

# İZMİR HÜRRİYET BUSINESS CENTRE BUILDING / İZMİR HÜRRİYET İŞ MERKEZİ BİNASI

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## Özet

Türkiye’de izlenen yazılı basının işlevsel özellikleri ve kullandıkları sistemler, basın merkezlerinin mimari yapı özelliklerine yansımaktadır. Yazılı basın yapılarının işlevi; plan tiplerini, cephe tasarımını, kentsel konumlarını, yapım tekniklerini ve malzeme seçimini etkilemektedir.

Makalede, 1987–1988 yılları arasında üretilmiş olan uygulama projesi gerçekleştirilmiş ve uygulama aşamasında bulunmuş olan İzmir Hürriyet İş Merkezi yapısı hakkında bilgiler aktarılmaktadır.

**Anahtar Kelimeler:** İzmir, Yazılı Basın, Yapı özellikleri.

## Abstract

The functional features of the news printing that are seen in Turkey and the systems they use reflect the printing centers’ architectural building characteristic. The functionality of the newsprinting buildings affects the plan types, facade design, urban locations, construction techniques and material choices.

This article presents information about the İzmir Hurriyet Business Center building which has been attended during the application project and construction phases in the years 1987-1988.

**Keywords:** İzmir, Newsprinting, Building Features

## 1.INTRODUCTION

*I miss the offices;  
where there are typewriter voices,  
where there are papers on the floors,  
where a telex voice comes from a corner and  
where there is a lot of noisy clamour in it. S. Turgut*

As the communication gained great importance at every stage of the daily life; printing activities are industrialized. Offset printing workshops are formed. In addition to the traditional printing methods digital offset printing systems have been also developed.

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Since 1970s difference in the plan types of newsprinting buildings can be observed by the integration of working environment and opportunities brought by advancing printing systems. In the last 20 years, newsprinting have come to the contemporary level by computer usage, by setting in of the satellites, by printing, folding and packaging machinery improvements. There occurs a differentiation on the newsprinting organization schema and buildings used for it due to the decreasing human contribution to the newsprinting.

## 2. NEWSPRINTING BUILDING APPLICATION

Basic factors in a newsprinting building are;

- Correlation of printing buildings' entrance-production and newspaper output with editorial and administration personnel's entrance-working-social need areas in the best way
- Resolving of the heavy traffic problem generated by paper storage, paper distribution and staff
- Isolating the working areas from the press machines' noise by taking the necessary preventive measures<sup>1</sup>.

Having the headquarters in Istanbul, the newsprinting group has set up press facilities in various provinces of Turkey to ensure rapid and effective distribution. One of these facilities, Hürriyet Business Center Building, is located in the district Alsancak in İzmir (table 1, photo 1). The building is located in a region which was used to be the entrance of the old city and today became the part of the city center having university and commercial buildings in it (Photo. 2).

The idea of a building that will represent the newsprinting is the main factor that determines the architectural approach<sup>2</sup>. The newsprinting building's geometry consists of two big rectangle parts which in general encounter pre-press and pro-press activities within them. The simplicity in the general approach and functional solutions in the interior units take place. It can be observed that on the floor plans; service, stair, elevator and closed/open office spaces are placed according to functionality. Façade and architectural expression formed with a plain and simple understanding in parallel with its function. The details are produced by handling the aesthetic and technical solutions together.

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1. Ş. Öz, *İletişim Yapıları, Mimarlık ve İletişim Teknolojisi Etkileşimi*, YTÜ, Fen Bilimleri Enstitüsü, Yüksek Lisans Tezi, İstanbul, 1999.
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Table 1. İzmir Hürriyet Business Center Building Identity

