

THE BOMONTI BEER FACTORY: AN EXAMPLE OF THE INDUSTRIAL HERITAGE TRANSFORMATION PROCESS

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ABSTRACT

Cultural heritage is an accumulation of cultural values, which reflect necessities and life style of societies from the past to the future. In many countries, protection of the heritage has a direct proportion with modernization and has become integrated with the development of economy, science and technology. The structures that define the economic and architectural history of the cities form the industrial heritage. Factory buildings, old ports, agricultural warehouses can be shown as some examples. In past years those buildings have been ruining their industrial functions and becoming abandoned. They must be taken under preservation and must be renovated according to nowadays conditions. When arranging conservations and renovations, needs and environmental circumstances should be considered with the aim of increasing the living quality.

As a result of history and long background, Istanbul as European capital of culture on 2010 houses lots of industrial heritage. Although some have gained new functions, many places are left without any work. In this study, together with national and international examples, the environmental planning of the Bomonti Beer Factory is reviewed and recommendations for it to gain function in the urban scale are made.

KEYWORDS

Cultural Heritage; Industrial Heritage; Environmental Planning; Bomonti Beer Factory; Urban Transformation.

INTRODUCTION

With the process of transition from the city to the postmodern city, industrial structures have been started restructuring and the cities have become the centers of technology, service and tourism. The society of consumption has taken place instead of the cities of production. During that restructuring process, the old industrial areas have lost their functions and started to gain new functions. According to these changes, in order to make more detailed documentations, the concepts of industrial cultural heritage and urban transformation were defined with different dimensions. As a result of the globalization and the changing balance of the world, especially in the second half of the 20th century, heavy industry has slipped to the 3rd world and industrial areas remaining in the cities have lost their functions. Due to the emergence of industrial archeology as a discipline in the process of urban restructuring, these industrial areas have been defined as cultural heritage, taken under preservation and been transformed in use within the framework of this discipline.

Istanbul, as 2010 European Capital of Culture, has achieved an opportunity, not only in economic terms, but also as a center of world culture and art. Getting the chance to expose its cultural property, Istanbul has to show that it cares about its cultural heritage and has important projects to improve the quality of life. The Bomonti Beer Factory and its close surroundings in the Şişli district have been taken up in order to evaluate the industrial heritage development projects. The subject of the 2008-2009 academic year Project conducted by Istanbul Technical University Institute of Science and City Planning Graduate Program has determined that "Industrial Cultural Heritage Protection, the quality of life and the sustainability in the Context of Transformation" which coincide with "Istanbul 2010 European Capital of Culture" (Academics of ITU Urban Planning Project). The Project area has been

defined as the Bomonti Beer Factory and its close surroundings, including housing, industrial cultural heritage and unplanned structuring during the republic's period and our recent history. This place has been declared as an Urban Transformation area by the Istanbul Metropolitan Municipality. The study is a concept project led by graduate students from different disciplines in the department of Urban Planning Program during an academic semester.

Bomonti, which is one of Istanbul's first industrial suburbs, was always one of the most popular neighborhoods, with its central and accessible location where different social and ethnic groups lived together in harmony. This area, close to many centers in Istanbul, and with a strong economic composition, has today very serious physical and social problems. The most important potential of Bomonti is its own industrial heritage. While replanning this old functional area, it has to be reconsidered with its cultural and historical values in order to remind that it is not only a simple building but also as a part of the city that is a candidate capital of culture. The purpose of the chosen theme is to use urban transformation as a tool to improve the quality of life by taking into account Istanbul's industrial heritage. Considering the area's planning history, the recommended transformation has been examined within a social, financial, feasibility and legal dimension. With the inclusion of examples from Turkey and the World, the alternatives were developed by researching the effects of cultural heritage transformation and its refunctioning on its close surroundings.

