THE CHANGE OF IDENTITY AND MEMORY ON URBAN SPACE WITH PROJECT IMPACT: KARAKÖY KEMERALTI DISTRICT

ÖZLEM TEPELİ[1], MEHMET OCAKÇI[2]

ABSTRACT

Historical cities enter into a process of metamorphosis with some applications to opposite their specific identity when the economic and cultural production and consumption is increasingly globalizing nowadays. Therefore, it becomes difficult to sustain urban identity and memory. The cities began to resemble each other by losing their own identity due to the interventions on urban spaces in recent times. Thus, the urban identity has become a major discussion matter. Especially the old city centers are seen as high potential areas for transformation due to their central location with the cities began to be perceived as a commodity. The old city centers play a central role in the marketing of city or re-branding campaign because of their economic potential. The cities can create new identity elements while preserving existing components on the other hand. It is important to add new components without losing their original identity at this point. Otherwise the continuity of the urban memory could be damaged. The collective memory created by the citizens is affected by the constructions as destructions. Therefore, it becomes important to detect the continuity of urban identity and memory which are continuously reproduced and changed with references from the past and the present.

This study aims to scope the importance of perception of the different layers of the city in assessing the effects of the changes occurring in the urban space on urban identity and memory. With this approach, Karaköy Kemeraltı district is designated as a case study. The area had many changes since its very rich historical past and entered into a rapid process of change in recent times. Especially the planned Galataport Project has affected the area and old trading function began to transform the leisure and tourism sector. The case study consists of two stages as the spatial analysis and survey. The changes on urban pattern and functions of structures are put forward with spatial analysis such as pattern analysis, registration analysis and structure function analysis for 2008 and 2015 years.

Keywords: Urban identity, Urban memory

1. INTRODUCTION

Urban space is a living organism that defines the partnership of the people living in the city and is in constant change. This change usually takes place as a result of interventions resulting

---

[1] Res. Asst. Istanbul Technical University, Department of City and Regional Planning, ISTANBUL
[2] Prof. Dr. Istanbul Technical University, Department of City and Regional Planning, ISTANBUL

from economic, political or social reasons. It is possible to understand the process of this change of urban space and to be able to perceive its different layers. Notwithstanding the fact that the city has recently begun to be perceived as a commodity, some applications for completely removing the old ones in the city, regardless of their original values, are gradually reducing the perceptibility of layers. In this process, cities are starting to resemble each other and making it difficult to perceive the identity of the city formed by the different layers of the city.

Especially old urban centers are high areas with potential for conversion due to their central location. These areas play a crucial role in city marketing or re-branding campaigns due to the economic potential they have. For this purpose, the main motivation of the urban projects is to trigger the transformation around the project area. Such projects are closely related to the economic gain to be provided to the investor and to the neighborhood, as well as the rejection of the old image and the creation of a new image as part of the city making new appearances. Cities are dynamic organisms, and while they maintain their identity, they can create new ones. The important thing here is to add new ones without losing their original identity. Otherwise, the continuity of the city's memory will also be damaged. The collective memory created by the urban people is also affected by the productions as well as the demolitions. For this reason, it is important to perceive the identity and the memory of the city as a continuity, which is constantly reproduced and changed with references from the past and present.

2. BASIC CONCEPTS IN URBAN IDENTITY-MEMORY RELATIONSHIP

2.1. Urban Space

Castells (1978) describes urban space as a combination of elements of economic, political, and ideological systems and shaping their social practice. In Castells' approach, urban space is not just a blank page that is known for ideological practices. There are two impacts in urban space; The effects of the current urban forms and the historical products from the past and the effects of the network of coves in accordance with the spatial patterns (Keskinok, 1988).

Urban space is an area of life and identity. In this area, the components of the urban image are separated into two parts by Lynch (1960) as spatial concepts and temporal concepts. Spatial concepts are structures that are made up of identity and structure, connected to one object and bound to another object, or bringing an object into relation with another. Time-related concepts are a form of relationship in which the inhabitants of the city continue to evolve over time and change meaning according to the functional development of the object. Time is located indirectly in space, together with history and memory (Gökgür, 2008).

