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# Redesigning the Brand

## **Designing Quality Spaces for Accommodating Functionality and Meeting Demands in a New Context**

Toner believes that a project cannot be successful without meaningful client involvement. During the process of design and implementation, Toner strives to achieve not only what is visually appealing, but also functionally satisfying and accurate. Behind the many successful projects of the office, lies an approach to consider the user input within the complex integration of creative design solutions and functional satisfaction.

The Toner team frequently takes part in contemporary projects meant for the new customers by well-established brands, and creates spaces that strengthen brand identity via goal oriented design principles.





# Baylan

Bebek

CONCEPT | PROJECT | IMPLEMENTATION

The Toner team realized a dignified and exquisite new shop in a three story villa in Bebek for Baylan, one of the symbolic patisseries of Istanbul that has almost 100 years of history with branches in Kadıköy and Karaköy, by modernizing Art Déco lines and reinventing Baylan's historic setting.

LOCATION

Bebek, Istanbul

CLIENT

Altınmarka

COMPLETION DATE

2010

SIZE

400 m<sup>2</sup>





# Beymen

Mandarin Oriental

CONCEPT | PROJECT | COORDINATION

Toner has used local stones on the façade of the Beymen store at Mandarin Oriental to recreate the textures unique to Bodrum. The same principle also determined the design of the interior façade where raw wooden separations and light linen curtains were used to evoke local tactual qualities. While the application of linen screens corresponded with the overall transparency of the façade and thus stimulated a feel particular to Bodrum, the contrasting exposed concrete surface — adorned with magnolia patterns by a contemporary artist— helped reinforce local tactual sensations. Lighting fixtures were hidden in display units to reflect on the transition from day to light in terms of spatial illumination.

LOCATION

Mandarin Oriental, Bodrum

CLIENT

Boyner Group

COMPLETION DATE

2014

SIZE

400 m<sup>2</sup>



Borsa  
 İstinyePark

CONCEPT | PROJECT | IMPLEMENTATION

Toner’s approach to Borsa’s Ottoman and Turkish oriented cuisine resulted in similar motifs in its new space in İstinyePark. Toner also incorporated luxurious materials such as leather, marble and ebony wood into the design in order to carry the brand to a more luxurious segment.

LOCATION  
 İstinyePark, Istanbul

CLIENT  
 Sele Restaurant Group

COMPLETION DATE  
 2007

SIZE  
 600 m²



Kahve Dünyası  
 Kozzy AVM

CONCEPT | PROJECT

Toner has created a brand new concept to be applied to over 100 branches of Kahve Dünyası in Turkey, and realized its very first prototype in Kozzy shopping mall. Starting with the goal of shaping a new language for the brand, Toner approached the project with a sensible caution by being mindful of the potentially alienating effect of a design completely detached from existing stores. Choices regarding materials and color combinations were made according to contemporary needs.

LOCATION  
 Kozzy AVM, Istanbul

CLIENT  
 Altınmarka

COMPLETION DATE  
 2015

SIZE  
 500 m²





## Kahve Dünyası

### Kemerburgaz

#### CONCEPT | PROJECT | IMPLEMENTATION

Among other projects for the Kahve Dünyası brand, Toner designed the stores in Kemerburgaz Fabrika, One Ortaköy Republika and Hadımköy Republika which appeal to different customer bases. Kahve Dünyası Kemerburgaz Fabrika, for one, is conceived as a hub integrating production and sale, where the open kitchen invites the customers to view the production process. Moreover, the second kitchen of the store operates as a pastry workshop and is home to a number of baking courses.

#### LOCATION

Kemerburgaz, Istanbul

#### CLIENT

Altınmarka

#### COMPLETION DATE

2011

#### SIZE

510 m<sup>2</sup>







# Beymen Club

Akasya Acıbadem

CONCEPT | PROJECT | COORDINATION

As part of its long lasting design partnership with Turkey’s largest departmental store brand Beymen, Toner has helped tailor and update unique design identities for each Beymen Club store around the changing needs of the brand. Toner team’s priorities in its design process are the creation of correct product displays and satisfactory spaces for customers. While mutual decisions with the client shape the revisions to store functions, updated spaces respond to the evolving needs and habits of the Beymen Club customer.

LOCATION

Akasya Acıbadem, Istanbul

CLIENT

Boyner Group

COMPLETION DATE

2014

SIZE

330 m²





# Creating a New Brand

## Establishing New Urban Focus Points with Brand Empowering Design Solutions

Focusing on effective spatial environment and functional solutions in both architectural and interior design projects, Toner strives to create timeless and lasting spaces by blending the experience in architecture with the knowledge of material.

Restaurants and stores that help the architects display their talent in design to larger masses fall into the office's area of expertise.



# Armaggan

## Nişantaşı

CONCEPT | PROJECT | COORDINATION

In the first project designed for the newly founded Armaggan brand, the 2,500 square meters multi-story building in a narrow street in Nişantaşı was updated with a transparent façade design and an expanded gallery opening, turning the building into an attractive and inviting store.

In addition to visually enlarging the space by using glass, mirrors, reflective metal surfaces and various lighting schemes, the new gallery opening on the ground floor made the entrance of the store more welcoming. The transparent façade, by exposing the functionality of the floors behind, helped the building display its purpose in a more pronounced fashion.

LOCATION  
Nişantaşı, İstanbul

CLIENT  
Armaggan Kültür, Turizm, Ticaret

COMPLETION DATE  
2010

SIZE  
2,500 m<sup>2</sup>







# Armaggan

## Nuruosmaniye

CONCEPT | PROJECT | COORDINATION

The Armaggan store in Nuruosmaniye required a façade revision better suited to the surrounding historic environment. Extending the museum concept of the Nişantaşı location, the 11,000 square meters store was designed multi-functionally featuring a restaurant, art gallery, meeting space, jewelry section, and a marketplace for the food selection courtesies of Nar Gıda.

Armaggan, known for its sophisticated and traditional products, decided to fashion its product exhibit in a museum-like setting — in small quantities and in a clearly exposed manner. With its restaurant and café, Armaggan Nuruosmaniye presents a living space that provides more than a simple shopping experience, and hence became one of the focal points of the neighborhood.

LOCATION

Nuruosmaniye, Istanbul

CLIENT

Armaggan Kültür, Turizm ve Ticaret

COMPLETION DATE

2011

SIZE

11,000 m<sup>2</sup>



Barlane

CONCEPT | PROJECT | IMPLEMENTATION

Located in the basement floor of an office building and comprised of two floors with considerably low ceiling height and no access to sunlight, this space was designed around the Zen concept and was transformed into a spacious, peaceful and comfortable bar.

While a luminous depth was achieved inside the space by using RGB LEDs and opaque glass on the walls, the Zen gardens on the floor space and the Barrisol lighting on top provided a well-lit environment.

The continuous stone wall with flowing water elements, along with the freestanding bar island in the middle make up the focal elements of the space.

LOCATION  
Nişantaşı, Istanbul

CLIENT  
Emre Ergani

COMPLETION DATE  
2002

SIZE  
250 m<sup>2</sup>



Boyner

Akasya Acıbadem

CONCEPT | PROJECT | COORDINATION

Toner has created the very first concept for Boyner, Turkey's largest departmental retail store dedicated to middle economic class customers. After designing Boyner's Metrocity, İstinyePark, Suadiye, Shemall, Akbatı, Brandium, Forum Marmara, Forum Istanbul and Starcity locations, Toner has revitalized the brand's initial design identity with its renewal of the Akasya Acıbadem branch.

LOCATION  
Akasya Acıbadem, Istanbul

CLIENT  
Boyner Group

COMPLETION DATE  
2014

SIZE  
4,300 m<sup>2</sup>





## Luxury Point

### Mandarin Oriental

CONCEPT | PROJECT | COORDINATION

The Toner team has designed three Luxury Point stores in Bodrum and supported this newly founded brand with concept and project design services. In Luxury Point Mücevher (Jewelry) at Mandarin Oriental, walls were furnished with foliage figures embossed on exposed concrete and with linen textiles, whereas display fixtures features naturally aged wood and white textured paint. Lighting fixtures placed above jewelry displays were employed as visual extensions of the foliage adornment on the walls.

The design for the Luxury Point store in Bodrum Palmarina was outlined around the very same ideas.

LOCATION

Mandarin Oriental, Bodrum

CLIENT

Bodrum Mücevherat AŞ

COMPLETION DATE

2014

SIZE

140 m<sup>2</sup>



Luxury Point Home

Mandarin Oriental

CONCEPT | PROJECT | COORDINATION

For the Luxury Point Home store in Bodrum Mandarin Oriental, the perceptual and tactual sensations unique to Bodrum were recreated by virtue of continuous shelves attracting attention to their forms in an entirely white environment.

LOCATION

Mandarin Oriental, Bodrum

CLIENT

Bodrum Mücevherat AŞ

COMPLETION DATE

2014

SIZE

70 m<sup>2</sup>



Masa

CONCEPT | PROJECT | IMPLEMENTATION

For Borsa Group's café-restaurant brand Masa targeting a young customer base, Toner designed casual interiors accentuating the connection between floor levels, and created a dynamic and transparent space integrated with İstinyePark's square.

LOCATION

İstinyePark, Istanbul

CLIENT

Sele Restaurant Group

COMPLETION DATE

2008

SIZE

800 m<sup>2</sup>



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Mancar  
Alaçatı

CONCEPT | PROJECT | IMPLEMENTATION

An unexpected take on the ‘neighborhood restaurant’ concept with a pure and modernistic architecture, Mancar in Alaçatı was designed by Toner in cooperation with Balıklı Architecture as a subtle and underexposed restaurant emphasizing a natural and vernacular architecture that does not outshine the food it serves.

