



NEW HOUSING TRENDS IN ISTANBUL .

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Abstract

Externalization that became prominent in 1980s with the globalization brought along dramatic changes in social and spatial areas. The social, cultural and economic events that took place on an international level thanks to globalization made the impact of change felt which was reflected on the urban space and, therefore, on the house, resulting in an increase in the importance of the residential sector. Externalization and developed economic structure enabled more investments into houses which introduced a concept of housing populated in urban fringes starting from the city centers. The housing concept which was shaped by the impacts of the urban transformation after 1980 turned into a new emerging lifestyle in Istanbul in 2000s. Accordingly, the study aims to establish the position of housing in Istanbul and new meanings formed by the socio-cultural changes. In this sense, housing before and after 1980, globalization, gentrification, urban transformation, spatial segregation, socio-economic and cultural aspects were discussed based on the structural benchmarks, and 4 different housing forms, namely the "Loft", "Residence", "Terraced House", and "Gated Communities", with individual structural examples. This study, thus, aims to question the form of tenancy of these houses created through varying concepts and concerns today. The results obtained showed that the housing as an indicator of cultural life in Istanbul has turned into a lifestyle that is shaped by similar aspects and commercial concern, despite different approaches or production forms, eliminating the traces of the cultural life of the society.

Keywords: *New housing trends in Istanbul, Loft, Residence, Terraced House, Gated Communities.*

Introduction

The house is an architectural product that represents the socio-cultural and political aspects as well as the cultural values of the period during which it is built and the area where it is located (Sormaykan 2008). This architectural product is also a kind of shelter whether for a single person or for a crowded family living in a sharing environment. It is an important sign of the culture and tradition of its tenants. Therefore, the development of the social, cultural and economic data requires a change in the housing. Accordingly, the impacts of globalization, one of the most important reasons for change, are reflected in Turkey like the whole world. In this period, the country tried to be integrated with the external world and experienced great social and spatial changes especially in 1980s, and the changing economic structure allowed more investments into the urban environment. Therefore, the globalization affected urban space and different production processes. Reasons including migration from rural areas to cities and increased population brought along problems in the uncontrolled development of Istanbul, and events like unplanned urbanization or squatting hindered the development of urban space. In 1990s, the housing production that started to be structured based on the concerns of urban sphere created a sort of alienation in the society. A new lifestyle has emerged with signs of socio-economic discrimination, isolated from the urban life with borders. While different house typologies come out due to the effects of urbanization, the spatial segregation reached peak levels as a result of various lifestyles iso-

lated from the social life completely. Small investors existed before 1980 opened the way for foreign investors in producing large scale housing in a setting of unearned income where the large capital was positioned after 1990. Thus, the residential sector stepped into a competitive environment shaped by commercial purposes in every field. A period has started in which housing shifted to the peripheries of Istanbul and triggered the construction of today's houses, particularly after the Earthquake of 1999. The swift increase in the housing production in 2000s directed investors towards different house types which resulted in customer-oriented house types lacking their primary purpose. In parallel to the tough competition in the residential sector, the modern house concept has begun to lose its primary meaning. Therefore, the study aimed to establish the emerging differences in the modern housing production in Istanbul. Accordingly, the purpose was to discuss the housing productions based on their value shaped by the socio-cultural changes and the form of tenancy as well as to explore the reasons behind this change and look into the new house types providing relevant examples. The first part addresses the development of the residential sector in Istanbul since 1980s to today, and the second part focuses on globalization, gentrification, urban renewal, spatial segregation, socio-cultural and cultural aspects based on the structural benchmarks, considering the reasons behind the emergence of new house types. Finally, the third part discusses different new house trends in Istanbul under four categories, namely the "Loft", "Residence", "Terraced House", and "Gated Communities". The housing types identified

open house international Vol.41 No.4, December 2016. New Housing Trends in Istanbul

are Incity Loft, Eltes Gold , Akasya Terraced House, Ritim Istanbul and Narcity. The examples included in the study were preferred owing to the fact that they are among popular housing types from different districts and with different tenants. To conclude, it was determined that the residential sector shaped by the new house trends in Istanbul lacks a specific identity and that the housing types varying as an indicator of cultural life has turned into a lifestyle which is shaped by commercial concerns, rather than representing the cultural life of the Turkish society.