2.2. Change and Dynamism in Urban Space

Jacobs (2011) mentions that especially central parts of cities are dynamic. Because it is a precious place where thousands of people can realize their plans. Morley (1997) states that we are seeing periods of economic, political restructuring and transformation that create changes in the system of historical accumulation and social organization.

Castells (1978) argues that urban space is constantly structured with a network of symbols that change as a result of (re) production of ideological content through social processes. According to Castells, as the ideological space, the theoretical space will be the space of production, the place of consumption (reproduction) and change, all of which are constantly transforming each other through social practice.

In the centers of today's cities, which have a historical past, the building has reached saturation and urban development based on physical growth has ceased. Today, urban change and

transformation in the centers of cities competing in the global process or struggling to articulate are triggered by multidimensional factors. Urban areas that are transforming or will be transformed are potential areas of capital (Gürler, 2004).

According to Marx (1848), while capital tries to settle all spatial boundaries in one direction, it deals with destroying this space with time (Harvey, 2012, quoted from Marx). Harvey describes the space effects of the development of the capital in three steps; Firstly, in the "public-private partnership", the most important element of the new entrepreneurship, the traditional urban marketing spaces aimed at the re-development of the city center combined with local administrations that are attracting new investments, new employment sources and external funding sources. The activities of this partnership are precisely because they are speculative in design and implementation and therefore are filled with all the difficulties and dangers of speculativeity, the opposite of a rationally planned and coordinated development. And finally, improving the construction of the site (new city center, industrial park, etc.) or the conditions in one place may have much larger or smaller impacts on the area where these projects are located (Harvey, 2012).

Most of the large-scale prestige projects that are carried out by a public-private partnership and that choose location in the city center trigger the transformation around the project area. Many of these projects serve the new symbolic image of the city. At the same time, they are seen as a fast and effective way of the physical transformation of the city's obsolete and neglected parts. The target mass of these project areas, which are considered to be new urban areas to be admired and enjoyed, are more investors, tourists or potentially high-income residents. The projects developed to stimulate renewal and mobilize the real estate market both contribute to the price increase around them. Such projects are closely related to the rejection of the old image and the creation of a new image as part of the city's new visualization (Celikbilek, 2013).

Tanyeli (2011) considers these projects as marginal space productions. These spaces, where there is almost nothing suited to the existing space shaping and usage habits, have the potential to transform/change, or even destroy, the space system in which they enter and settle.

According to Castells, the result is "the creation of a new historical relationship between space and society" (Morley, 1997). In these spatial restructuring and shaping processes, which are mostly caused by the change of economic and cultural production and consumption habits, cities are beginning to resemble each other day by day with similar factors such as high technology, increasing population density, investments and applied urban design projects.

2.3. Urban Identity and Memory

Besides the positive effects of the rapid development of the cities, there are negative effects on the culture and identity that the city has formed in the historical process. The identity of urban space is formed collectively by society, with different layers coming together over time. Urban identity is a formation that is influenced by the designer as well as society. This concept has become a widely debated concept as a result of some interventions made by ignoring the unique values of cities today.

Hall says that, identities are never completed and are not finished; as subjectivity they are always in the process of building and forming (Hall, 1998).

According to Castells (2006), identity is the cultural construction of meaning, by a social or collective actor. He points out that the identity has a critical importance, and describes three different types of identity; Legitimizing Identity, Resistance Identity and Project Identity.

- Legitimizing identity: A set of logic and meaning introduced and propagated by the ruling powers, in order to rationalize, reproduce, and expand existing rule.

- Resistance identity: Constructed in response to devaluation and stigmatization; where social actors build "trenches of resistance" in opposition to the ruling norm. This formation leads to communes or communities of resistance.

- Project identity: the construction of a "new identity that redefines their position in society and, by doing so, seek the transformation of overall social structure".