LOCATION

Alaçatı, Izmir

CLIENT

Ege Mutfak

COMPLETION DATE

2014

SIZE

550 m<sup>2</sup>





# Mancar

Alsancak

CONCEPT | PROJECT | IMPLEMENTATION

After the success in Alaçatı Toner, again in cooperation with Balıklı Architecture, took over the design of a second location for Mancar in central Izmir. While pursuing the same approach as in Alaçatı by putting emphasis on food rather than the décor, design of Mancar Alsancak incorporated the qualities of urban sophistication particular to its setting.

LOCATION  
Alsancak, Izmir

CLIENT  
Ege Mutfak

COMPLETION DATE  
2014

SIZE  
350 m<sup>2</sup>







## Mirror

CONCEPT | PROJECT | IMPLEMENTATION

The Toner team, having studied restaurant trends in New York with their client before commencing the design process, created with Mirror the very first New Yorker style space in Istanbul. In spite of its simplistic menu, Mirror provides its customers with an elegant experience of restaurant, lounge and bar, and has been awarded with a “best nightlife spot” award shortly after opening.

LOCATION

İş Kuleleri, Levent, Istanbul

CLIENT

Kurt Turizm

COMPLETION DATE

2002

SIZE

400 m<sup>2</sup>





# Radisson Blu, Ataköy

CONCEPT | PROJECT | COORDINATION

The 8,500 square meters, four story Radisson Hotel, located inside the Ottomare building complex in Zeytinburnu, stands out among the projects previously designed by Toner with its distinct column structure, specialty material selection and avant-garde style.

LOCATION  
Zeytinburnu, Istanbul

CLIENT  
SB Özel Group

COMPLETION DATE  
2015

SIZE  
8,500 m<sup>2</sup>







Tuus

CONCEPT | PROJECT | IMPLEMENTATION

The realization of Toner’s dreams of the perfect restaurant, Tuus was designed as a New Yorker style “fine dining” place with a warm and cozy atmosphere. Tuus, adorned with natural materials like rosewood, black Taurus marble, pietra serena, and with structural elements like raw iron, has a collection of artworks inside the space and is exemplary in its luxury among contemporary and warm restaurants.

LOCATION  
Nişantaşı, İstanbul

CLIENT  
Lb Foods

COMPLETION DATE  
2006

SIZE  
900 m²





## Natevo

As part of the Flou brand —one of the founding forces behind the reputable furniture and design fair Salone del Mobile— Natevo incorporates lighting and furniture design in innovative ways. Tackling the issue of furniture design from the standpoint lighting design, Natevo provides solutions that not only respond to needs in lighting but also contribute to energy savings and sustainability.

Having been invited by Natevo to decorate one of the three showflats in the sumptuous City Life project by Zaha Hadid, Toner has created a timeless collection with neo-deco lines. In total contrast with Zaha Hadid's ultra modern architecture, the collection used dark colors and luxurious materials which elevated its aesthetic further. The project rethought quotidian furniture pieces in novel ways, capturing timelessness and reinforcing intensity of the space.

Compromising of pieces including seating groups, dining table, coffee table, display, bed and dresser, Toner's Natevo collection offered a design that united stylishness and luxury with lighting.





# Adapting to Turkey

## **Reinventing Local Identities with an Understanding of the Expectations and Customs of the Consumer/User**

Using the experience of working extensively with international brands, Toner creates indigenous spaces in Turkey by using local materials, and has undertaken the implementation of the projects of many prestigious firms, such as Cartier, Façonnable, Zegna, Kenzo, Marks & Spencer, Nando's, and Castrol.

Considering dynamic parameters such as the seasonal changes in product displays, variations in the product range of the brand and the increase in sales of certain products due to the shifting trends, Toner designs versatile and flexible spaces, and continues to provide services long after the design is finalized.

Toner knows well the importance of working with the right teams, especially in projects with international connections, and merges the experience of designing with in-depth knowledge of the local environment together with the talent of global architectural firms. Toner's willingness to find new markets, new demands and new customs provides an exchange of experience in inter-geographical situations.



# Brioni

## Nişantaşı

### PROJECT | IMPLEMENTATION

With its concept and display fixtures imported from outside of Turkey, Toner adapted Brioni to Turkey and undertook the technical and interior design projects of creating the Nişantaşı store inside two conjoined apartments.

#### LOCATION

Nişantaşı, İstanbul

#### CLIENT

Alteks AŞ

#### COMPLETION DATE

2008

#### SIZE

400 m<sup>2</sup>





# Cartier

## Nişantaşı

### PROJECT | IMPLEMENTATION

Designed in coordination with French architectural firm 4BI Bruno Moinard, Toner provided its services for the coordination and drawing of the implementation projects for Cartier Nişantaşı.

#### LOCATION

Nişantaşı, İstanbul

#### CLIENT

Richemont

#### COMPLETION DATE

2007

#### SIZE

320 m<sup>2</sup>







Vilebrequin  
Palmarina Bodrum

PROJECT | IMPLEMENTATION

Toner implemented Vilebrequin's stores in Istanbul Akmerkez, Bodrum and Antalya in keeping with the global concept design featured in all its stores around the world. The team next undertook the responsibility of implementing Vilebrequin's store in Tel Aviv, Israel. Recently, the team realized the implementation of the brand's branch store in Istanbul Zorlu Center.

|                          |
|--------------------------|
| LOCATION                 |
| Palmarina Bodrum, Bodrum |
| CLIENT                   |
| Derkon                   |
| COMPLETION DATE          |
| 2013                     |
| SIZE                     |
| 26 m <sup>2</sup>        |





# Façonnable

Akasya Acıbadem

PROJECT | IMPLEMENTATION

Toner has been implementing the Façonnable stores in Istanbul (Akmerkez, Suadiye, Zorlu Center), Ankara, Bodrum, Izmir and Afyon since its founding in 2000, and continues to adapt the global brand's concept to Turkey in collaboration with its client Derkon, who is responsible for the Turkish market.

The Toner team, after studying the photographs depicting the general color scheme, material selection and overall atmosphere of the new concepts created by the architectural team at Façonnable, offers a new interpretation of the Façonnable concept unique to Turkey and accommodating Turkish consumption habits.

LOCATION

Akasya Acıbadem, Istanbul

CLIENT

Derkon

COMPLETION DATE

2014

SIZE

185 m<sup>2</sup>



Ermenegildo Zegna  
Nişantaşı

PROJECT | IMPLEMENTATION

Implementing the Studio Beretta designed Nişantaşı, Ankara and İstinyePark stores respectively, the Toner team adapted the projects to Turkey, using local details and materials.

LOCATION

Nişantaşı, Istanbul

CLIENT

Ermenegildo Zegna Turkey

COMPLETION DATE

2003

SIZE

750 m<sup>2</sup>



Marks & Spencer  
Metrocity

CONCEPT | PROJECT | IMPLEMENTATION

While appealing to the middle economic class customers in England, Marks & Spencer required the Toner team to design a richer concept for their stores in Turkey in order to better suit its higher-end collection available in the country. The first example of the new Marks & Spencer stores in Metrocity features a style compatible with the A and B+ clientele segment of the shopping mall. While product display fixtures were imported, all materials, including flooring, cladding and lighting fixtures were redesigned.

LOCATION

Metrocity, Istanbul

CLIENT

Marks & Spencer Turkey

COMPLETION DATE

2002

SIZE

2,200 m<sup>2</sup>



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# Interpreting the Workspace

## **Creating Spaces That Absorb The Changing Methods and Correlations of Working, and Guide The Future of Workforce**

Toner designs workspaces with the assumption that every office might grow in size and evolve in functionality. In this regard, Toner creates contemporary and innovative projects that conform to shape of new working trends.

The opportunities presented by collaborating with large firms and being able to study office projects outside of Turkey in situ, provide the team with the advantages of knowledge and experience for creating sophisticated spaces that meet the demands of contemporary workspaces and smart offices.

Today, in an age where the offices are no longer mere workspaces but also socially active living environments, Toner's projects synthesize the client's corporate identity and the intended functionalities of its workspace with employees' needs and demands. The result is spaces that are both aesthetically and functionally strong and expressive.

## Acarer Metal Office

CONCEPT | PROJECT | IMPLEMENTATION

This 500 square meters office, located inside Apa Giz building, was designed as a modern, timeless, sophisticated and distinguished working environment, in accordance with the demands and the corporate identity of the firm. The aim was to create an enchanting and distinct look with the use of materials such as marble, bronze, leather and titanium colored wood, and with a color scheme featuring beige and brown.

LOCATION

Apa Giz, Levent, Istanbul

CLIENT

Acarer Metal

COMPLETION DATE

2010

SIZE

500 m<sup>2</sup>





# Atılım Faktoring Office

CONCEPT | PROJECT | IMPLEMENTATION

This 600 square meters office space situated within the Propa Plaza is composed of two functionally distinct sections. While the first part of the space is reserved to staff, the second part is designed to answer the needs of the administrative personnel. Surfaces of bare ceilings and exposed concrete are complemented by materials such as raw wood, calacatta, onyx, silver grey and glass, further accompanied by iconic furniture. Works of contemporary art have been an integral part of the design concept.

