

# we|you|they

MAY - JUNE 2019 - ISSUE 15

FASHION, SHOPPING, CULTURE AND LIFE MAGAZINE

by **Özdilek**

EN

YOUR COMPLIMENTARY COPY



**Special Gift  
Alternatives For  
Mother's Day**

**The Newest  
Products Special  
For the Father's  
Day**

**The City of  
History and  
Wisdom:  
Bologna**

**HÜSEYİN  
ÖZDİLEK**  
"TURKEY  
DESERVES  
THE BEST"

**CAN CREMES  
CREATE  
MIRACLES?**

**Hollywood's  
Attractive Face:  
WILL SMITH**

**AYŞE  
KÖKÇÜ**  
"HAVING THE LEAD  
ROLE IS NOT BEING  
THE NUMBER ONE"





# Feel the Luxury and Comfort



Wyndham Grand İzmir Özdilek is close to recreation area with shopping malls, restaurants, cafés and military museum ship. Proximity to motorway for International Adnan Menderes Airport, Gaziemir Fair Complex, industrial zones including Aegean Free Zone, Ephesus and House of Virgin Mary makes the hotel's location excellent.

With 219 rooms and suites, the hotel offers privileges and advantages of distinguished location embracing sea & city to guests travelling for business & leisure purposes and meeting delegates with five star hotel quality.

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**WYNDHAM GRAND®**  
İzmir Özdilek

# EDITO



**Dear We You They Readers,**

The summer is getting ready to embrace us. Taking advantage of the extension in daylight duration and the increasing temperature, we prepared a "What to do this weekend?" list that suits every taste. We prepared an "It's High Time" suggestion list for those wishing to be in touch with the nature, and an "Agenda" for whoever seeks a content full of cultural activities. For those planning a short vacation in Italy, we bring the city of wisdom, Bologna, to you in our travel file.

Besides suggestions of decoration you can apply using the Living Coral, the color of 2019 that will boost your energy in your life spaces, we show colorful and trendy products of new collections from famous brands on our showcase pages.

We prepared a content-rich, inspiring interview about Hüseyin Özdilek's 52 years of business life as the founder and Chairman of the Executive Board of Özdilek Holding, including his daily routines, dreams, and experiences.

In the interview with Nazan of the legendary "Bizimkiler" (Our People) TV Series of 1990s, the master actress Ayşe Kökçü, we talked about a wide range of topics, from cinema to theatre, TV projects to her personal life.

We wish you a joyful reading of this new issue prepared by Duma, which is now the creative agency of Özdilek, where we also cover gourmet tastes from Günaydın Meat Restaurant, lending impetus to the increase in grill houses, you may try when breaking your fast or during the Ramadan Feast.

Sincere regards,

*Hande Dilekmen*  
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*WITH LIVING CORAL*

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the year of comfort and  
naturalness, is full of joy  
and energy with the color  
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For our mothers  
who deserve  
the best of  
everything...



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# NEWS FROM ÖZDİLEK

## Özdilek Home Textile Stores Meeting Was Held



Özdilek Home Textile stores meeting was held in Wyndham Grand İstanbul Levent's ballroom on May 6. This fifth meeting of the year started with opening remarks of Hüseyin Özdilek, Chairman of the Executive Board of Özdilek Holding. Besides Emir Murat Özdilek, executives of the holding, regional managers of home textile stores, store managers and store assistant managers, product owners and store directors attended the meeting.



During the meeting, a presentation was delivered by Deniz Torun, Özdilek Home Textile Stores Manager, about 2018 budget and store managers discussed the annual reviews.

After the presentation of the collection of patterns to be produced by Özdilek Home Textile Stores in 2019, the meeting was closed by Emir Murat Özdilek's speech. Following the closing remarks, the best home textile store awards were given to the winners.

## Özdelik Academy Development Seminar at İstanbul



The fourth session of Ahmet Şerif İzgören's "Süpermen Türk Olsaydı" (What If Superman Was Turkish) seminar was organized in İstanbul by Özdelik Academy, the name given to Özdilek Holding's education policies. Extended throughout the year, this seminar will reach 8 thousand Özdilek Holding employees with sessions to be held in 11 provinces.

İstanbul session was held on March 6 in Wyndham Grand İstanbul Levent's ballroom and started with the opening remarks delivered by Hüseyin Özdilek, Chairman of the Executive Board of Özdilek Holding. Besides Hüseyin Özdilek and Emir Murat Özdilek, senior executives and 120 participants were present in the seminar.

In this "Süpermen Türk Olsaydı" (What If Superman Was Turkish) seminar of Ahmet Şerif İzgören, the participants were called for social development, rather than personal improvement. Earnest, serene, and wise entrepreneurship, business quality, honesty, love of country and tolerance values, and the way to be more useful for the society were introduced to the participants with true stories.



## 43rd YGG Meeting Was Organized



Özdilek Holding, the 43rd YGG (Executive Review of Quality Processes) Meeting was held in Hilton Hotel. The meeting started with the opening remarks, delivered by Hüseyin Özdilek, Chairman of the Executive Board of Özdilek Holding, regarding the quality processes. Besides Emir Murat Özdilek, the participants include the senior executives, business managers, support and administration managers and quality management departments.

Continuous development, management's resource allocation efforts to meet the needs, identification and awareness of the customer satisfaction levels, identification of risks and implementation of the precautions are among the purposes of the Executive Review of Quality Processes.

During the meeting, which was held in three sessions this year, performance values of 2018 were meticulously analyzed and both requirements and annual results regarding the obtained four quality management system document. Quality Management Director Ercan Ahmet Gökgöz explained the general situation of all operations and gave information about the quality processes and the planned TSE analyses.

At the end of the meeting, an award ceremony was held and the top businesses with highest scores in scorecards were awarded plaques and prizes.



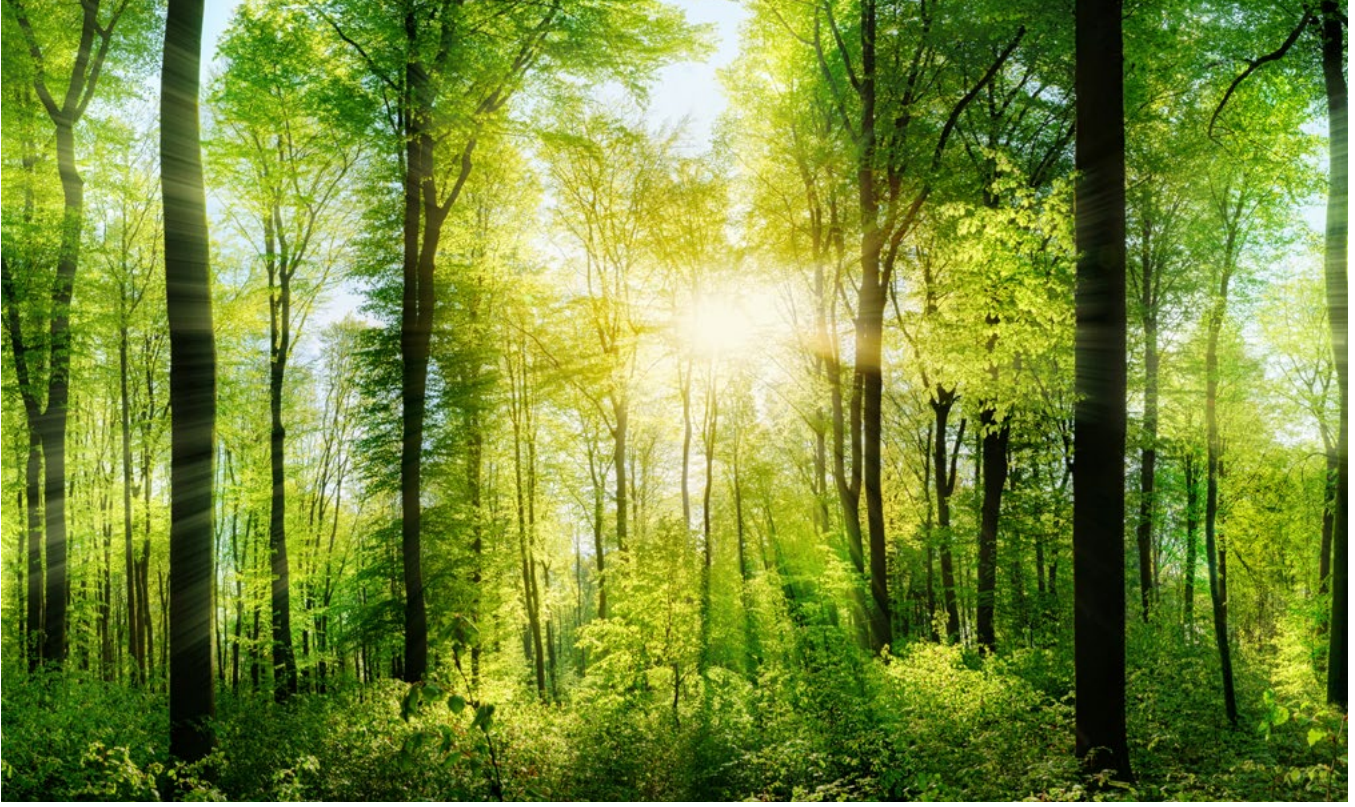
## Women Employment Award Goes to Özdilek Kocaeli

Özdilek Kocaeli was honored with a thank you plaque in an award ceremony organized by İzmit Metropolitan Municipality and İŞKUR (Turkish Employment Agency) for being among the 41 companies with highest numbers of women employees.

Mayor and Deputy Mayors of İzmit Metropolitan Municipality, the Provincial Director of İŞKUR, the Provincial Director of the Ministry of Family, Labor and Social Services, as well as the executives from the 41 companies having highest numbers of women employees were among the participants at the sixth year gathering of this award, which aims to encourage women's employment in business life.

Dr. Nevzat Doğan, the Mayor of İzmit Metropolitan Municipality, emphasized the importance of an increase in women employment and added: "We cannot thank enough to these 41 businesses that employ the highest numbers of women. Through this program, we intended to show that we always support you and we are happy to see the result. Thank you very much for supporting the idea to employ more women and include them more in the national development." The ceremony was closed after the plaques were presented to the executives of these 41 companies.





## Özdilek Built 3 Forest Areas with 30 Thousand Saplings

Özdilek Holding realized its 30 thousand saplings project in Karacabey district of Bursa, in cooperation with TEMA Foundation, with the consciousness that nature is the best heritage to hand down, with the aim of creating environmental awareness.

A planting ceremony was organized in Özdilek Holding, Özdilek Foundation and Özdilekteyin.com memorial forests in honor of the environment-friendly manufacturing facilities, ecologically balanced animal feed manufacturing, energy production activities through efficient use of natural resources, and creating an awareness of sustainable environments with the training programs organized for employees.

One day, these 30 thousand saplings in 3 memorial forest areas will turn into immense jungles and contribute well to nature by emitting 51 tons of oxygen and absorbing 69 tons of carbon dioxide in an hour.

### FOR A SUSTAINABLE LIFE...

Being among the best projects that continuously support the awareness of the sustainable environment and social responsibility, Özdilek Holding has the honor to be a partner of the forestation project organized by TEMA Foundation, which is an organization that protects the earth, in other words, the most natural resources of the life.







## “Canım Annem” (My Beloved Mother) Project by Özdilek Home Textile

Özdilek Home Textile is again on screen, this time with a promotion video of its special collection of products for the Mother’s Day. In this advertisement video, Özdilek Canım Annem duvet cover set and First Company Canım Annem pajama sets are introduced by well-loved Ayşe Kökçü and Bora Akkaş. This advertisement refers to the fact that mothers are our first teachers through the scene where a pattern is drawn on a blackboard and the fragile nature of them with colorful flowers.

Completed with the “Canım Annem” writing, this design distinguishes as a special product to make our beloved mothers happy and express our gratitude to them. In addition to this, the pajama sets designed with the “Canım Annem” pattern is presented with a special collection created for the women who have a good sense of styling and wish to be fashionable in their own living spaces.

On this wise, Özdilek and First Company celebrates the day of mothers, who beautify our lives with these “Canım Annem” themed products. You can find these special Mother’s Day products in Özdilek stores and on Özdilekteyim.com online shopping site.







### Catalogue Shootings of Özdilek's 2019 Spring - Summer Collection Took Place

Catalogue shootings of Özdilek's 2019 Spring - Summer Collection have been completed. Shootings for textile products were organized on March 18 - 21 in Wyndham Grand İstanbul Levent and Antalya Amara Dolce Vita Hotel. These were followed by the home textile photo shootings on 7 - 13 March in Alaçatı Alakapı Hotel and on March 15 - 21 in İstanbul Boom Photo Studio.

The face of Özdilek Home Textile, Jessica May, posed to cameras for 2019 Spring - Summer collection. While the marine patterns attract attention with their enchanting peace and serenity, the ethnic patterns used in the collection, surround the living spaces with increasing energy.

To reveal the classiness of an office, shootings of textile products from 2019 Spring - Summer classical clothing catalogue under the textile category took place at Wyndham Grand İstanbul - Levent. On the other hand, shootings of the "Nature" themed casual and sportswear, where the longing for the nature comes to the fore, took place in Antalya Kemer. The new season products, consisting of colorful and competitive designs, had a great harmony with the atmosphere created with the sea, beach, and palm trees.

You can access Özdilek's 2019 Spring - Summer Collection, textile and home textiles catalogues and the newest products in these catalogues in Özdilek Shopping Centers, department stores and Ödilektheyim.com during the season.





## 4 Great Awards to Özdilek From Hermes Creative Awards!

Özdilek added four new awards to its history of success with ÖzdilekParks, Cinetime, and We You They. Hermes Creative Awards event, which has been organized by the American Association of Marketing and Communication Professionals (AMCP) since 1995 to choose prominent projects in the world, awarded Özdilek's outstanding projects.

As Özdilek Holding's corporate publishing, the fashion, shopping, culture, and lifestyle journal We You They was awarded with the Platinum Award in the Print Media category, while Cinetime, Özdilek Holding's cinema operations brand, earned the Platinum Award in the category of creative communication.

Being home to joyful events and social responsibility projects throughout the year, ÖzdilekParks again crowned this success with some awards. ÖzdilekPark İstanbul won a Golden Award from Hermes Creative Awards with its special event for the Valentine's Day, called "Aşkınınızın Gücü Sizi Paris'e Götürüyor" (The Power of Your Love Takes You to Paris) and ÖzdilekPark Bursa Nilüfer earned the Platinum Award in the "Chess Tournament".

CINETIME

we|you|they

ÖzdilekPARK  
BURSA NİLÜFER

ÖzdilekPARK  
İSTANBUL





## Wyndham Grand İstanbul Levent Says "We Are Beautiful Together"

An Özdilek Hotel and Tourism associate, Wyndham Grand İstanbul Levent, called attention to down syndrome with its "We Are Beautiful Together" event. "We Are Beautiful Together" event prepared a joyful day for young people with down syndrome by bringing them together with master chefs and hotel managers in a workshop. The young participants prepared delicious cookies with master chefs of Carême Restaurant and set out their stalls until the process of cooking by arranging every detail by themselves.