Basic Notions About Industrial Cultural Heritage

Urban transformation could be defined as urban tissue which is frayed, worn and abandoned in time for some reasons, and which could be retransformed, improved, converted and revived to adapt to the city by considering today's socio-economical and physical conditions (Özden,2001). It could also be described as a comprehensive vision and action in order to provide permanent solutions for the region's urban problems and damaged economic, physical, social and environmental conditions (Thomas, 2003). A transformed urban region may be a historical settlement, disfunctional industrial area or a housing region containing social and spatial problems. The process including the interventions with the purpose of solving this region's economic, social and spatial problems is named "urban transformation". Therefore, urban transformation is the complement of various actors with the role of economic decisions and choices like economic, social and urban planning actions, laws and policies (Sönmez, 2005).

In developed countries the concept of urban transformation is seen as a comprehensive approach to restructuring, in order to lead the dynamic socio-economic and spatial collapse, and to overcome the post-industrial stage of development and the problems of the Post-Fordist period (Sökmen, 2003). A new spatial configuration has emerged in European, American and Japanese cities, due to the retirement of heavy industry. In these manufacturing cities located in urban centers, industrial discharged facilities, ports and shipyards have started to transform due to the need of new spatial housing areas. These empty giant industrial structures, seen as disfunctional and ugly structures before, are now accepted as cultural heritage within the idea of preservation and with the new dimension of industrial archeology. The value of the land in the industrial areas of the crowded cities, which are in urban locations and therefore quite valuable and highly suitable for the newly

occurred urban space necessities, has been increased. It's being more considerable due to the sustainable city notion and the decreasing resources of the environmental policies, and for the usage of the reprogrammed industrial areas and buildings have played great roles in creating a general policy (Tolga, 2006).

Preservation and re-use of cultural heritage continues to be an important phenomenon in the rapid changing structural environment. To ensure continuity and diversity of many types of architectural structures, protection is in the agenda. In recent times, interest for Industrial heritage protection and its re-use functions is growing in our country, as well as in other countries (Özen ve Sert,2006). When the function of the conversion of outdated industrial areas is being reviewed, the "Brownfield" concept appears. The U.S. Environmental Protection Office defines this concept as "growth and development that appear real or consists of the environmental mess in the city as abandoned, discarded or unavailable industrial and commercial equipment fields" (Özden, 2002). "Brownfield" areas are urban areas that are directly related to the economic development of cities and have national importance. These areas with infrastructure facilities and their central urban position have to be evaluated as a real source (Özden, 2002).

The abandonment and lost functions of industrial areas is the main danger for industrial heritage. While these areas were built, they were institutions that were responding to the needs of the age with their technology and physical equipments. As time passed, because of structural aging, waning and developing technology, function changes are realized or these places are left without a function (Kıraç, 2001). In the evaluation of industrial heritage, and in order to ensure cultural sustainability, the use of urban areas in the most efficient style is needed due to urban economic reasons (Oral, 2006).

Two kinds of approach as commercial and monumental are considered in an unfunctional industrial heritage transformation. In the monumental approach, the industrial institution continues its function as long as possible, the aim is exhibition and education instead of production. But in the commercial approach, the interaction of the institution with the environment determines the most appropriate function outside its original function, and new functions are gained (Kıraç, 2001). In the world urban transformation examples, basic strategies of transformation are to avoid the destruction in the city, to integrate the city with the area stayed far from in the production process, and time to preserve the industrial heritage for future generations. In the transformation examples in Turkey's, despite protection and commemoration endeavours, the protection of buildings with whole equipments is not established because the industrial archeology discipline is not accepted.

The idea of industrial archeology was first used in 1995 by Michael Rix, and is a new discipline and study subject. England, where the industrial revolution started in the 18th. Century, has been the leader in the industrial process and in this discipline. Countries like U.S.A. and Germany that became industrialized relatively early, as well as other western countries, have advanced on this subject. This subject, which an industry country like Japan is very interested in, is quite a new discipline for Turkey. According to Neil Cossons, who is a very important specialist of this discipline, "Industrial archeology is cultural archeology" (Tolga, 2006:9). Industrial archeology can be defined as the concept of mechanical tools and in a broader sense as the process to produce goods and services with efficiency and the mechanisms for this purpose. The original architecture was created as its subject of a scientific discipline. Its research area includes the region where intersect the productive activity and the architectural or constructive reality" (Tanyeli, 1998).

