



Türkiye
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İSTANBUL
IS THE
NEW COOL

Istanbul is the New Cool

- İstanbul, the bustling metropolis of Türkiye, is a city full of charm, where the past goes hand in hand with the present and every step brings to light a relic of times gone by. At the crossroads of two continents - Europe and Asia - this spectacular city has absorbed the best of both worlds.
- With its beautiful historic landmarks, quintessential cuisine, vibrant nightlife, festivals of art and music, a celebration of faith, labyrinths of marketplaces and shopping arcades, the beating heart of İstanbul, and the soul of Bosphorus under the watchful eye of the Maiden's Tower İstanbul is a traveller's dream.
- This intercontinental metropolis is a melting pot of fast-paced culture, a fusion of culinary feasts, art, and architecture split by the awe-inspiring Bosphorus strait that you cannot afford to miss. İstanbul is a city full of surprises - from historical sites to emerging designers and artists - set your own pace and let the city bundle you up.

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The Art and Cultural Quintessence of İstanbul

Istanbul today is a renaissance of art, music and culture, known for its rich historical heritage. It has woven a tapestry of creativity that is the envy of cultural cities around the world, with revitalised and redeveloped neighbourhoods and waterfronts welcoming a new wave of museums, design-conscious architecture, restaurants, bars, cafés and definitive cultural centres.

The ability to combine tradition and modernity is one of İstanbul's greatest talents. The old city reflects the cultural influences of the many empires that once ruled here; the skyline, built up over many centuries, tells the story of politics, religion and art amaze visitors, while the fashionable neighbourhoods offer everything you'd expect from a cosmopolitan metropolis.

Admire relics older than time itself, marvel at sights from bygone eras, but do not miss the city's contemporary cultural heart either. Embrace the third-wave art and culture along the waterfront and across the city.



ART IN
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Embracing World Faiths and Worship

When one considers the cultural diversity that is ever-present in İstanbul, the finest examples are presented in faith across the city and the religions and places of worship that exist and have stood the test of time.

İstanbul has a rich heritage serving many religions and is a city with strong cosmopolitan roots. People of many faiths can discover their places of worship throughout the city.

Neighbourhoods like Balat, Galata, and Beyoğlu thrive with historic sanctuaries from all faiths where they coexist peacefully side by side for years. In this unique part of the city, you can visit a church, a mosque, and a synagogue right after one another. Spend a day soaking up the city's historical treasures and drift away for the rest of your stay.



The Ultimate Shopping Experience

Shopping in İstanbul is an experience in itself. The city is the fashion and business capital of Türkiye, and as such there are tons of different places to indulge in a little retail therapy, from modern malls and boulevards to the centuries-old Grand Bazaar in the Fatih district. So, if you are looking for somewhere to splash your cash, you are in luck. If you are a thriftier shopper, you are also well served: there are plenty of bargains to be had in this glorious city. You just need to know where to look.



Culinary Adventures in İstanbul

İstanbul has an ever-changing vibrancy, and its culinary landscape is a perfect reflection of that. From humble meyhanes on cobblestone streets to contemporary fine dining with majestic views of the Bosphorus, it is packed with infinite gastronomic possibilities.

Hip restaurants surrounded by contemporary art galleries serve the best delicacies of Turkish and Mediterranean cuisine, blending the traditional with a modern twist and featuring refined dishes and a cool ambience. Some of the award-winning fusion cuisines and rooftop spots of Beyoğlu are featured in the World's 50 Best Restaurants list. The culinary excellence here is inspired by the philosophy of "new Anatolian cuisine", which combines traditional produce, culture, and techniques with a modern perspective.

İstanbul takes part in the world-famous MICHELIN Guide. The selection of the MICHELIN Guide İstanbul reflects the diversity, traditions and openness of the local culinary landscape in the city.

İstanbul's culinary scene offers unique experiences for international gourmets. There is a lot to choose from to satisfy your tastebuds. No matter what you crave in İstanbul, you will find it. Street food varieties that pop up on every corner, fresh fish from the Bosphorus, *esnaf lokantası* (tradesman's restaurant) serving the best of homemade style Turkish dishes and other delicacies, or the original Ottoman rock candy called *akide*, and a favourite of all: *Lokum* (Turkish delight) served with a hot cup of Turkish coffee. Rest assured, you need an empty stomach to devour all that the city offers!



TASTE IN
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The Perfect City Escape

The stunning archipelago of Princes' Islands off the coast of the Sea of Marmara is the perfect getaway from İstanbul. Just a short ferry ride from the European and Anatolian shores of the historic city, the islands offer a rare glimpse of a multicultural society in modern Türkiye and are reminiscent of life in the days of the Ottoman Empire.

The group of nine islands, four larger and five smaller, is completely car-free, preserving the beauty and tranquillity of the environment. The new electric buses are a great way to zip around the main islands. Otherwise, these picturesque spots can be explored on foot or by bike for the more carefree adventurers. Filled with culture, history, and incredible views and rich in their heritage, the islands are surely going to melt your heart.

Not as far away from the city but still great for those looking to spend a bit of quality time in nature, Belgrad Forest, Emirgan Park, Aydos Forest, and Otağtepe Fatih Grove are some of the best spots to enjoy the serenity.

A Fusion of Sensations

With one foot in Europe and the other in Asia, İstanbul's captivating mix of sights, sounds, and colours makes it the perfect destination. Admire magnificent mosques, atmospheric churches, fascinating museums, and other places of worship in a tapestry of harmony across the colourful districts like Fener and Balat. Bask in the sun in the sultans' palaces, or enjoy fresh fish overlooking the Bosphorus.





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MINISTRY OF CULTURE AND TOURISM



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