### We Are Beautiful Together

Providing a space for the young participants throughout the day, Wyndham Grand İstanbul Levent supported them to develop cooking skills through entertaining workshop activities under the guidance of master chefs.

Managers of Wyndham Grand İstanbul Levent said "We Are Beautiful Together" and organized a tour to the hotel's different departments with the young participants and their teachers, giving detailed information about daily processes. After having dinner together at Carême Restaurant at the end of the day, the young participants brought the cookies they prepared to their families.



## Two Joys Together: Anniversary and Festival at Özdilek Afyonkarahisar

Özdilek Afyonkarahisar enjoyed a festival at its 23rd anniversary, which corresponds to the April 23 National Sovereignty and Children's Day. Özdilek Afyonkarahisar began its anniversary celebrations with a cake party on April 21 and organized a janissary music event on April 23. On April 20 - 21 and 27 - 28, a licenced "Aslan" (Lion) event for the little guests. This first event gave the participant children the opportunity to meet the beloved characters of the cartoon "Aslan".



## Joy of "April 23 National Sovereignty and Children's Day" at Özdilek

As a gift from the great leader Atatürk for children, April 23 National Sovereignty and Children's Day was celebrated with joy at Özdilek Shopping Centers, just as in many other places around the world. For the meaning and importance of this day, the Republic Band team performed national anthems and visited Özdilek Bursa, Bursa Geçit, ÖzdilekPark Bursa Nilüfer shopping centers and Bursa Ataevler, Gemlik, Gürsu, İnegöl, Kaplıkaya, Mudanya, and Özlüce hypermarkets throughout the day. Özdilek's guests enjoyed the happiness of this festival with the anthems performed by the Republic Band. Each Özdilek branch organized different events and the band performance was followed by school shows, April 23 themed workshops and Greenbox Photo Shootings.





## "Ramadan Streets" in Özdilek Branches

Özdilek Shopping Centers have completed the preparations to welcome the sultan of 11 months, Ramadan, with joy and happiness. The month of Ramadan corresponds to May 6 - June 3 this year and Özdilek Shopping Centers will host various events for a month with the Ramadan Streets to share this spiritual and emotional atmosphere with their guests. Having an authentic sense of Ramadan, Özdilek Shopping Malls will organize arts and culture event, such as Whirling Dervishes, Aşuk & Maşuk, Karagöz and Hacivat, Kavuklu Pişekar, Meddah, plus illusion shows and "fasıl" music performances. Özdilek Shopping Centers are ready to make the guests feel the spirit of history with a traditional Ottoman candy called "majun".



## Entertaining Vocational Workshops

Özdilek İzmir organized entertaining Vocational Workshops to introduce different professions to children for the whole April. Young participants showed great interest to these workshops of Seamen, Little Pilots, Photographers, and Traffic Cops, all providing informative contents. The participant children had a chance to see their dream professions at these Vocational Workshops.



## 100th Anniversary of May 19, the Commemoration of Atatürk, Youth and Sports Day

Known for enjoying special days and festivals together with guests through special events, Özdilek Shopping Centers will celebrate the 100th anniversary of May 19 the Commemoration of Atatürk, Youth and Sport Day with a Greenbox Photo event. With the help of the Greenbox technology, photos of guests will be seen as they are side to side with the great leader, Atatürk. The shopping malls will be decorated with flags and the day will be celebrated as a festival through band performances and school shows.



## Meaningful Support for the School Library

With the consciousness of its social responsibility, as every business and unit within Özdilek Holding, Özdilek Kocaeli has realized a significant supporting effort for the community. Believing that books are the best guides on the path heading to scientific knowledge, Özdilek Kocaeli donated books throughout the Week of Libraries. Donations were delivered by Özdilek Kocaeli Management to the abuilding library of Kocaeli Yahya Kaptan Vocational and Technical Anatolian High School. Managers also joined the opening ceremony of the library and shared the happiness with the school administration.



# NEWS FROM ÖZDİLEKPARK



## Joy of April 23 at Özdiş Park Branches

Özdiş Park İstanbul and Bursa Nilüfer branches organized entertaining and colorful events during the celebrations of April 23 National Sovereignty and Children's Day. The 12-person balloon cortege created with colorful huge balloons was welcomed with enthusiasm by the little guests of the Shopping Malls. Besides the balloon cortege, colorful clowns, bands and a banner with a message of celebration contributed to this joyful event specially designed to help children feel the spirit of April 23 and have an entertaining day.



## Joyous Moments in Yoga for Kids

Aiming to enhance the mental and physical development of children through different activities, Özdiş Park Antalya organized a "yoga for kids" activity to help children have healthy lives. The aim of this yoga activity was to raise awareness of healthy living and trainers taught different techniques to ensure the harmony between body and breath. This entertaining and colorful activity was enjoyed by both parents and children.



## Stage is Children's

Within the scope of its awareness activities that aim to increase children's interest in arts and artists, Özdiş Park Antalya organized a special event for the World Theatre Day. During this special day, which is celebrated all around the world, informative works were displayed for children. Having fun during the activity, the little guests sometimes came to the stage and had a chance to feel an interactive theatre play. This interactive play, which contributes to self-expression skills and self-confidence of children, was also enjoyed by parents.





## High Interest for Special Awareness Exhibition

ÖzdilekPark İstanbul opened its doors to the "Special Awareness Exhibition", organized by IZEV (Istanbul Education and Solidarity Foundation for the Mentally Handicapped) on March 21 - 24.

This special exhibition for March 21 World Down Syndrome Day, planned under two titles, namely, "Arts and Us" and "Animals and Us", attracted high interest. In the "Arts and Us" exhibition, photos of people with down syndrome were placed in pictures of famous artists, including "Mona Lisa" of Leonardo da Vinci, "Girl with a Pearl Earring" of Dutch Artist Johannes Vermeer and many others.

In the "Animals and Us" exhibition, photos of people with down syndrome taken beside animals were displayed. From Violin Orchestra of Kadıköy Municipality Children's Art Center, 16 high-school and primary school students contributed to the exhibition with a mini-concert performed on March 21.



## Report Card Gifts from Özdilek

Özdilek is ready to present beautiful gifts to students, who have just completed a tiring academic year successfully. Students will receive chess sets as their report card gifts to use their free time during the holiday more effectively. Students can get their chess sets from ÖzdilekPark branches, Özdilek Shopping Malls, department stores, and hypermarkets by showing the final report cards.



## A Colorful Event in Antalya by ÖzdilekPark

ÖzdilekPark Antalya organized a great event to help children gain teamwork abilities and feel its spirit. The event was organized under the title of the "Huge Mandala" with a huge picture placed in the area. The event attracted 360 little participants. Each guest decided a place on the picture to paint before the activity. Parents enjoyed watching their children in the area of activity. The children were surprised by the final product they created through the painting activity and had their photos taken beside this piece of art.







## Divas of the Cinema Were Introduced at ÖzdilekPark

As a different organization with the value it attaches to art and artists, ÖzdilekPark İstanbul hosted art-lover guests at its "Divas of the Cinema" exhibition on March 4 - 15.

The "Divas of the Cinema" exhibition included posters, stamps, cover pages and plates displaying distinguished actresses both from Turkish and the world cinema, which had been collected over the course of many years by the Collector Şerif Antepli. This collection of Şerif Antepli, which displays special and nostalgic shots of famous cinema actors and actresses, was free of charge for all guests of the shopping mall.

The wax sculpture of Marilyn Monroe, which is displayed in Özdilek Foundation's Wax Museum as an identical copy of the star prepared with her own measurements, was also exhibited free of charge for the visitors.



## Gala Shows of Cinetime Continue

The longtime anticipated movie "Bir Aşk İki Hayat" (One Love, Two Lives) premiered at ÖzdilekPark Bursa Nilüfer and Özdilek Eskişehir, with the participation of Bergüzar Korel and Engin Akyürek.

Meeting the audience in Bursa and Eskişehir, as the leading stars of "Bir Aşk İki Hayat", Bergüzar Korel and Engin Akyürek were welcomed by an exciting crowd.

Actors and actresses met cinema lovers at these premiere sessions in Cinetime and expressed their happiness to share these moments with the audience. Bergüzar Korel added that she had emotionally been bond to this story and been greatly influenced by this project. The actor and actress took photos with their fans after the premiere session and thanked the guests for their support.



## An Entertaining Concert by Ezo Sunal

ÖzdilekPark İstanbul had fun to repletion during the celebrations April 23 National Sovereignty and Children's Day through various activities. On April 23, Tuesday, ÖzdilekPark İstanbul hosted Ezo Sunal's "LALALA" music performance and both parents and children showed great interest to the event. With its interactive nature, this concert of children's songs provided a place of self-expression for the little guests. Parents were included to the activity and children enjoyed singing entertaining songs with their mothers and fathers.



**3** FORESTS  
HAVE BEEN  
BUILT

# ALL WE THINK OF IS SAMPLING

We have builded **3 forests**, consisting of **30 thousand samplings** on behalf of Özdilek Holding, Özdilek Foundation and Özdilekteyim.com in cooperation with **Tema Foundation**.





# Hüseyin Özdilek,

## “Turkey deserves the best.”

We came together with Mr. Hüseyin Özdilek, the founder of Özdilek brand and the Chairman of the Executive Board of Özdilek Holding, for this special issue, coinciding with Father's Day. Moreover, we publish a very special interview that covers the key of success, daily routines, feeling of being a father according to Hüseyin Özdilek, plus his dreams and 52 years' experience of success in business as an inspiring content for the youth. Enjoy the reading!

Interview Şenay Aslan Photo Onur Yurtsever

**You are a businessman who left 52 years behind in business life. We would like to get to know you better. Could you please tell more about yourself?**

True, I left 52 years behind in my business life and I am very happy about this. My all life is a struggle and work. I can summarize my half-century business experience as, “Life is not a struggle, but struggle is the life itself.”

To briefly mention about myself; I was born in Tokat's Erbaa district in 1950. I used to contribute to my family's economy throughout the years of primary school by selling flint stones on weekends. In summers, I used to work at the tile factory in Erbaa. The year I finished primary school, I moved to Bursa and enrolled in the Evening Commercial High School. While studying there, I was also working with my uncle at his towel store.

In 1967, I sold the house inherited by my father in Tokat Erbaa and opened my first towel store with a capital worth 14 thousand Turkish liras. In 1969, I started my higher education at Eskişehir Academy of Commercial Sciences and continued with Bursa Academy of Commercial Sciences. Meanwhile, I hired 2 weaving looms and 1 De Vere machine

in Bursa for 70 thousand Turkish liras and commenced my towel and bathrobe manufacturing business in 1971. In 1980, I graduated from Uludağ University. In 1983, I furthered the growth of my business in the retail industry with a 400 square meters sales outlet on Bursa-Yalova Highway. Now, I feel the pride of employing 8 thousand people in 10 different companies within Özdilek Holding.

**You are the chairman of the executive board of an organization, which is actively involved in the manufacturing, retail, tourism, agriculture, and livestock sectors. You must be happy to see that the company you founded is active in such a wide range of business areas. However, there must be challenges arising from this situation... Could you please tell us about your management principles and work discipline? What is the secret of your achievements?**

First of all, one must adhere to the ethics. Otherwise, you will find nothing but failure. You cannot institutionalize by telling lies. You may fool people for a while, but when the truth is revealed, you

cannot hide your spear in a gunnysack and will end up losing all your reputation. The secret of success is honesty and being grateful for the opportunities you have. The main point of founding a company is to manage it with the available budgets and believing in the spirit of teamwork. It is quite important to believe in the team within the process of foundation and institutionalization. You have to choose employees that fit the job. You cannot assign jobs that fit the people. The person you choose for the job should have similar feelings and thoughts, be from a similar family and cultural background, and have common ethical values. Corporate culture includes job definitions, you have to give authority and responsibility. While giving these authorities and responsibilities, you have to pay attention to the ratios in the budget. Because you don't have the Central Bank behind you and you have to earn your money within the free market economy in a legitimate way. You have to record this money and pay taxes, employee salaries, and make the payments for suppliers to the very day. Didn't we say that reputation is so important? We purchase from 2 thousand and 200 companies. Our notes and cheques are respected by the suppliers even in the worst crises. This is only possible if you keep your promises in every situation. We pay great attention to this. Then, money is a big struggle... We also have to audit the situation to see whether the people to

**“Life is not a  
struggle, but  
struggle is the  
life itself.”**





whom we gave authority and responsibility lead and manage the organization, planning, optimal production, and marketing processes in a proper way. For this purpose, we have audit teams, management quality process reviews, and a supervisor in every department. We manage the work through them; all teams gather and report the top management. We have an advisory council. We also have boards of directors that discuss all these issues. Industry, service, agriculture... Özdilek is involved in these three big sectors. You may ask, "Did you come from the apprenticeship of these sectors?" If you build the system on sound grounds and equip it with knowledge, there is no reason to fail in all three of these sectors, namely, service, agriculture, and industry. You have to monitor the weaknesses and strengths of the market you will establish in the corporate body. You have to invest in the necessary operational capital. If you receive a bank loan, you should ensure a good balance between the debt (equity balance and revenue) and the bank capital. Özdilek has never undertaken a short-term debt 20 percent above its revenue. The company has always been careful in this regard and furthers this awareness even today. While ensuring this management methodology, you have to make no concession on the understanding that your products should be such quality that you also would like to use at your home with pleasure. If you decrease the cost of your production by making concessions on the quality or release defective goods to the market, you will lose the trust of both your customers and employees.

**We know that being a model in social responsibility and development is a priority for you. As Özdilek, you have earned a revenue of 519 million Turkish liras in 2018. As a hundred - percent national capital brand, what is the reason behind your global recognition and success, besides domestic fame?**

Products of Özdilek Home Textile are marketed in Balkan and Arab countries, Turkic countries, Northern Iraq, Northern Africa, and Russia. However, there is only a little possibility to do sales in a single point abroad, as home textiles stores generally entail high costs. Only in the USA, there are such organizations. However, they are some well-established companies. For this reason, our products are mostly sold in home textile departments of huge stores. Two years later will be the 50th year of our towel production experience. For now, Özdilek Holding is the 146th biggest company in Turkey and we are proud of it. Within this list, there are at least 6 - 7 companies founded by big holdings. When we deduct the average of these companies, Özdilek ranks among the first 50 or 70. This is so pleasing. We will continue on this path, which we set off by selling our house. We feel the honor of employing, managing and leading 8 thousand people.