In summary, identity, the expression of the properties of any being in the nature separated from other beings, is its own peculiarity. The identity that is constantly under construction is not a completed entity and is in relation to environmental factors. For this reason, there is a potential for conversion depending on the effects of these factors. Identity is a "being" and "forming".

3. CASE STUDY OF KARAKÖY KEMERALTI DISTRICT

Karaköy is one of the oldest trade centers in Istanbul, located in Beyoğlu district. Thanks to its connection with Galata Bridge and Karaköy Pier from one side and Karaköy-Beyoğlu Tunnel from the other side, the transportation links of the area, which is a commercial, historical and touristic center especially for Istanbul, are improved and accessibility is high.

Figure 1. Case area

In recent years, Karaköy has entered into a process that is becoming more and more alienated every day to the old business center, and accordingly the user profile changes rapidly.

3.1. The Spatial Development Process of Karaköy Kemeraltı District

While the construction activities carried out in Istanbul between 1956 and 1959 and new road arrangements and roads were being made, the old narrow streets and the historical buildings on top of them were demolished and the city was given a "new face". Vatan, Millet Streets and coastal road applications on the Historical Peninsula were integrated with Karaköy-Beşiktaş road works to the north of Golden Horn. Karaköy Square was organized during the road expansion activity on Karaköy-Fındıklı axis. The main road between Kemeraltı Street and Tophane-Beşiktaş has been expanded with the expropriations made.

After the road opening works which are tried to be completed hastily, the pattern around the main roads with the new development rights has taken its present form.

Since the protection in the 1950s did not have the concept of "sit" in our life, the reconstructions took place according to the new zoning plans; Large roads, surrounded by higher buildings than the old ones. The interventions for the extension of Kemeralti Street in Galata proceeded along the southeast side of the road. In the Tophane-Salıpazarı-Fındıklı section outside the Galata walls, the facade / structure shaving and demolition proceeded to the north-west of the road (Ahunbay, 2012).

3.2. Urban Projects in The Case Area

Several projects have been developed for the case area, some by design offices and some by academic institutions. These projects differ in terms of factors such as the date they are made, the establishment in which the project is requested and the purpose of construction.

The Galataport project of the Tabanlıoğlu Architecture office, which has won the first place in the competition organized by TDİ within the framework of Salı Pazarı Cruise Port Project, will be examined.

Galataport Project

The Salı Pazarı Cruise Port Project, known as "Galataport" in public, includes a 1.2-kilometer coastline stretching from Karaköy dock to Mimar Sinan Fine Arts University Fındıklı Campus, 100,000 square meters of open space and 151,665 square meters of construction area.

Figure 2. Karaköy - Salıpazarı port area and its surrounding plan and aerial photograph together with transportation axes (Uysal, 2005)

The project has a characteristic that regulates and combines historical and natural values in its environment. In this frame, Tophane Square and the historical clock tower surroundings were reorganized and tried to create a focus center in the city by taking into consideration such factors as historical university building, glass, clock tower, fountain, Tophane buildings and the city structure, parks and Beyoğlu connection which is the continuation of this.

Figure 3. Examples from project images

When the project has completed, targets as follows;

- The integration of the area with Beyoglu and the contribution to Istanbul by taking a new aesthetic value,

- The revival of the historic Tophane square and its integration with the sea,

- Some parts of existing warehouse buildings have been demolished and reconsidered,

- Renewal of existing historical buildings in accordance with original, and the new functions of this buildings

3.3. Research Findings

The case study consists of two phases; urban analysis and survey study. As mentioned in previous chapters, many changes have been made especially in Karaköy square and its surroundings and transportation axes since the past. It is seen that the alterations that are happening in the area hardly affect the urban pattern, which is usually based on the function of the structures.

There are many registered buildings in the study area and in the immediate vicinity. As you enter the urban pattern, there are examples of registered civil architecture, which ensures that the urban pattern is preserved in great order.

The change that has taken place in recent years has come to fruition by replacing old structures and changing their functions. For this reason, there is a considerable change in the use of space when the area is full-empty and there is not much change in the urban pattern.