LOCATION

Zincirlikuyu, Istanbul

CLIENT

Atılım Faktoring

COMPLETION DATE

2015

SIZE

600 m<sup>2</sup>



# Bayer Türk Kimya Regional Office

CONCEPT | PROJECT | IMPLEMENTATION

This project for the German pharmaceuticals firm Bayer turned approximately 1,000 square meters of space with 8 meter high ceilings into an office environment. Glass and gypsum partitions were used in order to visually merge all functions. One of the significant ideas behind the project was to create a totality of continuous workspace by integrating air conditioning and lighting systems into one functionally determined space.

|                  |
|------------------|
| LOCATION         |
| Ankara           |
| CLIENT           |
| Bayer Türk Kimya |
| COMPLETION DATE  |
| 2009             |
| SIZE             |
| 1,000 m²         |



# Demirbank Headquarters

CONCEPT | PROJECT | IMPLEMENTATION

This eleven story tall building in Zincirlikuyu was entirely designed as a central branch, office space and administrative levels for Demirbank. The decorative elements of the building, whose entire façade is covered with a special glass material called Neoparies, were created with the most advanced materials and production techniques of its time.

|                   |
|-------------------|
| LOCATION          |
| Levent, Istanbul  |
| CLIENT            |
| Cingilloğlu Group |
| COMPLETION DATE   |
| 1999              |
| SIZE              |
| 17,665 m²         |





# Boyner Headquarters

CONCEPT | PROJECT | COORDINATION

Boyner’s office, located inside an old TV studio, was a fit-out project spread across 12,000 square meters with three stories. Designed and implemented within a timeframe as short as two months, the office building was created in collaboration with Boyner Group.

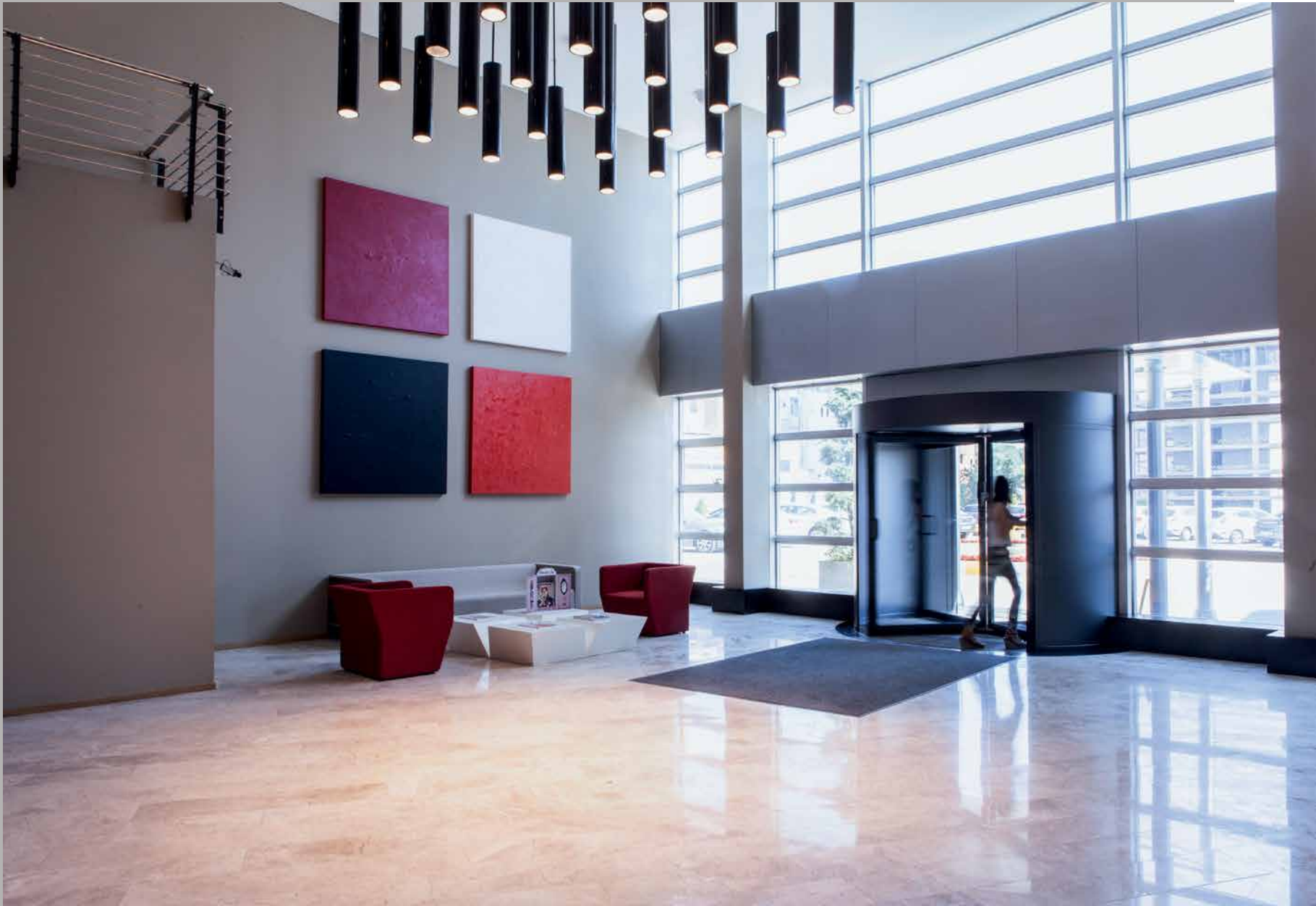
Realized with the intent of creating a versatile working environment, Boyner Head Office is a contemporary and dynamic example of workspace with its café, conference hall, meeting rooms and open office spaces.

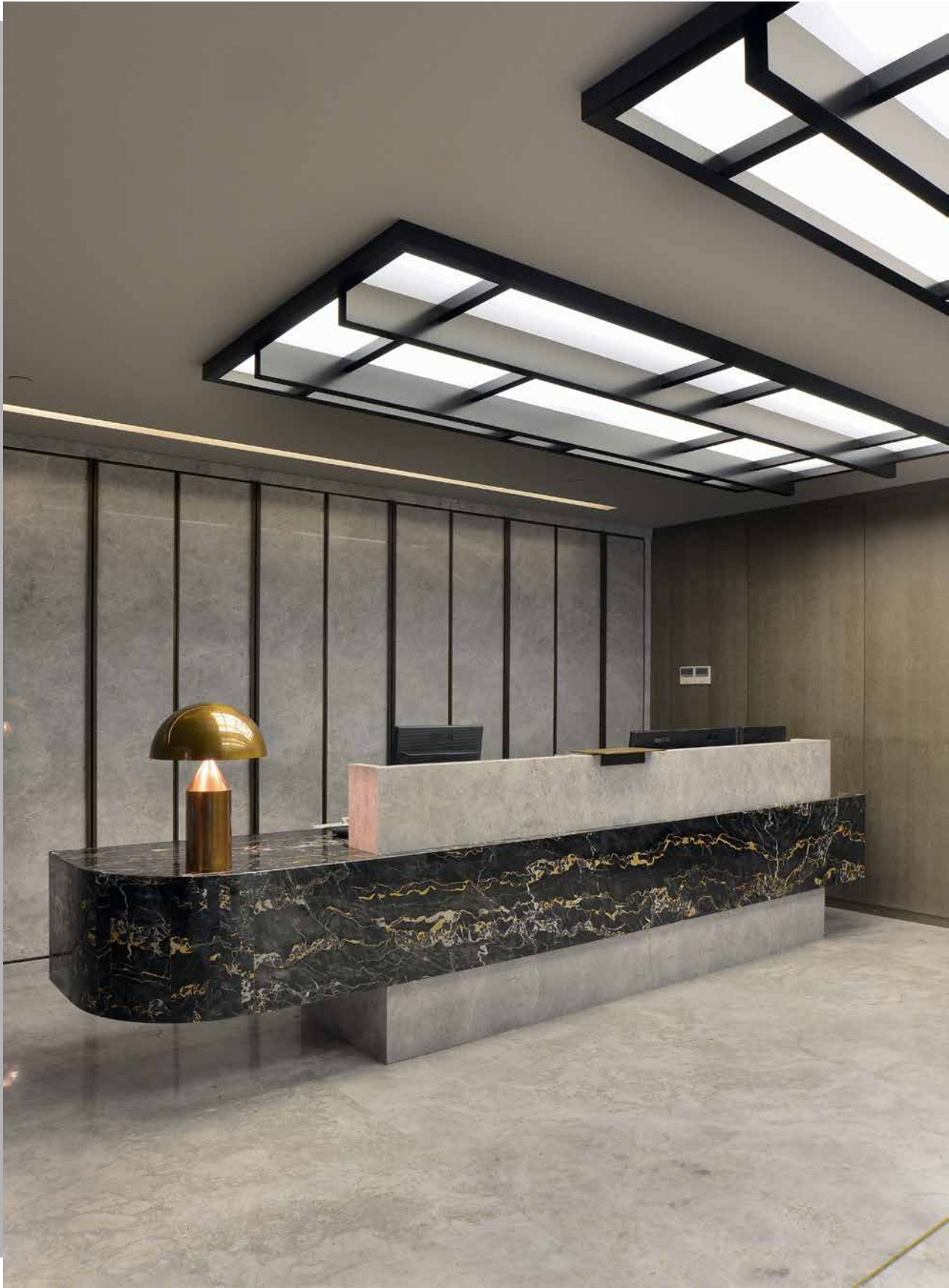
LOCATION  
Maslak, Istanbul

CLIENT  
Boyner Group

COMPLETION DATE  
2012

SIZE  
12,000 m²





# GSD Holding Office

CONCEPT | PROJECT | COORDINATION

The entrance hall to the GSD Holding, as well as its conference rooms and administrative offices, were designed following a neo-deco aesthetic, imbuing the space with an ‘executive’ atmosphere. While the spaces were enriched with silver grey, calacatta, portoro gold, bronze and titanium textures, custom designed furniture complemented this design aesthetic of the offices.