**You emphasize the importance you attach to Turkey and quality business with "Turkey deserves the best." statement, placed in entrances of all your establishments. Could you tell us about the origin of this word?**

Behind the saying, "Turkey deserves the best.", there lies the competitive and free market economy. Development of the free market economy is very dependent on the development of democracy. Sometimes we face challenges in operations and demand justice through legal actions. We prove our legitimacy with the strength ensured by justice. Judicial bodies must be unbiased. When the judiciary system is unbiased, the domestic capital feels ready to invest in the necessary areas. Therefore, democracy and the free market economy moves on as two inseparable parts of a whole. Referring to the saying, "Turkey deserves the best", we encourage others that can be better than us at production within the free market, shopping mall management, stock breeding, or agriculture sectors. Competition brings better quality.

**Where do you wish to see Özdilek in the future?**

My target is to see Özdilek in a country having more than fifty thousand dollars gross national product per person where it undertakes the necessary responsibilities. Everybody that may contribute to this target will do their duties and end their careers in this way. We have to carry this country to the level of contemporary civilizations pointed by Mustafa Kemal Atatürk by creating a knowledge-based society where research and development is enabled, people attach to ethical values, and by keeping up with the modern times in working principles, making benefit-cost analyses, and paying attention to the free market economy. I would like to see Özdilek and my country successful in this regard in the future.

**Özdilek has built 3 memorial forests with the names Özdilek Holding, Özdilek Foundation, and Özdilektemim.com, in cooperation with TEMA Foundation, by planting 30 thousand saplings, What is your opinion about the sustainable environment?**

I have a long-term relationship with TEMA. I was a member of the board of trustees. We made a great effort in TEMA Foundation for many years together with Hayrettin Karaca and Nihat Gökyiğit. Beginning with the motto, "Do not let Turkey be a dessert.", TEMA Foundation furthers its forestation projects in a sustainable way. We are very happy to establish 3 forest areas by planting 30 thousand samplings. Human life is not possible without nature. We take all our steps for human beings. I also feel proud to see Murat Özdilek guiding these projects. These are good steps.



**Could you tell us about your daily life out of business? What are the daily routines of Hüseyin Özdelek? How do you relieve your stress? What activities you do? What motivates you?**

When I leave office, I start jogging at 5 pm and try to walk for 5 kilometers every day. After this walk, I go to the sauna. Then I play billiards and backgammon. Backgammon games with my manager friends are really entertaining. They call me "good backgammon player" but I actually try to be better at billiards. We play three - cushion. Besides, I like Turkish classical music and Turkish folk music. I watch movies when I find good ones. When I have time, I read books. But it is hard to find the time. By the way, the time I spend at work is more than outside work. Even though we do not have enough time in workdays, the brain automatically works when it comes to problem - solving. It even works when you rest. The brain inevitably reviews the situation to find solutions for daily problems. My biggest sources of motivation are my mother, father, my wife, my son, and my grandchild. Then my all relatives and my country, Turkey. When you go out in this country, you breathe the oxygen for free.

Even the water is free from fountains. We can walk in the mountains, forests, and sea sides. For example, in summer, when there is plenty of fruit, eat a tomato sold in a garden and feel how beautiful it smells. You can't find this everywhere you want in the world.

**Father's day is a special day for most people to express their loves for fathers and for some to memorize them. What does this meaningful day make you feel?**

Father's Day is a very emotional day for me. Mother's Day is also very important. There is a saying of the Prophet Muhammad, "Paradise lies at the feet of the mother." It is because of the fact that mothers do not eat but feed, do not use good clothes but give to their children, they sacrifice their nights of sleep, they take care of their kids for days and nights if they are sick. Father is the same. A father feels more happiness at home when he has his child beside. Fathers may not express their loves as much as mothers, but they keep love inside. They love, it is impossible they don't. Because their kids are parts of them. They also do not eat but feed, they pay all necessary efforts to prevent their kids from raise with the

same problems they encountered, to make them live in better conditions. Thus, the children represent their parents, thanks to this parental discipline. I feel great joy and happiness to say that Mr. Murat is my son.

**Your family is growing. You have a grandchild and you are a grandfather now. How is the feeling of being a grandfather, after experience this great sense of fatherhood? Could you please share with us how this happiness makes you feel?**

I am grateful that God granted my son to me. And my son made me feel the love of a grandchild. And of course my daughter, Melis... We call her "daughter". We love her as our biological daughter. May God bless their family. My grandson Bora Ateş is so cheerful. He looks like me, of course. May God grant success to them and open their ways. May they never fall down. May they always live happily and in harmony. As Bora Ateş grows, within time, they will understand and see how deep the feeling of being a parent is.

**As a well - known and successful businessman in Turkey, what would you like to**





### say to young entrepreneurs and employees?

You have to at peace with yourselves and improve your skills in whatever field of business you are engaged in. First of all, you have to ask, "Why did I choose this field?" Before starting here, you have to know that Özdilek has a high brand value and own a corporate culture. You have to think yourselves whether it meets your expectations after this process of thinking. After that, you have to think about whether the company is growing or marking time. After the debts are paid (within the next two years), this company will reach a level to invest 60 - 70 million dollars every year, if God allows. What does this investment mean? It means employment of 1000 -1500 people. So, who will manage these people? The trained individuals will manage them. And as this company grows, so its revenue and the moral feeling and commitment to work will. Would you consider that starting as a small market, Koç could turn into a holding over the time that has 10% of Turkey's economy at hand through its own work principles? You would not. But they did

### "THE SECRET OF SUCCESS IS HONESTY..."

their job in the right way and did not violate the formal economy. They employed people that fit the job and both their employees and the company benefited these proper operations and the resultant growth. They paid taxes and contributed to the country's Gross National Product at the same time. When it is the case, you should move in accordance with your budget, always look those behind you and feel grateful, and do not pursue happiness in luxury.

### What is your biggest dream to achieve in life?

I no more have an expectation or a dream for life. I took the examination for sergeantship after primary school to contribute to the economy of my family. I passed the written examination but could not jump over a 2-meter hurdle and failed

in the sports test. I felt so disappointed as I could not pass the test. Everything is a matter of destiny. We now employ retired sergeants as security supervisors in Özdilek. Currently, we employ around a hundred retired military officers. Finding a job after retirement and maintaining their families in a better way make them happier. God granted us this opportunity and that's all a matter of destiny. We have to be grateful and happy for everything.

### Would you like to add something else as the last words for this interview?

Resources of the world would suffice to help 15 billions of people live on earth. As long as the world, especially the United Nations, help the people in underdeveloped countries. There is a rule in Islam: You must give one -fortieth of what you have as your alms. What if the Muslim countries undertake this responsibility to help others, starting from the Muslim countries in Africa... Finally, I wish all countries may live in peace. May all of us be happy. Long live the Turkish Republic! Long live all countries in the world...



\*\* You deserve  
the best of everything,  
my beloved mother. \*\*





# Just for you at ÖzdiilekPark

## LARGER SCREEN AND SHARPER VIEW WITH SPACE

Samsung has introduced its new Space monitor. Standing out with its functionality, rather than elegant design, it simply interlocks to the table with the completely integrated shackle type stand. Thanks to the adjustable height and zero-to-wall design, the monitor creates extra space on the desk. With its frameless design, the 27-inch Samsung Space monitor brings the future to us, besides providing detailed and sharp views with QHD resolution. Its 32-inch model, on the other hand, serves 4K UHD view.



## PRADA DOES NOT ABANDON ITS SPLENDID-EYE MODEL

Being among the leading and quality Italian fashion brands, Prada again becomes the executor of dynamics in its sector, with its new sunglasses. Having marginal designs of eyeglasses for the year, Prada is under the spotlight with its arty collection. The brand integrates its new "cat eye" model introduced in Turkey, which seems to further its impact for a long while, with 100% UV protection and quality lenses.



## WELDER'S NEW COLLECTION SLIM IS AT SAAT&SAAT

The newest collection of Weller, which is a world-known watch brand, is now on sale at Saat&Saat stores. Coming after the Moody and the Bold Collections designed by Weller's lead designer, Italo Fontana, the Slim Collection, which is called as the third piece of art, is quite assertive. In Slim, Moody's unique photochromic glass, which is preferred as a lens in eyeglasses that change color according to the light's angle of incidence meet a finer and more elegant line of design. Including 53 different models, the Slim Collection stands out with the products with straw bands.





## AN IMPRESSIVE COLLECTION FROM MAVİ

Preparing to release a prominent collection with elegant and stylish sportive designs, Mavi is launching the promotions with its "Mavi Yaz Çok Ses Getirecek" (Blue Summer Will Bring Much Sound) spot film. As the long-term face of the brand, Kıvanç Tatlıtuğ will continue its collaboration with Mavi Jeans throughout the year. The collection will be on sale under favorite titles of Kıvanç Tatlıtuğ, namely, "Rock'n Jeans", "Çok Ses Getirecek Mavi'ler" (Mavis Bringing Sounds), and Kıvanç Mavisi (Kıvanç's Mavi).



## ASK AND BUY IN KOTON! ASK BENSU BEFORE!

The new young face of Koton is the attractive actress Bensu Soral. There are energetic and thrilling pieces for fashion lovers in the new collection of Koton. Going before the cameras for Koton, Bensu Soral first introduced the outstanding trouser and blouse designs of 2019 Spring - Summer season. The new spot film and products of the brand will be on screen and windows of stores throughout the year.



## VAKKO'S INSPIRATION IS THE SUN!

Vakko's 2019 Spring / Summer collection brings the Vakko women together with unique and elegant designs in the new season. Besides its energy, Vakko Women Collection sparkles with its elegance created by the accessories in different tones of yellow as inspired by the sun. Using the color harmony in a unique way for the season and reflecting this harmony in its designs, Vakko carries the luxury fashion to a new dimension with its energy.

# AYŞE KÖKÇÜ

*"Having the lead role is not being the number one."*

In this issue, we came together with us Ayşe Kökçü, Nazan of the TV series "Bizimkiler" (Our People) that made its mark in the 1990s. We talked about many things from cinema to theater, TV productions to her private life. In this issue, which coincided with Mothers' Day, we also talked about the Özdilek Home Textile commercial, in which the actress played the mother role.

Now we are leaving the warm and joyful interview with actress Ayşe Kökçü with you.

Interview Ece Şentürk Photo Onur Yurtsever

**In fact, we are familiar with you since you had roles in plays, movies, musicals and in many valuable productions etched in our memories. But, could you please tell us about yourself for us to know you better?**

I was born in Kuzguncuk, I graduated from the conservatory. I have been working in the city theater for 42 years. I had played the lead role in the TV series "Bizimkiler" (Our People) for 13 years, which was an important production in the Turkish history. Apart from this, I have several plays. I had roles in plays, the number of which I could not remember now, such as Lüküs Hayat (Luxurious Life), İki Efendinin Uşağı (The Servant of Two Masters), Susuz Yaz (Dry Summer), Kanlı Nigar (Bloody Nigar) and Tatlı Kaçık (Sweet Psycho), which I still put on stage. I have been in this profession for 42 years. I will continue my profession as long as I live and as my condition allow me to do so; it may be a series or a play. This is a matter of supply and demand; I don't think ahead about these issues.

**We know that you've been trained by the most valuable masters. What is the significance of these trainers in your life, especially, Melih Cevdet Anday.**

Melih Cevdet Anday is a precious man of literature. Also, there was Sabahattin Kudret Aksal, the great essayist, dramatist, the grand master. We were at our early twenties when we were taking lectures from them. Then, it was as if we would always be with them. When I look back, I suppose it was an extraordinary thing. We went to parks, to the countryside and made lecture with these extraordinary people. May they rest in peace. I am not sure whether we appreciated them enough but all of them are invaluable...

**You had played in the TV series "Bizimkiler" the longest lasting series in Turkish broadcasting history with many famous actors such as Erdal Özyağcılar, Ercan Yazgan, Güler Ökten,**

**Savaş Dinçel, Salih Kalyon, Rutkay Aziz and many more. Could you please tell us about the moral of that time?**

I am younger than them all. I tell this to explain that they were already masters of acting at the time of the series. All of them helped me a lot. I learnt many things from them; those were the days. This might count as my first professional act. When I was in the conservatory, I played small roles in the city theater. For example, at the Mete İnselel Theater, I had played with the late Bülent Kayabaş and Ercan Yazgan for the first time. They were like real brothers to me. They are not with us any more, may they rest in peace... When I compare that period and today, I see this: There are many places which provide conservatory, theater and cinema training. But it was not like this in our time. People were trying hard those day to achieve something in theater. And, there weren't this much TV series. I joined "Bizimkiler" after my thirties. Of course, now there's the wish to earn money. People wish to join a TV series and work as soon as possible. However, there are many talented young people continuing theater in small cities. I'm for it, it a good thing to do.







**The series "Bizimkiler" was about the residents of an apartment building and the relations among them and with other people. How do you consider the neighborhood relations today? Do you miss those days?**

The neighborhood doesn't exist anymore. Especially, in the apartment buildings, most particularly in the plazas and skyscraper like residences, I don't think there is any left. I think that neighborhood is better in our small cities and towns. I miss those days, because I was born in a small place. Kuzguncuk was a cute village in the Bosphorus. There, we were living in a small mansion by the sea. There were visiting days among ladies. Wednesday was my grandmother's day, and Thursday was another lady's. We'd eat homemade cakes and pastries, drink teas and have pleasant conversations. Of course there wasn't any commercial concerns those days, like gold days. People only wanted to welcome you.

**You got a great credit with the series "Kardeş Payı" (Equal Shares). What kind of experience was it for you to work with the actors and actresses of the new era?**

When I first received the script of the series, I said to myself that I'd like to be in this. But, the creator of the project and the director at the same time, Selçuk Aydemir, is a very meticulous person. Yes, I received proposal, but he had a cast that he was working with and basically he wanted that cast. I went to their place, we met and I returned back. I said to myself, how would it happen now, because I wanted to play a role there. This time, they wanted me, timidly, to memorize and play a tirade in the script. It is not something acceptable in Turkey for an actress with over 40 years of experience, but I know that it is like such in the West. This is not something shameful because they call you for something different. The director wants to see the results since

it is a character different from the ones I played in the past, this is natural for him. Of course, I memorized and played. Namely, I earned the role fighting tooth and claw and I was very happy. It was a wonderful experience, so pleasant. I also learnt new generation acting, new expression from the young actors and actresses. I believe that there isn't any age limit to learning, I even learn something from my two years old grandchild.

**You have been part of many projects in your professional life. What are your work principles?**

My principles are a bit strict. I don't like haphazard behavior. I'd go to work on time, and be ready for the job. Even, I am cautious to bring my clothes and shoes in case, to ease my job. I don't like spending too much, because I think that we're at a time in which we have to be economical. In general I have principles and I believe that theater wouldn't be without principles. Rehearsal hours, things to do, the thing the director tells you, listening to the director, interpret your role accordingly; there are many things like these. If you discard these, you wouldn't become the number one. One must always work for the first place. However, the lead role doesn't mean being number one. Being number one is different. There are many examples in the West. One plays one or two minutes in a whole movie, just enters and goes out, but after the movie that one is the most spoken of.