İzmir Hürriyet Business Center Building Identity	
Employer	Hürriyet Holding A.Ş. ve Birlik A.Ş.
Architectural Project	Ergin Algım
Architectural Design Group	Cemil Koç, Müjde Özışık, Dianna Sert Technical team: Neşe Göktepe, Mehmet Köprülü, Cem Özkaleli, Murat Gökerti
Static Project	General Coordinator Semih Kavalalı, Mustafa Gündüz
Mechanical Project	Kemal Ölçüm, Bülent Altuğlu, Mehmet Yavuz
Electrical Project	Doyran Elektrik/ Sadettin Doyran, Mehmet Ali Bilgili
Project Location	İzmir, Konak İlçesi, Merkez / Umurbey
Production Company	Demirağ Prefabrik, Şahabettin Demirağ, Ç., Cemil Koç (Const. Management), Levent Algan
Building Land Area	3594 m <sup>2</sup>
Building Area	14654 m <sup>2</sup>
Application Date	1987–1988/1990
Main Structural System	Reinforced Concrete
Number of floors	7(above the road level)
Total Height	21.80m

The design realized taking into consideration of the functioning of the building. The departments that require being in close relation are placed to be on the same floor.

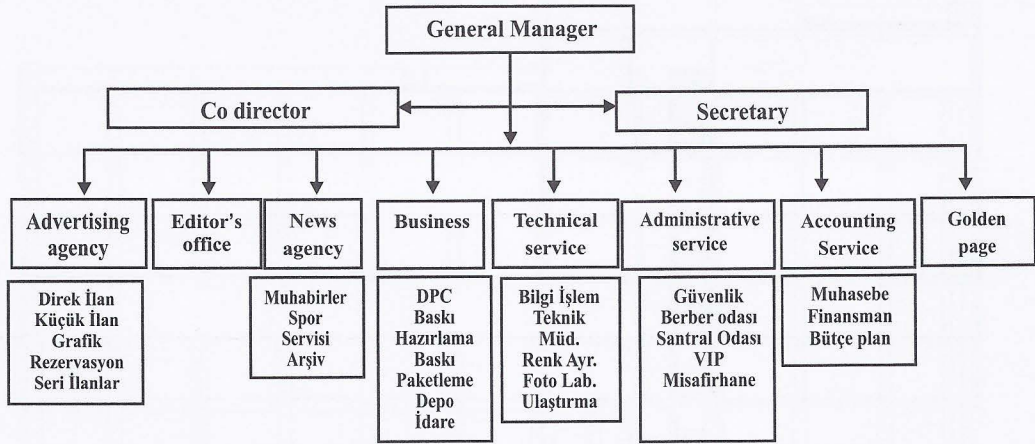


Figure 1- Organization Chart (Begeç, 2005)

At the İzmir Hürriyet Business Center Building; on the Ground floor: Golden Pages, security, administrative departments; on the First floor: the advertising departments, central area, transport service; on the Second floor: DPC department, data processing department, technical service department, the golden Pages department, health room; on the Third floor: news agencies, editorial department, archives; on the Fourth floor: VIP, Cafeteria, Canteen; on the Fifth floor: General Manager, deputy general manager, secretary, DBR, department directorates; on the Sixth floor: guest house, gym, cafeteria, Terrace units are placed (figure 1, figure 2, 3 and 4).