Industrial archeology is a subject which considers the tangible and intangible ruins, documents of industrial culture, whole buildings constructed for industrial production, landscape of cities, natural areas, housing areas and, in short, whole historical stratifications. It is not only interested in architecture but also in the history of architecture, the history of technology, the history of science, the history of industry, protection and the economy. That is because it is a subject that requires different discipline to come together (Tanyeli, 1998).

Preservation and Documentation of Industrial Cultural Heritage

In analyzing culture as a life style, which advances with accumulation, it is not possible to see the future of a country without understanding its past. Each novelty and each new culture installs on the precedent one. That is why, to develop, it is important to know and to determine cultural identities. The remains and (the experiences in life) created in the entire history produce cultural heritage as parts of cultural identity. This heritage is mostly a tradition, which is been transferred from one generation to the next, and is also the modern use of the past, including advertisement and interpretation. Cultural heritage as a cultural preservation of today's places that are connected to the past, has become a huge industry based on the commercialization of the past.

Mass production was gained an international activity with the industrial revolution and the organization of production was formed accordingly. Mass production including the high productivity was required the organization of the external economies. This organization of production and the expansion of the size of the business provided an organic integrity, in which the business has been a product of the administrative center. The actual urbanization movement began with the Industrial Revolution. New business opportunities and the labor demand created by the new production style, and the changes of agricultural production forms caused the beginning of immigration to the city from rural areas. Cities became centers of attraction, not only through the provision of business opportunities but also through offered services.

Industrial heritage consists of the remains of industrial culture, which are of historical, technological, social, architectural or scientific value. These remains consist of buildings and machinery, workshops, mills and factories, mines and sites for processing and refining, warehouses and stores. The places where energy is generated, transmitted and used; its transportation and infrastructure, as well as places used for social activities related to the industry such as housing, religious worship or education can also be defined as more examples. (TICCIH - 2003, The NizhnyTagil Charter for the Industrial Heritage).

Studies on the preservation of industrial heritage were first realized in England. In the 1950s, activities about preservation and recording of industrial monuments were carried out during condensed renewal works. In 1963, The Industrial Monuments Survey was established and the first recording processes were started with the name of “Records of National Industrial Monuments” (Kıraç, 2001).

In France, interest in industrial areas started in the 1970s. After 1983, industrial regions began to be recorded by an institution named “Inventaire Générale” and within that institution an industrial heritage group was formed under the name "Industrial Heritage Room". Besides, a national industrial information center has been established in France and in Netherlands (Kıraç, 2001).

In England and France, followed by Belgium and many Scandinavian countries, with the end of the cold war, works on preservation and recording of industrial heritage have gained speed. In the international platform, UNESCO has included many industrial regions in the world in the world heritage list and in 1973, The International Committee for the Conservation of the Industrial Heritage-TICCIH was established (Kıraç, 2001).

A structure or group of structure should consider various criteria for being accepted as industrial heritage:

- Being leader of technological development in its time, having a successful and high quality technical implementation,
- Being one or some of the examples in the world that keeps on functioning and having a completely protected technical equipment and production system,
- Having a new structuring started around with industrial production,
- Having an important role in the constitution or in the development of the Industrial Revolution,
- Being an example for newly constructed buildings in that industrial area,
- Being a pioneer production place in the world in its time (TMMOB, Korumada Yeni Tanımlar, Endüstri Mirası, 2007).

ICOMOS (International Council on Monuments and Sites) is an international and non-governmental organization. Its objectives are to protect sites and historical monuments, to support and to direct each kind of research about the conservation and assessment techniques, theories and methods. ICOMOS has declared the International Monuments and Sites day of 18th April 2006 as “Industrial Heritage”. By publishing a declaration, it has determined that industrial heritage is under threat, like other cultural heritage areas in the world, and that the awareness and the integration of people with the heritage is missing.