**Well, are there any movies, theaters or series you follow?**

I've seen "Süper İyi Günler" (Super Good Days) by Nedim Saban at Tiyatrokare and it was extraordinary. I adored the play "Kral" (King) at Tiyatro Martı with Erdal Özyağcılar. These are the ones I watched and liked the most this year. I could tell that I follow most of the domestic TV series. Also, I am good at rating guesses.

**As an experienced actress who has been busy with art**

**for many years, does the excitement continue when you appear on stage or start a new series?**

Of course... If you don't feel that excitement, you cannot do this profession. You absolutely have to have this excitement. If you don't have it anymore, the time is finished for you to continue. I feel excited even watching the series.

**You've played for many years in "Lüküs Hayat" musical, which is one of the important classics of Turkish Theater. Could you please share with us memories of that era, that you couldn't forget?**

I had played in Lüküs Hayat for 17 years. Gencay Gürün's team had chosen me at that time. I had played with Haldun Dormen, I am very grateful to them. A different story each day with Zihni Göktaş, together with Suna Pekuysal everyday... These actors and actresses are people, with whom many would like to share the stage, a privilege not granted to everyone.

Speaking of Lüküs Hayat, I have a recollection about Özdilek while we were in tour with Lüküs Hayat; I'd like to share it with you. While going on tour we'd passed through Bursa and we'd stop over Özdilek. Upon approaching Özdilek, everyone would have a rush. Each time we visited Özdilek, everyone would buy towels, slippers, bathrobes, etc. It was as if we couldn't buy these any other time from other places... (Giggles). We'd continue our journey after our stop and shopping at Özdilek. Once, during the Black Sea tour, everyone had slept in. One among us said: "Oh Friends! We're approaching to Özdilek." and waking up, everyone asked "Is there any Özdilek here? Where is it? Which Özdilek? Of course, there wasn't any Özdilek on that route. But, he did this to wake us up. (Giggles). Those days were so beautiful, as if without an end. For this reason, I have humble advice for





everyone, get the most of the moment you live and live that day knowing that it would not be anymore. This is something very important, we've lived without recognizing most things.

**We know that you had lived two important emotion that made your life meaningful in one special day. Gökhan Mete and you are two artists making great effort for this profession. How did you decide to marry on the World Theater Day?**

Our friendship dates back to the 70s. In fact, we've never thought this before but we decided to be together in 2004. Our relationship had continued until 2016. We had lived separate for long years. Then, we decided to live together. One day, we said to ourselves, we're living together, why don't we marry? While thinking about what time to marry, I wanted it to be on a beautiful day, an unforgettable one. I said 27 March World Theater Day. We married at home in the presence of two or three most beloved friends, my son and my late mother. We've been married for three years, but we've been together for many.

**What does Ayşe Kökçü like to do in her social life?**

I am very active, I never stop, even in the house. I like cooking very much and I am a quick cook. Sometimes I finish cooking at home, and go to my children's places to

cook. Even now, I have a soup with me to bring to my grandchild (Giggles). I never got bored at home, I feel very happy. I like walking, and, in the summer, swimming. I spare time for my friends, I go to plays I'd like to see. I like to travel, but I cannot travel much due to my busy schedule. I had many rehearsals this year.

**Mothers' Day... A special day, celebrated to honor mothers, to share love... What does this special day make you feel?**

In fact, I think that mothers should be remembered every day. Of course, it is nice to remember the mother on that special day and to buy a present for her. However, when I think about the ones who cannot buy a present, or who had lost their mothers, this day makes me a bit nervous. It is a very special day, we shouldn't think only about presents. As it is emphasized in the commercial we've shot with Özdilek Home Textile, it was saying "It would be enough only you'd kiss me.", it is exactly this.

**Do you have a Mothers' Day you cannot forget?**

Anneciğimle çok Anneler Günü geçirdim, onu alır yemeğe götürürdüm. Küçükken dedemle gider anneme küçük bir şey alırdık mesela tarak gibi... Bu anılarımı unutamıyorum...

**What is the most special present you've received for**

**Mothers' Day?**

The Mothers' Day present I couldn't forget was the handicrafts my son had done in the kindergarten and primary school... I still keep them.

**Speaking of Mothers' Day, you played a role in the Mothers' Day Commercial of Özdilek Home Textile. Could you please tell us about the shooting of the commercial?**

For the shooting, we worked a whole day with the team. It was a short time for me but it was pleasant. I hope that the commercial we shot with Özdilek turns out good, it reaches to our society and the audience be happy.

**What project would you have in the future?**

I'm not living too planned anymore, it might be a movie or a series... When you reach my age you'd be the same... Because, they say that while you're doing plans down here, the God laughs at you up in heaven; so I cannot be certain. We started to stage "Tatlı Kaçık", in which I am playing now, last year on 12th December. We plan to stage it next year, may God give health. It is a nice play which requires quite a performance with lots of commotion. People who watched our play share their lovely comments with me over social media. As I said before, I will continue to be on the stage as long as my health lets me.

## Special Gift Alternatives for Mother's Day

You can review the Mother's Day gift suggestions on our page that we have prepared for our mothers, who embellish our lives with their presence and are the symbols of love and compassion.

**SWAROVSKI**  
Gold Earring  
659 TRY



**ATASUN**  
IN STYLE  
Sunglasses  
270 TRY



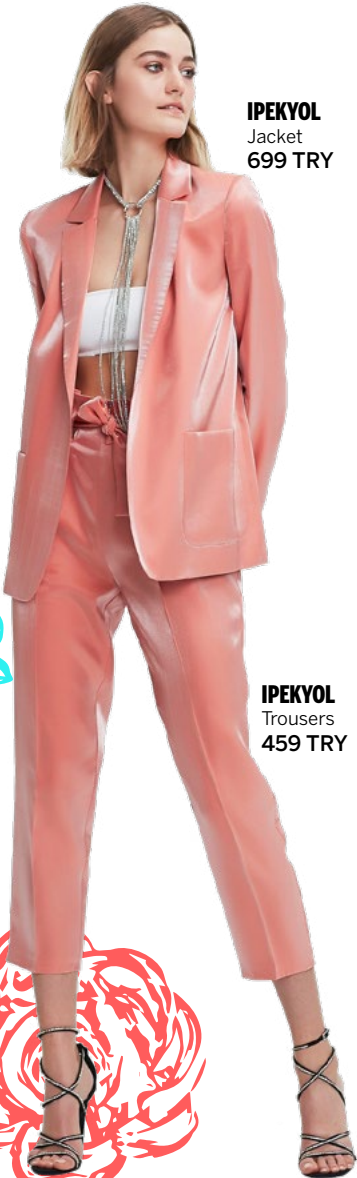
**FLO**  
Butigo  
Sandals  
89.99 TRY



**MANGO**  
Shirt  
159 TRY



**IPEKYOL**  
Jacket  
699 TRY



**NINE WEST**  
Wallet  
179 TRY



**MARKS & SPENCER**  
Trousers  
249.95 TRY



**H&M**  
Rings  
59.99 TRY



**IPEKYOL**  
Trousers  
459 TRY



**TWIST**  
Straw Bag  
259 TRY

**GUES**  
Watch  
404 TRY







**SWAROVSKI**  
Necklace  
579 TRY



**BURBERRY BRIT RHYTHM FLORAL**  
Perfume  
322 TRY



**DERIMOD**  
Bag  
329.99 TRY



**MANGO**  
Dress  
179.99 TRY



**H&M**  
Blouse  
59.99 TRY



**IPEKYOL**  
Dress  
499 TRY



**ROMAN**  
Stole  
189 TRY



**ZARA**  
Blouse  
159.95 TRY



**NINE WEST**  
Shoes  
299 TRY



# THE NEWEST PRODUCTS SPECIAL FOR THE FATHER'S DAY

We have prepared a file consisting of gifts that our fathers will enjoy, who have always given us strength with their presence. If you have not chosen your gift for Father's Day yet, you can check out our page.



**MANGO**  
Shirt  
249.99 TRY



**SARAR**  
Trousers  
161.99 TRY



**KOTON**  
Trousers  
99.99 TRY



**LACOSTE**  
Hat  
299.95 TRY



**INESTA**  
Sunglasses  
119 TRY



**MUDO**  
T-shirt  
199 TRY



**M&S**  
Shoes  
349.95 TRY



**ALDO**  
Wallet  
159 TRY



**CALVIN KLEIN ONE**  
Perfume  
293 TRY





**H&M**  
Shirt  
69.99 TRY

**NETWORK**  
Wrist Pin  
179 TRY



**MANGO**  
T-shirt  
159.99 TRY



**H&M**  
Handkerchief  
69.99 TRY

**ZARA**  
Shirt  
119.95 TRY



**CALVIN KLEIN ONE**  
Deodorant  
156 TRY



**AVVA**  
Necktie, wrist pin, handkerchief  
199 TRY

**KİĞİLİ**  
Belt  
179.99 TRY



**AVVA**  
Shoes  
599 TRY



**ZARA**  
Bracalet  
99.95 TRY



**ON FASHION**  
Jacket  
349 TRY



**FASHION FRIENDS**  
Dress  
139.99 TRY

*Summer  
Wardrobe is at  
Özdilekteyim.com'da*

Stylish and useful new season alternatives of the world-famous high quality brands and the trendiest goods you will need in summer are at Özdilekteyim.com with Özdilek assurance.



**FINESUITS**  
Jacket  
349.90 TRY



**FINESUITS**  
Dress  
239.90 TRY

**FABIO FRANCO**  
Jacket  
229.90 TRY

**FIRST COMPANY**  
Shirt  
59.90 TRY

**FIRST COMPANY**  
Trousers  
99.90 TRY





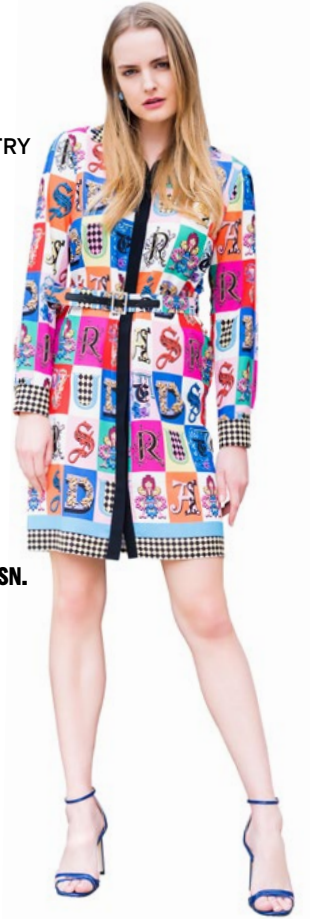


**KOTON**  
Overall  
99.99 TRY



**SUYUTTI**  
Hat  
34.90 TRY

**EKOL**  
Dress  
299 TRY



**U.S. POLO ASSN.**  
Jeans  
229.95 TRY

**U.S. POLO ASSN.**  
Shirt  
199.95 TRY

**U.S. POLO ASSN.**  
Shirt  
199.95 TRY

**U.S. POLO ASSN.**  
Shorts  
179.95

**JACK & JONES**  
T-shirt  
129.99 TRY



**JACK & JONES**  
Jeans  
299.99 TRY



**MATTHEW COX**  
Bag  
109.90 TRY

**CABANI**  
Shoes  
299.90 TRY

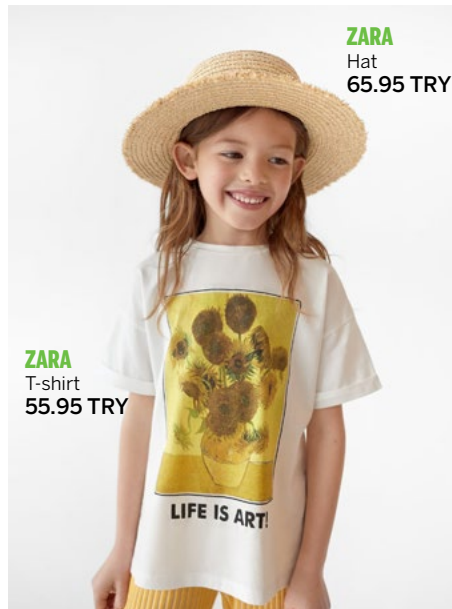


**U.S. POLO ASSN.**  
T-shirt  
179.95 TRY





**H&M**  
Dress  
29.99 TRY



**ZARA**  
T-shirt  
55.95 TRY

**ZARA**  
Hat  
65.95 TRY

**PENTI**  
Pyjamas  
69.95 TRY



**KOTON**  
Dress  
69.90 TRY



**ATASUN**  
Sunglasses  
79 TRY



**FLO**  
Shoes  
49.99 TRY





**H&M**  
Shorts  
39.99 TRY



**SAAT&SAAT**  
Watch  
90 TRY



**LCW**  
T-shirt - Shorts  
44.99 TRY



**KINETIX**  
Shoes  
89.99 TRY



**ZARA**  
T-shirt  
19.95 TRY

**ZARA**  
Trousers  
89.95 TRY



**KOTON**  
Shirt  
45.99 TRY



**U.S. POLO ASSN.**  
Hat  
39.95 TRY



**LCW**  
Shorts  
44.99 TRY



**MINISO**  
Backpack  
74.95 TRY



**PANÇO**  
Denim Jacket  
70.95 TRY

# *DECORATION COMING TO LIFE* WITH LIVING CORAL

2019, emphasized as the year of comfort and naturalness, is full of joy and energy with the color of the year. We're leaving you to decoration ideas you can practice at home with the color of the year "Living Coral" ...







*IT INCREASES  
THE ENERGY  
OF THE LIVING  
SPACES*

### *Optimism and Happiness Pursuits*

Pantone, the global color authority, identified "Living Coral", entitled as the color of the year, with two different mottos, considering the effects it would create: Optimism and Happiness Pursuits. Pantone Color Institute believes that Living Coral, described as a nourishing color, would support people establishing intimacy as a reaction to the ever-increasing surrounding of digital technology and social media.

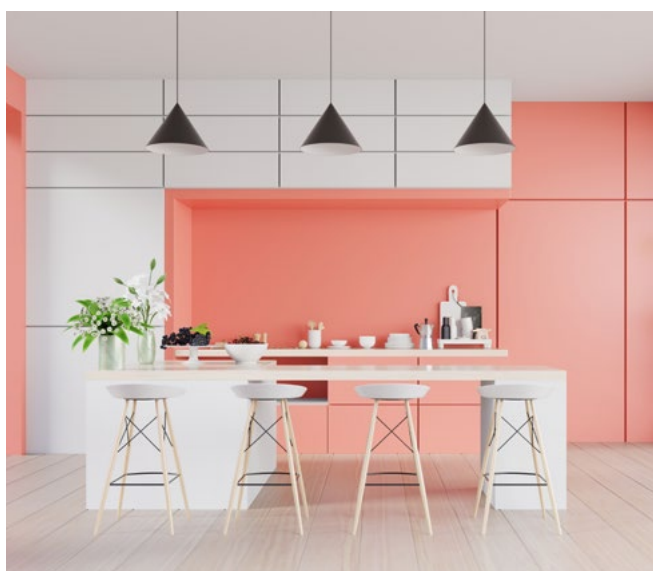
While many brands feature this color in their collections, the technology giant Apple, not being indifferent to this trend, included the color of the year in its iPhone XR model. Although Pantone Color Catalog is mostly oriented for textile, Living Coral has become rapidly integrated in decoration and home textile. The vivid Living Coral, with its golden hues, has a motivation and mood improving touch. Here our suggestions that you could use the color of the year in home decoration...