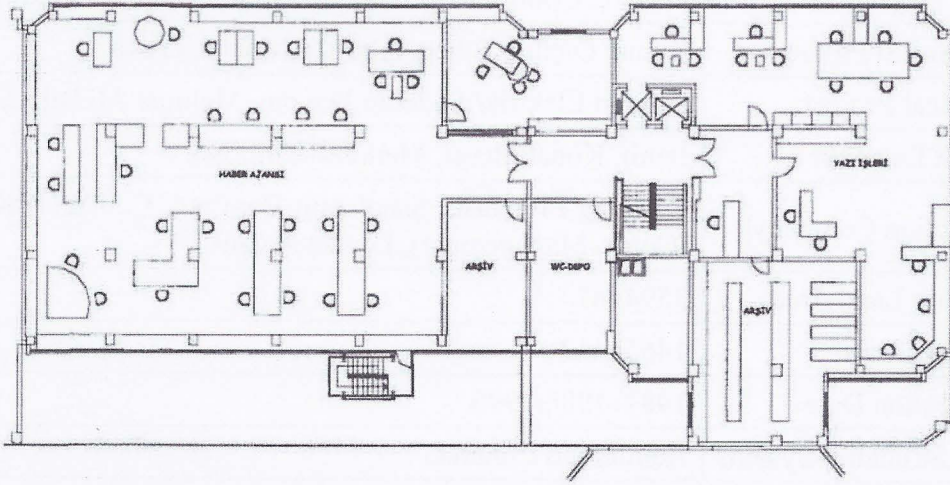


Figure 2- Plan 4th floor. (Göktepe, Ç, Gökerti)

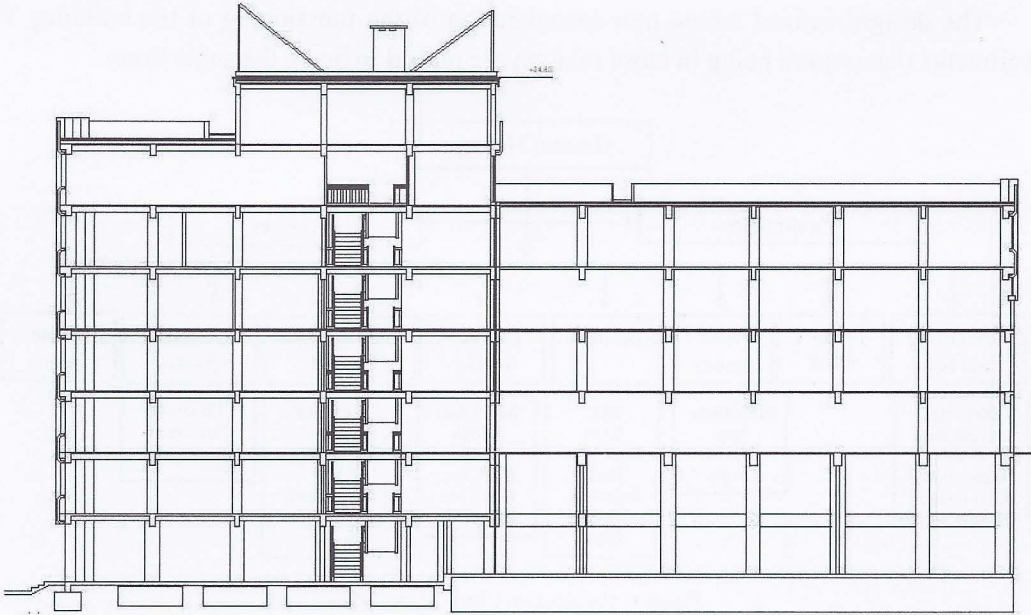


Figure 3- Section of the building (Göktepe, Ç, Gökerti)

