

SOYAK Çatımız



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DEKORASYONDA SON TRENDLER • EKOLOJİK MOBİLYALAR • HALDUN DORMEN İLE SÖYLEŞİ

SUMMARY

SOYAK

MAVIŞEHİR

Soyak, which has created many modern living spaces, has added a breathe of fresh air to Izmir with its latest project, Soyak Mavişehir.



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here are many advantages to living in a gated community, too many to list in fact. Being able to live in a comfortable and calm gated community that is also safe is the ultimate luxury. Soyak Holding has been providing quality housing projects for its inhabitants for years. Soyak, which has been providing successful and beautiful housing projects for the past 47 years, has now set its sights on Izmir. The Mavişehir project intends to provide Izmir residents with a brand new lifestyle. Mavişehir, which consists of 21 blocks and 1,568 condos, gives Izmir residents the opportunity to enjoy lush greenery in a calm environment without having to leave the city. The gated community features giant palm trees, large open grassy areas and tropical plants- all which make it seem like an oasis located far from the city.

The condos range from 1 bedroom plus living room to 4 bedroom plus living room, and sizes range from 64 m² to 200 m². Mavişehir has all the exclusive amenities necessary for a truly unique quality lifestyle. You will feel safe in Mavişehir due to its parking garage and 24-hour private security. The gated community also includes 4 swimming pools totalling 1400 m², 3 basketball courts, 3 tennis courts, children's playgrounds, open sports areas and a walking path measuring 1.5km, perfect for biking as well. These amenities make it possible to socialize with other members of the community while also allowing you to enjoy a range of activities without having to leave the compound. One of the most distinctive aspects of the modern design of Mavişehir is due to the high quality material that was used. Vitra's Uni series porcelain ceramic was used for the condos' kitchens, hallways and balconies. Vitra's Capri, Naturline, Nuovella, Retro and Riga were used for the bathroom tiles. Quality and luxury were key when choosing the materials, which showcase Soyak's unique individuality.



Life at Mavişehir

Soyak Mavişehir residents enjoy a variety of activities, which are just some of the perks of being a member of the Soyak community. These activities are also a great way to meet other Soyak residents and form lasting bonds with others in the community.

Let's go to the theatre, kids!

One of the most recent events that brought Soyak residents together was the 'Haydi Çocuklar Tiyatroya' (Let's go to the theatre, kids!). The day included exciting animation and competitions that Soyak Mavişehir's little ones enjoyed very much. The interactive play also included the kids' game, 'Sakar Mucitler'; parents watched delighted by their children's enjoyment. Before the game, the children took part in another educational game meant to highlight the importance of protecting the environment and the danger of global warming. Soyak's own 'Geleceğe Bir Damla Sakla' (Save a drop for the future) project was also mentioned. The children were also able to enjoy a bit of healthy competition during the activities.

Spring Festival Celebrations

The spring festival fair organized by Soyak Mavişehir turned out to be a very memorable one. The fair provided entertainment and activities for the children until the late evening. Clowns amused the young ones, while the older crowd's had their fortune read and cotton candy, popcorn and various candies were available for all to snack on. When drawing the raffles, the Soyak Communication Committee's

leader F. Fatma Çelenk presented Orhan Baysal with a Bonsai tree as a prize. The families at Soyak Mavişehir had a wonderful time and everyone got to know their neighbors better, forming a stronger community.

Streetball Tournament

Soyak's '1st Streetball Tournament' took place recently; teams of 4 competed and there were 14 teams total. The "Sağanaklar" group won and was awarded the prize cup by Soyak Holding Communications Coordinator Fatma Çelenk. Two other teams that made it to the finals, but didn't win the top prize, were give medals and basketballs by Soyak Commuications Team Leader Pınar Arslanbaş and Soyak Mavişehir Executive Head Vedat Yanmaz. Fatma Çelenk spoke at the awards ceremony about the importance of engaging in healthy sports competitions, while also underlining the fact that such activities bring the community together. After the awards ceremony, Soyak Mavişehir residents got together to celebrate the champions' success at the 1. Soyak Mavişehir Streetball Tournament.



SUMMARY

THE BUILDING WITH FEW FLOORS CONCEPT

One the heels of its 47 year ongoing love with the real estate sector, Soyak has continued to turn their contemporary projects into a reality. This time the aim being the "Soyak Siesta Project" which will hopefully introduce a new lifestyle in Karşıyaka, İzmir.