It is seen that almost all of the buildings in the area except the public buildings are commercial buildings when we look at the 2008 land use analysis prepared by Beyoğlu Municipality.

These constructions are usually commercial structures in which mechanical, electric-electronic or sports equipment are sold. In addition to these, there are also studios and warehouses in the area. The Karaköy multi-storey car park, which is located at the intersection of Kemankeş Street and Maliye Street, was built with the parking needs in the area, and even though it was sufficient in those years, it is still inadequate due to the increasing user density. Religious structures located in the area also have an important place in the land use.
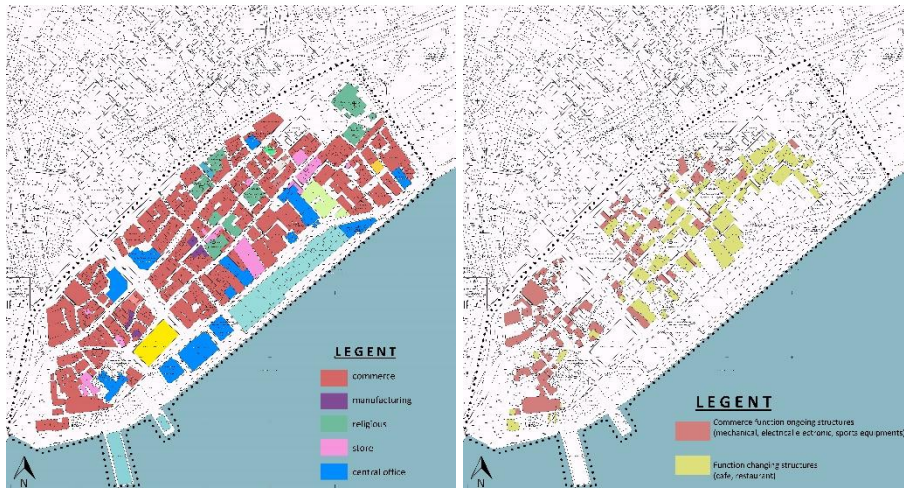
Figure 4. Land use analysis of 2008 (left), changing and continuing functions of structures in 2015 (right)

When we look at the current situation of the land use, it is seen that many buildings are converted into cafes and restaurants by changing the functions. It has been observed that this function change continues very rapidly during the study period. This situation causes the on-site construction activities to continue and consequently causes environmental and noise pollution. With these new usage functions of the city, the user profile of the area also changes. There was almost no difference with this change in the area, which was a very serious difference between weekday and weekend and night and daytime usage times. Newly opened eateries, entertainment centers and clubs attract many users on the weekend and late hours.

3.4. Survey Study and Methodology

In this study, it is carried out to investigate how the residents of Istanbul are aware of the change of the Karaköy Kemeraltı district in recent years and to examine their perception of its effects on urban identity and memory. In this context, a questionnaire followed by a general questionnaire followed by no direct limited answers, but instead a semi-structured in-depth interview technique with open-ended questions was used. Within the scope of the study, it was aimed to equalize variables such as gender, age, educational status and life span in Istanbul.

The questions asked in the survey are mainly about understanding the changing process of the people of Istanbul, the old and new business owners on the area, tradesmen and architects and urban planners.

The questions asked in the questionnaire consist of three parts. In the first part, gender, age group, education status and occupation group; in the second part, questions about the period of living in Istanbul, the identity of Istanbul, the place of residence and work were asked. The third section contains questions about identifying the relationship with the study area. In this context, questions were asked about the frequency of use and the purpose of the area, the types of transportation to the area, and the thoughts about the change that the area has been spending in recent years.

Before the survey, 5 different streets were observed in the area where the flow of pedestrian and vehicle was observed to be intense. In this direction, pedestrian and vehicle counts were made in Kemeraltı Street, Necatibey Street, Mumhane Caddesi, Kemankeş Caddesi and

Maliye Caddesi. These counts were made during the weekday morning and evening peak hours, and during the weekends, during the most intensive noon hours, the number of the questionnaires was determined. According to the counts, 680 pedestrian and 926 vehicles in total in the morning hours on weekdays; in the evening, there are 1335 pedestrians and 933 vehicles. A total of 1863 pedestrian and 1224 vehicles pass by at noon on weekends.