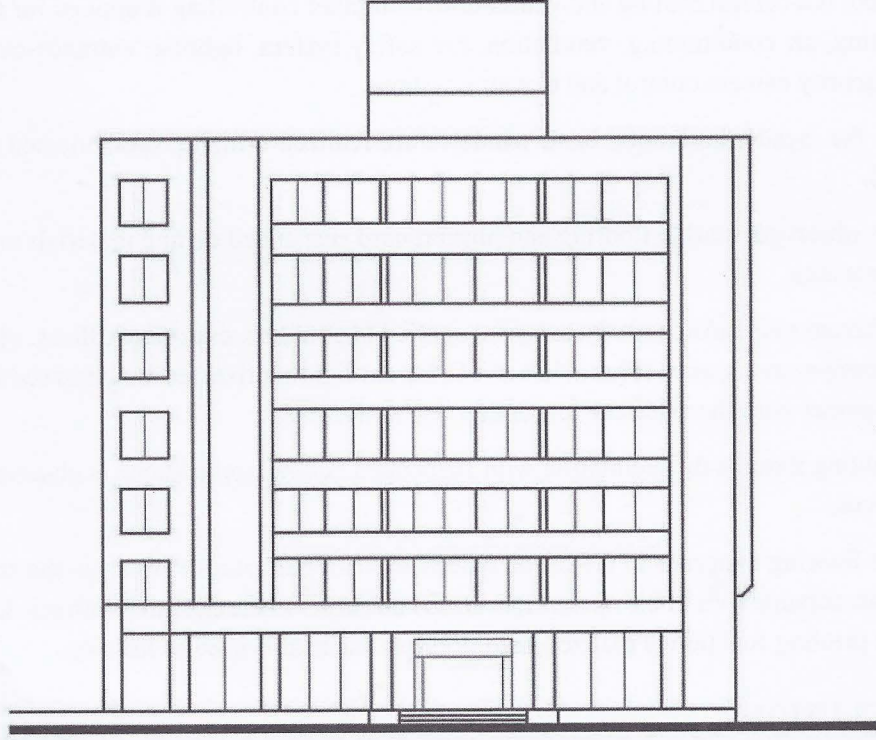


Figure. 4- View of the building from entry (Göktepe, Ç., Gökerti)

Construction of the building began in 1987, first the construction of the printing section was completed in 1988 and the printing department started working. Then in 1990 the construction of the entire building was completed and the building started to serve as a business center<sup>3</sup>.

The building is placed on a rectangular parcel which has the long side in the direction of north-south. There are office floors on the front part and print sections on the back part of the parcel. The main entrance of the building is from Şehitler street whereas the staff entrance, distribution and service units' entrance is from the entrance on the street number 1501 (Photo. 4, 5, 6).

In the interior of the building, each floor is divided into two parts by the core unit consisting of vertical circulation unit, toilets and mechanical-electrical facilities unit. Different departments allocated in these two separated parts. The interior spaces have a 2.60 m height. Office areas are used as open and semi-open offices and cabinets are placed as separators.

The construction system of the İzmir Hürriyet Business Center is realized by applying reinforced concrete construction system. Prefabricated structure system is used as a structure system. The precast stair elements are used for the vertical circulation (Photo. 7. a.). Roof is realized as a flat roof and part of it is benefited as an open resting area (Photo. 7. b.).

3. H. Begeç, *İletişim Teknolojilerinin Büro Mekanlarına Etkileri ve Medya Yapılarında Yeni Mekan Kullanım Biçimlerinin Uygulanabilirliği*, Basılmamış Doktora Tezi, Dokuz Eylül Üni, F.B.E., İzmir, 2005.

There is a central heating and ventilation. Computer controlling is applied for the building's heating, air conditioning, ventilation, fire safety system, lighting, entrance-card reader system, security camera control and elevator systems.

On the façade, horizontal band windows are realized utilizing prefabricated elements (Photo. 3).

It is observed; marble flooring and plasterboard suspended ceiling materials are used at the entrance area.

Different suspended ceiling forms are applied in entrance, executive offices, open offices and common-area spaces (Photo 4, 8, 9). Different lighting fixtures are observed in spaces formed together with the different suspended ceiling forms.

Lighting fixtures differentiation with suspended ceiling applications is observed in different spaces.

The flooring materials in the office spaces are; laminate parquet strips in the semi-open office areas, ceramic tiles in the open office areas and carpet in the executive offices. In the part where the printing function is realized hard flooring material is used as flooring.

### 3. CONCLUSION

Today, in the newsprinting buildings, it is tried to benefit at a maximum degree from the development of the systems used in newsprinting. The business centers constructed for newsprinting and newsprinting buildings are equipped with the new communication systems and techniques. As this application increase the overall functioning rate of the functions, on the other hand brings along some spatial differences.

The newsprinting that provide the information flow, build up their centers by taking advantage of the developments and tend to have new spatial structuring. This can be observed that the Izmir Hürriyet Business Center Building which has started to be constructed in 1987, also affected by the developments. Actual printing part has been renovated in 1997 and brought in to use again. Following the increasing requirements; the new place with a 16.000m<sup>2</sup> closed area is realized in the year 2006. In the Izmir Hürriyet Business Center Building, contribution to the newsprinting activities with all the functions except only the printing function is continuing.