1. The Residential Sector in Istanbul since 1980s to Today

The globalization experienced around the world in 1980s also took hold of Turkey, resulting in dramatic changes in the social life. The transformation model adopted in the country, which exercised externalization, economic restructuring and attempts to be integrated into the world due to the impact of globalization, laid the foundations of new house typologies following the entry of foreign capital in the country. The economic impact on the urban space resulted in large companies, shopping malls, industrial zones shifting to the suburbs as well as different pursuits in qualified housing areas (Sarikaya 2002).

After 1980s changes started to take place in Turkey following the adoption of the externalization policy. A development model based on externalized export was implemented; new authorities were incorporated in the cities in the areas of capital markets, liberal trade and manufacturing, and banking; telecommunication investments were prioritized in the infrastructure policies; and the telecommunication capacity of Turkey was increased (Tekeli 1999). The changing consumption habits resulted in the emergence of new service areas, and the social class division became more evident with the increased capital and events of migration to cities. The changing habits suggested the relocation of existing housing areas and resulted in a need to fulfill the housing requirement of the new population. In the period after 1980, the Turkish policies were shaped by the adoption of liberal economy and the housing construction prioritized following the acknowledgement of the fact that the residential sector is an industry creating employment opportunities (Bölen 2004). The construction sector which was dominated by the small contractors by 1980s was gradually invaded by the large capital, providing funds to afford the high costs in creating new improved lands and houses around the city and to utilize the technology required (Tanyeli 1998). The housing projects developed for the private sector in 1990s were gradually replaced by projects for high-income groups and the house areas in the city were replaced by houses in urban peripheries. Especially with the increased foreign capital and as Istanbul became a preferred location, several large scale houses were started to be produced. The developed residential sector resulted in changes in the house features, with house proposal types on a mass scale were accelerated. Three spatial options came to the fore for those emerging groups who earned fast money after 1980 and for those long-established rich urbanites. The first one included old central locations with a historical prestige, the second included tall building complexes built on former shanty settlements in the urban peripheries, and the third option included private sector-based gated communities developed outside the

city center with gardens for high-income groups (Şenyapılı 2003). The most important factor in the emergence of different house trends is the desire of people who adopt the same cultural environment and the same values to live together. This also demonstrates that social division is a determinative factor in the housing production based on the cultural structure.

The migration from rural areas to cities that continued from 1980s until 2000s, as well as the social class division and the development of new house areas at the transportation axis in the peripheries of the city, constituted reasons for the urban transformation with the purposes of renewal and reinforcement of the urban texture. The practices imposed by this transformation can be grouped under three categories: 1) Urban renewal at areas with reduced living quality and risks; 2) reinforcement and rehabilitation-urban planning works for improvement; 3) Protection and gentrification of areas with historical attributes (Ataöv and Osmay 2007a). The spatial and social structure played a substantial role in the transformation of urban environment in Istanbul starting from the 1990s. Particularly as the high-income group set clear, new living standards for themselves, the housing productions shaped as part of the urban transformation covering the city center and urban peripheries. Today, the investment into housing is increased thanks to the ongoing impact of the 80s and the improved economic structure. This turned the house trends in Istanbul that started in the city center and expanded to urban peripheries into a lifestyle shaped and accelerated by commercial concerns.

2. The New House Trends Emerged After 2000

After the Earthquake of 1999, a need arose to ensure healthier housing production structures, while Istanbul achieved an unstoppable growth momentum with the industrialization, population increase, urbanization, and the changing consumption habits. The competition in the residential market became fiercer particularly with the entry of foreign producers in the sector. Uncontrolled growth, unearned income from forests and water areas cleared the way for sheltered life expanding from the city center to urban peripheries. The increased population, changing economic balances resulted in a clearer division between the concept of urbanites and rural people which required change in settlement areas. Especially the houses populated on the forests and water basins of Istanbul became a living space labeled with the luxury concept. As the house turned into a lifestyle resulted in the emergence of three types of settlements.

First one is composed of distinguished houses located at the city center or near business centers; Second one covers houses located at the city center yet far from the relatively central business areas; and Third one includes private housing areas located at the urban peripheries (Taşar 2008).

The common purposes of these three housing model is security, privacy and to be located on the transportation axis. These safeguarded living standards offer a lifestyle with borders and therefore becomes a determinative factor for the new house trends.

