



# Celebrate Diversity

June 2006, Issue 3

## KU Exchange Newsletter



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# SUPERBRANDS INTERNATIONAL & BUSINESS WEEK ranks KU among the most prestigious

Lately, KU has been awarded the title of "Superbrands International" as the only school from Turkey. Not only KU has been acknowledged by the British council of Superbrands International, but also recognized by the US BusinessWeek as one of the top MBA and EMBA programs all around the world. Since KU is the only school that has been awarded these two elite rankings, the International Student Society Exchange Newsletter committee would love to share this great news with you. For further information, you may want to have a look at the President's message about the news:



*Dear colleagues, dear friends:*

*Last week I had sent the good news about our university being selected as a "Superbrand" in Turkey among 89 institutions of all categories by a serious British house. We were also pleased, although not exaggerated, to be the only educational institution on its list. We are*

*placing on our web site the write-up introducing Koc University.*

*Today, I am reporting another success. The US Magazine Business Week ranks graduate programs in business worldwide. I am pleased to let you know that we were ranked among the top 100 MBA programs world-wide outside the US and among the top 90 EMBA programs world-wide outside the US. Again, we are the only Turkish institution that took place in this list. The magazine ranks the schools in the US, but does not rank the schools outside the US.*

*We made to the Business Week list in the same manner since 2003.*

*For those who may be interested in learning more, you may visit the web site:*

*[http://www.businessweek.com/bschools/05/emba\\_rank.htm](http://www.businessweek.com/bschools/05/emba_rank.htm)*

*Again, we are happy and proud, but do not fall into the trap of arrogance and complacency. There are other serious institutions in the country, but some people think we deserve to be put in their rankings and we are happy about that.*

*Sincerely,*

*Attila Aşkar*

"come and drink some eLma çay!!!"



By Lucia Janosikova

This would have been the most common phrase that me and Kelly would have heard on our trip to Kapadokya. Be it a hospitability or a selling strategy in disguise this certainly made our trip.

The nights spent in freezing caves combined with only a lukewarm water to shower had only a little effect on pleasantness of our stay. We have been taken care of by locals, were taken to watch a magnificent sunset and we have experienced real Turkish dining. I don't want to say that the food usually offered to tourists is bad, but simply that the real thing is even better. We also tried some famous local wines.



Through some people we have been introduced to secret of a flying carpet and we've seen a famous pottery town of Avanos. The highlight

of our trip was a hamam experience with a bellied guy in shorts with sponge. Of course the main enticement – a unique landscape that you wouldn't see elsewhere was really something worth ones while. Walking through valleys, climbing rocks and exploring the ancient homes of civilizations long before

us has certainly been an extraordinary experience. Many of the places we have seen are dated back thousands of years and it was definitely one of the most exciting places I've seen. •



**A** sunny day begins with the roar of the engine driving from *Sarıyer* to *Levent Metro*, which will finally lead me to **L'Institute de Français** in *Taksim Square*. "Oui!" I have started to take French courses and exercising my French before heading to **Bordeaux** as if I have already passed from my calculus course. The time is around 9 am, it is a beautiful sunny Saturday morning. Everyone is pushing each other to take their space in the crowd of *dolmuş*. I am just getting started and will be right back when I get out of this crowd.

This article is not going to be about my French course actually; instead, it is going to be about a hidden place inside the back boroughs of Taksim. Some call it the *French Street*, and some strongly argue that it is the Algerian District, so let's just ease the two and name it **the French-Algerian Union**.

The *French-Algerian Union* is the first "theme street" of not only Istanbul, but also Turkey. The street was designed 3 years ago for gatherings of art, exhibitions, festivals, gastronomy, and the divinity of wine. Being the first theme street of the country makes it a unique place for such occasions and a jealousy for the other boroughs of the city. Most of the occasions held on the French Street are new and unique to the region. The street is aiming to disturb the deep sleep of the cultural and historical values of Istanbul with the modern morals of our time. Therefore, we may clearly and simply state that the French Street is a project of culture.