At the end of the calculations, a total of 543,008 pedestrians crossed the area during the week and thus the number of questionnaires to be applied was determined as 163.

3.4.1. Survey Results

According to the results of the survey, 74% of the respondents indicated that the area is changing from physical, social and economic aspects. For the 74% of users who think that there is a change in the area, the reasons for this change are; 100% of the Galataport Project will be implemented, 77% of the change and transformation processes in Cihangir, Çukurcuma and Galata, 73% of the area is located in the center of Istanbul 68% of the area is located at the intersection of major transportation links for the whole city, 62% in the coastal zone, 57% of Istanbul Modern's presence in this area, 54% of the user profile starts to change and 30% in relation to the reduction in demand for existing commercial uses in the area.

Participants were assessed in two groups, longer than 25 years and less than 25 years, according to their lifespan in Istanbul. While 86% of those living in Istanbul more than 25 years ago say that the area is in a process of change, this rate drops to 61% for the other group. Participants who are living in Istanbul more than 25 years, generally defined the area as a district where the trade of mechanical and electronic products is performed with Persembe Pazari, while the other participants define the area as service sector is dominant, such as eating and drinking and entertainment places, with Istanbul Modern and the graphite art spread almost all over the streets.

The survey participants were divided into three categories according to their profession: business owners or tradesmen, city and regional planners, architects and graduate students in related departments, and all other profession groups. 100% of s business owners or tradesmen stated that they were aware of the change in the area. This rate is 82% in architects and city planners, 49% in other occupational groups. The most important reason for the decrease in this ratio in other occupational groups is that students do not think that there is any change in the area. This can be explained by the fact that the participants who live in Istanbul for 1-5 years are mostly students.

The change in the area is negated by 86% of the tradesmen in the old enterprises. Tradesmen stated that this change and transformation should now be mandatory but that a policy such as "change the place" instead of "take it" for the existing users should be followed. On the other hand, some of the trades said that this situation is positive and promising for next years.

Architects and city planners view it as a process of gentrification and an annuity based transformation process that is entirely self-centered, and that the Galataport Project is the greatest trigger of this process. In this process, it is emphasized that the newly opened spaces are invaluable in terms of quality but they do not overlap with the identity of the area and that the urban identity is damaged and the old and the new are together at the same time.

Research questions, urban analyzes, surveys and observations were answered during the study; Identity components of Karaköy have been determined. The fact that these components differ according to the user's perception, especially in Istanbul with respect to the variation of life span, proves that the identity elements in the city have changed over time, and thus the differences in urban identity and collective memory.

As a result of analyzes and interviews it is understood that Galataport Project is the most important reason on this change process. In addition, the changes occurred in surrounding neighborhoods like Galata, Cihangir, Çukurcuma are also effective in this process.

To experience the real effects in the case area has not been possible because of Galataport project is not implemented yet. However, it is clear that the area has become a center for investments. On this process, the old and new uses and users are together at same area and the quite opposite images in this way. Old users of the city indicate that they are generally not satisfied with this situation and had to move another areas. On the other hand, investors and employers remark that the area will have a completely different profile, so the process should be completed as soon as possible. Besides, the natural, built and human environment identity components are identified in the context of perceptions of users and many differences has determined between them because of changing process.

4. CONCLUSION

Today, as economic and cultural production and consumption become increasingly globalized, historical cities are entering into a process of metamorphosis with a number of applications contrary to their own identities, and it becomes increasingly difficult to sustain urban identity and memory. The destruction of the memory of the city leads to the destruction as well as the productions. If the destructive force of the "new" causes the "old" to be erased, the continuity of the urban memory is damaged.

