**Conference on**

**Architecture and Tourism:**

**Fictions, Simulacra, Virtualities**

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**Bio:**

Assoc. Prof. Levent Soysal completed his Ph. D. at the Department of Anthropology, Harvard University (November 1999). Before joining Kadir Has University, he held positions as Postdoctoral Research Fellow at the Berlin Program for Advanced German and European Studies, Free University-Berlin (2001-2003). Between 1998 and 2001, he was an Assistant Professor of Anthropology at the John W. Draper Interdisciplinary Master’s Program in Humanities and Social Thought, New York University, where he taught graduate courses in the area of *The City*. Currently, he is the Assistant Dean of the Faculty of Communication at Kadir Has University and the Director of MA Program in Communication Studies. Soysal’s topics of research and teaching interest include City, Youth, Migration, Spectacle, and Theories of Culture. He has published articles in journals such as *New German Critique*, *The South Atlantic Quarterly*, *Focaal*, and *Anthropological Quarterly*, as well as in edited volumes. He is the co-editor (with Deniz Göktürk and İpek Türeli) of *Orienting Istanbul: Cultural Capital of Europe?* (Routledge, 2010).

**Zuhal Ulusoy**

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**Bio:**

Zuhal Ulusoy has B.Arch and M.Arch. degrees from the Middle East Technical University (Ankara, Turkey), and M.Sc. and Ph.D. degrees in architecture and urban regeneration from Carnegie Mellon University. Prof. Ulusoy was the founding chair of the Landscape Architecture and Urban Design Department at Bilkent University, Ankara (1992-2005), and taught at the Izmir University of Economics (2005-2008). Since 2008, she has been working at Kadir Has University (Istanbul), where she also had served as the Dean of Faculty of Art and Design between 2008-2015. She has taught design studios and urban design courses, supervised Master’s and Ph.D. theses. Her articles and chapters on urban studies, urban regeneration and design education have been published in journals, books and proceedings.

**Abstract:**

**Architectures of Tourism: An Attempt at Creating a Typology**

In a globalizing world, while all things that even seemingly matter have been becoming ubiquitous, or “melts into air,” as Marshall Berman would have it, architecture, at least for quite some time, have stayed solid and have not lost its eminence as a source of magnificence and amazement. This, to be exact, virtually ended when states and city governments, as well as private concerns, have turned to architecture, and architects, to venerate and differentiate and brand their nations, cities, and products. It has become almost a given to have museum, hotel, airport, factory, or a store designed by a star or up-and-coming architect. In this process, in which tourism has played a crucial multiplicative role, architecture has also become part of the new normal, which is decidedly marked by ubiquity. In this paper, we will attempt to develop a typology of the architectures that mark the landscapes of our imagined nations, cities, and products. Forcefully aided and abated by tourism, the architecture of the new normal expands beyond the structures and edifices customarily collected under the term architecture. The typology we propose extend from conventional architectures of history, culture, and heritage, fake or otherwise, high and low, to architectures of entertainment and shopping, all too effortlessly associated with tourism, to newly devised ones such as architectures of health, food, accommodation, as well as architectures of *non-lieue*, airports and highways and such, as Marc Auge designates them. We will move from Turkey, a country not so much prominently secured yet a place in the world map of great architecture, and Istanbul, in particular, a city famous for its designation to be “between the East and the West,” to chart the landscape and exemplify what the types we propose entail and imply for the future(s) of states, cities, and brands, and naturally of course the publics. Less visited by starchitecs, but not lacking its own local stars, and riding on a growth curve grounded in a construction sector crowded by international companies and real estate investment trusts, and with a budding tourism sector, Istanbul, and Turkey, we believe, is fertile for our attempt at developing a typology that could be expanded to elsewhere(s), with or without great traditions of architecture.