### *Vintage Look*

Living Coral, which brings freshness and vitality to living spaces, gets in an ascending harmony with the vintage look. You can integrate the color, which you can use with a shiny smooth wood texture, in combination with neutral and soft tones. The color also encodes the vividness it promises in your living spaces for all seasons, when used on a velvet cushion.

### *Tone-sur-tone Living*

If you'd like to use the color on your furniture, you may have a rich style by preferring the color in your armchair and wing chair selections. You can complete your decorations by using the color on tone-sur-tone curtains or cushions, giving your walls a dull gray appearance.





### *Perfect Match*

"Sage green" is the best match with Living Coral, which harmonizes with neutral and soft color combinations. You may have a refreshing and energetic sensation by preferring sage green on the walls and using living flowers in your living spaces.

### *Magic Touches with Accessories*

You can experience the magic of the color without making major and fundamental changes. With the color of the year on figurative animal form objects with shiny surfaces such as glass and ceramic, you can easily experience a finer and a more serene sensation of style.



### *The Rise of Cane and Bamboo*

If you'd like to practice the color of the year in a more artsy and intense manner in your living spaces, you may prefer it in your balcony decorations. You can complete the color with chairs, coffee tables, floor lamps made of cane and bamboo material.







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Turkish  
Delight

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-2<sup>ND</sup> FLOOR.

Özdilek  
*Lokum*

## Seasonal Spirit in Houses

You can reflect the spirit of the season to your home with the small touches you can make these days when the days are getting warmer. You can make room for innovations in your home with the products we have chosen for you.



**ZARA HOME**  
Basket  
299.95 TRY



**BOYNER**  
Table Lamp  
39.90 TRY



**PORLAND**  
Mat  
14.90 TRY



**TANTİTONİ**  
Mug Cap  
14 TRY



**VAKKO**  
Candle Holder  
111 TRY



**HOMETIME**  
Trinket  
169 TRY

**BERNARDO**  
Cruet  
79.90 TRY



**VESTEL**  
MIX GO Blender  
209 TRY







**H&M HOME**  
Pillowcase  
49.99 TRY



**BIEV**  
Clock  
249 TRY



**HOMETIME**  
Trinket  
119 TRY



**PORLAND**  
Tulips  
60 TRY

**H&M HOME**  
Mirror  
179 TRY



**ZARA HOME**  
Vase  
449.95 TRY



**LAV**  
Glass  
35.95 TRY



**ORIENT**  
Plate  
19.95 TRY



**ORIENT**  
Plate  
34.95 TRY



**BOYNER**  
Plate  
199 TRY



**HOMETIME**  
Cup Set  
89.95 TRY

# 8 Golden Rules To Follow

*While Doing Sports*

*"Sportive capacity decreases if water consumption is not sufficient."*





Losing weight, appearing fit, being healthy... Everyone decides to do sports with a purpose, important for themselves. However, when done unconsciously, sports may cause injuries and irreversible damage. Associate Professor Metin Uzun, Orthopedics and Traumatology, Sports Injuries and Foot Surgery Specialist at Acibadem Maslak Hospital says: "Recently people's interest in sports and exercise has increased. Football, basketball, tennis, swimming, cycling and running being the most popular sports in our country, sometimes we are faced with various injuries because of mistakes. For this reason, there are some rules to be followed before starting exercise." Assoc. Prof. Metin Uzun tells about the rules to follow and his advice to prevent injuries in sports.

### **Get Examined**

Before doing sports, medical examinations are a must. Doing high-stress sports without medical examinations mostly cause heart problems.

### **Warm-up First**

It is imperative that you warm-up before starting exercise and increase the length of the muscles. Otherwise, you may encounter muscle tears frequently.

### **Use Proper Equipment**

Equipment appropriate for each branch of sports should be used and their duly adjustment should not be neglected. If you're riding a bicycle, you have to adjust saddle height; if you're running or playing tennis, you have to choose proper shoes; if you're skiing you have to use a helmet and to select proper ski board or ski size.

### **Don't Do Sports on an Empty Stomach**

Before doing sports, foods called complex carbohydrates, which enable sugar to mix with blood slowly, should be consumed. Otherwise, blood sugar drops during exercise and this increases the risk of injury.

### **Drink Water During Your Exercise**

People doing exercises generally think that drinking water during exercise cause stomach bloating and reduce the sportive capacity. However, scientific research indicates the opposite. If there isn't a sufficient liquid consumption, both the risk of injury increases and the sportive capacity decreases.



# *"Don't lose muscle while doing sports."*

## **Consume Proteins**

Protein - containing foods should be consumed for after - sports diet. Otherwise, the protein need of the body is satisfied from the muscles, the protein reserves of the body. This causes muscle loss while doing sports to increase muscle strength.

## **Increase Your Tempo Slowly**

Due to some hormones secreted in the body as you do sports, the will to do more sports rises. Sometimes, fast overloads are done when the duration is short for preparing for various contests. However, these types of training overloads cause fractures called "stress fractures". For this reason, you should increase your tempo slowly.

## **Pay Attention to the Environmental Conditions**

Exercise done in healthier environments enables the continuity of exercise by positively affecting the psychology. When there aren't appropriate places (neglected and rough surfaced synthetic pitches or cement ground), environmental conditions increasing injuries should be paid attention.

## **If You Are Exercising to Lose Weight...**

Sometimes people start to do sports and exercises to lose weight. People who are doing sports to lose weight should advance this process under the supervision of a dietitian. When we do sports starving, the dropping calories and energy intake causes injuries more rapidly. People who eat appropriately quit exercise when there isn't any weight loss. For these people, the follow-ups should be done considering the body, instead of the weight. With the exercises fat burning and muscle building increase. And this enables us to be more fit.





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We don't want to spend time in closed spaces while we bid farewell to spring and slowly embrace summer. We can't wait to meet with nature, to enjoy the sun and the good weather with festivals, open-air concerts, special days and joyful escapades. We've gathered pleasant activities for you to live May and June to the fullest.

### ...WE PLANTED FLOWERS

The smell of the flowers blooming with spring is enough to give us peace. You can plant flowers to feel this peace at your balconies and in your gardens, and you may give yourself to the serenity of dealing with the soil. Flowers you may plant in May and June include lily of the valley, rose, marigold, gillyflower and sweet basil.



### ...WE PREPARED HEALTHY BEVERAGES

Summer approaching with spring functions as an alarm for us to get in ideal weight and shape. You can prepare healthy beverages with vegetables and fruits in season to feel lighter and healthier. You can share your beverages to your guests with fancy presentations using detox bottles and smoothie glasses.





## ...WE VISITED BÜYÜKADA (PRINKIPO)

The time has come to visit Büyükada with its marvelous nature and history. You can visit Büyükada and take a stroll at the shore with the delicious ice cream of the island. If you'd like, you'd rent a bike and take a small ride through the manors and mansions surrounded by the smell of the violet bunches of grapes, which are the symbol of the island.

## ...WE ENJOYED FESTIVALS AND OPEN-AIR CONCERTS

The countdown has started to celebrate the spring with festivals and carnivals. The Hıdırellez and spring carnivals are being organized in many cities, especially in Trakya (Kakava Carnival). In addition to carnivals and festivals, you may attend the concerts of the musicians you like by obtaining a list of open-air concerts to be organized in many cities.



## ...WE WENT ON A PICNIC

The long waited days have come to get out of closed areas and to meet nature. You can begin going on a picnic in these months, in which the temperature comes to a balance. You can do small excursion by preferring places with natural beauties nearby while choosing the locations to go on a picnic.

## ...WE DESIGNED OUR OWN KITES

Flying a kite, one of the favorite entertaining activities of our childhood, excites us at all ages. You can join the kite festivals by combining your own kites, easily built without needing too many materials, with your own design. The kites gliding in the sky with the wind present a visual feast in the festivals.







# THE CITY OF HISTORY AND WISDOM: *BOLOGNA*

The Italian city of Bologna, which carries all traces of the Middle Ages and its deep - rooted history to our day... Red with the color the red bricks emit at sunset, fat with its gastronomical richness, learned for having the first university in Europe, we've gone through Bologna for you. We've prepared an excursion file that would take you a small trip in Bologna while reading the historical and touristic places to visit, saviors to taste.





## TORRE DELL'ARENGO (THE TOWER OF ARENGO)

The Tower of Arengo, situated at Palazzo del Podestà (the Podesta Palace) attracts attention from the visitors. This tower, which we may call as the "tower of whisper", was first build of wood and later it was rebuilt of brick in the 13th century. During this reorganization, secret tunnels were built between the arches and the communication between different arches was provided. According to the rumors of that time, this system, built for communicating people with contagious or serious diseases without approaching, has left its place to an entertaining experience. The visitors go to the corners in the arches of the tower and whisper words and with the help of the stones, even the tiniest sounds can be heard by a person at the other side of the tower. With this feature, the Tower of Arengo is home to marriage proposals.

## PIAZZA MAGGIORA (MAGGIORE SQUARE)

Maggiore Square, where all the roads in the city meet, is one of the most popular places of the city that enchants culturally the visitors. The main square, surrounded by Middle Age and Renaissance Era buildings with cafés and street musicians, frequently receives concerts and film festivals. If you happen to visit Bologna in May or June, you may attend the Angelica International Contemporary Music Festival in May or the Biografilm Festival. Also, the square contains Basilica di San Petrinio (the Saint Petrinio Basilica), which is considered as the most important church of the city. The Tower of Arengo, the Palace of Archiginnasio and the Archacology Museum are other important buildings of the square.





## CANALE DI RENO (THE RENO CANAL)

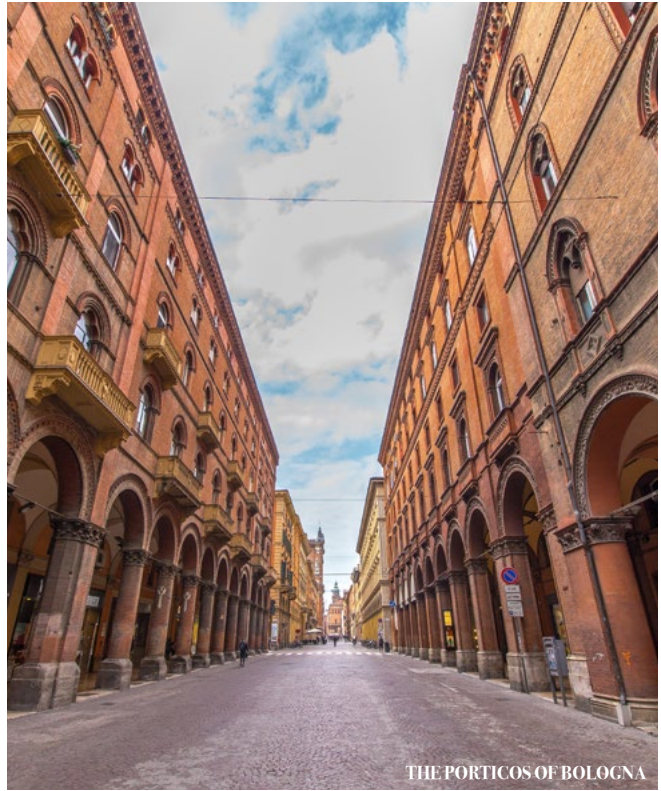
It is known that Bologna has many canals in the past like Venice. In the 1200s, ship trade was being done via the canals underneath the city. In the Piella street of Bologna, which was built and urbanized on top of these channels, you see one of the canals that reached to our day. When you look through the hollow, called as the "Venice Window" by the locals, you see an image opening to Venice. The tourists visiting the city experience a romantic scenery via this window.



THE RENO CANAL

## PORTICI DI BOLOGNA (THE PORTICOS OF BOLOGNA)

There are passageways in front of the buildings all over the city carried by columns, backs of which lean to the building they are related to. These porticos provide great convenience of the city dwellers. In cold days, they protect them from wind, rain and snow; they provide the possibility to take a walk without being affected by the sun in hot days. The longest of these porticos in the city is the Portico di San Luca. If you'd walk for 4 kilometers here, you'd be passing under approximately 700 porticos. Each portico, ornamented like a piece of art, has different characteristics. These porticos scattered all over the city center are the places where the tourists like the most.



THE PORTICOS OF BOLOGNA

## BASILICA DI SAN DOMENICO (SAN DOMENICO BAZILIKASI)

Yapılışı 12. yüzyıla dayanan, San Domenico adına kurulan ve İtalyan gotik mimari anlayışını yansıtan San Domenico Bazilikası, İtalya'nın en önemli kiliseleri arasında yer alıyor. San Domenico Bazilikası, Dominik düzenine de ev sahipliği yapıyor. Bazilika, Bologna'ya kızıl şehir unvanını veren Siena bölgesinin kırmızı çatılarını, hoş ve güzel bir şekilde izlemenizi de destekliyor. İtalyan kökenli dünyaca ünlü ressam, heykeltıraş, şair ve mimar Michelangelo'nun erken dönem heykellerini de bazilikanın içinde görebilirsiniz.



SAN DOMENICO BAZILIKASI



## LE DUE TORRI (THE TWIN TOWERS)

The number of towers in the city, which had almost 200 towers in the past, has decreased after the earthquakes in the city. The towers situated in the Maggiore Square at the city center, which have become the symbol of the city, are worth seeing. The structures, the tall of which is called Torre degli Asinelli (100 meters of height and 1.5 meters of inclination), and the short of which is called Torre Garisenda (50 meters of height and 3 meters of inclination) are also called the "Twin Towers" for their resemblance to the towers in New York. The perfect structures, built by the prominent riches of the Middle Ages, the Asinelli Family, could be climbed up via 498 small wooden stairs. You can include these towers in your places to visit list and you can watch Bologna, the city of history and art, with a bird's-eye view.



## UNIVERSITA DI BOLOGNA (UNIVERSITY OF BOLOGNA)

The University of Bologna, one of the first and oldest in Europe, established in 1088, receives almost a hundred thousand students, the Erasmus students included. It becomes the choice of students not only with its historical traces but with its academic success. By virtue of the university, the city is given the name Bologna la Dotta: Bologna the Learned One. By adding the university to the list of places to visit, which had given training to famous scholars such as Dante, Erasmus, and Copernicus, you may have an idea about the quality of the city's education.