It is underlined that the industrial heritage is in danger of extinction because of the leaves and the destructions, which threaten some of the biggest witnesses of humanity’s creative power. TICCIH, which has specialized on the conservation, protection, investigation, documentation, research and interpretation of this heritage, has offered the opportunity to an international network of professionals to work together.

Other establishments, which work on the preservation and documentation of industrial heritage, are ICOM, ICOHTEC, ICCROM, DOCOMOMO, UNESCO World Heritage Sites, ERIH (European Route of Industrial Heritage), European Heritage Network, Council of Europe (Methods of documentation and inventory), The Association for Industrial Archaeology. A published industrial heritage classification list by ICOMOS in 2006, includes blast furnaces’, bridges, canals, chimneys, converted buildings, industrial sites, factories, hangars, harbor buildings, industrial landscape, industrial heritage at risk, kilns, mills, mines, museums, railways, textile, warehouses and worker’ housing.

The first beer factory Heineken built in 1867 and could be given as an example for the works in the world. In 2001 its name has changed to the Heineken Experience and has been used as a museum. The Heineken Experience, which describes the spent periods of a beer factory, has become a popular touristic attraction (www.erih.net & www.heinekenexperience.com/). Another example is MaSS Moca, which has become the widest contemporary art center in the state of Massachusetts in the United States. The old manufacturing place has been transformed by renewing and giving new functions to the buildings (www.50manmachine.com).

Applications In Turkey

At the beginning of the 20th. century, 55% of industrial enterprises in the territory of the Ottoman Empire were located in Istanbul (Ökçün, 1997). Therefore, monitoring the industrialization process of Istanbul, the city which best reflects initiatives of industrialization of the Ottoman Empire, also provides information about the industrialization process of the Ottoman Empire.

Since the 1940s, the first transformation examples of Turkish metropolitan cities are slum areas. From the 1950s to today, it has been observed that urban transformation in metropolitan cities differentiates in three diverse periods. The first period is between 1950 and 1980, when economic growth policy became widespread and industrialization was started. Economic growth and immigration caused the fast growth of cities and the creation of slum areas in these cities. During this period, the most important urban transformation is the transformation of empty lands in city centers into slums and then the rehabilitation of these neighborhoods, through

restructuring in the form of new apartments or renewals intended for different groups of population. The second period is between 1980 and 2000, when metropolitan cities were affected from globalization and an open liberal economy. In this period two important developments were observed in metropolitan cities. On the one hand, licensed and unlicensed structuring occurred in the city. On the other hand, housing areas were dispersed outside the city center. Transformation was seen in city housing areas as well as industrial, central and coastal areas (Anlı ve Sevin, 2007). Industrial buildings, which were 256 in the 19th century, have decreased today to 43, and they are waiting to be preserved as architectural, historical and technological heritage. Detailed documentation studies about some industry buildings that still maintain functions or some lost function after sinking until the middle of 20th. Century, have not been done yet. Abandoned factories are becoming ruined a little more every day because of unconscious repairs, negligence or refunctioning works. The rant values are taking over refunctioning works of unfunctional industry buildings positioned in important regions of the city located on both sides of the Golden Horn, the Bosphorus or the Marmara Sea.

These developments have decreased the living quality and the upgrading and regeneration of risky areas have appeared. It is observed that the areas with high historical value are being through gentrification. As for the last period after the year 2000, it includes the acceleration of the partnership between the local government and the private sector and the first recognition of the transformation strategically. However, the conversion strategy is defined as urban renewal only. Another remarkable feature is the transformation of different parts of the city into various uses uses. (Anlı and Sevin, 2007).

Urban Renewal as a radical intervention includes the implementation of transformation, which demolishes the old and builds the new (Tekeli, 2003). In Istanbul, “Haliç

Environmental Master Development Plan” can be considered as an example of an urban renewal project. This is the most radical type of transformation. This type of transformation can be considered as a remedy to increase the quality of life and rant by giving the new development rights to the area that became risky to use and that have very low quality of life and rant. The socio-economic structure, compromised with the immigration at the beginning of the 1950s, is reflected in the physical space. Thus the slum period, which is a non-legal structuring, started. Problems in cities include the uncontrolled development of the industry, the increasing spread of urban population. Furthermore, non quality physical-space and social structure occurred with migration and this non political situation created non quality environments devoid of technical infrastructure, green areas, sport areas and facilities of education, culture and health. Recently, frequently experienced natural disasters as earthquake and floods have shown that these kind of living areas are unhealthy and unsafe.