LOCATION

Küçükyalı, Istanbul

CLIENT

GSD Holding

COMPLETION DATE

2015

SIZE

450 m<sup>2</sup>



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# Illy Headquarters

CONCEPT | PROJECT | IMPLEMENTATION

In Illy’s headquarters, in addition to the office space, the working conditions were also redesigned, contributing to the work efficiency of the firm. In accordance with the corporate identity of Illy, the spacious, two-story reception area was aesthetically designed as a café-bar.

Another innovative practice of the project was the addition of “hot station” units for the marketing department, which is largely located outside of the management office.

|                       |
|-----------------------|
| LOCATION              |
| Mecidiyeköy, Istanbul |
| CLIENT                |
| Nova Group            |
| COMPLETION DATE       |
| 2001                  |
| SIZE                  |
| 650 m²                |



# Maritza Office

CONCEPT | PROJECT | IMPLEMENTATION

Transforming a three-story villa with private garden in the district of Levent, this project aimed toward creating a workplace with the comfort of home. Dwelling on this particular home-office concept, the project created a cozy atmosphere while sustaining the executive impression of the work space.

|                  |
|------------------|
| LOCATION         |
| Levent, Istanbul |
| CLIENT           |
| Ali Altınbaş     |
| COMPLETION DATE  |
| 2015             |
| SIZE             |
| 600 m²           |





# Bose Turkey Headquarters

CONCEPT | PROJECT | IMPLEMENTATION

The Toner team created a contemporary office space for Modern Elektronik by redesigning both the existing façade and the structure. The team followed an integrated design approach for the exhibition store, office and executive lounge of the building. Inside the Bose building, already distinct and expressive in its façade architecture among the surrounding buildings, the space was created around a timeless and subtle concept.

LOCATION

Levent, Istanbul

CLIENT

Modern Elektronik

COMPLETION DATE

2006

SIZE

1,500 m<sup>2</sup>



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# Motorola Headquarters

CONCEPT | PROJECT | IMPLEMENTATION

Merging four stories inside Polcenter, Motorola Headquarters has a contemporary workspace in accord with its brand identity. While the frequent use of artworks inside the space accentuates the value of the project’s innovative aspect, the use of black and white photographs resulted in a distinct aesthetic quality inside the office.

LOCATION  
Levent, Istanbul

CLIENT  
Motorola

COMPLETION DATE  
2001

SIZE  
3,500 m²



# Şekerbank Headquarters

CONCEPT | PROJECT

The administrative offices occupying the uppermost three floors of Şekerbank HQ were designed so to answer the needs of the management, including hosting private meetings. The functional and conceptual redesign of Şekerbank branches was also executed by Toner in accordance with the company’s new and technology oriented banking approach. Putting the corporate color palette to the forefront and establishing a subtle design aesthetic, Toner targeted creating a banking experience design that would not intimidate customers and enable the technological services to run as fast and as smoothly as possible.

LOCATION  
Levent, Istanbul

CLIENT  
Şekerbank

COMPLETION DATE  
2015

SIZE  
600 m²





# Philip Morris Headquarters

CONCEPT | PROJECT | COORDINATION

The first office building of Philip Morris was realized in 1995, inside Maya Akar Center. This project included the design and implementation of the office space distributed across four stories and 5,000 square meters.

Toner once again took the responsibility of the concept design and the supervision of the new office complex with three buildings and 11,000 square meters of space to relocate Philip Morris to Kısıklı in 2002. Toner created a contemporary office by designing a space that conforms to American standards in its dimensional characteristics, functionality, infrastructure and security systems.

LOCATION

Kısıklı, Istanbul

CLIENT

PhilSA – Sabancı Group

COMPLETION DATE

2002

SIZE

12,000 m<sup>2</sup>



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# Updating the Existent

## Discovering The Limits of Space, Understanding New Requirements and Pushing The Envelope in Design

Toner, while updating existing structures by designing spaces fit for the goals of its clients and the demands of their customer base, and free from the biases of current trends, succeeds in integrating new additions meant to fulfill modern necessities into historic and symbolic buildings without overpowering the genuine structure.

By investigating the limits of the space, the Toner team aims to take the existing projects to a whole new level; and by acknowledging the “proper design” parameters in revisions of commercial spaces, manages to present “correct solutions” to the requirements of its clients.





# Ankara HiltonSA

CONCEPT | PROJECT

Beginning a series of “fit out” projects for Hilton with establishments owned by Sabancı Group, Toner completed first of such projects at Ankara HiltonSA where the hotel’s interior was updated to meet Hilton’s current standards. The Hilton-Toner partnership continued with refurbishments of Mersin HiltonSA, Adana HiltonSA, and Istanbul ParkSA hotels.

LOCATION

Ankara

CLIENT

TurSA – Sabancı Group

COMPLETION DATE

2014

SIZE

5,000 m<sup>2</sup>





# Cevahir Shopping and Entertainment Center

PROJECT | CONSULTANCY

Cevahir shopping mall, unable to meet the expectation of the store owners because of the problems resulting from poor architectural planning, was reconstituted into working condition by its new owner, English St. Martins firm and under the guidance of Toner and Pradera. In this regard, blind spots devoid of functionality were integrated into store spaces. Owing to these design changes, stores with larger spaces and storefronts that face main circulation paths have now reported increase in business.

LOCATION  
Şişli, İstanbul

CLIENT  
St. Martins Property Corporation Ltd.

COMPLETION DATE  
2009

SIZE  
20,000 m<sup>2</sup>



# Çınar Hotel

CONCEPT | PROJECT | CONSULTANCY

One of the symbolic buildings of Istanbul with its historic status and architectural style, new implementation for the updated planning of Çınar Hotel was carried out without altering the authentic architecture of the building. The old building was revised to meet contemporary requirements in a manner that refrained from displaying obvious applications of restoration.

LOCATION  
Yeşilköy, İstanbul

CLIENT  
Ercan Group

COMPLETION DATE  
2012

SIZE  
11,000 m<sup>2</sup>





# W Istanbul

CONCEPT | PROJECT | IMPLEMENTATION

Toner updated the planning of general spaces such as the entrance, lobby, lounge, restaurant and club areas of the hotel, on par with the “overdesigned” style of W Hotels, and managed to take maximum advantage of already existing interior design elements.

LOCATION  
Akaretler, Istanbul

CLIENT  
Bilgili Group

COMPLETION DATE  
2010

SIZE  
660 m<sup>2</sup>





# Attaining the Psychology of Dwelling

## Designing and Implementing Domestic Spaces at The Intersection of Essence and Architecture

For Toner, architecture is a practice as much social as it is technical and design related in nature. Toner, adopting the idea of designing “in collaboration with” instead of “against” the client, believes that a project has no way to succeed unless the design process is open to the input of the client. This apprehension is where architecture is established as a social discipline. The project starts with “understanding the needs of the client” akin to a form of “psychoanalysis”. Toner’s stance on its clients’ style of life and their environment is most apparent in dwelling design where architectural demands are at the height of their “individuality”.

The dwelling architecture Toner creates, from the concept to pre-planning and from the design process to construction, is an example of creating by living, as well as building for living. Shaping spaces that are created for the demands, conditions and lifestyles of the age they were built in into the contemporary forms of our day, the Toner team designs long lasting spaces in which the comfort and satisfaction of the user attains the highest level of priority.

Ajda Pekkan House

CONCEPT | PROJECT | IMPLEMENTATION

This villa inside Bahçeköy Saklıkoru housing development is a four-story building with 1200 square meters of space.

Designed in its entirety from the concrete casting to fine details, this villa was completed in approximately two years.

In order to support the lifestyle requirements of its owner, this villa is comprised of rooms that are large in size but small in quantity, and has a pool designed in a polygonal form that is seamlessly integrated into the landscape instead of an ordinary swimming pool.

LOCATION  
Bahçeköy, Istanbul

CLIENT  
Ajda Pekkan

COMPLETION DATE  
2012

SIZE  
1,200 m²



Dinçkök House (Olive House)

CONCEPT | PROJECT | COORDINATION

“Olive House”, designed as a guest house adjacent to the main house on a land heavily populated with olive trees, is a two-story tall dwelling project.

Facing the natural scenery, this building has the living quarters and the bedrooms connected to each other with a transparent transition, in order to isolate the two units. Mostly built with natural materials, Olive House is among Toner’s significant projects with its simple architecture, open kitchen, huge fireplace, spacious terrace and distinct roof form.

LOCATION  
Bodrum, Muğla

CLIENT  
Ömer Dinçkök

COMPLETION DATE  
2006

SIZE  
900 m²





# De Rocchi House

CONCEPT | PROJECT | COORDINATION

In De Rocchi House project, the Toner team has transformed the limitations resulting from zoning laws into a distinct architectural form and made sure that this narrow villa with a wide façade made the most out of the waterscape.

This four-story building, including the basement, had its floor space shared laterally in order to mitigate the disadvantages of its form. The completely transparent ground floor designed in totality with the garden and the pool became the shared living space for the two families.

LOCATION  
Yeşilköy, Istanbul

CLIENT  
De Rocchi Family

COMPLETION DATE  
2012

SIZE  
1,400 m²







## KÖY Zekeriyaköy

CONCEPT | PROJECT | COORDINATION

For KÖY Zekeriyaköy project included a variety of residences ranging from small apartments to villas with swimming pools. Toner designed the common spaces, interiors of the apartments and the retail office, while English firm Hopkins Architects undertook the master planning.

The interior design of this project, in which Hopkins Architects successfully created a modern style with traditional Turkish architectural influences, was diversely conceptualized by Toner by referencing the out-of-town style of living and by fortifying KÖY's promise of sustainable life. The project appealed to a broad audience by virtue of its variety in types of residences, and was designed in close proximity with the marketing department. Toner team reformulated the English architectural firm's planning to better fit Turkish habits, and the project's infrastructure.