2.1. The Reasons behind the Emergence of New House Trends

The economic improvements in turkey, a country which was externalized and experienced changes in 1980s,

were reflected in the housing policies. The housing need arose after the 1999 Marmara Earthquake paved the way for the earthquake regulation and health urbanization and a trend emerged for low-rise housing productions in the northern parts of Istanbul. This also resulted in housing areas shaped by different concepts and standards after 2000. The development of the city and housing areas brought along a transformation in the social life as well as a spatial transformation due to the need for new housing areas. The urban transformation projects targeting low-middle income groups triggered a change in the private sector-based housing areas built in urban peripheries for high-income groups and the high-rise housing projects at the city center. The urban transformation, globalization, gentrification, and socio-cultural aspects play a very important role in the urban change. The housing projects in Istanbul are dominated by the housing areas designed with the same concept for the high-income group and delivered under the so-called urban transformation. In this respect, the current housing productions like loft, residence, or gated communities actually target luxury income groups and serve as houses formed in a way that fails to meet their purpose.

Therefore, globalization, gentrification, urban renewal, spatial segregation, socio-cultural and cultural aspects that influence the housing concept are discussed in this part based on the structural benchmarks and considering the reasons behind the emergence of the new house trends in Istanbul.

2.1.1. Globalization

The concept of globalization is about ensuring global integration and union in every aspect of life from economy and politics to social policies and culture and from environmental issues to social life (Kiper 2004). The multi-storey housing concept and similar architectural styles emerged as a result of the global urbanization efforts created cities looking alike. In addition, the globalization introduced different production styles with an influence on the urban space. The social changes experienced during the globalization period established a ground for events like gentrification, urban transformation, spatial segregation, and the transformation of social structure.

2.1.2. Gentrification

The spatial transformation after the economic and social changes that took place after 1980 is clearly followed by the settlement of the high-income group in the central districts, or in other words, by the "gentrification" process. Gentrification is defined as the process where the upper class start to settle down in the housing areas located in the slummier parts of the city and occupied by low-incomers (Islam and Ciravoğlu 2006). The unattended houses are renewed yet the old tenants are displaced in the districts affected from such circumstances. Three main drivers can be observed behind the development of gentrification process in Istanbul: First one is the capitalist contractors targeting unearned income; the second one is the government; and the third one is the gentrification process started by the new tenants (Keyder 2006).

2.1.3. Change

Change represents the development and progress of a society and its environment in every period. New social classes emerged and new types of houses and

housing areas were created as a result of the expanded city centers, transformed transportation systems and business relations as well as diversified and differentiated tenancies in the city center, particularly as part of the modernization efforts (Aksoylu 2003). This structural change showed itself in areas inside and outside the city in time. Change is usually followed by the transformation and when the change lays the foundation for transformation when it is delivered. Especially the concepts of globalization and urbanization introduced new house trends and lifestyles with the impact of change.

2.1.4. Urban Transformation

The urban transformation is the process of changing, developing, reviving and reproducing the old, unhealthily-structured city texture within a strategic approach that is created with and lives on social and economic programs (Özden 2008). The globalization that took hold of the entire world in 1970s increased spatial transformation and housing production and led to transfers in low-income districts. When the legal arrangements regulating the urban transformations are considered, it is seen that the urban transformation is defined as "renewal" yet it has evolved to attain new dimensions. While transformation formerly referred to demolition and reconstruction before, today it means reinforcement of physical attributes by protecting the current texture (Ataöv and Osmay 2007b).

2.1.5. Spatial Segregation

Big cities that changed by the influence of the urban transformation created social alienation in time. Especially the social change experienced in 1980s also resulted in segregation in the physical space. The new social class emerged between the low- and high-incomers was acknowledged as a symbol of status. Isolation from the city center was started to be observed as the new social class preferred a luxurious and peaceful life. As the population density increased and central urban areas became fully occupied, housing areas expanded to cover urban peripheries and inward, private settlements were created in the remaining urban areas (Kazmaoğlu 1998). The life that has changed since 1980s to today led to increased conflict between the social groups. The economic and cultural change play a great role in this conflict and the spatial segregation is sharply revealed by the fact that one side of the city is covered by slums while the other side is a home to luxury houses.

