wish to give yourself a vibrant, thought-provoking and inspirational new perspective on New Year's Eve, come to Istanbul! //

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Listen to the sound of the Marmara Sea breeze whispering into your ears. You will be mesmerised. Come and find your own story through the wind. Listen to it and change your life!

Istanbul, a universal beauty where poet and archaeologist, diplomat and merchant, princess and sailor, northerner and westerner scream with same admiration. The whole world thinks that this city is the most beautiful place on Earth.

Edmondo De Amicis



New Year Tips From Creative Concierge

- Enjoy Signature Cocktails Before Tasting
The Celebrity Chef Mehmet Gürs' Menu at Mikla

“**F**orward thinking but deeply rooted and above all delicious.
New York Times”

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Şebnem Özdilek

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- City's Best Sommelier, Exquisite Turkish Cuisine
and a Top Notch Club; If This Sounds Charming To
You, Ulus 29 is Your Place To Be in Istanbul

Ulus 29

The wine cellar includes a selection of approximately
4,500 bottles of wine from 320 local and international
wine producers.

✦ Photo: A private event of ICONS & STYLES

Indulge Yourself In the Authenticity of Istanbul



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Ayasofya Hurrem Sultan Hamam

in Istanbul was designed and built by Mimar Sinan, the chief Ottoman architect. It was built at the request of Hurrem Sultan (Roxelana), the wife of Sultan Suleiman the Magnificent in the 16th century (1556-1557 AD) where the ancient public baths of Zeuxippus (100-200 AD) used to stand, between the Blue Mosque and the Hagia Sophia. The area is also particularly significant as the site where the Temple of Zeus once stood.

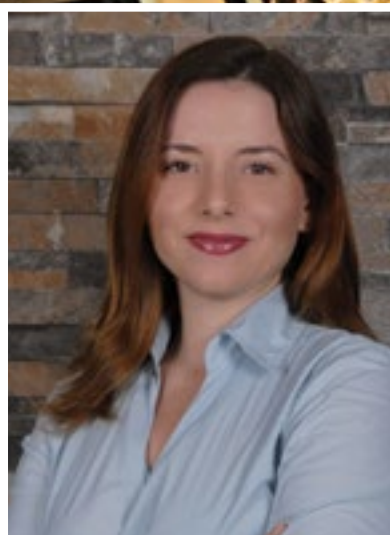
The hamam was operational until 1910 when it closed for many years. It was later used to house the convicts during times when the nearby Sultanahmet Prison was full. Subsequently it was a storage place for paper and oil. The Ayasofya Hurrem Sultan Hamam, one of the most beautiful monuments in Istanbul, was restored for the first time between the years 1957-1958 and was a carpet bazaar until 2007.



We Create Exceptional Events at Extraordinary Venues



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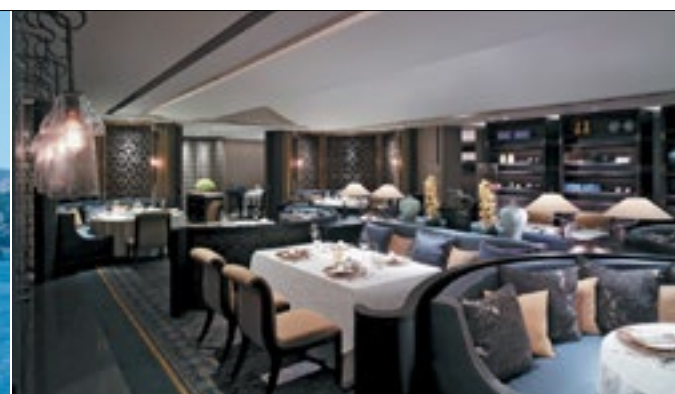
Insider's Istanbul by ICONS & STYLES (INS) in Luxury Travel Advisor Magazine

DESTINATIONS



THE VIEW FROM the Shangri-La Bosphorus (here) is mesmerizing, where you can sit all day and watch boat traffic on the river.

SHANG PALACE (right) at the Shangri-La Bosphorus is the chain's signature gastronomic restaurant, celebrated for Cantonese cuisine.



museum's design-driven café is a great spot for lunch.

Nearby, the corporate offices of Borusan Holding create a unique venue for an acclaimed contemporary art collection. Decorated with new media sculptures and interactive installations, Borusan Contemporary (www.borusancontemporary.com) is open to the public on the weekend, so employees must completely clear their desks on Friday.

A word about the Shangri-La. Gorgeous guest rooms aside, this is a hotel with a soul. Originally built in 1929 as a tobacco warehouse on the Bosphorus, the neoclassical building was painstakingly restored for its new life; even the sycamore trees in the courtyard, one 350 years old, were protected. There's a serious wow factor here. Consider the lobby, where a crystal chandelier cascades over the central staircase, commanding your gaze from multiple levels of the hotel. The abundant use of marble is a nod to both the Ottoman palaces and the hammams that are a fixture in Turkish culture. As you ride the elevator to your room, you'll notice a giant painting suspended in the atrium. Resembling a parchment scroll, it was created by 12 Chinese artists who flew to Istanbul just to paint the Shangri-La story on a silk canvas.

