

Ayşem G. Başar

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### Education

**-BA:** Marmara U. Fine Arts , Product & Industrial Design, 1998

**-MS:** Marmara U. Fine Arts Inst. Product & Industrial Design, 2005

**-PhD.:** Istanbul Technical University, Graduate School of Science and Technology, Industrial Design, 2013

**Thesis:** “ The role of design in the competitive strategies of Turkish Footwear Firms”

### Teaching Experience

- Assistant Prof -Yeditepe University, Faculty of Architecture, Department of Industrial Design, Istanbul , Full time faculty, 2012 – current
- Assistant Prof. - Istanbul Commerce University, Faculty of Architecture & Design, Part-time Faculty, 2014- current
- Research & Teaching Assistant, Yeditepe University, Faculty of Architecture, Department of Industrial Design, Istanbul , Full time faculty, 2002

### Current Administrative work

- Yeditepe University, Faculty of Architecture, Department of Industrial Design, Chair
- Yeditepe University, University-Industry Colloboration Board member
- Yeditepe University Accreditation Commission, Board member -Faculty of Architecture
- Yeditepe University Sustainability Commission, Board member
- Yeditepe University, Faculty of Architecture, Department of Industrial Design, Bologna Coordinator
- Yeditepe University, Faculty of Architecture, Department of Industrial Design, Erasmus/ Exchange Coordinator
- Yeditepe University, Faculty of Architecture, Department of Industrial Design, Coordinator of Double major
- Advisor – 96 undergraduate students

### Projects

University- Industry Colloboration Project, **Enza Home A.Ş.**, “Tableware design project 2020 -2021 Fall **Project coordinator**,

University- Industry Colloboration Project, **Jumbo A.Ş.**, “Tableware design project 2020 - 2021 Fall **Project coordinator**,

Yeditepe University Research Project (YAP), Recycling Unit, Project Coordinator, (June 2020-Copleted).

University- Industry Colloboration Project, , **Weewell**. “Digital baby Monitor”, 2019 -2020 Summer School, Project coordinator

University- Industry Collaboration Project, Urban Furniture, 2020 **Futura Form** . “Smart Street Furniture”- “Parklet”, 2019 -2020 Spring, ,Proje coordinator.

**Polin A.S.**, Yeditepe University Department of Industrial Design, University- Industry Collaboration Project, Project coordinator, 2019

Polin company is a global market leader in design, manufacturing of waterslides and water parks. Department of Industrial Design, University- Industry Collaboration, "Waterpark Design Project", 2019 -2020 Fall, studio classes.

**Hotomobil, Yeditepe University Department of Industrial Design, University- Industry Collaboration Project, Project coordinator, 2019**

Fiat Professional and produced in cooperation with the Rest Pratico FIAT motor homes HOTOMOBIL

zero km in Turkey is the only production car moto licensed caravan . “Development of new design concept of moto caravan” 2019 -2020 Fall, studio classes.

**Polin A.S., Yeditepe University Department of Industrial Design, University- Industry Collaboration Project, Project coordinator, 2019**

Polin company is a global market leader in design, manufacturing of waterslides and water parks. Department of Industrial Design, University- Industry Collaboration, "Waterpark Design Project", Summer 2019 studio classes.

**-Yeditepe University Department of Industrial Design & Cizgi Technology, University- Industry Collaboration Project, Project coordinator 2018**

Cizgi Technology as a Technology Company produces innovative technology products to the world with high added value in industrial automation and IT products.As an R & D center, has been doing all design, production and software processes of Industrial PC, Medical, Kiosk and Digital Signage product groups. In 2017-2018 Spring term “Kiosk Design” Project in studio classes.

**- Yeditepe University Department of Industrial Design & MAN Turkey, University- Industry Collaboration Project, Project coordinator 2017**

MAN Truck & Bus Company is one of Europe's leading commercial vehicle manufacturers and transport solution providers. Yeditepe University Department of Industrial Design & MAN Turkey run a project on the subject of “ Bus seat & Cocpit area design in 2017 Fall.

**-Dogtas - Yeditepe University, Department of Industrial Design, University- Industry Collaboration, Project coordinator**

Dogtas A.S., furniture company, industry- university collaboration "furniture design project", 2016 Spring term studio class.

**-Gunsan A.S. - Yeditepe University, Department of Industrial Design, University- Industry Collaboration, Project coordinator, 2015**

Gunsan electric, is a company that produces switch, plug, socket and other electrical accessories. In 2015 Fall semester, Industrial Design department project studio classes work with this company. University- Industry collaboration project.

**- Pepsi- co/ Frito Lays, Yeditepe University- Department of Industrial Design, Project coordinator, 2013**

University- Industry collaboration, working with Pepsi-co, 2013 Spring term studio classes, "display design for Frito Lays. "

**-Burotime - Yeditepe University, Department of Industrial Design, University- Industry Collaboration Project, Project coordinator, 2012**

Burotime, office furniture company and Department of Industrial Design, University- Industry Collaboration, "Office Furniture Design Project", Fall 2012 studio classes.