Upgrading, which is the second type of transformation intervention, includes transformation applications intended to improve the current physical, social and economical tissue of an area. Interventions carried out by protecting the current tissue can be considered as “Upgrading” and “Improvement” plans (Tekeli, 2003). Upgrading is used to render adequate the environment that includes inadequate infrastructure by using limited investments. This kind of transformation intervention has been applied in slums and unlicensed housing areas. Improvements are done to convert an illegal area into legal and to give reassurance to the people living there by providing structuring that is right to the area. Improvement plans aim to transform slum areas into arranged housing stocks (Şenyapılı, 1998). In this process, local governments assume the role of entrepreneurs that carry out these applications with the cooperation of the private sector. The application within the scope of the “Dikmen Valley Slum Transformation Project”

and the “Orange Flower Valley Project” in Ankara has adopted for the first time the participation of local owners into the decision-making process (Göksu, 2003). In these projects, instead of expropriation, the ownership was protected. A model according to the deal between the slum house holders and the commercial investors is accepted. The slum house holders had their houses.(Göksu, 2003).

Conservation and Gentrification, which are the third type of transformation intervention, appear as conservation and gentrification of an historically valuable area. The said conservation has two styles. The first one is to provide function to a historical area. In the fortress of Ankara and Antalya, the location of luxury restaurants and traditional sales units can be example for this kind of conservation. The second one is to improve economic life conditions by changing the social layer of those living in the historical area. In Istanbul, the transformation in Cihangir and Kuzguncuk can be shown as an example for this genre (Uzun, 2001). In these living areas the increase of revenue was observed.

Conservation of historical industrial areas and transmission to the next generations have been studied during the last half century in the world but only during the last ten years in Turkey. Researches, thesis, projects on this subject are proliferating rapidly, and the number of industrial monuments and sites included as properties worth to preserve is decreasing in the same proportion. In Turkey, the industrial structure is not been protected and rapidly dissolved. In addition to the problems of the protection of the cultural-architectural heritage, the problems accour from various sources like the decision of "function" or "protection.

The upper framework documentation study is taken in hand through graduate thesis at universities. Some buildings with their photographs, some with their whole archives are being

documented. There is no responsible institution and organization structure for the documentation studies which should be done.

There are very small number of studies in Turkey about applications of cultural heritage conservation. Istanbul Modern was a former warehouse building in Karaköy and partially restored for artistic activities. Central Istanbul was built through the initiatives of Istanbul Bilgi University. Formerly, a monopoly of the production building is used as the Kadir Has University and since 1980, Haliç Industrial Areas are under an ongoing process of transformation. These lost functions fields can be given as examples for the revive efforts.

Bomonti Beer Factory and its Close Surroundings as Application Area

The Bomonti Industrial Area is one of the first industrial areas in Istanbul. It is an area located between Baruthane Stream and Sıracevizler and Feriköy Street, which were once a housing and apartment quarter, formed by many floored apartment looking buildings and industrial companies. Its background goes back to 1892. After the foundation of the beer factory, which has given its name to a street today, the other factories in different sectors have also started working. However, in line with the economic development of the country, the industrialization of the area improved slowly until 1955. The interest of the local governments to these industrial area has started in 1952.

The Bomonti Beer Factory, located in the area, is the first beer factory that started manufacturing with the modern beer production technique in Turkey. Before the beginning of this production, the beer was manufactured under the name of “barly water” in Turkey. The beer production with upper

fermentation was first started in a beer workshop founded in Feriköy by the Bomonti Brothers of Switzerland in 1890. After studies were made, the upper fermentation technique which continued until 1908, was replaced with lower fermentation and cooling facilities were also added. The Nektar Beer Factory started acting in Büyükdere in 1909, creating an important competition and resulting in great losses for both companies. The two companies were united in 1912 and the Bomonti-Nektar United Beer Factories Company was founded. They had also produced “Bomonti Rakı”, which was one of the best of the time.

