

The Istanbul-based studio has become the poster child for Turkish design since it was founded 10 years ago. Here, Seyhan Özdemir talks about her inspirations, and the design firm's sky-high aspirations | 這間駐伊斯坦堡的工作室自10年前創立後便成為土耳其設計模範。Seyhan Özdemir談到靈感和公司抱負

BY ALICE CHAN

Autoban



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Seyhan Özdemir co-founded Autoban with Sefer Çağlar in 2003. The design duo met at Mimar Sinan University, where Seyhan was studying architecture and Sefer, interior design. The two initially set out to work on interior projects in Istanbul, but they naturally extended to

product design and launched their first collection in 2004. What started with just Seyhan and Sefer in Galata has grown to an office of 35 in Tünel. To date, they have completed more than 300 projects globally, from St Petersburg to Hong Kong.

設計師Seyhan Özdemir與Sefer Çağlar在2003年創立Autoban，他們在Mimar Sinan University唸建築和室內設計。最先在伊斯坦堡接洽室內工程，後來涉足產品設計，於2004年推出首個合作。原位於Galata只有二人的小公司已擴展成35人的Tünel業務，已完成300多項環球項目，遍及聖彼得堡以至香港。

autoban212.com

We named the studio Autoban because we had international ambitions from the beginning, which is why we wanted the name to have an international sound as well. The German word *autobahn* and the Turkish word *otoban* both mean “highway.” We merged them to say, “We are a local company, going global.” You’re free on the highway; you start your journey and you always go forward, always straight. 工作室名為Autoban全因我們一開始已具有國際野心，故名字也必須如是。德文「autobahn」和土耳其文「otoban」同樣解「公路」。我們將之融合為一：我們是一家要遍及全球的本地公司。公路上你可自由展開旅程，一直向前進發。

We’re currently working on more projects in aviation. We’ve always been interested in the sector – improving the lifestyle and standard of flying. Our latest project is the interior design of the Heydar Aliyev airport in Baku. The project is a milestone for us as it carries our scale of work to another level in terms of design and responsibility. 我們現時多做了航空項目。自己一直有興趣改善飛行的生活方式和標準。最新項目便是巴庫國際機場的室內設計，對我們來說是里程碑，將工作範疇帶領到設計和責任上的新層次。

In Istanbul, a little-known spot I love is Havuz, a tiny local restaurant in the Grand Bazaar. 我很喜愛而鮮為人知的伊斯坦堡寶地是室內大市集的本地小餐廳Havuz。

If I hadn’t become a designer, I probably would have become an athlete. 如沒當上設計師，我大概會成為運動員吧。

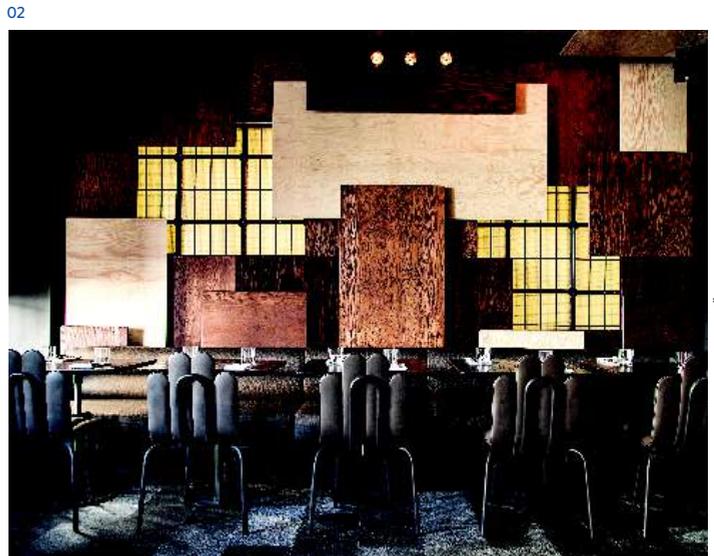
We believe in the transformative power of modern design with an emotional touch

Our work is inspired by Istanbul. There's no doubt that the daily rituals we have here and life on the streets are reflected in our work. It's too early to name a style "Istanbul" – design in Turkey is still developing and it has yet to create a national identity. But there are very talented designers who are developing themselves day by day and beginning to integrate their cultural background with the modern world. 伊斯坦堡帶來無限工作靈感。這裡每天的流程和街上的生活都在我們的作品中反映出來。將某風格歸類成「伊斯坦堡」還言之過早，土耳其設計仍在發展中，未有國有特色。然而很多設計才俊正每天不停發掘自身，將獨有的文化背景和現代世界融和。

Some Turkish designers to watch are Defne Koz, Ayse Birsal and Alper Böler. 大家該密切留意的土耳其設計師為Defne Koz、Ayse Birsal和Alper Böler。

The most rewarding project for us in the past couple of years was the Turkish Airlines CIP Lounge project. Both the design and the created experience inside the lounge have reached a wide international audience. 近數年讓我們有最大滿足感的項目必屬土耳其航空CIP貴賓廳。設計和創作經驗讓我們接觸到更多國際受眾。

01
Turkish Airlines' CIP
Lounge at Istanbul
Ataturk Airport
02
Gaspar restaurant
in Istanbul



Portrait: Koray Brand; CIP Lounge: Bülent Özgören; Gaspar: Sergio Ghetti