2.1.6. The Socio-economic and Cultural Structure

The culture is an important variable in the formation of environment and the primary determinative in the interaction between humans and environment (Rapaport 1969). The formation of an area is felt through its representation in the social structure of the area, or in the space. Upper class started to leave the cities beginning from the second half of 1980s across the world. The basic characteristic of this period in terms of settlement is the trend among upper-middle class escaping the metropolitans to live together with those who are like them in relatively more isolated spaces (Sürer and Sayar 2002). The accelerated social change in 1980s allowed a clear isolation between living spaces. The division between the urbanites and the rural people or the rich and the poor became clearer and the high-income group

began to prefer more safeguarded living spaces. Particularly the high-income group drove social alienation by preferring a more safeguarded life in the city centers and urban peripheries and increased class division by aligning their lifestyles with their statuses, accordingly.

2.2. New House Trends

The housing production in Istanbul that gained momentum after 1980 turned into housing proposal styles produced by different concepts and concerns after 2000. The primary reason for this is the current status of housing production which started with the globalization and was accelerated with the urban transformation and which was shaped by the socio-cultural structure. The class division created by the globalization on a social and spatial level led to houses built to serve mainly the lifestyle of the high-income group. Therefore, the modern housing proposals have turned into a market that targets the high-income group and is shaped by commercial concerns, and this market offered a great competitive setting in the residential sector which resulted in the introduction of misapplied, indistinguishable housing productions. Accordingly, the increasing numbers of lofts, residences, terraced houses and gated communities are in fact examples of housing styles produced through such concerns.

2.2.1. Loft

Loft is the understanding of natural space observed in the gentrification process resulting from the socio-cultural changes caused by the economic models and global policies in Istanbul after 1980 (Karagöz 2007). Shaped by the economic balances changed during the early 20th century and by the impact of the gentrification process, loft which has become meaningless and been altered to a great extent today has started to be formed by the modern architectural patterns in line with the luxury lifestyle demanded by the upper class (Özker 2014). Loft living is a lifestyle that features open plans, high ceilings, wide windows, naked structures while protecting the natural texture, and it is differentiated among regular projects. The modern lofts have turned into living styles similar to regular house typologies, as a result of the commercial concerns hindering their primary purposes. The loft living in Istanbul is seen mostly in historical districts like Galata, Beyoğlu, and Kuzguncuk, which have changed due to the impact of the gentrification process, as well as in city centers near business circles like Levent and Kozyatağı.

2.2.2. Residence

Residence is a housing style that is designed to feature multi-storey blocks with social and recreational functions placed at the bottom elevations to allow a self-sufficient settlement (Saygıcı and Esin 2004). Especially the desire for luxury lifestyles emerged in parallel to the development of social sphere after 1990 created an opportunity to form a residence living in areas near business centers for the high-income group. Residences incorporate many services and are preferred by the majority of the high-income group. It is different from the luxury building complexes as it offers a living alternative close to the center for urbanites who do not want to live far from the city center. They are built as multi-storey buildings to serve as sort of a residence-hotel on relatively smaller parcels com-

pared to luxury building complexes as there are no empty lands in the city center that is large enough to build a complex or as the available lands are highly expensive (Görgülü and Kaymaz Koca 2007). The modern residence projects offer its customers luxury and unlimited services. Residence-type housing settlements are mainly located in regions like Beşiktaş, Ümraniye, and Kozyatağı. The residence examples in Istanbul include Akmerkez, Metrocity, Kanyon, Elit, Palladium, Maya, and Sellenium.

2.2.3. Terraced House

Terraced house is a housing space placed vertical to the slope on an inclined land in a way that the roof of a house will serve as the terrace of another (Construction Dictionary). On the inclined land, green areas can be created in the living space without interfering with the private areas. In Istanbul, the housing projects built vertically or horizontally reduce the use of natural environment and increase the housing. Thus, the housing producers in the competition seek to produce a different housing model to be the front runner. The terraced house concept, which fails to meet its primary purpose, is offered to customers as large balconies of high-rise buildings in spite of its main function.

2.2.4. Gated Communities

Gated communities, which started to be developed as a new urban form after 1980, come across us as housing zones, examples of which are available in almost every country in the world. Gated communities, which are considered as a part of suburbanisation tendency, were previously expressed as protected settlements, protected encompassed zones, border cities, gated neighbourhoods (Alpaykut 2011). Gated Communities are residential areas, which offer a safe life to their consumers and which are limited high walls and protected by a security system. This type of settlements, which are generally away from city centres but located on transportation axis, are included in liberated areas within the indicators of luxurious life by clearly putting forward the life choices of the upper income group. Gated community settlements, which gained momentum as of 1999 Marmara Earthquake, today show themselves around the city while being produced in perimeters of Istanbul. Such settlements, which are generally turned into villa in city perimeter, take high block form at city centres. Gated communities have the concern of establishing small cities (suburb, satellite city) on vast fields. These settlements are expressed by town/city words, accommodate a population of at least 1500 people, contain house typologies from studio flat to apartment flat and villa (Gülümser 2005). Such buildings cause alienation in the community and thus class differentiation due to the fact that they fail to develop the senses of neighbourhood and belonging. Accordingly; in this study, the gated communities are considered in two forms, which are city centres and city perimeter.