Bomonti Tekel Beer Factory has an important industrial heritage qualification although it has frayed until our day. Many of the buildings located in on 1018 block 1 parcel, carry the relic qualification. Bomonti Beer Factory and its entrance management building are one of the first industrial buildings constructed before 1900. According to the decision no. 9294 dated 25.02.1998 of Istanbul no.1 Cultural and Natural Assets Preservation Assembly and according to the 6th. topic of the 2853 numbered law, it has been decided for those inquisitions to trade marked as cultural assets. From 1891 till today Management, Beer Manufacturing, Lodging Buildings can be defined as three main functional groups.

The refunctioning of industrial heritage monuments and sites, has to be researched by making market analyses and surveys of the area’s necessities. The appropriate function selection, carefully made simple and returnable changes, the properly presented technical equipment and especially the right evaluation of the spatial and structural qualities of the industrial buildings will provide successful applications (Föhl, 1995).

In this case, the preservative point of view and the definition of the exit point’s re-usage have gained importance. Before the application is carried out, sufficient research has to be made

and a scientific way has to be followed. Applications have to be made by the experts, their phases should be inspected ordinarily and the mistakes should be caught on time. For the refunctioned industrial buildings, it has been seen that the biggest risk is the quickly made refunctional applications (Föhl, 1995). For this reason, conservation and refunctioning offers have to be treated carefully with long term programs where continuity is provided. During refunctioning, under the frame of conservation policies, each phase has to provide knowledge to the public and has to be documented.

For the documentation of the industrial heritage in Turkey, it has been necessary to start an upper scale study and to define a scope. The method and the frame that will be used in the documentation can be quickly drawn and it should be described who, how and with which priority it will be done. The inventory of the singular studies within this scope can be done. In the list made around the frame of the law related to the conservation of the Cultural and Natural Assets, the definition of “commercial and industrial” has to correspond to the definition of actual industrial archeology. For the buildings and for the industrial areas that will be preserved, a detailed inventory study can be made, in the frame of conservation rules, and all the details creating the whole can be documented. These documents should be reviewed and contributed to the history of industrial culture. The relationship of the area and the buildings with the city and its contribution to the surrounding tissue should be analyzed. Furthermore, the positive and the negative parts of the all productive functions for the city and the people have to be determined. In line of the city’s necessities, considering the environment that it’s in and the function for which it will be used, the newly loaded function-space style relationship can be explored. In line with these results, the building should be reviewed as for its suitability to its original usage (Tolga, 2006).

Under the scope of the study, the documentation studies regarding the Bomonti Beer Factory are necessary and should be given priority before the sales-rotation-privatization activities. The documentation studies should show the way and the method for re-usage, they should be taken in hand as a whole with space-area analyses, and the usage offers made must be defining and binding.

Since 1990s, considering the developing history and the relationship between cultural heritage and economic improvement, urban transformation has occurred with urban preservation. During these years, urban upgrading projects led by culture, have been placed at the first plan. Culture oriented urban transformation has also shown itself during the same period. The Bomonti Beer Factory and its close surroundings have their own identity. Beer gardens, manufacturing industry, Şişli Apartments and non-islamic society, Bomonti pubs' culture, little artisan furnisher, tailor, delicatessen are the significance that should be protected together in this area. It is necessary to upgrade Bomonti, which used to be the center of the city in ancient times. A sustainable and safe city center life should be created for people to return.

As a result of the analyses made around the Bomonti Beer Factory and theme descriptions, aim, vision, the mission and goals have been defined, a SWOT analysis has been made, the problems have been determined, and binding quality of life standards trials have been made. At the end of all these studies, a scenario was produced in which the Beer Factory will be transformed to a "Cultural Art Center" and its close designs towards the living and conserving of the cultural identity. Inside, it will contain education as well as tourism, recreation, transparent media and communication centers.