LOCATION

Zekeriyaköy, Istanbul

CLIENT

Siyahkalem Mühendislik

COMPLETION DATE

2013

SIZE

100,000 m<sup>2</sup>





# Kurutluoğlu House

CONCEPT | PROJECT | IMPLEMENTATION

One of the larger villas in Kemer Country settlement, this building was redesigned to meet the demands of its new owners. Toner undertook the responsibility of architectural and interior design, and divided the house into two separate spaces. In this regard, while one of these spaces was treated in a country style, the other was treated in a modernistic fashion. In this villa with a substantially large garden, some of the façade elements were also redesigned, along with the immediate landscape.

LOCATION  
Kemberburgaz, Istanbul

CLIENT  
Ahmet S. Kurutluoğlu

COMPLETION DATE  
2013

SIZE  
1,200 m²



# Dinçkök House

CONCEPT | PROJECT | COORDINATION

After this three-story villa at the Tekfen housing complex in Ulus was fully architecturally shelled, its interior was redesigned and redecorated in order to create visual transitions between flats. Meant to introduce a long lasting space, a timeless design concept blended with modern furniture and art was tailored for a young couple.

LOCATION  
Ulus, Istanbul

CLIENT  
Raif Dinçkök

COMPLETION DATE  
2006

SIZE  
500 m²





# Oğuz House

CONCEPT | PROJECT | COORDINATION

In the design process of this Bebek residence with its 120 square meters closed area and 80 square meters terrace area, the rooms were unified in order to achieve as wide spaces as possible. Art is the foremost distinctive element in this house. The most striking feature of the building, a column in the middle of the living room was transformed into a statue by the well-known artist Bubi.

LOCATION

Bebek, Istanbul

CLIENT

Mustafa Oğuz

COMPLETION DATE

2014

SIZE

200 m<sup>2</sup>



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## Sabancı House

CONCEPT | PROJECT | COORDINATION

Sevil Sabancı House, which was the first partnership between first generation architect Süha Toner and his son Mustafa Toner, holds a special place in the firm's history. Located inside a large landscape next to Emirgan Atlı Köşk, this three-story private villa has a total area of 650 square meters. Designed entirely to meet the needs of the family and featuring a well-balanced blend of classical furniture and modernistic architecture, this villa's architectural and interior design style was selected by Andrew Martin Design Awards to participate in the final competition in England.

LOCATION  
Emirgan, Istanbul

CLIENT  
Sevil Sabancı

COMPLETION DATE  
1995

SIZE  
650 m<sup>2</sup>



## Torun Center Show Flat

CONCEPT | PROJECT | COORDINATION

Since Torun Center project appealed to a diverse clientele, a decision was made to design two different types of show flats. While one of these apartments featured a luxurious and sumptuous style of design, the other stood out with its functionality thus appealing to a broader audience.

LOCATION  
Mecidiyeköy, Istanbul

CLIENT  
Torunlar GYO

COMPLETION DATE  
2014

SIZE  
450 m<sup>2</sup>



# Zorlu Center Show Flat

CONCEPT | PROJECT | COORDINATION

The show flats for Zorlu Center residences were designed with a neo-deco aesthetic in order to provide both luxury and functionality. The project with its colorful, unique and striking style of decoration featured sophisticated and long lasting materials such as leather, hardwood, bronze and marble.

Toner team, forgoing the sedentary and casual style of other show flats, intended to create an ambitious and colorful style fit for a fashion parade for purposes of displaying how even a standard apartment might present unique results.

LOCATION  
Zincirlikuyu, Istanbul

CLIENT  
Zorlu Group

COMPLETION DATE  
2013

SIZE  
220 m<sup>2</sup>





# Becoming a Solution Partner

## **Providing a Functionality Driven Architectural Service to Institutions with Long Lasting Collaborations**

The sustainability of the success of Toner's 30 year long active practice is closely related to its philosophy of client centric work ethics. Since Toner understands that a healthy collaboration is based on mutual satisfaction, and strives to establish dialogue and stay informed, the team applies the newly formed experiences of every project to the next collaboration. Toner maintains the collaborative nature of its practice by undertaking numerous projects for an array long standing clients.



## Alarko Holding

Toner's long lasting solution partnership with one of Turkey's leading construction companies, Alarko, has brought out many projects such as Fethiye Hillside, Kuruçeşme Pasha, Etiler Hillside, Dali Club, Alkent 2000 Recreation Center and Alarko Headquarters. Behind the continuing collaboration between Alarko and Toner lies the common parlance between mutually understanding partners.

Full of many diverse establishments in fine dining, Turkey's first example in this culture, Pasha, was completed in mere 25 days by Toner, which designed this Bosphorus scenic restaurant around a concept reminiscent of the 1950's American beaches. In addition to staying as the number one nightlife destination in Istanbul for over 10 years, Pasha also became the pioneer of this particular architectural style.

Toner took over the project of Fethiye Hillside on its rough construction stage, and in addition to designing the original project of the 850 bed facility, which still operates today on a 90% occupancy rate, Toner also updated the facility to its final form with multiple revisions during passing years.

## Hillside City Club

### İstinyePark

#### CONCEPT | PROJECT

Istanbul's largest fitness center with a total area of 6,000 square meters, Hillside City Club İstinyePark is a remarkable project with a futuristic concept, realized by Toner, in partnership with GAD Architecture.

#### LOCATION

İstinyePark, Istanbul

#### CLIENT

Alarko Holding

#### COMPLETION DATE

2008

#### SIZE

6,000 m<sup>2</sup>





## Altınmarka

Toner worked with Altınmarka on the re-design of its concepts for the coffee shop chain Kahve Dünyası, and undertook the fair stand designs for Detay, another company under the Altınmarka umbrella. Toner's re-design of Baylan Patisserie's Bebek branch gifted the brand with the spatial caliber worthy of its name.

## Kahve Dünyası

### London

#### CONCEPT | PROJECT

In Kahve Dünyası London, although the brand's design standards were somewhat preserved, a locally conscious concept with London in mind was explored. The standardized sales area was given a different look using different color schemes and material selections.

#### LOCATION

London, England

#### CLIENT

Altınmarka

#### COMPLETION DATE

2012

#### SIZE

600 m<sup>2</sup>



## Derkon

Toner's collaboration of 15-years with Derkon, the company representing international fashion brands including Façonnable and Vilebrequin in Turkey, was extended with Toner's involvement in the fit-out and interior design projects for the Stihl Logistics Center owned by the group.

## Stihl Logistics Center

#### CONCEPT | PROJECT | IMPLEMENTATION

Repurposed out of an old tannery building, Stihl Logistics Center is largely made out of storage and distribution facilities in addition to office spaces. The Toner team, undertaking the efforts of designing the main storage and distribution spaces, and the connected offices and store areas of Stihl Logistics, handled architecture as well as interior design and reshaped the façade of the building to make it better suit its new function.

#### LOCATION

Tuzla, Istanbul

#### CLIENT

Derkon

#### COMPLETION DATE

2009

#### SIZE

11,250 m<sup>2</sup>



## Boyner Holding

Store design is a complicated and long process that requires many meetings between the design team and the client. One of the actors taking part in these collaborative workshop efforts with Toner is Boyner Holding, owner of brands such as Beymen, Beymen Club and Boyner.

During such collaborative processes, each Beymen store is given a distinct design; while Turkey's widest large scale chain store Boyner's establishments are all organized around a single, common concept.

Toner designed both the home to Nişantaşı Blender, a building oriented towards the young and the energetic, and Beymen Home where sophisticated home furniture is displayed.

## Beymen

### Erbil

#### CONCEPT | PROJECT

During the extraordinary experience of designing the Beymen Erbil project, Toner discovered this new geography along with the administrative team of Beymen, and created a more luxurious Beymen, in light of the feedback regarding the fashion sense, service requirements and expectations of the women of Erbil. Luxuriously stylized by the team in equal parts modern and classic, Toner managed to both draw the attention of its clients in a new market and complete a project that fulfilled the requirements set forth by its long time business partner Beymen.

#### LOCATION

Erbil, Iraq

#### CLIENT

Boyner Holding

#### COMPLETION DATE

2011

#### SIZE

1,200 m<sup>2</sup>



## Boyner

### Akasya Acıbadem

#### CONCEPT | PROJECT | COORDINATION

After eight years of service with the same concept, Toner has provided Boyner with a new design, and realized the first example of these new stores in Akasya Acıbadem. After the incorporation of YKM brand, following Çarşı, to Boyner Holding, a new structure was established that presented a similar yet diverse product range to three and categorically different customer bases. In order to visually maintain the distinction between these brands, the image of Boyner stores was improved with a change in concept design.