## WHAT TO EAT IN BOLOGNA?

The city, considered as the gourmand center of Italy, is also the homeland for the sauce Bolognese. For this reason, it would be better that you include a restaurant where you can eat pasta with sauce Bolognese in your travel list. It is almost impossible to eat a tasteless meal in the city with a wonderful cuisine. Bologna, where the pizzas is as delicious as the pasta, is also a legend for its ice cream. You can visit the world's first ice cream museum, Gelato Museum Carpigiani, while tasting assorted ice cream of Bologna.



# CAN CREMES CREATE MIRACLES?

Botox-effect cream, anti-wrinkle serum, anti-aging mask and many more... To what extent do the products, publicized with their useful and miraculous effects, realize what they promise? Are they all useful? Clinical Aromatherapist Leyla Çakır, providing information about the use and advantages of skincare products, also explained how a skincare routine should be.

*Should we expect a medical benefit from a cosmetic product?*

The answer to this question should be no. If we expect medical benefit from cosmetic products, then we may call it not a cosmetic product but a "medicine". It is both wrong and illegal to market a cosmetic product as a medicine and to claim that heals a disease.

One of the most important methods of aromatherapy is the application using different techniques over the skin in the form of lotions, cream or carrying oil. Before the application, a detailed analysis is conducted by the expert aromatherapist and personal formulas are prepared regarding the complaints of the individuals. The purpose of creating formulas is to have cosmetic benefits and at the same time to encourage individuals to feel better psychologically.

Formulas prepared with medical and aromatic plants are frequently used by experts in various skin diseases. I have seen that applications with these products in the ointment form mostly failed except for a few results. What is important here is that skin and needs of each individual have their own differences. It is imperative that the person recommending the product be a specialist and the products applied comply with the required standards. Unfortunately, it is quite difficult to find products in Turkey meeting the standards. In our country, herbal products manufactured with cosmetic purposes are marketed with the claim that they are remedial. I found this extremely undesirable.





## *If we are expecting a miracle...*

Well, what about the products we use with aesthetic concerns and expect miracles?

Skincare products suitable for home use and prepared according to the legal regulations only affect the outermost layer of the skin and show effects such as moisturizing, cleansing, etc. The reaching of topical skincare units, we buy from cosmetics departments, suitable for home use to the lower layers of the skin may cause several health risks such as infections. For this reason, the manufacturers have to prepare the formulas of these products in accordance with the rules depicted in the cosmetics product regulation. This is required for cosmetics product safety.

If we expect miraculous effects, we should appeal to more professional applications such as tailor-made skincare sessions and medical aesthetics. The skincare products, recommended with regard to the skin analysis under the supervision of a specialist, yield better results as complementary to the main therapy. Especially, tailor-made and scientific analysis-dependent cosmetic products are beneficial.

## *How should our skincare routine be?*

When establishing a skincare routine, the correct product should be selected and this product should be used correctly. You should absolutely avoid products with exaggerated claims. You should have a detailed skin type analysis and prefer products suitable for your skin type and needs. Regular use is also important to get better results. Since cleaning is the most important step in skincare, you should be well sure that your skin is cleaned perfectly. You should prefer products with pH 5.5 and you absolutely should add oils to your cleaning routine.

You shouldn't skip the exfoliation to remove the scurf off your skin. This procedure is vital for glittering skin.

You should moisture your skin well both day and night by buying moisturizing products and you should never forget using suntan cream. You should never use foundation cream or powder in your make-up before applying moisturizing cream.

## *Consult to your Physician*

The use of natural and herbal products requires expertise; for this reason question the training of the people who are giving recommendations. If you have a medical problem with your skin, you should consult a specialist physician.



# Summer Glow

*We have gathered hair and skin care products with the latest cosmetic products for you to shine in the summer healthy. Summer glow is always with you with the latest products...*



## I HEART REVOLUTION

Lemon Drizzle Chocolate Palette, combining different shades into one eye shadow palette, is a candidate for being the outstanding product of the most striking eye makeup with its vivid colors and candy-like fun appearance. Lemon Drizzle Chocolate Palette excites the makeup lovers at first glance and draws attention with its smell. It consists of 18 different colors.

**Price: 79.90 TRY**



## PURE BEAUTY

Inspired by Korean women's beauty secrets, Pure Beauty helps you protect your skin against external factors like environmental pollution with its new line Hydrating Urban Shield. Pure Beauty Hydrating Urban Shield Moist Cream, that nourishes the cleansed skin deeply, has an effect on the skin instantly and keep it moisturized for a long time. It helps the skin look vibrant, plump and bright.

**Price: 69.90 TRY**



## NARS

NARS' new product Climax is an innovative mascara that delivers buildable volume and intensity in a lightweight, flexible formula without clumping or smudging. With its exclusive ribbed bristles you will feel the hardcore lift, all with a featherweight touch on your eyelashes.

**Price: 180 TRY**

## THE BODY SHOP

The Body Shop's British Rose Hand Lotion formulated with essence of hand-picked roses. This sensitive lotion moisturizes your hands gently, softens them and make them feel refreshed. The hundred-percent vegan formula of British Rose Hand Lotion is enriched with essence of British roses, shea oil and sesame oil.

**Price: 89.90 TRY**







### YVES ROCHER

You can apply Yves Rocher's Mango & Coriander Body and Hair Spray to your body and hair right after shower. You can apply this delicate smelling spray as final touch of your make up more than one in a day. It contains essential oils that boost energy and does not contain any animal-derived ingredients. That's why it is the first choice of people who prefers vegan products. It's a perfect way to refresh thanks to its smell that won't compete with your perfume.

**Price: 59.90 TRY**

### L'ORÉAL PARIS

Les Chocolats: Consisted of eleven irresistible shades, brand-new matte liquid lipstick series of L'Oréal Paris! These new lipsticks keep the ultra matte effect for 16-hours and are easy use. It can be easily applied with its ergonomic shape that fits the lips perfectly. Matte liquid lipsticks combines the smoothness of the matte with chocolate smell.

**Price: 59.90 TRY**



### BENEFIT

CHEEKLEADERS Pink Squad palette's mini trio "CHEEKLEADERS Mini Pink Squad" is a cheek and highlighter palette that gives natural glow with pink shades. It offers a natural skin makeup in three steps. The first step is to brighten up your complexion with Dandelion baby-pink powder. The second step is to add a pop of pink to the apples of cheeks with GALifornia blush. The last step is to highlight cheekbones with luminous Tickle highlighter. That's it!

**Price: 350 TRY**

### FLORMAR

Flormar Cleansing Tonic (suitable for both combination and oily skin) deeply cleanses the skin, leaving it feeling refreshed. Allowing your skin to breathe by cleansing clogged pores. When used regularly, it will help you reduce skin problems and achieve healthier skin. Cleansing Tonic allows you to prevent the formation of acne by maintaining the skin's oil balance and achieve a clearer and matte appearance by removing excess oil.

**Price: 34.99 TRY**





### SEPHORA

Sephora Intense Black Eyeliner is developed for deep and meaningful look at the final step of the makeup. It stays put for hours thanks to its special formula. The liquid eyeliner, which also has waterproof feature, provides an effective and easy usage with its gel formula.

**Price: 54.90 TRY**



### DERMACEUTIC

Formulated for all skin types, Dermaceutic K Ceutic SPF 50 Sun Protection Intense Care Cream prevents early aging of the skin by preserving your skin from sunburn, sunspot and sun allergies. It supports the skin reconstruction with hyaluronic acid and glycoproteins, the protection of cell membranes with vitamin E and collagen formation with vitamin C. It moisturizes, nourishes and protects the skin thanks to shea tree oil and aloe vera in its content.

**Price: 317 TRY**

### NYX

#thisiseverything Lip Scrub helps to remove the dead skin and dry lip look. Thanks to jojoba oil in its content, it provides more lively appearance by leaving a soft and moist effect on the lips. It allows the skin to renew itself by accelerating the blood flow in the mouth. It helps you to have healthier and moistened lips.

**Price: 39.99 TRY**



### THALIA

Thanks to the coconut and natural ingredients of its formula, it prevents not only the hair breakage by nourishing and projecting damaged hair ends but also the hair loss. Thalia Natural Beauty Coconut Oil Nourish & Restore Shampoo also allows the hair to grow stronger and faster. The shampoo, which shines and smoothes hair, creates hair that is soft and easy to shape. It does not contain any harmful substances to human health such as SLS, SLES and paraben.

**Price: 34.99 TRY**



CINETIME

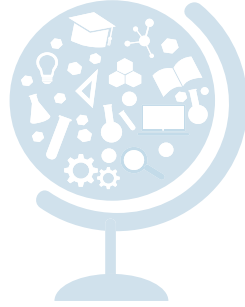


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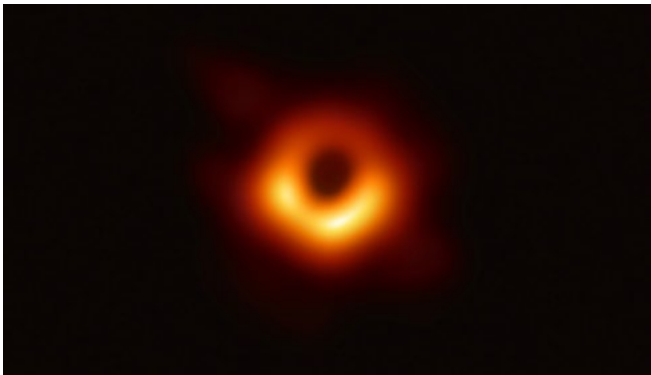


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# World of science with "bakalim biz"



f /bakalimbiz    t /bakalimbiz    i /bakalimbiz



## A GREAT DAY FOR ASTROPHYSICS: A PHOTO OF A BLACK HOLE WAS TAKEN

Scientist declared in a press conference that they took a photo of a black hole, which is one of the great mysteries of the universe. In the photo taken, the event horizon is seen, where the gravitational force of a super-massive black hole is the strongest, 53 million light years away from the Earth. Astrophysicist Sheperd Doeleman stated that "Black holes are the most mysterious objects in the universe. We've observed a thing that's been claimed never to be observed. We took a photo of the black hole." It was asserted that the study, which goes down the history of astrophysics, is the first direct observation about the black holes, the existence of which was proposed by Albert Einstein at the beginning of the 20th century within the Theory of Relativity.



## 150-YEAR-OLD MYSTERY OF ZEBRAS' STRIPES

Scientists have been studying on the zebras' stripes for many years in order to answer the purpose. These quite intriguing studies dates back approximately to 150 years ago. Various theories were revealed on this subject, which Charles Darwin had also examined. Research at the University of Bristol brought up a new theory. In the new research, researchers put zebra-pattern capes over some horses and some were covered with single color capes. Prof. Tim Caro, who shared the results of the study, stated that they did not see differences in the number of flies approaching horses, but most of the flies could not slow down and wobble as they approached the zebra-patterned horses, and they gave up landing at the last moment. The common view of the biologists involved in this study is that it can be used especially in Africa to prevent fatal diseases transmitted by flies to humans.





## THE LITTLE CREATURE, SURVIVOR OF THE ICE AGE

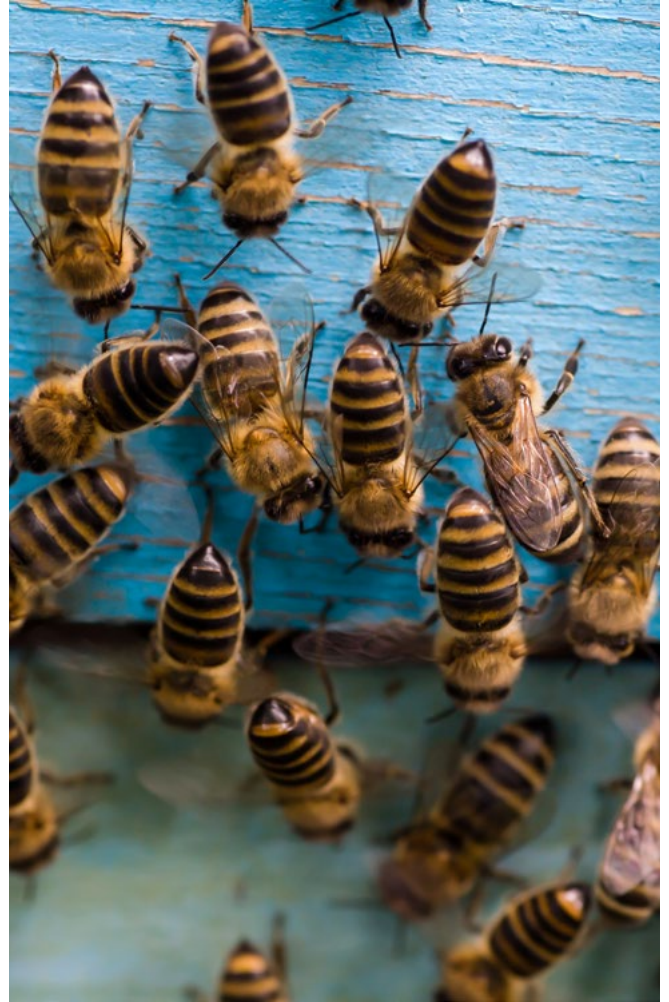
The little creature, the new discovery of scientists, has astonished the world. This small 5-millimeters long living creature is not an insect, despite its antennae and six legs. Technically, it belongs to the diplurans of hexapods. However, this is of course not what makes the little creature interesting. The fact that this small creature represents one of the most northern colonies reveals that it has survived the ice age and has been living under the ground for centuries.



## FORGETTING REQUIRES MORE BRAINPOWER THAN REMEMBERING

Researchers from the University of Texas at Austin have discovered thanks to their recent neurological observation that the act of forgetting something requires more mental effort and brainpower than the act of remembering. These findings, published in the Journal of Neuroscience, suggest that more effort should be spent in order to forget an unwanted experience than to remember it.