In line with the natural, physical and socio economical analyses made in the area, weaknesses and strengths, threats

and opportunities for the area have been defined by using a SWOT Analysis.

Strengths: The factory has a strategic and central position in terms of access to public transportation, main arteries, and the conference valley. Other advantages would be lined up as the beer factory being located in the area and having its own identity, which has been gained by the local habitants who share the pleasure of living in the area.

Weaknesses: The intensive pressure of traffic jams caused by the hospitals located in the area, the lack of parking, the narrow streets, the living environments without sun light , and being far from scenic beauties are the main weaknesses. The area does not have any connection with the Bosphorus and the Marmara Sea. Moreover there exists a lack of recreation and green areas, pedestrian and bicycle lanes. The crowd and the traffic jam caused by the Mosque of Şişli have a negative influence on the local life. Istanbul is considered as one of the richest places in the world with its natural and historical past. Unfortunately, the area still does not have practical and direct connections to the key areas such as İnci Dede Deresi Street, Sultanahmet and the Bosphorus. Furthermore, the area does not possess enough space for social and cultural activities aiming to young and elderly people.

Opportunities: The nomination of Istanbul as a 2010 European Cultural Capital would be advantageous for the area in terms of attracting investments aiming to construct social and cultural places. Moreover the new court house, which is in under construction would be a positive influence on eliminating problems and malfunctions faced by local people. The transformation projects covering the area, the decentralisation of Ali Sami Yen Stadium, the regaining of shopping axes moved to Nişantaşı, the utilisation of the liqueur factory, the completion of the tunnel connecting Haliç to Bomonti, the

existence of an ecological bazaar , the construction of Mimar Sinan University Campus and other existent campuses of the local universities should be considered as some of the opportunities for the area.

Threats: Intense rant pressure will bring negative results. There is negative impact of Kasımpaşa to its environment as subsidence area. Air pollution and the increase of carbon footprint could also be discussed.

The problems of the application area have been defined according to the analyses, which have been done and criteria's about economic, social, physical and natural structure have been made. Problems have been grouped.

Economic Problems can be seen as existence of poor quality of life areas in low-income parts in the application area, waning in the areas where the industrial activity intended for manufacturing continue, unplanned development of intense commercial activity in the area, problems in the physical area, unplanned impacts of hospital, private university and congress center.

Concerning the *Social Problems*, existence of people with high education level and high income level living in the area and the absence of a holistic social life can be described. There are limited relationships between the old Bomonti People and the new Bomonti People.

Physical Problems are defined as the decrease of manufacturing areas' usage, the existence of empty and waned buildings, the pressure of new built "residences" on the environment and their threats to the Şişli apartment's culture. These residences cause textural dispute with the Bomonti Beer Factory, which has been accepted as industrial cultural heritage. Furthermore, the intense usage of buildings in the area causes a

lack of access to the sun. Trade areas have created disharmony on the street. The existence of components' usage, which allow pedestrians to accelerate, the pollution created by outdoor signs, which affect urban esthetic, the insufficiency of green areas, which will wind the area, the lack of safe places for children to play, the circulation of the pedestrian roads with vehicles all the time, the decrease of the safety level in some parts of the area, the deficiency of car parks in the area, the negative effects of land car parks in the area, could be presented as problems. Also despite being close to public transportation lines it is hard to reach them.

The Problems about Natural Structure: The area is close to Mecidiyeköy, which has the highest air pollution values in İstanbul. South of the area, the rehabilitation of the stream has not been done. Near the Bomonti Quarter, noise pollution can be seen on the axles of E-5, Abide-i Hürriyet Street, where there is intense vehicle usage.

CONCLUSION AND SUGGESTIONS

Due to the synthesis that has emerged as a result of the natural, constructional and socio economical analyses made, the transformation of Bomonti Beer Factory is considered by retaining the current cultural values. This transformation of the Bomonti Beer Factory as a cultural inheritance will increase the social, economic, cultural and financial value of the venue and will positively contribute to the city and country itself.