2.2.4.1. Gated community areas at city centres

Gated communities located at city centres are constructed both for upper income group and middle income group. In this sense; they are the examples of site-type house, covered with high walls, fences or barriers. House examples, which appeal the upper income group, contain all the services such as shopping mall, sports, etc., which answer all the needs of

the upper income group. They can be produced vertically or half-horizontally based on their field in the city. Dragos Royal Towers, Soyak Soho, Uphill Court, Almond Hill, Incity, Akasya, Uprise Elite in Istanbul are some of the examples for gated communities at the city centers.

2.2.4.2. Gated community areas in city perimeter

Gated communities located in city perimeter are constructed for upper income groups. They can examples of villa type houses and have high walls, fences, barriers in addition to security and high-rise qualities. They are the house communities which contain all the services such as shopping mall, sports, etc., which answer all the needs of the upper income group. They can be produced horizontally, vertically or half-horizontally based on their field in the city. Kemer Country, Çekmeköy Villas, Ardıçlı Houses, Narcity, Evora, Dumankaya Konsept in Istanbul are some of the examples for gated communities in the city perimeter.

3. New House Tendencies Differentiating in Istanbul

House presentations, which gained momentum in Istanbul after 2000, put the house productions on the market by turning in to market with commercial concerns, which appeal the upper income groups. Loft, residence, terrace house, gated communities, which are swiftly constructed in Istanbul, are types of houses which are produced based on these concerns. Accordingly; different types of houses such as Incity

Loft, Eltes Gold Residence, Akasya Terraced House, Ritim Istanbul and Narcity were considered under the title of "Loft", "Residence", "Terraced Home", "Gated Communities", which are swiftly constructed in Istanbul. The reason why these houses are preferred within the scope of the research is that they accommodate different types of vicinities and house users besides being included among the popular house examples.

3.1. Loft-"Incity Loft"

Construction Name: Incity Loft,

Construction Place: Kozyatağı

Construction Year: 2009

Producer Company: Dündar Construction

General Features of the Structure: Incity Loft is a house project, consisting of 11 blocks, 322 flats of 4 different types, constructed as an example for imitation of today's lofts. It contains not only loft but also features such as swimming pool, tennis court, basketball court, fitness centre, sauna, spa, etc. other than house options such as 1+1, 2+1, 3+1 (Duran 2012). Loft is a way of life where a free-planned, high-ceiling, wide window and bare structured natural structure is preserved. Accordingly; Incity Loft fails to meet the features such as historic texture, natural material, flexibility which are required to be available in a real loft (Özker 2014).

3.2. Residence-"Eltes Gold Residence"



Figure 1-Incity-Plan



Figure 2. Incity Loft-outdoor



Figure 3. Incity Loft-indoor



Figure 4. Incity Loft-indoor



Figure 5. Eltes Gold Residence-plan



Figure 6. Eltes Gold Residence -outdoor



Figure 7. Eltes Gold Residence -indoor



Figure 8. Eltes Gold Residence -indoor

Construction Name: Eltes Gold Residence
 Construction Place: Ümraniye
 Construction Year: 2008
 Producer Company: Ağaoglu Construction
 General Features of the Structure: Eltes Gold Residence is a multi-layer residence project which includes social functions in its sub-branches. It contains 231 flats of 20 different types. It contains not only residence but also features such as indoor/outdoor swimming pool, tennis court, basketball court, fitness centre, sauna, spa, beauty saloon, housekeeping, valet, shopping mall, restaurant, cafe/bar, etc. other than house options such as 1+1, 2+1, 3+1 (eltesgoldresidence.com). Residences are, somehow low-cost, multi-layer buildings, which are close to business centres as house-hotel, and located on smaller parcels than the luxurious house sites. Accordingly; Eltes Gold Residence fails to meet the features such as low-cost, house-hotel concept, which are required to be available in a real residence.