#### LOCATION

Akasya Acıbadem, Istanbul

#### CLIENT

Boyner Holding

#### COMPLETION DATE

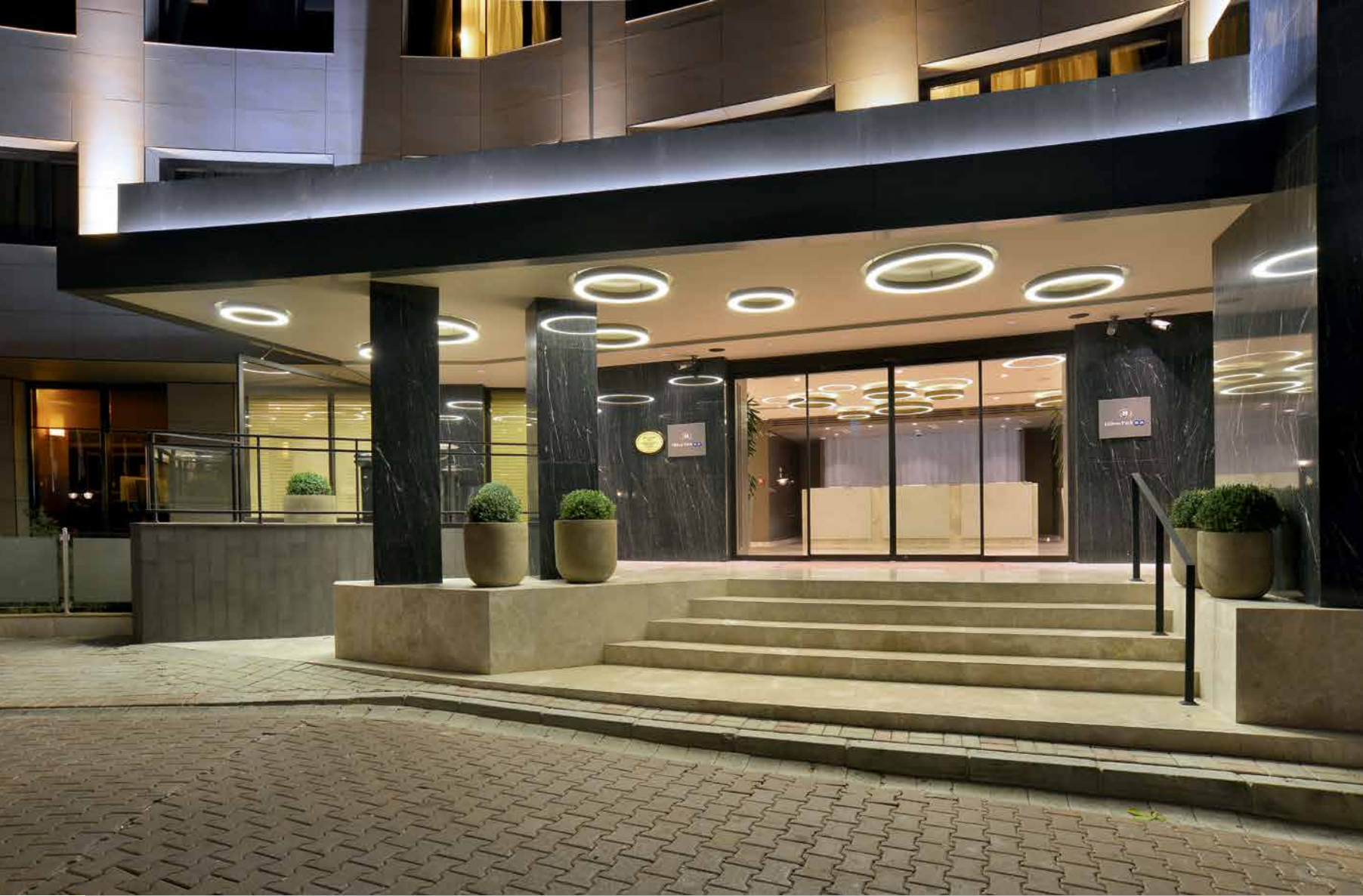
2014

#### SIZE

4,500 m<sup>2</sup>







## Sabancı Holding

The collaboration between Sabancı and Toner commenced with the design of Sevil Sabancı's house situated within the Atlı Köşk residential complex, and continued with Toner's two-time design and construction of Philip Morris offices. Toner has also undertaken the design and construction of the Teknosa store in Etiler. The Sabancı – Toner collaboration continues with projects for the TurSA hotels.

## Hilton ParkSA

### CONCEPT | PROJECT | IMPLEMENTATION

As with all hotel projects, Hilton ParkSA too is a long-running project undertaken at various stages. Hilton ParkSA, which had its lobby and reception areas as well as its building's façade renewed during the first stage, is still undergoing the renovation of its restaurant, health club and accommodation areas.

#### LOCATION

Maçka, Istanbul

#### CLIENT

TurSA – Sabancı Holding

#### COMPLETION DATE

Ongoing

#### SIZE

750 m<sup>2</sup>



SABANCI HOLDING

# Teknosa

## Etiler

CONCEPT | PROJECT | COORDINATION

Toner has designed and implemented the displays, façade and color schemes of Teknosa Etiler. The design was presented as the project concept for future Teknosa branches.

LOCATION

Etiler, Istanbul

CLIENT

Teknosa

COMPLETION DATE

2005

SIZE

1,200 m<sup>2</sup>





## Koç Holding

During the 1990s, Toner designed the concepts of Tofaş dealers around Turkey, created a common format for their façade and interior design, and managed the implementation of the projects.

The following years have seen Toner's continued services as the architectural solution partner to Koç Holding, as the office renewed in stages the interior of Divan Hotel in Taksim, as well as collaborating with Koç Holding for renovating Divan Patisseries.

This work environment based on mutual cooperation continued to exist in Divan Marina Brasserie and Divan Pub's, as Toner has managed the concept design and implementation projects. In this regard, the concept designs for Divan Pub's in locations such as American Hospital, İş Kuleleri and various other places were created and the projects were implemented. In the Marina Brasserie in Kalamış Marina, a yacht club concept was designed specifically for this location.

Toner has pursued its design work for Koç Holding's Setur Duty Free stores at the Kapıkule border gate and the Sabiha Gökçen Airport.

## Divan Marina Brasserie

### Kalamış

#### CONCEPT | PROJECT | IMPLEMENTATION

The Divan Holding owned brasserie's main concept was outlined as a yacht club influenced by its location inside Kalamış Marina.

##### LOCATION

Kalamış, Istanbul

##### CLIENT

Divan - Koç Holding

##### COMPLETION DATE

2006

##### SIZE

520 m<sup>2</sup>



## Setur Duty Free

### Sabiha Gökçen Airport

#### CONCEPT | PROJECT | COORDINATION

Toner, as the local architectural office, took part in every aspect of the projects of Setur Duty Free shops in Kapıkule border gate and Sabiha Gökçen Airport after collaborating in a workshop with Australian airport design expert Woodhead.

Seizing the opportunity of designing Kapıkule Setur Duty Free and the duty free shop in Sabiha Gökçen, the Toner team designed the aesthetically, as well as functionally critical projects in light of the information it has gathered from Setur's management.

Utilizing the airplane based idea and inspiration it developed along with Woodhead, the Toner team designed modular structures that can transform to fit the power and product range of brands, instead of monotonous shelving systems. For those companies who have strictly preferred standard shelving units, a separate department was also made available.

##### LOCATION

Sabiha Gökçen Airport, Istanbul

##### CLIENT

Koç Holding

##### COMPLETION DATE

2012

##### SIZE

6,000 m<sup>2</sup>



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## Krea Real Estate

Toner designed the shared spaces and spa, fitness and restaurant sections of Krea Real Estate's L'ist Istinye Suites project, and created the concept of Tomtom Gardens project, which was created by merging historic apartments of Ecole Yougoslave, Şakir Efendi and Şükrü Efendi in Beyoğlu. By taking charge of the intermediary concept project and the materials selection process, Toner managed to renovate the buildings in contemporary understanding and functionality without damaging their historic nature.

## L'ist Istinye Suites Recreation Center

CONCEPT | PROJECT | IMPLEMENTATION

The concept and implementation projects of the recreation center, which consists of a closed pool, a restaurant and a fitness center, were undertaken by Toner. Inspired by the famous Mexican architect Legorreta's style, the project was designed with a sharp and powerful architecture by employing natural materials and a fully indirect lighting system.