## *Workshops of Gastronomy and Culture*

### *“Ateliers de Gastronomie et de Culture”*

Unfortunately, you could hardly find workshops of gastronomy and culture in Turkey. French street inspired the establishment of these workshops. Despite the fact that this new school of gastronomy is not widely known throughout the country, it has already started providing education for those who are interested in gastronomy. **Ateliers de Gastronomie et de Culture** is a French speaking school, aiming to prepare students with an advanced knowledge of world cuisine culture in a 3 years time. The workshops are not only limited to food, but also are designed to take you further with your hobbies to a professional ground.



## *Rebirth of the French Street*

### *“Renaissance de la Rue Française”*

The rebirth of the street was coordinated by the Afiş Production Company and Kültür University in 2003. The project aimed to renovate the ruins of the buildings long-lived at the turn of the 18th and the 19th century.

After the facades of the buildings were done, the Mayor of Paris sponsored the renovation of the sidewalks and also ordered to send 100 years old street lights originating in Paris.

There are 29 buildings and 2 garden-squares spread out on the French Street. The vast majority of the buildings are built in the concept of neo-classical architecture and majority of these buildings were designed by the French architect Marius Michel who also happened to live in this part of the city.

These lines are not only about the facts or the figures of the French Street, but also about the unique feeling you get from the street, the feeling that you get as the wind climbs the stairs from bottom to top... A feeling you will experience while you take a sip from your wine as you occupy a cat's seat on each stair... This place, a symbol for the friendship of the Turks, the French and the Algerians is like listening to Yann Tiersen while having some French wine... • *ONURAYAN*



# *A TURKISH EXTRACT FROM THE PAGES OF AN AMERICAN DIARY*

by KARL FILS-AIME

SPRING-BREAK, APRIL 2006



Tatilde, Atina'ya ucakla gittim.

Atina'da arkadaşla alti gün

kaldım. Çok iyi eğlendim. Her

sabah kahvaltı için pastanaya

gittim, ve insanlara baktım. Yunan

insanlar çalışmıyorlar, pastanalar her zaman dolu. Kahvaltıdan sonra

Kolanaki'da gezdim. Çok iyi hava oldu. "Acropolis"e <ziyaret ettim> → gittim.

(Aksam içkiler için arkadaşlarla görüştüm.) → Akşam arkadaşlarla görüştüm,

ve içki içtim.

Çok partilere gittim. Çok uyumadım. Atina'da alti günü sevdim.

Karl Fils-Aime

April 2006

*P.S. Thanks to our Turkish Instructor, Vehbi Baysan, who is eager to help our exchange friends to write and speak Turkish. We have also witnessed other exchange students' essays about their trips and we are happy to see them learning Turkish.*

# Istanbul... the City of Festivals

by CEREN OZCAN



Istanbul is one grand unique city that is host to millions of people, holds both chaos and peace together, full of history and is alive 24 hours a day. There is a progressive circulation of culture accommodated in the city. Over the last few decades, Istanbul has become one of the world's greatest festival cities. Throughout the year, a variety of festivals, such as theatre, film, jazz, trance and rock, take place here. One of the recent event was the 12th International Jazz Festival of

Istanbul, July 2005. Some big musicians like Tori Amos, Elvis Costello and Dianne Reeves were on the show with the Turkish jazz musicians.



There will be festivals and concerts that have already excited Turkish people. One of them is going to be the 'Efes Pilsen One love Festival 5' that will host Black Eyed Peas, Violent Femmes, and Morrissey in June. In the past, they brought Manu Chao, Chumbawamba, Peter Gabriel, Ian Brown, Chemical Brothers and many other recognized names. The concerts take place in the nature, where you are surrounded by the forest. Another grand event is the rock festival, 'Rock'n Coke'. It has become one of the most important open-air activities in Turkey since 2003. It takes place at an old airport field and lasts for two days. There are approximately 40 thousand participants every year, out of which about 6 thousand stay for camping. Since 2003, they

brought recognized performers on the stage, such as Guano Apes, Simple Minds, Suede, Echo and the Bunnyman, Dirty Vegas, Sugababes, The Cardigans,