3.3. Terraced House -"Akasya Acıbadem"

Construction Name: Akasya Acıbadem Terraced House
 Construction Place: Acıbadem
 Construction Year: 2010-2012
 Producer Company: Sinpaş ve Akkök Construction

General Features of the Structure: Akasya Acıbadem is designed with a different concept with its floor gardens and terraces, which can be seen on each floor. Akasya Terrace Houses consist of 1580 houses, a tower of 40 floors, 15-floor horizontal habitation areas. Akasya has three different types of living options. Life in high blocks, life in horizontal blocks and Penthouse life. It



Figure 9. Akasya Acıbadem-plan



Figure 10. Akasya Acıbadem-outdoor

has features such as private security, pharmacy, baby sitting, dry cleaning, housekeeping services, gym and pool. Life in horizontal blocks includes garden, floor garden, duplex and terrace garden (ak-asya.com). Terraced houses are the type of houses, which provide green areas and obtained through the placement of the houses on a sloping land in such a way they do not block each other. The terrace concept, which has lost its main feature, is offered to the customers as wide balconies in high-rise structures. Accordingly; Akasya Acıbadem fails to meet the qualities, required to be



Figure 11. Akasya Acıbadem-indoor



Figure 12. Akasya Acıbadem-indoor

available in a real terrace house, such as provision of green areas in living areas, which do not prevent the private spaces, vertically to the slope in such a way one's roof functions as the terrace of the one above it.

3.4. Gated Communities

Gated Communities are protected living areas, which offer a safe life to its consumer and in which class differentiation is clearly put forward. Such houses, which are generally located to city perimeters, led the construction sector to city centres in line with the preferences of upper class. Such house units offers life styles for individual life contrary to the vicinity culture, neighbourhood, integrity concepts, which are included in social structure of Turkish society. Accordingly; in this study, the gated communities are examined under two titles, which are city centres and city perimeter.

3.4.1 Gated community areas at city centre "Ritim İstanbul"

Construction Name: Ritim İstanbul
Construction Place: Maltepe
Construction Year: Estimated Completion Date: 2015

Producer Company: Dumankaya

General Features of the Structure: Ritim İstanbul is a multi-layer residence project which includes social functions in its sub-branches. It consists of 37, 33, 30 and 17-layer towers, 5 and 6-layer blocks and 1113 houses, 113 trade offices, 147 stores and in total, 1373 independent sections. In addition to special clubs, supermarket, offices, outdoor swimming pools, sports, health centre, foyer, conference hall, art gallery and culture centre, it also has recreation areas on interstages (dumankaya.com). Gated community areas at the city centres are types of house which are protected and covered with high walls or fence. They particularly have a tendency to be a new type of house, which meet all the needs of the upper income class, which drive apart the people from social environment, alienate them and which are private.

3.4.2 Gated community areas in city perimeter "Narcity"

Construction Name: Narcity
Construction Place: Maltepe, Başlibüyük
Construction Year: 2006
Producer Company: Tepe Construction



Resim 13. Ritim İstanbul-plan



Resim 14. Ritim İstanbul-outdoor



Resim 15. Ritim İstanbul-indoor



Resim 16. Ritim İstanbul-indoor

General Features of the Structure: Narcity consists of row houses, changing between 5 and 9 floors, and two 15-30 layer towers and 1414 flats. Narcity houses are planned in such a way no flat prevents the privacy of another. It has social areas such as garden, pedestrian paths, tennis court, volleyball, basketball courts, outdoor swimming pool, meditation garden, running track, children playground, cafeteria, fitness gym, movie house, shopping mall, indoor parking lot and security. Gated community areas in the city perimeters are types of house which are protected and covered with high walls or fence. They particularly have a tendency to be a new type of house, which meet all the needs of the upper income class, which drive apart the people from social environment, alienate them and which are private.

5 house examples such as "Loft", "Residence", "Terraced House", "Gated Communities" are examined in the study and it is clarified that the house presentation types, which target the upper income group, lead the house sector. As it is seen in Table 1; it is observed that the new house