LOCATION

Istinye, Istanbul

CLIENT

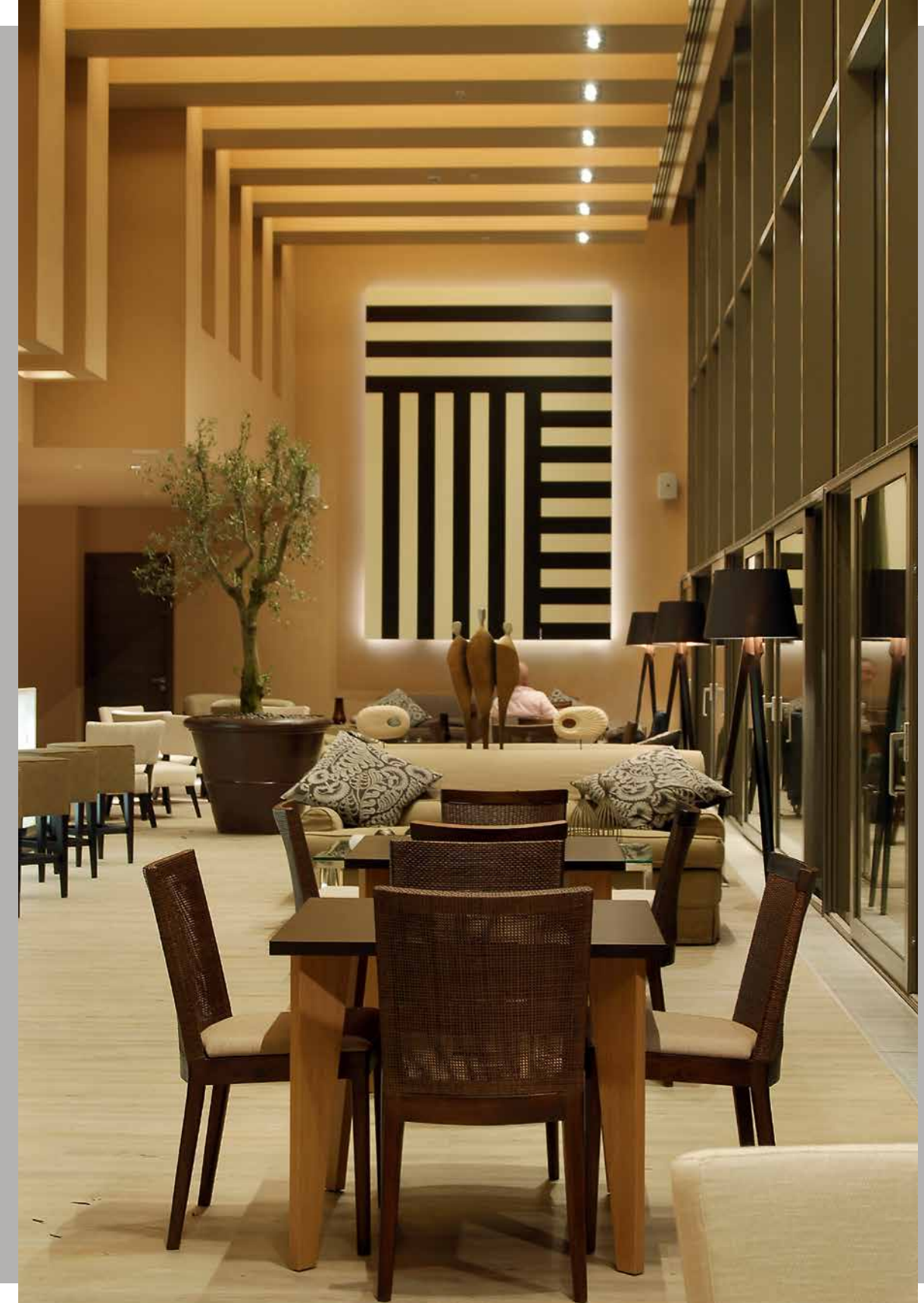
Krea Real Estate

COMPLETION DATE

2011

SIZE

1,200 m<sup>2</sup>



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## Tekfen Holding

Taking part in Tekfen's projects for over 10 years, Toner has designed various projects such as Tekfen Yalıkavak Hotel, Bomonti Apartments, Tekfen Maçka Residences, Tekfen OZ Head Office Building and S Café.

Toner also created the designs for the common spaces and apartment concepts for Maçka Residences, which includes the old Pasteur Hospital in Taksim along with two nearby buildings, and developed an interior space that is both fit for today's requirements and respectful of the hospital's historic qualities.

## Bomonti Apartments

### CONCEPT | PROJECT

Continuing to partake in Tekfen's projects with Bomonti Apartments, Toner team provided all of the interior design services, such as the design of general areas, spatial/wet space solutions and application of interior space materials. Bomonti Apartments' architectural and interior design solutions were created befitting the principles of Bauhaus école.

#### LOCATION

Şişli, Istanbul

#### CLIENT

Tekfen Holding

#### COMPLETION DATE

2010

#### SIZE

1,500 m<sup>2</sup>



## TEKFEN HOLDING

## Tekfen Yalıkavak Hotel

## CONCEPT | PROJECT

In the first collaboration between Toner and Tekfen, the interior design and decoration of the common spaces and the rooms of Yalıkavak Hotel on Tilkicik Bay in Bodrum were created around summertime Bodrum aesthetics.

## LOCATION

Tilkicik Bay, Bodrum

## CLIENT

Tekfen Holding

## COMPLETION DATE

2009

## SIZE

2,150 m<sup>2</sup>



## S Café

## CONCEPT | PROJECT | IMPLEMENTATION

When need arose for designing a new cafe space fit for the ultra-modern concept of the renewed Akmerkez, Toner has undertaken the renovation of S Café in accordance with this new concept. For the project natural materials such as hardwood, stone and metal was combined with Corian for creating a futuristic yet warm style.

## LOCATION

Akmerkez, Istanbul

## CLIENT

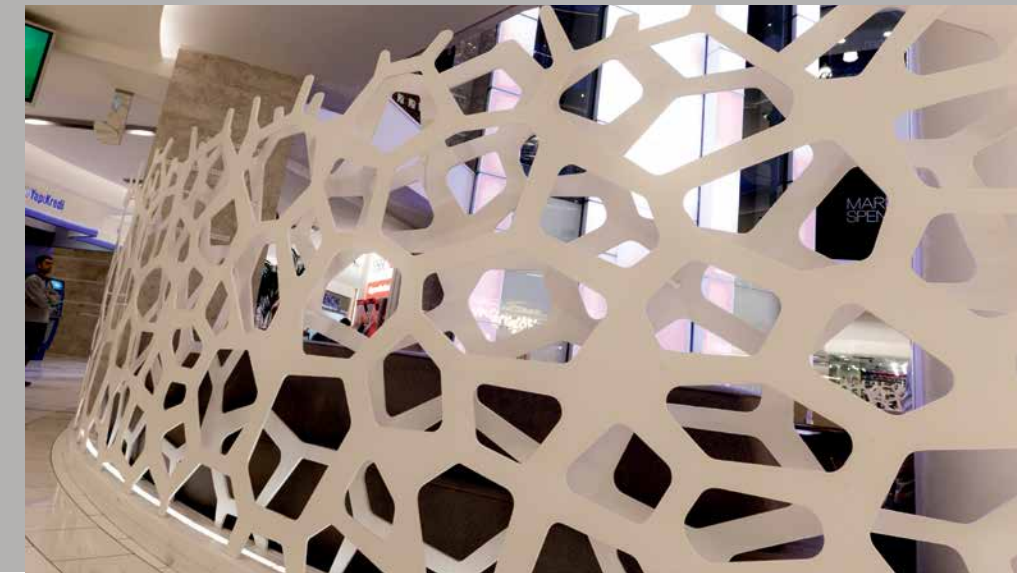
Tekfen Holding

## COMPLETION DATE

2009

## SIZE

160 m<sup>2</sup>





## Polimeks

Since 2010 Toner collaborates with Polimeks, one of Turkey's largest construction firms, on a diverse array of projects including the architectural and interior designs of the 85,000 square meters Ashgabat military complex, the 350,000 square meters Awaza Yacht Club, and the 40,000 square meters VIP hotels part of the Ashgabat Olympic Town project.

## Awaza Yacht Club

CONCEPT | PROJECT | IMPLEMENTATION

Polimeks Construction's 350 acre project located in a newly formed summer resort area on the shores of Caspian Sea in Awaza, Turkmenistan, Toner has created architectural and interior designs for villas, club houses, as well as for a motel, marina and for restaurants.

LOCATION

Turkmenistan

CLIENT

Polimeks

COMPLETION DATE

2013

SIZE

350,000 m<sup>2</sup>



## NG Holding

Among its various projects for the NG Holding, which carries the Kütahya Ceramics brand, Toner has developed the interior designs for the NG Marriott Hotel and the NG Residence Towers in Güneşli, Istanbul, with a construction area of 133,000 square meters. Toner has also designed the façade and interiors of the NG Bedesten Mall in Sapanca, in addition to NG Sapanca Wellness & Convention project's restaurant spaces and overall decoration.

## NG Bedesten

CONCEPT | PROJECT | COORDINATION

Toner, joining the project near the Sapanca exit of the highway while it was already underway, transformed the area into an alluring space for potential tenants while designing a façade easily visible from the highway side. In addition to façade designs and architectural revisions, Toner also created the entire interior design project of the shopping mall.

LOCATION

Sapanca, Sakarya

CLIENT

NG Holding

COMPLETION DATE

2015

SIZE

19,500 m<sup>2</sup>



# Designing the Semi-Public

## Guiding The Changing Direction of The Retail Industry with Constantly Evolving Spaces

The number of public projects, especially that of shopping malls, in Turkey is rapidly increasing, and Toner is involved in both practical and advisory capacity. Toner took part in many shopping mall projects both domestic and foreign, and has a long history in the shaping of the transformation of outdated and dysfunctional shopping mall structures. Tasked with problem-solving and design related matters in this transformation process, the Toner team continues to provide correct solutions to its clients' demands by incorporating its knowledge and experience with an understanding of contemporary design methods.





## Canpark Shopping Mall

CONCEPT | PROJECT | COORDINATION

The project for this living and shopping center located in Ümraniye was designed in a warm and modern style, as both the façade and the interior spaces were adorned with playful lights and wood.

LOCATION

Ümraniye, Istanbul

CLIENT

Mutlu – Mes Turkuaz  
Miltaş – Uzman İnşaat Collective

COMPLETION DATE

2013

SIZE

15,000 m<sup>2</sup>





## Capacity Shopping Mall

CONCEPT | PROJECT | COORDINATION

In this project for the general areas of Capacity Shopping Mall, which is located at the very center of Bakırköy, Toner created a cozy shopping space by decreasing the brightness of common spaces, using natural materials such as wood and stone, and rendering storefronts soft yet expressive.

LOCATION

Bakırköy, Istanbul

CLIENT

Gül, Beyaz, Kameroğlu Construction Group

COMPLETION DATE

2005

SIZE

80,000 m<sup>2</sup>



## Cevahir Shopping and Entertainment Center

PROJECT | CONSULTANCY

After its acquisition by the English St. Martins firm, Toner revised the planning of Cevahir shopping mall's general circulation spaces and continues to provide architectural consultancy services to the mall's management. Among the solutions provided by Toner are the functional/spatial changes in stores, the revisions required by new regulations and addressing the demands of new storeowners in the mall.

LOCATION

Şişli, Istanbul

CLIENT

St. Martins Property Corporation Ltd.

COMPLETION DATE

2015

SIZE

420,000 m<sup>2</sup>



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# Korupark Shopping Mall

CONCEPT | PROJECT

During the design process of this shopping mall in Bursa, the Toner team studied shopping mall examples in Portugal, where the mall industry is booming. Toner created a bright, calm and easily accessible design with distinctly noticeable storefronts in Korupark shopping mall, whose architectural design process was conducted by Togo Mimarlık.

