



# Istanbul's First Guidebook Documentary

WordSmith Advertising, July 09, 2006

URL: <http://www.pr9.net/business/marketing/4068july.html>

*"Istanbul for Aficionados," a 35-minute documentary produced by WordSmith Advertising, will begin showing in Istanbul's leading five-star hotels on July 10, 2006.*

PR9.NET July 09, 2006 - ISTANBUL, TURKEY -- WordSmith Advertising, the first international advertising agency in Istanbul is proud to announce, "Istanbul for Aficionados." This 35-minute advertising supported documentary, produced by WordSmith Advertising in conjunction with Yalan Dunya Production on the basis of a script by the noted poet, John Ash, and music by top Turkish composer, Iskender Paydas, will begin showing in almost 20 of Istanbul's leading five-star hotels on July 10, 2006.

"While there are countless Istanbul promotional films, they are all designed to attract visitors to the city, not to inform, guide and entertain visitors who are actually in Istanbul," said Mr. Beau Higgins, Managing Director of WordSmith Advertising "Istanbul for Aficionados, was designed specifically to cater to the sophisticated tastes of five-star hotel guests and was created to meet the needs of viewers and advertisers as well."

After a brief impressionistic introduction, the film is divided into four main sections. The first, The Byzantine City, is a serious study of Byzantine art and architecture from the 6th century to the 14th century, taking in such masterpieces as Hagia Sophia and the Church of Saint Savior in Chora.

The second, The Ottoman City, turns its attention to the great mosques and public buildings that make Istanbul's skyline unique, but also evokes the Ottoman way of life, as exemplified by the Grand Bazaar and Topkapi Palace. It takes a look at such traditional Turkish crafts as carpet and jewelry making, paying visits to Bazaar 54 and Stork's Jewelry.

Part three, The Changing City, moves on to the 18th century, when Istanbul began to change rapidly. It follows the rise of the city's famous European quarter, Pera, now Beyoglu, which remains one of Istanbul's centers of café society and nightlife. The film then moves to such affluent districts as Nisantasi, and ends with the post-modern architecture of Levent and Maslak, where visitors get a chance to see the architecturally innovative shopping and lifestyle emporium, Kanyon, before discovering the flavors of Turkish kebabs at Tike.

The fourth and final section, The Bosphorus, is a tour of this storied waterway that links Europe and Asia accompanied by some of the most enchanting movements of Iskender Paydas' original score. After taking in palaces, fortresses, water-front mansions and charming traditional villages, the film treats visitors to a night at Reina, Istanbul's elegant Bosphorus-side dining and nightlife venue.

The film is the first of its kind in Turkey, providing guests with a tour of Istanbul, a breadth of information and a first-hand look at a few of its best establishments before even setting foot outside their hotel room. WordSmith has long provided clients with first-hand creative insight into markets around the world, helping them increase international visibility and effectiveness.

###

## About WordSmith Advertising

WordSmith Advertising is Turkey's first internationally-oriented full-service advertising agency. Since 1996, WordSmith has created advertising that transcends borders, serving its clients in a total of 17 languages from concept creation and copywriting to graphic design and printing.

<b>Phone:</b>	+90 212 245 7050
<b>FAX:</b>	+90 212 245 7066
<b>Website:</b>	<a href="http://www.wordsmith.com.tr">http://www.wordsmith.com.tr</a>
<b>E-Mail:</b>	<a href="mailto:brooke@wordsmith.com.tr">brooke@wordsmith.com.tr</a>
<b>Address:</b>	Mesrutiyet Cad. No. 126 D. 7 Asmali Mescit, Beyoglu - Istanbul, Turkey