Today those who live in big cities are now starting to prefer the comfort of living in gated communities, which provide cleaner, safer and accessible lifestyles. These communities provide an escape from the bustling life of the city and, of course, the noise pollution, offering tranquil and healthy lifestyles. Soyak has continued to construct such communities to accommodate those who wish to live in such an environment. Soyak's support for the "Buildings with few floors" project has resulted in 2, 250 residential premises in Karşıyaka, İzmir. All apartments have been ergonomically designed for comfort relative to their size. These newly and specially designed apartments will give Izmir residents a new outlook on living conditions and hopefully fully accommodate their every need and provide excellent quality. The community's exclusiveness and distance from the city is what makes it so special as a new housing project, offering a lifestyle that resembles none other. During the first stages of Soyak Siesta, the layouts for the apartments were made. The apartments are either one bedroom and



one living room, or 3 bedrooms and one living room, making in total 372 apartments. Siesta's location connects it right onto the Izmir freeway as well as to shopping centers, making the location conducive to living comfortably. The landscape plans of Siesta, and the patios which offer spectacular views, were designed to give the inhabitants full usage of the living space. The social aspect of living within a gated community was also taken into consideration. Siesta has sports complexes, swimming pools, children's playgrounds, various facilities where the residents can engage in leisurely activities, and open air as well as underground parking. All of these entities were thought of when planning Siesta, in order to enable the residents to benefit from all the advantages Soyak has to offer its clients.

How to be a Soyak Siesta homeowner

Soyak Siesta's apartments start at 100,900 YTL and with their attractive payment plans such as: 0.99% interest rates and 72 month payment plan, increasing installment payments and spaced out payments Soyak has made becoming a Siesta homeowner a possibility for all. Also if a cash payment is made there is a 12% discount. Those who make a 50% down payment will benefit from a 6% discount as well. The payments can be made at Akbank or Garanti Bank, which have agreements with Soyak. Those who wish to buy apartments from Soyak Siesta can see a model apartment at the new and modern sales office. Another option is to purchase via Internet, this can be done from <http://www.soyak.com.tr> or you can simply call 444 0795 (SYK) which is the Soyak call center and they can assist you with details about the apartments and payment plans.

TAGO ARCHITECTURE'S GÖKHAN ALTUĞ AND HIS PARTNER TATSUYA YAMAMOTO

RESPOND TO SOME OF OUR QUESTIONS:

How are consumer trends changing? Can you benefit from the economic and social aspects of this?

Naturally, quality merchandise that is reasonably priced is in high demand. If items such as automobiles or property will gain value as time passes, these will be people's first priority when investing. What makes it a smart investment is that as the economic standards improve, so will the status of the merchandise.

Because of the fast moving pace of technology in today's world, our lifestyle must change accordingly with communication methods, work environments, entertainment facilities, etc. Mobile networking is also responsible for this ever-changing environment in which we are living. Due to these levels of comfort which are becoming more and more plausible in one's life, people are starting to prefer to live in gated communities which provide safety and reliability, something that other residential areas, such as single family houses don't. Other reasons why these gated communities are preferred is because of the economic comfort that comes along with it; monthly fees, heating and water bills tend to be less.

The stress and heavy workload that many endure makes it difficult for people to engage in social activities, or have a social life in general. Keeping this in mind, we designed facilities where people may come to socialize briefly and then return home, which is usually within walking distance, making a social life a possibility for those living in the gated community.

Trends affect the architecture world just as they do any other aspect of our lives. For example, because the number of car owners has increased, architects must come up with newer ideas on how to accommodate more cars in a parking lot.

In the shopping world, the interest in small shops has decreased and an interest in larger shopping malls has increased. Home office designs have begun to replace larger offices. Using cars to reach destinations is the most popular way of travel, a reason why home offices are preferred more and more. All of these must be taken into consideration when constructing and carrying out new ideas. Products, architecture and aesthetic design are becoming a brand within themselves and from the consumers point of view all of these create a status of wealth and value. The design of a certain product represents that buyer's personality and boasts a certain cultural and tasteful status that one craves and looks for in a product.

What were the most important criteria in making the Soyak Siesta project a reality?

As Tago Architecture designers, when creating the plans for Soyak Siesta the most important point that we kept in mind was the working life of the inhabitants who would be living here as well as leisure activities that they could engage in. We wanted it to be a place where you would stray away from the stress of the workday, be able to spend time with your family and build relationships with neighbors, and I'm pretty sure we accomplished this.

Creating a unique landscape with sizable patios and terraces on which you could fully benefit from the view was also at the top of our list. Other aspects of Soyak Siesta, which were given top priority to, were the social facilities such as the sport complexes, swimming pools, children's play areas, socializing areas and the open air and underground parking lots.