**-Polin A.S., Yeditepe University Department of Industrial Design, University- Industry Collaboration Project, Project coordinator, 2011**

Polin company is a global market leader in design, manufacturing of waterslides and water parks. Department of Industrial Design, University- Industry Collaboration, "Waterpark Design Project", Fall 2011 studio classes.

### **Workshop & Exhibitions & Seminars (Selected)**

**- “Circular Design: From Food Waste to Biomaterial”** Multidisciplinary Workshop, Industrial Design and Food Engineering Department, Instructor& Organizer, 9,16-23 January

-2020-2021 Fall, Yeditepe University Department of Industrial Design ve FORD Otosan collaboration **“Future of Public Transportation”** 10 week workshop, Coordinator& organizer

-“ **Light On**” International Design Workshop & Exhibition, Bern University of Applied Sciences ve 700 DCC-Design Communication Consultancy , Yeditepe Üniversitesi Faculty of Architecture, 2-6 September 2019, Tutor

The design workshop focuses on the concept of light at any scale, as an opportunity to design an industrial product or to light an indoor/outdoor space

- **“City Shapers”**, Yeditepe University Department of Industrial Design, TEGV Ferit Aysan Education Park collaboration Stars of Galaxy takımı, First Lego League participants workshop, Workshop coordinator.22 November 2019

- Yeditepe University Sustainability commission Workshop for SDG 12, 13, 14 **“Collecting and Recycling activity of Plastics waste of the campus”**, Project coordinator, 31 October 2019

**- 4th Istanbul Design Biennial Istanbul Foundation for Culture and Arts (İKSÜ), “A School of Schools”, Yeditepe University Faculty of Architecture, Theme: “ Searching for 7hills”, workshop & Exhibition, Akbank Art, Workshop coordinator & tutor, 1 -10 October 2018**

The project is based on the story of Istanbul, which was built on the 7 hills of the city walls of the historical peninsula. It is looking for different new 7 peaks with the changes from the past to today, with the idea that Istanbul's 7 peaks are not up to date anymore.

**-4th Istanbul Design Biennial Istanbul Foundation for Culture and Arts (İKSÜ), “A School of Schools”, Yeditepe University Faculty of Architecture , “Mapping Istanbul through Children’s Eyes”, Workshop & Exhibition, Akbank Art, Workshop coordinator & tutor, 26 October 2018**

This study is designed to understand the relations established between children and their observed urban environment, and to document and clarify the interaction between them. In this context, the workshop was organized with the participation of children aged between 6 and 12. The children are asked to identify their own significant spatial reference points within certain given boundaries.

**- 4th Istanbul Design Biennial Istanbul Foundation for Culture and Arts (İKSÜ), “Design Talks”, Seminar, “Future Directions in Design”, A. Basar, Pera Museum, 19 October 2018**

**-Yeditepe University Faculty of Architecture, Department of Industrial Design, Interior Design, Landscape & Urban Architecture Design Department collaboration with İstek High school students and Akademi Çevre A.Ş( Company of integrated waste management and Recycling), “Sustainable Urban Furniture with waste materials”, 24-25-26 April 2019, İstanbul**

**- Designer Habitat Designers’ Habitat Workshop” ,Yeditepe University, Department of Industrial Design & İzfaş A.Ş. collaborative work,**

Fuar İzmir, Designing the “Design Thinking Area” , 31 January 2019 / 7 Şubat 2019 / 27-30 Mart 2019.

**-Ataşehir Municipal Science & Art Center -Yeditepe University Department of Industrial Design Collaboration Workshop**

To gain importance about Recycling –“ Product design with waste materials” with kids 8-12 years old, Workshop & exhibition coordinator, 16-17-18 July 2018, Ataşehir Municipality , Ferhatpaşa.

**-WAC 2018 , World Automotive Conference, Conference**

“Industry-University Collaboration- Case study of Yeditepe University”, A. Başar, 4-5 October 2018

**-WAC 2018 , World Automotive Conference, Workshop**

“Autonomous Vehicles – User Expectations”, Workshop coordinator, A. Başar, 4-5 October 2018

**-7.International Student Triennial, “Sustainable Value in Packaging, Workshop,**

Workshop & Exhibition, , Workshop coordinator & tutor, Marmara University Faculty of Fine Arts, 17-18 May 2017,

**-“ Urban furniture contribution to sustainability/ Besiktas”, National Intercollegiate Conference, Workshop & Exhibition,**

Istanbul Commerce University, Design of Urban Furniture Elements and Sustainability, Workshop tutor, 21-26 October 2016

**-“Future Center- “Ron Dvir/Paolo Martinez” – Workshop,**

Yeditepe University, 5 December 2013

**-“Discover your passion”, Industrial design department workshop,**

Workshop Coordinator, Yeditepe University, 27 September 2012

**-“Design with culture- Turkish dining table rituals”, Workshop, Yeditepe University**

Industrial Design & Culinary Arts Department cooperative workshop, Tutor, 14 -26 March 2005