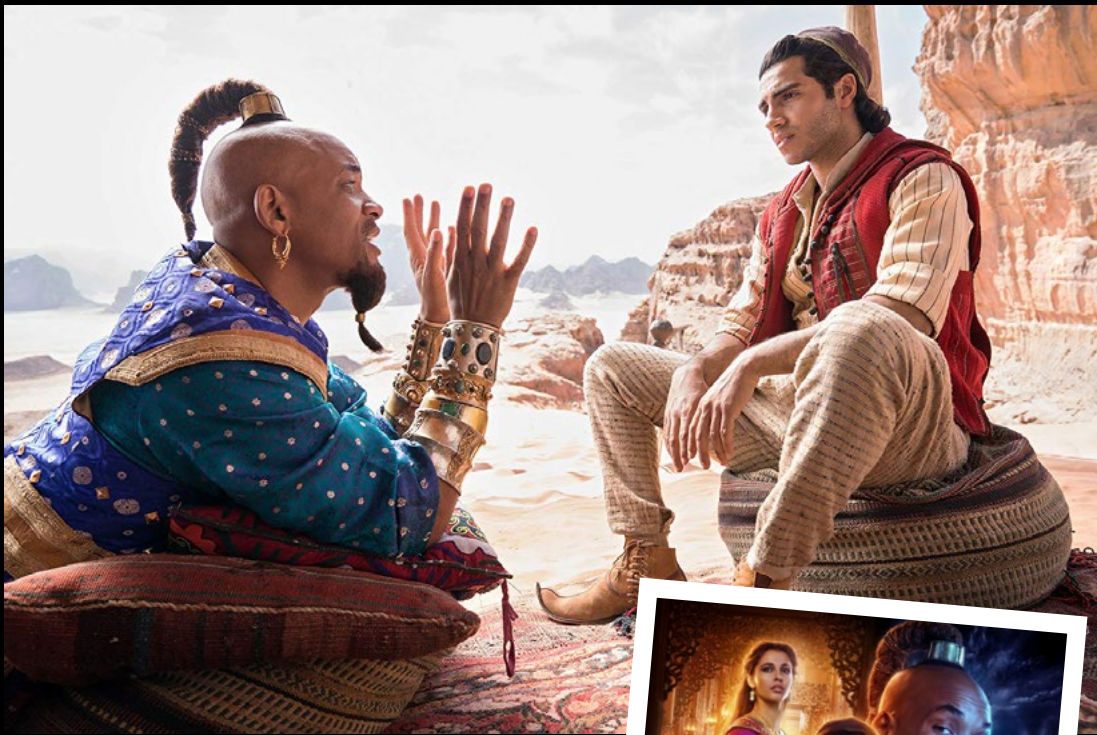
“We may want to discard memories that trigger maladaptive responses, such as traumatic memories, so that we can respond to new experiences in more adaptive ways,” said Jarrod Lewis-Peacock, the author of the study. “Decades of research has shown that we have the ability to voluntarily forget something, but how our brains do that is still being questioned. Once we can figure out how memories are weakened and devise ways to control this, we can design treatment to help people rid themselves of unwanted memories.”



## BEES CAN DO BASIC ARITHMETIC

Scientists from the National Center for Scientific Research of France have discovered by training a group of bees that they can do addition and subtraction. With this discovery, the basic mathematical capacity of the bees like chimpanzees, parrots and pigeons has been proven. Within the scope of the new research, the team led by Dr. Scarlett Howard firstly taught bees to recognize colors as symbolic representations for addition or subtraction. Specifically, blue meant “more” and yellow meant “less”. They then allowed the bees to choose from two sets of shapes in the Y-shaped mazes. When the bees made the right calculation, they received a reward of sugar water and if their choices was incorrect, they received a bitter-tasting quinine solution. Over the course of 100 trials, the researchers trained 14 bees and observed that the bees chose the right option at an average of 75 per cent. Dr. Howard said in a statement on the subject that mathematics has long been thought of as a human skill, but that experiments in recent years show that this skill is also present in the animal world.

# COMING TO THEATERS



# ALADDIN

**Release Date: May 24th**

Aladdin is a poor young man who spends his time in Agrabah, stealing food from the marketplace. Aladdin sleeps in different parts of the city at nights and steals in the daytime. Aladdin's luck changes suddenly when he gets a magic lamp in the Cave of Wonders. What he does not know while trying to reach the girl he loves thanks to the genie of the lamp is that the Sultan's adviser, Jafar, has his own plans for both Aladdin and the lamp.







## Pokemon Detective Pikachu

**Release Date: May 24th**

Successful private investigator Harry Goodman disappears mysteriously and his 21-year-old son Tim rolls up his sleeves to find out what happened to his father. Harry's former Pokémon partner, Detective Pikachu aids Tim in this investigation. Tim and Pikachu join forces on a thrilling adventure to unravel the tangled mystery. Chasing clues together through the neon-lit streets of Ryme City - where humans and Pokémon live side by side - they encounter a diverse cast of Pokémon characters during their adventure. The director of the fantastic animation adventure, in which Ryan Reynolds voices the adorable Pokémon Pikachu, is Rob Letterman. The film's cast include Justice Smith, Kathryn Newton and Ken Watanabe.



## John Wick 3

**Release Date: May 17th**

Chad Stahelski is the director of John Wick 3, and the cast includes celebrities like Keanu Reeves, Halle Berry and Anjelica Huston. John Wick is on the run for two reasons. He is being hunted for a global \$14 million dollar open contract on his life and for breaking a central rule: Taking a life at Continental Hotel. The victim was a member of the High Table who ordered the open contract. John should have already been executed but the hotel's manager Winston gives him a one-hour grace period. Then his membership will be revoked, he will be banned from all services and will be cut off from other members. The only thing that John can trust in his way out of New York City is the service industry.



## Fighting with My Family

**Release Date: May 10th**

The film tells the story of a man, who is a gangster and was a former wrestler. The man, who performs in small venues all over the country, is trying to spend a quiet life with his wife and two children. One day, the siblings get a chance to have an audition for WWE Superstars. The parents start to think that their dreams will come true and all their problems will be solved. The siblings, on the other hand, learn that being a WWE Superstar requires more labor than they can ever imagine. The film is directed and written by Stephen Merchant.



## Rocketman

**Release Date: June 7th**

The film tells the story of Elton John - one of the most important names of the music industry and put his signature under immortal pieces - as a prodigy from the Royal Academy of Music, his escalation as a superstar and his collaboration with songwriter Bernie Taupin.



## Godzilla II: King of the Monsters

**Release Date: May 31st**

2014 Godzilla's sequel, Godzilla II: The King of the Monsters is about Godzilla's clash with Mothra, Rodan and his ultimate nemesis, the three-headed King Ghidorah, leaving humanity's very existence hanging in the balance. Directed by Michael Dougherty, the film's cast includes Millie Bobby Brown, Sally Hawkins, Vera Farmiga, Bradley Whitford, Anthony Ramos.



## The Secret Life of Pets 2

**Release Date: May 31st**

The adventure continues with the sequel of the film The Secret Life of Pets, which had come out with the question 'What do your pets do - that you leave at home when you go to work every day- until you return home?' in 2016. Chris Renaud, who also directed the first film, is accompanied by Eric Stonestreet and Kevin Hart as well as Ellie Kemper, Lake Bell, Jenny Slate, Bobby Moynihan, Hannibal Buress and Dana Carvey in the voice cast.



## The Hustle

**Release Date: May 31st**

The film "The Hustle" cast, directed by Chris Addison, includes Rebel Wilson, Anne Hathaway and Alex Sharp. Two scammers go after a tech person. One of the scammers is flashy and charming and the other is unpredictable. The film in which comedy and action are not missing, takes its place among the most anticipated films.



## Uncle Aykut

**Release Date: May 24th**

Cem Gelinoglu and Giray Altınok wrote the film's screenplay. The film's cast includes Cem Gelinoglu, Melis Babadağ, Ege Kökenli, Müfit Kayacan, Lale Başar, Ali Erkazan. The film is about the family longing of Aykut Enişte who is complaining about his loneliness.



## Men in Black International

**Release Date: June 14th**

The Men in Black have always protected the Earth from the scum of the universe but this time they are trying to find the mole in the Men in Black organization. In addition to the new cast of the series, Emma Thompson also returns to her role as Agent O in the original series. Chris Hemsworth (Agent H) and Tessa Thompson (Agent M) will be a pair combating with aliens in the film.





## X-Men: Dark Phoenix

**Release Date: June 7th**

The X-Men team is facing with their most challenging and powerful enemies ever; one of them is Jean Grey. Jean took a blow by a mysterious cosmic force and realized that this blow made her stronger. She cannot control this power and hurts her loved ones. Jean also leads to the dissolution of the structure that holds the X-Men together. The team must find the way back to unite. Not only to save Jean, but to save the world from aliens who want to arm Jean's power and rule the galaxy.



## The Sun Is Also a Star

**Release Date: June 21st**

Natasha Kingsley, coming from Jamaica, moves with her parents to New York when she was a child. The young girl who accepts herself as a New Yorker has set up her life in this city. Natasha, who wants to live in New York until the end of her life, was deported with her family. Just in the meantime, Natasha meets a young man named Daniel and her life changes completely. Daniel thinks that their encounter is no coincidence and the universe prepared them for this moment. He believes that he can sweep her off his feet. However, there is only one day ahead of them for this.



## Toy Story 4

**Release Date: June 21st**

Toy Story 4 tells about the adventure of Forky, a toy made out of a plastic spoon. Forky, created with a recycling project, never agrees that he is a toy. Although he is a toy made out of a plastic spoon for single use, he insists that he is not a toy. Not feeling that he belonged to Bonnie's room, Forky begins to think about what his purpose in the world is. Having decided to fulfill his goal in the world as a spoon, Forky has actually a completely different task that he must overcome as a toy.



## Yesterday

**Release Date: June 28th**

Jack Malik is a singer and songwriter who lives in a small English town and his dreams of becoming famous come to naught slowly. Jack, who had an accident during a worldwide blackout, faces a shocking fact when he wakes up: No one in the world is aware of the existence of The Beatles group. Deciding to take advantage of the situation, Jack starts singing the songs of the best music band of all times, as if they were his own songs and climbs up the celebrity ladder. Jack, who had moved away from his old life, must go back to where he belongs and prove to Ellie that all he needs is love before it is too late.

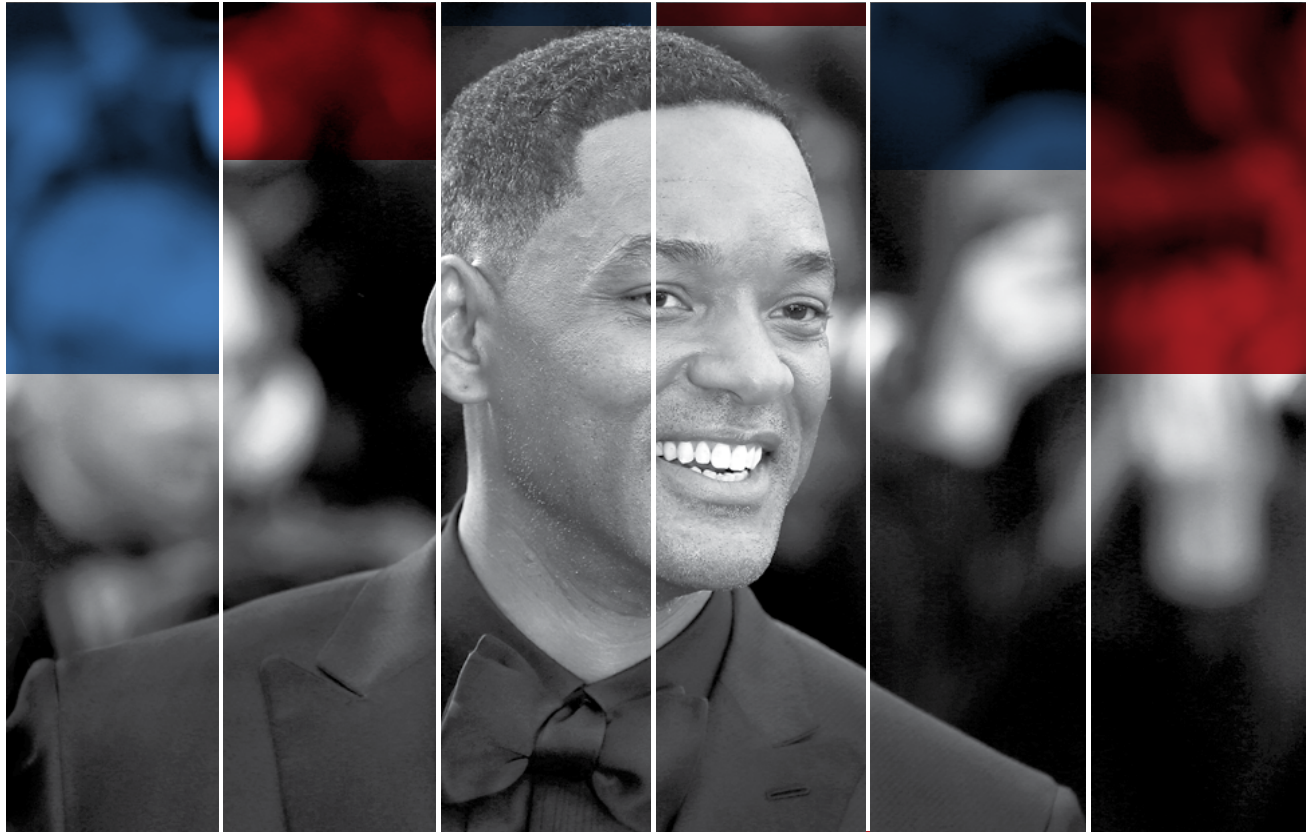


# HOLLYWOOD'S ATTRACTIVE FACE: WILL SMITH

The attractive actor of Hollywood films Will Smith, appears before cameras this time with the role of a lamp genie. The film about the story of Aladdin, Jasmine, Jafar and Genie, takes the audience on an adventure full of magic.





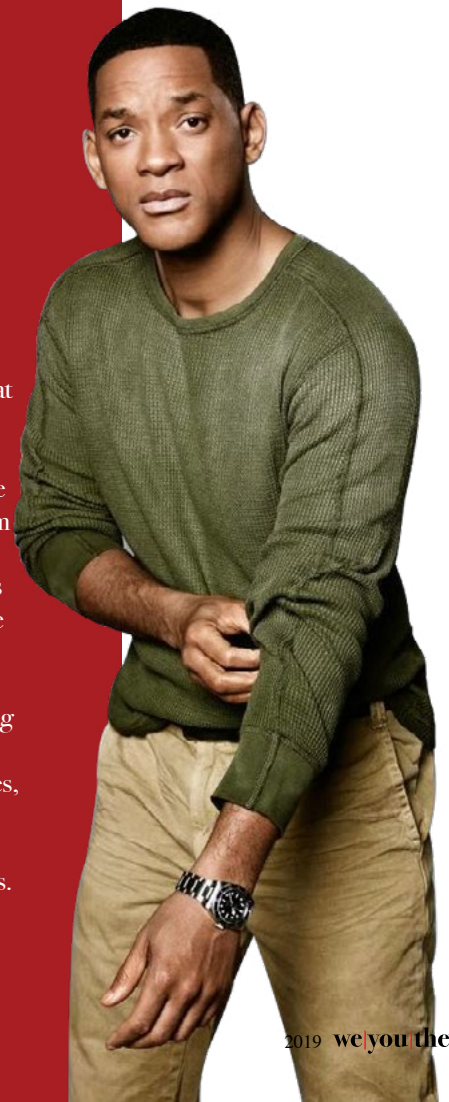


Will Smith was born on September 25, 1968 in Philadelphia. His real name is Willard Christopher "Will" Smith, Jr. Will, whose intelligence was noticed by his educators in his childhood, chose not to study at university despite many scholarship offers and turned towards music. Smith, whose interest in rap music dates back to his adolescence, met DJ Jazzy Jeff and released the single called "Summertime". The duo won the Grammy Award in 1988 with this single.

