

Yuppieland

Emerging Lifestyles in Gentrifying Cities —
Comparing Amsterdam and Istanbul



Fotoğraf: Ela Emeksiz, BAU Yeni Medya Bölümü

International Seminar

Netherlands' Institute in Turkey, Beyoğlu, Istanbul

Organized in collaboration with Prof Jan Rath (University of
Amsterdam) and Dr. Volkan Aytar (Bahçeşehir University)

2 June Tuesday 2015, 14:00-17:00

İstiklal Caddesi 181, Merkez Han Beyoğlu, İstanbul



Netherlands Institute in Turkey



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The transformation of the manufacturing economy to the—what Alan J. Scott would label—cognitive-creative economy, and the concomitant concentration of high-skilled professionals in urban centers has led to the proliferation of new forms of urbanism. Today’s urban professionals tend to have an individualist outlook on the world and cherish aesthetics, creativity and entrepreneurialism. In an increasingly volatile urban environment, they develop their own, quasi-autonomous work and life trajectories and display hipster-like life-styles that allow them to distinguish themselves from significant others. But they are, at the same time, continuously seeking for connection and confirmation—either on site or in the virtual world.

New type of urbanism becomes visible and palpable in various urban scenes, for example at farmer’s markets, in gyms, hotel lounges, pop-up stores, and—in this particular case—in specialty coffee bars. These scenes, then, are often associated with gentrification processes and epitomize the economic, socio-demographic and cultural changes in urban milieus. Interestingly enough, these phenomena can be observed in numerous urban centers, including New York, London and Amsterdam, but also in Shanghai, Cape Town and Istanbul. As for the latter, anyone strolling through Moda, Cihangir, Galata, Tophane or, more recently, Karaköy cannot escape witnessing this.

These rapid developments raise various questions. Which structural determinants are producing the proliferation of hipsterful urbanism in general and the sprouting of specialty coffee bars in particular? What type of scenes are emerging in terms of ambiance and array of products, activities, and the identity and relationships of the participants. What can we say about the interrelationship between young urban professionals, individualism, distinction, and connection? And to what extent are we observing general processes to be found in any postindustrial city, or locally-specific processes?

These issues will be addressed during an international seminar at the Netherlands’ Institute in Turkey (NIT). Here, we will discuss these questions by comparing experiences in Istanbul and Amsterdam.



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Program

13:30 Registration, Coffee/Tea

14:00 Opening and welcome

Dr. Fokke Gerritsen,

Director, *Netherlands Institute in Turkey (NIT)*

Prof. Dr. Haluk Gürgen,

Director, *Bahçeşehir University Creative Industries Center (BAUCIC)*

14:10: Coffee in the City: Introduction

Prof. Dr. Jan Rath

Amsterdam University

14:25: Video: “Shades of Coffee”

Bike Çetinel

BAU Dept of New Media

14:30: Amsterdam: Gentrification by Cappuccino

Prof. Dr. Jan Rath

Amsterdam University

14:50: Video: “Café Latte Transforming Karaköy”

Cansu Uçar & Melis Kürkçü

BAU Dept of New Media

15:00: “Third Wave Coffee Culture”

Deniz Koşan

Walter’s Coffee Roastery

15:15 Coffee Break

15:30: Istanbul: Galata-Karaköy-Tophane-Salıpazarı Strip:

A Research Agenda Proposal for

Human Geography and Spatial Sociology

Dr. Volkan Aytar

Deputy Director, Bahçeşehir University Creative Industries Center (BAUCIC)



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15.50: Video: Meanwhile in Okmeydanı... /

“Square: To Comprehend a Neighborhood”

Hakan Güngör, Ahmet Aslan, Jiyan Yetiş Paycu

BAU Dept of New Media

16:00 Bohemian Bourgeois (BoBo) Café from Nişantaşı to Karaköy

Kübra Par

HaberTürk daily newspaper

16:20: Questions & Answers / Additional Contributions from the Floor

17:00: Adjourn

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<https://www.facebook.com/events/1589098978027684/>