In-room check-in is accompanied by a tea service, and therapists at Chi, the spa, transform the traditional hammam experience into a luxurious respite under a mountain of bubbles in your own private hammam. At Shang Palace, the signature gastronomic restaurant celebrated for Cantonese cuisine, the "Kung Fu Tea Master" delights diners with his theatrical tea-pouring skills straight from Chengdu.

Of the 186 rooms, 28 Deluxe rooms are the largest of that room category in the city, resembling private apartments decorated with framed Chinese ink drawings and stocked with all the mod cons (Nespresso machines, TVs embedded in the bathroom mirrors, Bulgari bath products). Request Bosphorus views (60 percent have them) and you'll reign over your very own waterfront fiefdom. The 17 suites make for a decadent hotel experience, especially the five Deluxe Bosphorus Suites, each occupying a corner of the building so the views are expansive—taking in the city's domes, minarets, and the twinkling Bosphorus Bridge. The crème de la crème is the Shangri-La Suite, equipped with three private terraces.

INSIDER ISTANBUL TIPS

Koray Sahmali, managing partner of InS Luxury Travel, (koray@insluxurytravel.com; 011-90-212-219-2440) creates personalized itineraries based on clients' passion points. "Istanbul is cosmopolitan, but it's always been that way, with a mix of culture, heritage and religion, everyone living peacefully together," says Chief Guide Fatih Copuroglu (fatih@insluxurytravel.com).

His favorite neighborhood is the chic waterfront enclave of Bebek, with great fish restaurants. For breakfast, he suggests **Kale café** (www.kalecafe.com), and for a fun nighttime scene, **Lucca** (www.luccastyle.com). Sahmali also loves a family-run sweets shop in Bebek called Meshur Bebek Badem Ezmesi.

INSIDER'S ISTANBUL

Steeped in history, yet humming with contemporary energy, Istanbul gets under your skin like no place else on earth. Dynamite cuisine, sophisticated nightlife and major international events like the Contemporary Istanbul art fair and Turkish Airlines Open (Tiger Woods shut down traffic on the Bosphorus Bridge in November while hitting a golf ball from Europe to Asia) contribute to a constant buzz to this city which straddles Asia and Europe.

We love that Turkish Airlines has expanded operations with frequent, inexpensive departures from major U.S. cities. The new Business Lounge at Ataturk International Airport is also worth writing home about—and we hear there's a new Istanbul airport in the

works that will be the world's biggest.

Then there's the new Shangri-La Hotel (www.shangri-la.com/istanbul/shangrila), where you can sit all day and watch the boat traffic on the Bosphorus, a kind of theater that's mesmerized spectators for millennia.

Fresh from a stay in this beguiling city, we're armed with insider tips. But we say beware; when it's time to brave the traffic and head back to the airport, you might just end up extending your stay.

First-time visitors should devote at least a day to checking out the sites in Sultanahmet. After gazing at the Hagia Sophia, the Blue Mosque, Topkapı Palace, and the Basilica Cistern, head to the Grand Bazaar and Spice

Market for shopping (or at least bottomless cups of tea as you peruse Turkish rugs).

The sprawling city has more neighborhoods than you can count on your fingers, so best to focus on a chosen few. The hilly streets of Çukurcuma, a rakishly tumble-down district, are now lined with antique stores and trendy design shops. This is where interior designers like Öytun Berkant (www.oytunberkant.com) have set up shop. (We stopped by his studio to learn about his

hotel projects like Urban Suites and Argos in Cappadocia.) You'll also find the Museum of Innocence (www.masumiyetmuzesi.org), created by Nobel Prize-winning author Orhan Pamuk. Jammed with tchotchkes describing

the memories of a fictional character's life, the museum provides a lens for looking at a changing Turkish society from 1950 to 2000.

Beyoğlu is the beating heart of the modern city; its main artery, İstiklal Caddesi, leads from Taksim Square to Galata Tower. Indeed, its denizens call Taksim the "center of the world" and the meyhanes are thronged with happy diners feasting on mezes. The Nisantasi district beckons for chic shopping, while Ortaköy—right under the Bosphorus Bridge—has lively cafés within walking distance to the Shangri-La.

When it's time to get a taste of contemporary culture, let InS Luxury Travel (www.insluxurytravel.com) arrange the details. The preferred partner of Shangri-La, InS puts you in the shoes of an in-the-know Istanbulite for the day. InS also arranges spectacular events—like birthday parties and weddings—for international celebrities and business tycoons.

In the good hands of InS, we discovered the Sakıp Sabancı Müzesi (muze.sabanci.univ.edu), a hilltop mansion that's now a private museum overlooking the Bosphorus. Guarded by a bronze horse statue, the museum hosts major exhibitions of international artists. Our visit coincided with Anish Kapoor's first solo show in Turkey. Tip: The