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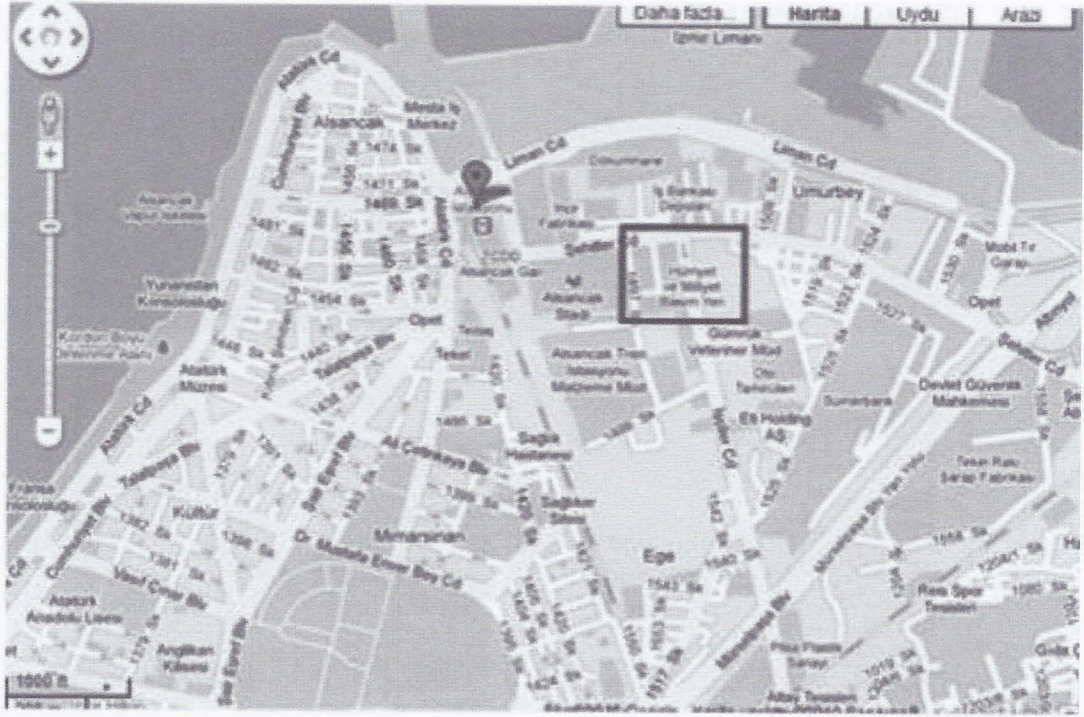


Photo 1: İzmir Hürriyet Business center's place on the map and the aerial photograph (Google Maps).