Figure 17. Narcity-plan



Figure 18. Narcity-outdoor



Figure 19. Narcity-indoor



Figure 20. Narcity-indoor

Feature	Loft	Residence	Terraced House	Gated community at city centres	Gated community in city perimeter
	Incity-Loft	Eltes Gold Residence	Akasya Acibadem	Ritim Istanbul	Narcity
Natural Structure					
Modern Architecture	*	*	*	*	*
Luxurious Consumption Method	*	*	*	*	*
Multi-layer	*	*	*	*	*
Little-layer					*
Social and recreative functions (Spa, sports, hair dresser, Shopping Mall, etc.)	*	*	*	*	*
City Centre	*	*	*	*	*
City Perimeter					*
Sloping Land		*	*	*	*
Floor Gardens (Terrace, balcony, etc.)	*	*	*	*	*
On transportation axis	*	*	*	*	*
Population of minimum 1000 people	*	*	*	*	*
Population of maximum 1000 people					*
Studio Flat	*	*	*	*	*
1+1, 2+1, 3+1, 4+1 type flat	*	*	*	*	*
Residence	*	*	*	*	*
Loft	*	*	*	*	*
Terraced House	*	*	*	*	*

tendencies such as loft, residence, terrace house have, in fact, no clear differences. Accordingly; house production is turning into a market, which is shaped by the similar features and customer concerns, and serves the same purpose and accelerates the competition.

4. Result

House, globalisation, gentrification, urban transformation, spatial segregation, socio-economic and cultural qualities before and after 1980 were examined as a sample of 4 different types of house, which are "Loft", "Residence", "Terraced House", "Gated Communities", in terms of a structural criteria. In this sense; houses tendencies, which are produced through different concept and concerns today, are queried in the research.

Accordingly; post-1980 economical, political and social changes in Turkey caused capital groups to invest in housing areas. Development of the house is examined through Istanbul, which has the highest population and faced this change. Particularly the growth in house construction in Istanbul after 1980

accelerated the social and class differentiations. Class differentiation, urban transformation and gentrification process caused an unpreventable house construction within the urban development of Istanbul. Development of the house brought about a change in communal class based on the life standards. In this sense, today's house constructions were shaped for particularly the upper class. They were started to planned as private housing areas, which reflect the life style of the upper income group, support the communication with technology. Accordingly; it is seen that, in the background of the house production, class differences and particularly the upper income group have the affect.

Thus; in today's ever changing and developing world, the house accelerates the urban venue transformation by becoming a consumption object. In addition to the countries which were changed particularly during the globalization process, Istanbul is also included among the growing cities. Reflections of globalization and urbanisation process on the city cause class differences in spatial terms. A great percentage of the house sector shapes their house productions in this direction by carrying out productions for the rich class. This shaping and differences sharply separate the urban environment in such a way it belongs to the upper and lower income groups. Accordingly; we encounter house projects, which serve the same purpose, use the same presentation types but which are separated with different names. Recently, it has been interesting that they sell the luxurious house projects such as loft, residence, terraced house, private house by featuring them through "name and advertisement" rather than content in order to accelerate the competition of construction sector. In this sense, the house projects, which are marketed under "residence" or "loft" although they are not "residences" or "lofts". The houses, which increase their sales value through their names, do not reflect their real meanings, and cause an increase in the competition among the producers. "Loft is a type of house where a free-planned, high-ceiling, wide window and bare structured natural structure is preserved" while "Residences are, somehow low-cost, multi-layer buildings, which are close to business centres as house-hotel, and located on smaller parcels than the luxurious house sites" and "Terraced houses are the type of houses, which provide green areas and obtained through the placement of the houses on a sloping land in such a way they do not block each other" Today's house examples are put on the market solely through their names without having any real features.

Accordingly; when new housing tendencies are analysed in terms of Istanbul; It is clearly seen that loft, residence, terraced house, gated communities tend to a life style, which does not provide any indicators regarding the cultural life of Turkish society, without sticking to their real meaning and that a new life style, which stimulates the luxury consumption, has become apparent. As it is seen in five different housing type examples; the important factor in the embodiment of today's houses is the preferences of the customers, who wish to have a luxurious and privileged life. Although called different names, the housing examples discussed feature similar aspects.

In this sense; the house productions, which shape the typology in Istanbul, constitute the spatial transformation which occurs through the effect of the new economic balances and socio-cultural changes. Urbanisation, globalisation, gentrification, spatial separation, socio-economic-cultural structure, which affect and somehow lead the development of urban space, have an important place in the embodiment of today's house projects while significantly increase the spatial separation through the growth in class differences. Eventually; in the study, it is put forward that house types, which are differentiated in Istanbul as an indicator of the cultural life, have turned into a life style, which does not bear the traces regarding the cultural life of Turkish society, besides being shaped through similar qualities and commercial concerns despite different approaches and production types.

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