**Publications & Conferences (Selected)**

-A. Basar ”Sustainability in Urban Furniture Design; The use of Renewable energy Sources”, Journal of Current Researches on Engineering, Science and Technology(JoCREST), Vol:7, Issue:1, 2021, DOI: 10.26579/jocrest.72, ISSN:2651-2521

-Basar, A. G. ., & Cartier, P. (2021). Application of repurposing in design education within the framework of sustainable design approach. New Trends and Issues Proceedings on Humanities and Social Sciences, 8(3), 60–66. <https://doi.org/10.18844/prosoc.v8i3.6399>

-Cartier, P. ., & Basar, A. G. (2021). Decisive factors in the culture-oriented product development process in industrial design education. New Trends and Issues Proceedings on Humanities and Social Sciences, 8(3), 67–77. <https://doi.org/10.18844/prosoc.v8i3.6398>

-.Basar , A., Cartier,P. ‘Application of repurposing in design education within the framework of sustainable design approach’ ,13th World Conference on Educational Sciences 2021, Morocco, 04-06 Feb, 2021

-Cartier ,P., Başar ,A. G. Decisive Factors in the Culture-oriented Product Development Process in Industrial Design Education, 13th World Conference on Educational Sciences 2021, Morocco, 04-06 Feb, 2021

-International Conference on Covid-19 Studies” ,“Covid 19– Inspiration for New Product Design in Industrial Design Education”, 26-27 Ağustos 2020 Paris.

- International Conference on Covid-19 Studies”, Industrial Design Solutions to Prevent Covid 19- Contamination in Campus Interior and Outdoor Spaces During the New Normalization Process, 26-27 Ağustos 2020 Paris.

**-2nd European Conference on Science, Art & Culture (ECSAC 2018)**

“University & Industry Colloboration, The case study of MAN and Yeditepe University “ Bus seat and Cocpit design”, A.Başar, E. Yetkin, Z. M. Barut, s.313-320, Gece Kitaplığı,1st Print September2018, ISBN:978-605-288-553-6

**-2nd European Conference on Science, Art & Culture (ECSAC 2018)**

“ Effect of social change and technological innovation on Design Education, The future of Design Education”, Başar., 19- 22 ECSAC 2018, Antalya, s. 148. ISBN: 978-605-288-354-9.

**-5T Turkish Design History Society Meetings, Design and Resistance,**

‘A product that became a symbol of Protest: Shoes’, Başar, A ., Yaşar University, Izmir, 15-16 May 2014

**-5T Turkish Design History Society, Reading the artifact,**

“Deciphering The Object, Yıldız Porcelain” Changing context of everyday objects and new areas of use”, (2012)., A.Başar, P. Cartier, Yasar University, p. 245-253 Editor:Tevfik Balcıgolu, ISBN: 978-975-633-9.

**-Procedia-Social and Behavioral Sciences,**

“Diversity of Industrial Design Education in Turkey and Future Prospects”, , -A. Çakıroğlu Başar, D.Ülkebaş, Volume 15, 2011, Pages 981-987, DOI: 10.1016/j.sbspro.2011.03.225, ORCID ID: 5512-7800-7000-0000

**-4th.National Design Conference – “Design & Crisis”**

Analysis of Turkish Footwear Industry - Competitive Advantage through Italian Footwear Industry”, 61-74 pp., İstanbul Technical University, Istanbul, Turkey, October 2009, ISBN:978-975-561-360-4

**-ICOVACS 2008 - International Conference on Value Chain Sustainability’,**

Proceedings of “ Integrating Design,Logistics and Branding for Sustainable Value Creation” ‘IKEA and the flat-pack concept’, 99-108 pp., A. Çakıroğlu Başar, A. Coşkun Orlandi, Kasım 2008.IUE Publications No. IUE-026, ISBN:978-975-8789-25-2

**Current Courses – Yeditepe University (Full-time faculty)**

Introduction to Design, Design Theories, Design Management, Design Studio IV-V  
Creativity Techniques, Sustainable Design, Sketching Techniques

**Courses – Istanbul Commerce University (Part- time faculty)**

Sustainability in Design, Design Methods& Theories, Consumer Behaviour in Design

**Research Interest**

- Design Management
- Design for Sustainability
- Design Thinking & Creativity Techniques
- Design Culture
- Permaculture design

**Honors & Awards**

-2015 Academic Year - Academic Evaluation Yeditepe University, Faculty of Architecture First Prize

-2016 Academic Year - Academic Evaluation- Yeditepe University, Faculty of Architecture Third Prize

-2017 Academic Year - Academic Evaluation- Yeditepe University, Faculty of Architecture Third Prize

-2019 Academic Year - Academic Evaluation- Yeditepe University, Faculty of Architecture Second Prize

-Camiş Ambalaj A.Ş., Marmara University, National Student Packaging Design Competition, Second Prize , Design Award, 1996