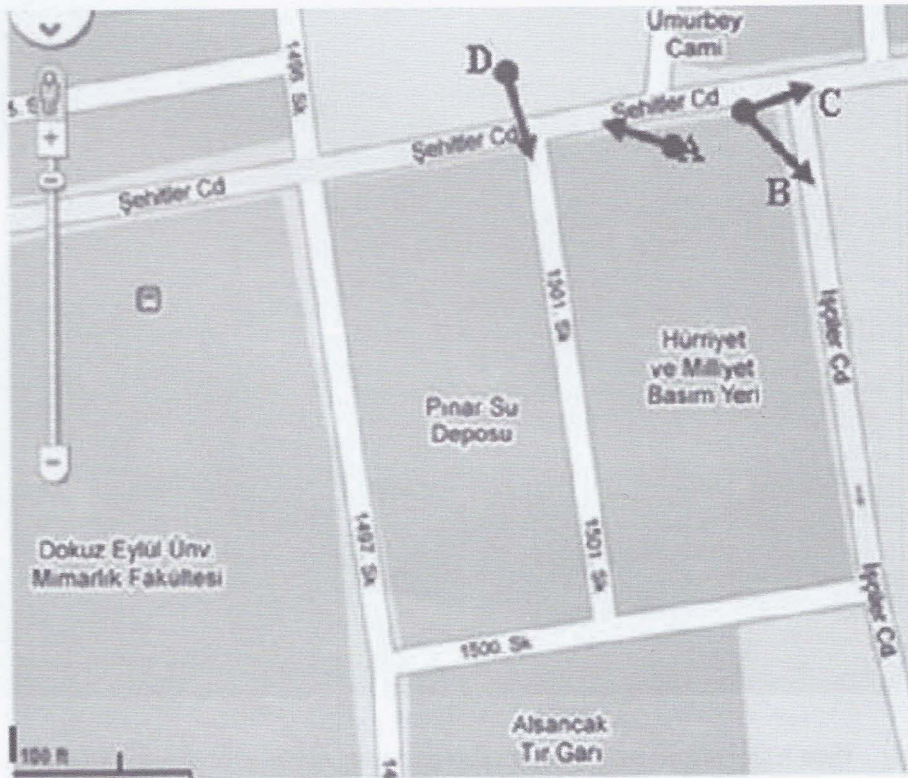
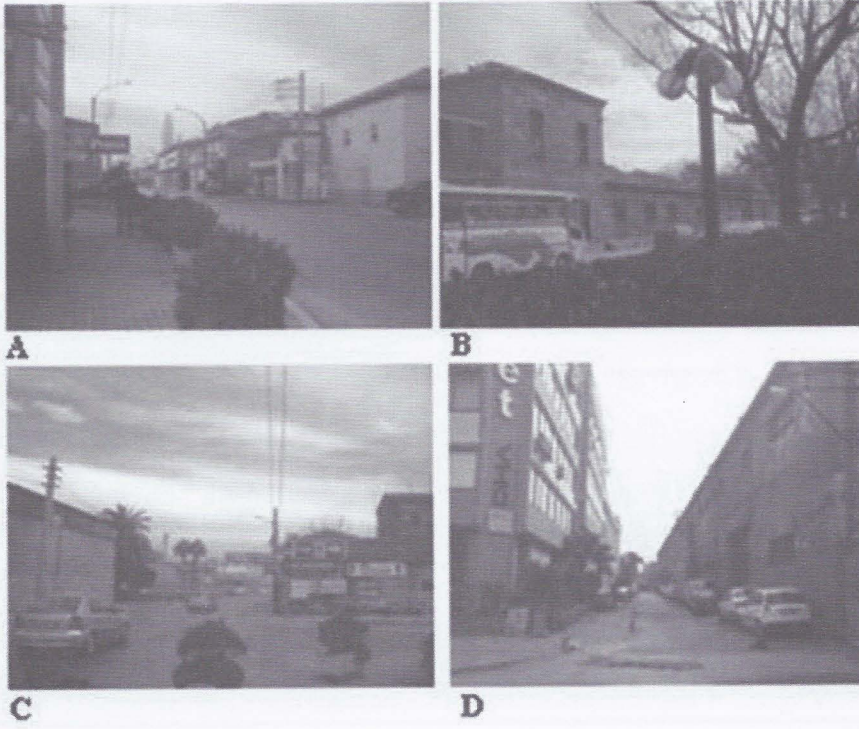


Photo2: View from İzmir Hürriyet Business Center building from various environmental points around the building (Gökyılmaz, Google Maps).