Bomonti's identity shall be developed by creating a new venue defining a different working area around Bomonti, which stays alive day and night. Suggestions for sheltering, working areas, education, transportation and construction are given in order to increase life quality around the Bomonti Beer Factory during the improvement and transformation period.

As regards to sheltering, renovation projects shall be developed for the residential areas that are ruined or structurally distorted, minor renovations shall be made on the front-lines of the current apartments in Şişli. New physical solutions shall be created at the venues where the disorder of the passing from the ghettos to modern apartments are seen. The residences which are still under construction on the south side of the venue shall be ordered as residences and split-level houses. The venue among Piyalepaşa and Dereboyu Streets shall be considered as residential area and trade units shall be formulated for the pedestrian parts of Halide Edip Adıvar Street.

As regards to the working area, the Bomonti Beer Factory shall be utilized as a Culture Art Center and its neighborhood shall be converted into communication, media and visual and scenery art centers. The opening hours of the factory shall be extended to late hours accompanied by special sound and light effects, entertainment venues shall be created servicing beer and demonstrating the production of beer (Heineken,Guinness),

small boutique enterprises shall be opened as the venue will be touristic. The accommodation and dining sector shall be supported, one or two flat shops instead of huge shopping malls shall be constructed for shopping. Industrial enterprises shall be removed out of the city center and the construction on the east side of Bomonti beer Factory shall be converted into ecologic local market. Marketing and sales units shall be formed for Pe-Re-Ja colognes, Ernet, Nestle Chocolate, Mısırlı Trikotaj ve Bomonti Beer to sustain of the industrial past, cultural workshops shall be located on the up flats of the buildings. The parcels around Mimar Sinan University shall be created as university accommodation and sports and entertainment facilities.

As regards to education, new primary schools in new venues shall be opened, and renovations as well as positive improvements shall be made for the current as well as upcoming population. At the venues where there are insufficient primary schools, additional units shall be included into the facilities and/or the education facilities shall be a part of multi-cultural facilities by building new plants. Child centers shall be formed which contains kinder garden and nursery school (a center where the families in Istanbul will be able to leave their kids, who are at pre-school or primary school period, on the week days and even during the weekend). Furthermore, new schools shall be built with government support at the locations where currently only private schools are located. The north parcels where the schools are collectively located shall be utilized as adult training and public training schools, even as public high schools to be used for education during nights and weekends. The area on the north side of Bomonti shall be utilized as an open air cinema, wedding, entertainment venue and the old beer garden tradition shall be kept alive in some parts.

As regards to transportation, restrictions to vehicles on local days shall be set, parking lot solutions shall be created where there is insufficient parking, and suggestions for underground parking lots shall be made. Furthermore, alternative solutions for foot walk shall be considered and where the ground is sharp and stiff, walking platforms shall be formed for pedestrians. The vehicle circulation on the main street shall be turned into a double way, and one way on the narrow streets. The pedestrian ways shall be modified and secure walking axes shall be constructed. Sustainable and mobile pedestrian axes shall be procured by way of collaborating with the culture, art, green system and commercial facilities.

As regards to structural arrangements, landscape suggestions shall be reviewed to balance the negative impact of highways in particular. Furthermore shopping comfort shall be provided through areas protected from the sun and the rain. In the shopping axes, the ground floor of buildings should have background places with arcades, and park lands shall be constructed instead of the industrial residences. Museum, exhibition, cinema, theatre, festival and activity areas for international touristic utilization shall be constructed and cultural activities at schools shall be made at nights or during the weekends. Touristic development shall be enhanced by way of building culture plants and boutique hotels, internet cafes and libraries to be constructed between commerce-pedestrian axe. The area on the north side of Cevahir Congress Center and at the key point of the south-north commerce-pedestrian axe shall be utilized as commerce and public education and center for young generation. The present utilization of the area on the east side of French Homeless House (Anadolu Ateşi Rehearsal Studio) shall be maintained.

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