After being recognized in the art community, the actor, who was found to be very attractive, received offers from Hollywood successively. The successful actor appeared before the cameras with his first film named "Six Degrees of Separation" in 1993 and his best known films are "Bad Boys", "I Am Legend", "The Fresh Prince of Bel – Air", "Independence Day" and "Men in Black". Owing to successful production companies, the actor quickly advanced in his career and besides his success in cinema, he did not forgo his first love, music. In 1997, his first debut solo album "Big Willie Style" made a rapid rise in US billboards. Smith won the Grammy Award for Best Rap Performance for the third time with his single "Gettin' Jiggy Wit It" from the album.

Smith was nominated for the Golden Globe Award for Best Actor – Motion Picture Drama for his performance in the biopic Ali, in which he portrayed the legendary boxer Muhammad Ali. Smith, who co-starred with his son in the film "The Pursuit of Happiness" which was released in 2006, was also nominated for the Academy Award for Best Actor.

Smith has crowned his art life with 5 Golden Globes, 2 Academy Awards and 4 Grammy Awards and his solo albums sold 20 million copies worldwide, while his last eight films brought in \$100 million in revenue at the box offices. We will see the famous actor on the cinema with the film "Aladdin" which will be released this year. In the film, we will watch Smith playing as a lamp genie trying to bring together Aladdin with the girl he loves, which will take the audience into a series of adventures.



## agenda



## GÜLDÜR GÜLDÜR SHOW

The actors of the popular comedy program “Güldür Güldür Show” go on a tour to meet their audiences in different cities. Güldür Güldür Show, which approaches the ordinary subjects of daily life with a different perspective, will be the right place to laugh between 6th-11th May in Antalya, Denizli, İzmir, Adana and Mersin.

## THE İSTANBUL MUSIC FESTIVAL

The İstanbul Music Festival, which is hold by İstanbul Foundation for Culture and Arts (IKSV) for the 47th time, will take place between 11th-30th June. The İstanbul Music Festival will host 22 concerts in 15 different venues with 150 works ranging from the giants of the baroque music to the most striking composers of the 20th century, from jazz to the riches of Ottoman classical music tradition.



## HARRY POTTER AND THE GOBLET OF FIRE™ IN CONCERT

The Harry Potter™ Film Concert Series, which is organized by the collaboration of CineConcerts and Warner Bros. Consumer Products, will offer an unforgettable experience to the audience between 29th-30th May at Zorlu PSM. While the magical adventures of Harry, Ron and Hermione will come to life again at the high quality giant screen, IFMCA and ASCAP Film and Television Music Awards winner Patrick Doyle's unforgettable compositions will be performed by live orchestra.







## GLENN HUGHES PERFORMS DEEP PURPLE CLASSICS LIVE

Glenn Hughes: known by millions of people as “the voice of rock”, former bassist and soloist of Deep Purple, a member of Rock and Roll Hall of Fame... Glenn Hughes brings Deep Purple legend with his “Glenn Hughes Performs Deep Classics Live” project to the present on 11th July at Zorlu PSM Turkcell Stage.

## MİHRİ: A MIGRANT PAINTER OF MODERN TIMES

Salt Galta is hosting the “Mihri: A Migrant Painter of Modern Times” exhibition between 7th March – 9th June. The exhibition is about portrait painter Mihri (1885 - 1954). Mihri is noted for her witnessing the historical turning points. The exhibition reflects a multifaceted narrative of Mihri’s life, who preferred participating in her time actively.



## THE SHAWSHANK REDEMPTION

The Shawshank Redemption, the immortal work of Stephen King and the best film of the history of cinema, is performed by Çolpan İlhan & Sadri Alışık Theatre for the first time in Turkey. The play will be performed in the cities Bursa, Balıkesir, Gaziantep, İstanbul and Mersin between March 23 and May 15. Kerem Alışık, Kaan Taşener, İstar Gökseven, Fuat Onan and many more artists will take part in the play.

## THE EXTRAORDINARY MACHINES OF JAZARI EXHIBITION

The machines that are produced in accordance with Jazari’s book, one of the pioneering inventors of modern mechanics, are with us today after 800 years. The first humanoid robots of the world, locks that even stronger than Enigma, clocks that measure time sensitively and more can be visited until 15 June at “The Extraordinary Machines of Jazari Exhibition” at UNIQ Expo.



# TECHNO TREND

On our page, where the technology trends that ease our life are presented, we present many products to your taste, from personal blender Arzum Shake'N Take to the iMacs that became powerful; from Fold, the foldable mobile phone by Samsung to robot vacuum cleaner.

## THE NEW MEMBER OF **SAMSUNG** GALAXY FAMILY: FOLD

The first foldable phone by Samsung, known as Galax F, Galaxy Fold is quite challenging with its specially developed screen and hinge system. On the foldable phone, you could find a screen of 7.3 inches and 1536 x 2152 pixels, without any traces of folding. The outer surface of the phone, on which a dent housing the cameras to the upper right side of the phone, has another 4.6 inches and 840 \* 1960 pixels resolution screen.



## **PHILIPS** ONEBLADE | TRIM, EDGE, SHAVE

The new product by Philips, designed with the OneBlade technology, allows men to trim, edge and shave beard of any length. While the waterproof body allows wet or dry use, it gives autonomy with its 45 minutes battery life. The blades of the Philips OneBlade, the new way to trim, edge and shave beards of all length, can last up to 4 months.



## **APPLE** EARPODS RENEWED

Apple introduced the renewed wireless headphones AirPods 2. The W1 chip in the first AirPods was changed with the H1 chip in the second generation AirPods. With this change, it is stated that the renewed version of AirPods allow for one hour more call time. The headphones stands out with its Hey Siri support, wireless charging bag and hands-free use. In addition, the latest technology headphone, with doubled speed for transition between devices are being presented to the taste of Apple users.





## POWERFUL CHANGE IN iMacs

Apple has announced the iMac model, which it renewed after two years. With its retina screen offered with 4K and 5K options at 1 billion colors and 500 nit brightness, the graphics can be seen better and the text is before us sharper than before. When we look at the 21 inches iMac model, we see the 8th generation quadcore Core i3 and six core i5 processor options. The 27 inches iMac has Intel's six core i5 processor. The new iMac models can reach up to 3.6 GHz speed with the Turbo Boost feature. In this way they provide high performance in applications that intensely use the processor such as Logic Pro X or Adobe Photoshop. iMac can operate in harmony with both macOS and iPhone.



## ARZUM SHAKE'N TAKE

Arzum Shake'N Take Personal Blender, prepares healthy and fresh drinks with one touch of a button. It allows you to take the drinks you prepare anywhere you like with its BPA-free 570 ml and 400 ml shakers. With Arzum Shake'N Take Personal Blender, sports drinks, fruit and vegetable mixes, fruit milk and yogurt, smoothie, ayran and ice coffees can be prepared.



## SAMSUNG POWERBOT ROBOT VACUUM CLEANER

Here the tech-giant Samsung's Powerbot robot vacuum cleaner with its efficient cleaning performance. Powerbot, differently from traditional robot vacuum cleaners, is really a revolution in house cleaning. With its FullView Sensor™ 2.0 feature, it determines the type of the surface and adjust the ideal suction suitable for the surface. With Wi-Fi control, the vacuum cleaner can be controlled by smartphones. It maps the house with its high performance sensors and digital camera and calculates the most efficient path. The robot vacuum cleaner goes to its charging station when its battery is low, with the automatic charging function. When it completes charging, it returns the last place it paused cleaning and continues from there on.





# GÜNAYDIN MEAT RESTAURANT

In our new issue we are visiting Günaydın Meat Restaurant, which used to be a small butcher's shop and now is one of the most popular meat restaurants. Günaydın, which is one of Turkey's giants in the restaurant sector, provides service with its Meatball & Döner, Butcher Steakhouse, Kebap Restaurant and Burger House branches. Butcher Steakhouse and Kebap Restaurants rank among the top three of the best 10 restaurants list every year. We are bringing together outstanding recipes of Günaydın Meat Restaurant, which treats different types of meat with flavors, with you.





# BEAN STEW

## INGREDIENTS

½ kg İspir bean  
½ kg cubed lamb meat  
70 grams paprika paste  
70 grams tomato paste  
50 grams butter  
100 grams oil

## INSTRUCTIONS

Soak the beans 24 hours before. Put the beans into the pot when they are swollen well. Then boil them for 30 minutes. Roast the lamb meat in another pot. After the meat is roasted, add 3 cups of water to the meat and then add the beans. Cook it over a low heat for approximately 25 minutes. 5 minutes before removing the pot from heat, dice a peeled tomatoes, a capia pepper and a green pepper and add them to the pot. Cook with the pepper 5 more minutes, then turn off the stove.





# BUHARA PILAF

## INGREDIENTS

500 grams rice  
300 grams lamb meat  
100 grams oil  
80 grams butter  
1 carrot  
60 grams tomato  
60 grams paprika paste  
Some capia pepper  
Some peas

## INSTRUCTIONS

Put the oil and butter into a pot and melt them, then add the cubed lamb meat into heated oil. Then add sliced carrot. After adding tomato and pepper paste, get them well cooked. Boil the peas in another pot. Add the boiled peas to the pot and boil them 5 more minutes. Melt 50 grams oil and 50 grams butter into another pot. Then fry soaked rice in the oil. Add the meat sauce to the fried rice, cover the pot with a lid and cook it over a low heat for 8 more minutes. Right before turning off the stove add the boiled peas and capia peppers to the rice. After keeping the rice in the pot for ten minutes, it is ready to be served.





# LEAF DÖNER

## INGREDIENTS

100 grams döner meat  
Finger fries  
White rice pilaf  
Roasted green pepper  
Half roasted tomato

## INSTRUCTIONS

Put the döner meat, which is sliced like a leaf and grilled, on a plate. Add roasted green pepper and half roasted tomato on the plate. Also add some rice pilaf on the plate. At least put the fried finger fries on the plate and serve when it's hot. You can also serve it with the potato sauce that you like.





# STUFFED MEATBALLS



## INGREDIENTS

½ kg. semolina	150 grams pistachio
300 grams regular ground beef	2 onions
150 grams walnut	Oil for frying

## INSTRUCTIONS

Knead 2 cups of semolina with hot water. Add one tablespoon of red pepper flakes and salt. Knead the mixture for 10 minutes.

### Preparation of filling:

Roast the ground beef over a low heat, add onions and cook them together until they are melted. Then add walnuts and pistachio into the mixture. After adding salt, cumin and black pepper, wait for it to chill. Get a walnut-sized amount of the chilled semolina and form into a ball. Make a hole in the ball. Add filling and pinch the top to seal the ball. Fry in 160 degrees hot oil.

# SHREDDED WHEAT IN SYRUP

## INGREDIENTS

400 grams tel kadayıf (shredded dough)	<b>For syrup:</b>
200 grams butter	2.5 cups of water
1 cup of ground pistachio	2.5 cups of sugar
	1 slice of lemon

## INSTRUCTIONS

Prepare the syrup first since it needs to cool down. Mix sugar and water and boil it over a medium heat for 15 minutes. Add lemon juice and slice into syrup and boil 2 more minutes and take it off the stove. Put the shredded wheat on a flat tray. Pull the shredded wheat apart and separate the shreds. Melt the butter over a low heat and let it cool down for 2 minutes. Apply a light coating of cooking oil on the ovenware. Cover it with half of the shredded wheat. Put pressure on the shredded wheat to squeeze it. Add half of the melted butter over the shredded wheat. Sprinkle the ground pistachio over the shredded wheat equally. Add the rest of the shredded wheat in the same way and add rest of the melted butter over it. Put it into the pre-heated oven 200 C degrees oven. Bake until the top becomes brown. When the top of the dessert becomes brown, turn it down and bake the other side for 10 minutes. When the both sides are brown, let it cool down for 2 minutes. Pour the cold syrup over the hot dessert in small amounts. After the shredded wheat absorbs the syrup, slice it up. Before serving, sprinkle the top with ground pistachios.







# THE **MOST** ENJOYABLE



## SHOPPING



## IS AT ÖZDİLEKPARK

ANTALYA



BURSA



İSTANBUL



THE STAR OF  
THIS PLACE  
IS YOU!



**Özdilek**PARK  
ANTALYA | BURSA | İSTANBUL



# Social Media

We have compiled the shares of celebrities and social media phenomenon on their Instagram accounts. We wish you enjoyable reading...



## NESLİHAN ATAGÜL (@neslihanatagul)

Neslihan Atagül, who performed the character named Deniz in the series "Yaprak Dökümü" in 2006 and had achieved great success in her following series "Fatih Harbiye" and "Kara Sevda", has 7.4 million followers in her Instagram account. Atagül shares photos with her spouse Kadir Doğulu and shares frames and videos from the shots of the brands she collaborates with on her Instagram account.



## MURAT BOZ (@muratboz)

Murat Boz, who had a big breakout in 2006 with his single entitled "Aşk Bulamam Ben / I Cannot Find Love", has 9.5 million followers on his Instagram account. In addition to photos of his daily life, Murat Boz shares shoots from his performances on stage, movies in which he performs and shoots from "The Voice Turkey", where he is one of the judges.



## BERGÜZAR KOREL (@berguzarkorel)

Bergüzar Korel, performed the character named Şehrazat in the series "Binbir Gece / One Thousand and One Nights", takes part in cinema, theater and television projects. Being a supporter of the social responsibility projects Korel has 950 thousand followers on her Instagram account. In addition to the conferences and events she participated in, the successful actor shares frames from the projects about art and social responsibility she has supported on her Instagram account.



## KIVANÇ KASABALI (@kivanckasabali)

Kivanç Kasabali who has worked as an actor in series besides as a model in his career, has 237 thousand followers on his Instagram account. Being known for his character Cem in the series "Yaprak Dökümü / The Fall of the Leaves", Kasabali often shares photos with his spouse Sedef Avcı and their son Can Kasabali from their daily lives and trips.



## ALMEDA ABAZI SAYIŞMAN (@almeda92)

The model Almeda Abazi, who was chosen as the Miss Globe Universe in 2008, has been married to famous actor Tolgahan Sayışman since 2017. Abazi has 476 thousand followers on her Instagram account and shares photo with her spouse along with her daily life and her fashion shoots on her Instagram account.



## BERK ATAN (@berkatan)

Berk Atan, who studied acting after winning the Best Model of Turkey in 2012 and started his acting career with the TV series "Her Şey Yolunda Merkez / Everything Is Okay Police Station", has 3.6 million followers on his Instagram account. The young actor usually shares frames of his daily life with his followers.



# At the Center of the City, Inside of Life



*Wyndham Grand İstanbul Levent is located at the heart of a city, combining ancient splendor and modern elegance. With direct access to Levent underground station, where the city's most modern business, shopping and entertainment centers are founded, direct connection with 3 shopping malls, only 3 km to amazing Bosphorus and proximity to the newest İstanbul Airport provide superior advantages to leisure & business travelers.*

*Create unforgettable moments of your life with our 389 spacious rooms that provide a tranquil heaven in the center of İstanbul and treat yourself with little luxuries at Qualitasspa Wellness Center.*

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