Hooverphonic, Deus, Fun Lovin' Criminals, Iggy Pop, The Cure, The Offspring, Korn, Apocalyptica, Skin and Hot Hot Heat. This year's



performers have not been announced yet; however, the tickets are already on sale. People from different nations are expected to come to take part in this huge event. As someone who has previously experienced this extraordinary occasion, I highly recommend everyone to participate. Living the excitement of this great city of Istanbul and the amazing international festivals should be something that no one should miss! •



# SPRING-FEST @ KU

**KEEP MAY 19 FREE ON YOUR CALENDAR!!!**

**by DEMET SARIKAYA**



**Spring Fest** is held every year on the weekend close to Youth and Sports Day, May 19. It is a one-day inter-school social and cultural festival. All university students are invited from all around Istanbul and a large number of students arrive to our campus on this day for this enjoyable event.

**Organization:** The Social Activities Club organizes the Spring Fest. A bunch of committees are gathered to organize the festival. Various committees are involved in diverse issues such as music,

transportation, tickets, food, and decoration. The events include music (solo/group, instrumental/vocal), many games such as langirt (some sort of a pinball game about soccer), karaoke, bungee-jumping, professional performances, dramatics, literary events, etc.

**This year**, the Spring Fest was again an outstanding success, thanks to the contributions and efforts of the entire Spring Fest Planning Committee organizations and individuals including our sponsors, exhibitors, volunteers and visitors.



**Over 2000 visitors came to Spring Fest 2006 throughout the day!**

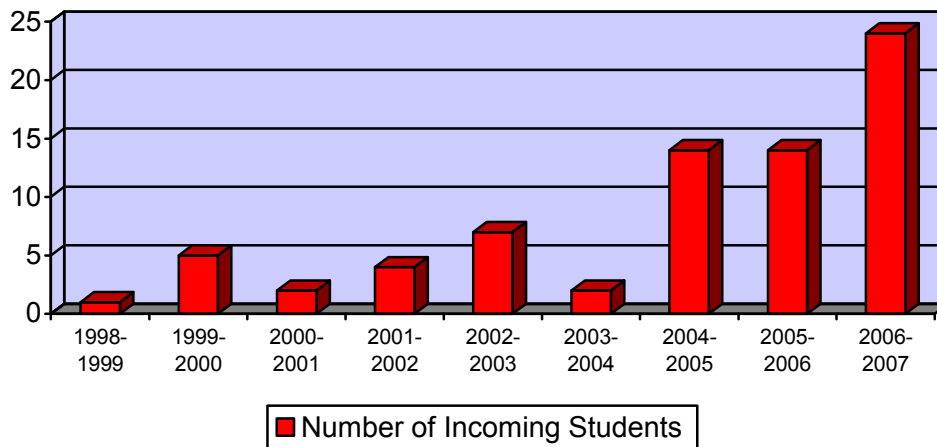
If you have not come to the Spring Fest 2006, please make sure to come next time and bring your friends! You will enjoy continuous live music and have a blast at this outdoor festival!!! •



## ~EXCHANGE RATES~

Year	No of Incoming Students	Institutions
1998 - 1999	1	SFU
1999 - 2000	5	SFU, Bocconi, Ohio State
2000 - 2001	2	SFU, Ohio State
2001 - 2002	4	SFU, Ohio State
2002 - 2003	7	SFU, Bocconi, Bordeaux
2003 - 2004	2	SFU, Singapore Man.
2004 - 2005	14	SFU, Tilburg, Bocconi, Waikato
2005 - 2006	14	Bocconi, Waikato, SFU, Singapore, American, Ohio State, UPENN
<b>2006 - 2007</b>	<b>24</b>	<b>Bocconi, Groningen, York, Tilburg, Bordeaux, UBC</b>

For the 2006–2007 Academic Year, KU is expecting 25 exchange students from various universities. This number is tentative as we are still receiving applications. Our goal is to have 75 exchange students for the 2008–2009 Academic Year.



KU Faculty and Staff are working eagerly to start new exchange partnerships within Europe and the USA. KU will be signing exchange agreements with Drexel University, USA ([www.drexel.edu](http://www.drexel.edu)) and University of Ioannina, Greece ([www.uoi.gr](http://www.uoi.gr)). Other than these two institutions so many new partnerships are on their way.

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