Within the context of this study, attempts were made to determine the interventions made to a city with a rich historical background in the context of user perception of the effects of city identity and memory. In this direction, Istanbul, which had witnessed many different turns from Neolithic to Ancient Greece, Rome to the Byzantine capital, followed by the Ottomans and the Presidents, was thought to be a suitable city for this research. Istanbul has a lot of radical changes in the historical process, and the innovations about by these changes are mostly found together with the old ones in the city. The Karaköy district, which has been selected as an study area, has been in a very important position for Istanbul since the past and has witnessed many different cultures. For this reason, instead of a common memory in Karaköy, a collective memory that many imitators have brought together is described.

Like many places in Istanbul, Karaköy has been in a rapid change process in recent years. In this process, changes in the neighborhoods such as Cihangir, Çukurcuma and Galata in the vicinity as well as the investments made in the area and the urban design projects considered to be applied are also effective. Although the actual effects of the planned Galataport Project have not yet been experienced, it can be observed that the investments made by many operators in Karaköy quickly changed the urban space.

As a result of the case study, it has been determined that the structures in Karaköy are changing hands, the production studios located in the area for many years and small local businesses have taken places for eating, drinking and entertainment places or hotels. It was aimed to measure the level of awareness of urban residents about this issue with the assumption that these newly created consumption places posed a threat to the continuity of urban identity and memory in Karaköy which has a multi-layered urban pattern.

Undoubtedly, in an environment where economic and cultural production and consumption are increasing day by day, it is inevitable that cities will change in line with current conditions and requirements. However, the important point in this change is the necessity of discovering all the values that make up the original identity of the city before any intervention to be made to the city. Urban identity can redefine itself with these changes that take place in time, but it

is also necessary to redefine itself with continuity. Therefore, instead of forgetting the old one with a completely new and different fiction, it will be more accurate to implement the applications that include the user of the space and become part of the collective memory formed in the city, shaped by their participation.

REFERENCES

- Ahunbay, Z. 2012. Karaköy-Fındıklı Aksında Yeni Gelişlmeler, Mimar.ist Dergisi, sayı: 46, s.45, TMMOB Mimarlar Odası İstanbul Büyükkent Şubesi Yayını, İstanbul.
- Castells, M. 2006. Enformasyon Çağı: Ekonomi, Toplum ve Kültür İkinci Cilt "Kimliğin Gücü", İstanbul Bilgi Üniversitesi Yayınları, s.12-17, İstanbul.
- Çelikbilek, A. 2013. Küresel Kentlerin Dönüşüm Aracı Olarak Büyük Ölçekli Kentsel Projeler, 4. Kentsel ve Bölgesel Araştırmalar Ağı Sempozyumu, Mersin.
- Gökgür, P. 2008. Kentsel Mekanda Kamusal Alanın Yeri, Bağlam Yayınları, İstanbul.
- Hall, S. 1998. Eski ve Yeni Kimlikler, Eski ve Yeni Etniklikler, "Kültür, Küreselleşme ve Dünya Sistemi: Kimlik Temsilinin Çağdaş Koşulları", der. King, A.D., s.70, Bilim ve Sanat Yayınları, Ankara.
- Harvey, D. 2012. Sermayenin Mekânları Eleştirel Bir Coğrafyaya Doğru, Sel Yayıncılık, İstanbul.
- Jacobs, J. 2011. Büyük Amerikan Şehirlerinin Ölümü ve Yaşamı, Metis Yayıncılık, İstanbul.
- Keskinok, H.Ç. 1988. Kentsel Mekan Yaklaşımlarına Bir Örnek: Castells, ODTÜ MFD 1988 (8:1) 67-75, Ankara.
- Lynch, K. 1960. The Image Of The City, The MIT Press.
- Morley, D. 1997. Kimlik Mekanları Küresel Medya, Elektronik Ortamlar ve Kültürel Sınırlar, Ayrıntı Yayınları, İstanbul.
- Tanyeli, U. 2011. Değişimin Aracı Olarak Marjinal Mekan Üretimi, "Rüya, İnşa, İtiraz Mimari Eleştiri Metinleri", der. Tanyeli, U., s.261-279, Boyut Yayınları, İstanbul.