Photo. 3- General view of the İzmir Hürriyet Business Center Building, (Aksoy

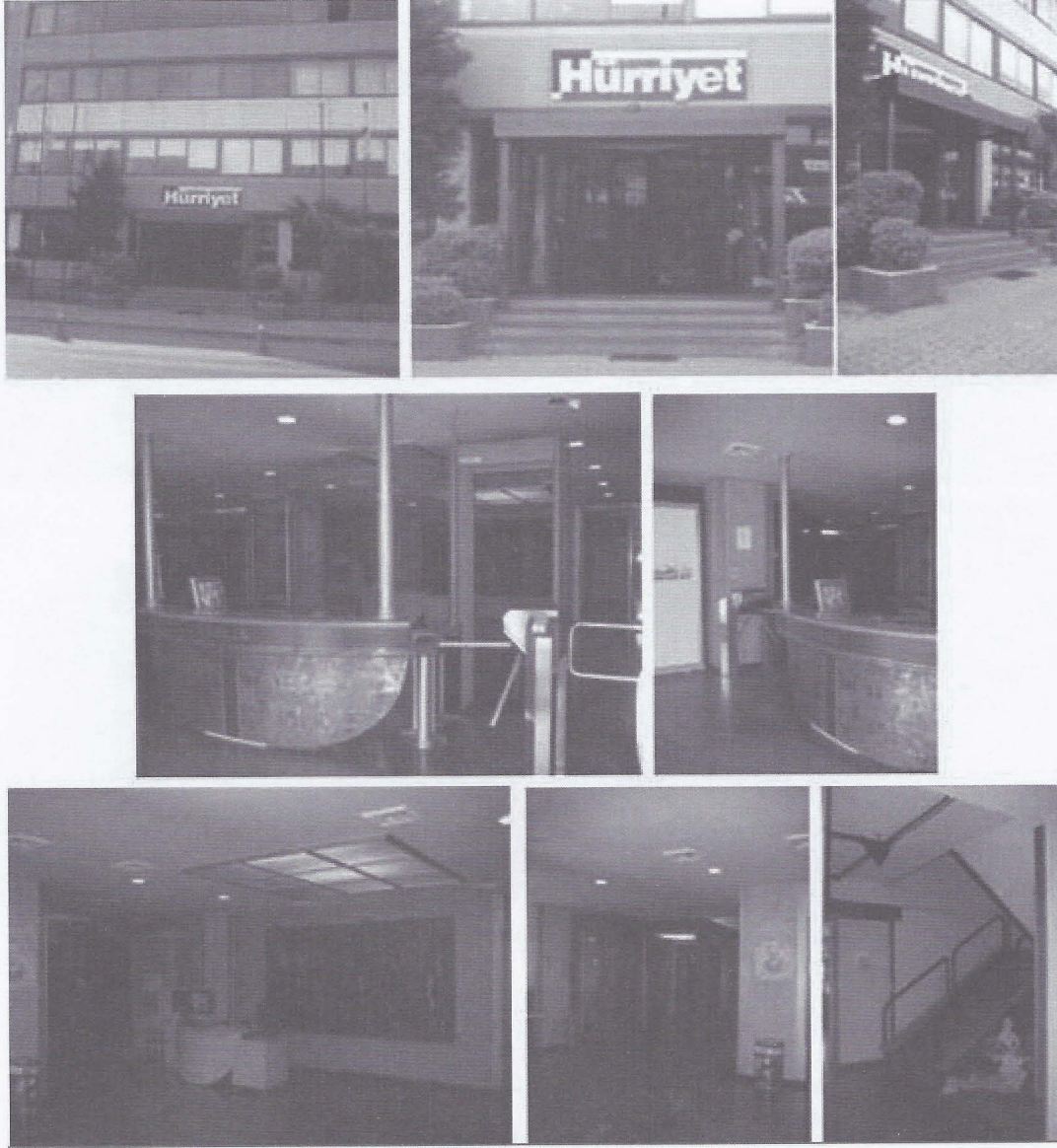


Photo. 4- External view and interior view from staff entry (Ç.)



Photo. 5- External view and interior view from service units (Ç.)



Photo. 6- Distribution (Ç.)

OLCAY ÇETİNER



Photo. 7- A.View to vertical circulation areas and b.Terrace roof (Ç.)



Photo. 8- Entry to management department and an example a manager office (Ç.)



Photo. 9- An example of semi open office (top photos) and an example of open office (left bottom photo), an example of joint use areas (right bottom photo) (Ç.)