LOCATION

Bursa

CLIENT

Torunlar GYO

COMPLETION DATE

2006

SIZE

68,000 m<sup>2</sup>



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# River West Mall

CONCEPT | PROJECT

In addition to developing the interior design concept and the implementation project of this mall in Athens, Toner also undertook the extensive revision and expansion of the mall. Toner created a colorful and dynamic shopping mall by innovatively playing with light and water elements at the River West Mall.

LOCATION

Athens, Greece

CLIENT

Viohalco & Metem

COMPLETION DATE

2009

SIZE

27,000 m<sup>2</sup>



# Akatlar Culture and Sports Center

CONCEPT | PROJECT

This project, designed for Beşiktaş Municipality, houses two different functions. The building, which has an art gallery on its upper floor and sporting facilities on the lower floor, was designed in a visual style as transparent as possible, in order to avoid choking the surrounding buildings' lines of sight. The natural elements were of particular importance to this project for it presented a unified design in both landscaping and architecture. The project involved further collaboration with Deniz Manisalı Leba.

LOCATION

Beşiktaş, Istanbul

CLIENT

Beşiktaş Municipality

COMPLETION DATE

2014

SIZE

7,000 m<sup>2</sup>



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# Projects

## 1998-2015

1998 **TÜSİAD - Brussels Representative Office** OFFICE  
Brussels/Belgium, 2.500 m<sup>2</sup>

2001 **Divan Hotel** HOTEL  
Taksim/İstanbul, 6.000 m<sup>2</sup>  
**Motorola HQ** OFFICE  
Levent/İstanbul, 3.500 m<sup>2</sup>

2002 **Hülya Avşar House** RESIDENTIAL  
Sarıyer/İstanbul, 2.000 m<sup>2</sup>  
**Ermenegildo Zegna** RETAIL  
Ankara, 300 m<sup>2</sup>  
**Çınar Hotel** HOTEL  
Yeşilköy/İstanbul, 11.000 m<sup>2</sup>

2003 **Cem Hakko House** RESIDENTIAL  
Kandilli/İstanbul, 850 m<sup>2</sup>  
**Divan Patisserie & Pub** CAFÉ & RESTAURANT  
Bebek/İstanbul, 500 m<sup>2</sup>  
Elmadağ/İstanbul, 500 m<sup>2</sup>  
Erenköy/İstanbul, 500 m<sup>2</sup>

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**İskender Atakan House** RESIDENTIAL  
Anadoluhisarı/İstanbul, 800 m<sup>2</sup>

**Marks&Spencer** RETAIL  
Metrocity/İstanbul, 2.200 m<sup>2</sup>

**Mirror** CAFÉ & RESTAURANT  
Levent/İstanbul, 350 m<sup>2</sup>

**Philip Morris HQ** OFFICE  
Çamlıca/İstanbul, 12.000 m<sup>2</sup>

**Suadiye Cafe** CAFÉ & RESTAURANT  
Suadiye/İstanbul, 400 m<sup>2</sup>

2004 **Barlane** CAFÉ & RESTAURANT  
Nişantaşı/İstanbul, 350 m<sup>2</sup>

**Cefi Kamhi House** RESIDENTIAL  
Yeniköy/İstanbul, 1.300 m<sup>2</sup>

**Cercle d'Orient Wellness Center** RECREATION  
Caddebostan/İstanbul, 800 m<sup>2</sup>

**Doğan Kaman House** RESIDENTIAL  
Sarıyer/İstanbul, 400 m<sup>2</sup>

**Ermenegildo Zegna** RETAIL  
Nişantaşı/İstanbul, 750 m<sup>2</sup>

**Mehmet Dereli House** RESIDENTIAL  
Kandilli/İstanbul, 300 m<sup>2</sup>

**Tekfen Residence** RESIDENTIAL  
Taksim/İstanbul, 12.000 m<sup>2</sup>

2005 **BGN** RETAIL  
Paris/France, 150 m<sup>2</sup>  
Seattle/USA, 150 m<sup>2</sup>

Projects  
1998-2015

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**Divan Palmira** HOTEL  
Bodrum/Muğla, 3.500 m<sup>2</sup>

**Edelweiss**  
**Housing Villa Complex** RESIDENTIAL  
Almatı / Kazakistan, 1.500 m<sup>2</sup>

**Façonnable** RETAIL  
Susurluk/Balıkesir, 457 m<sup>2</sup>

**Korupark Mall** RETAIL  
Bursa, 6.800 m<sup>2</sup>

**Marks&Spencer** RETAIL  
Tepe Nautilus/İstanbul, 1.500 m<sup>2</sup>

**Modern Elektronik - Bose Turkey HQ** OFFICE  
Levent/İstanbul, 5.000 m<sup>2</sup>

**Ömer Dinçkök House** RESIDENTIAL  
Bodrum/Muğla, 900 m<sup>2</sup>

**Raif Dinçkök House** RESIDENTIAL  
Ulus/İstanbul

**Surgimed Clinic** OFFICE  
Fulya/İstanbul, 450 m<sup>2</sup>

**Tuus** CAFÉ & RESTAURANT  
Nişantaşı/İstanbul, 575 m<sup>2</sup>

2008 **Façonnable** RETAIL  
Akmerkez/İstanbul, 162 m<sup>2</sup>

**Cartier** RETAIL  
Nişantaşı/İstanbul, 320 m<sup>2</sup>

**Cevahir Shopping and Entertainment Center** RETAIL  
Şişli, 20.000 m<sup>2</sup>

**Pierre Cardin** RETAIL  
Store Concepts, Turkey

2006

**Caliente** CAFÉ & RESTAURANT  
Balmumcu/İstanbul, 600 m<sup>2</sup>

**Doğan Birgül House** RESIDENTIAL  
Kuzguncuk/İstanbul, 2.000 m<sup>2</sup>

**Façonnable** RETAIL  
İzmir, 141 m<sup>2</sup>

**Capacity Mall** RETAIL  
Bakırköy/İstanbul, 80.000 m<sup>2</sup>

**Façonnable** RETAIL  
Ankara, 165 m<sup>2</sup>

**Pelican Hill Villa** RESIDENTIAL  
Hadımköy/İstabil, 600 m<sup>2</sup>

**Selim Şahin House** RESIDENTIAL  
Taksim/İstanbul, 400 m<sup>2</sup>

**Swissôtel** HOTEL  
**Executive Floors**  
Moscow/Russia, 3.000 m<sup>2</sup>

**Teknosa** RETAIL  
Etiler/İstanbul, 1.200 m<sup>2</sup>

2007 **Boyner** RETAIL  
Maslak/İstanbul, 8.000 m<sup>2</sup>

**Boyner Beauté** RETAIL  
Etiler/İstanbul, 660 m<sup>2</sup>

**British Council Teaching Center** OFFICE  
Mecidiyeköy/İstanbul, 450 m<sup>2</sup>

**Divan Marina Brasserie** CAFÉ & RESTAURANT  
Kalamış/İstanbul, 530 m<sup>2</sup>



2009

**Agalarov Troon Golf Club/Hotel** HOTEL  
Moscow/Russia, 18.500 m<sup>2</sup>

**Boyner** RETAIL  
Suadiye/İstanbul, 4.100 m<sup>2</sup>  
Metroport/İstanbul, 850 m<sup>2</sup>  
Forum İstanbul, 435 m<sup>2</sup>

**Boyner Sports** RETAIL  
Torium/İstanbul, 1.050 m<sup>2</sup>

**Brioni** RETAIL  
Nişantaşı/İstanbul, 400 m<sup>2</sup>

**Ermenegildo Zegna** RETAIL  
İstinyePark/İstanbul, 400 m<sup>2</sup>

**Haagen-Dazs Cafe** CAFÉ & RESTAURANT  
İstinye/İstanbul, 350 m<sup>2</sup>  
Kanyon/İstanbul, 350 m<sup>2</sup>  
Suadiye/İstanbul, 350 m<sup>2</sup>

**Hillside City Club** RECREATION  
İstinyePark/İstanbul, 6.000 m<sup>2</sup>

**Johnny Rockets** CAFÉ & RESTAURANT  
Cevahir Mall/İstanbul, 255 m<sup>2</sup>

**Masa** CAFÉ & RESTAURANT  
İstinyePark/İstanbul, 800 m<sup>2</sup>

**Tekfen-OZ HQ** OFFICE  
Karaköy/İstanbul, 670 m<sup>2</sup>

2010

**Andrews Fashion Studio** RETAIL  
Sofia/Bulgaria, 240 m<sup>2</sup>

**Aşçıoğlu** OFFICE  
Fulya/İstanbul, 800 m<sup>2</sup>

**Bayer Türk Kimya Regional Office** OFFICE  
Ankara, 1.000 m<sup>2</sup>

**Beymen Blender** RETAIL  
Nişantaşı/İstanbul, 2.000 m<sup>2</sup>

**Beymen Club** RETAIL  
İzmir, 150 m<sup>2</sup>

**Beymen Home** RETAIL  
Nişantaşı/İstanbul, 2.000 m<sup>2</sup>  
Forum Marmara/İstanbul, 6.650 m<sup>2</sup>  
İstinyePark/İstanbul, 5.650 m<sup>2</sup>  
Forum İstanbul, 5.000 m<sup>2</sup>

**Façonnable** RETAIL  
Bodrum/Muğla, 95 m<sup>2</sup>  
Suadiye/İstanbul, 175 m<sup>2</sup>

**Hillside Resort Hotel** HOTEL  
Fethiye, 850 rooms

**Nando's** CAFÉ & RESTAURANT  
Cevahir Mall/İstanbul, 225 m<sup>2</sup>

**People Event Center** OFFICE  
Fulya/İstanbul, 1.000 m<sup>2</sup>

**River West Mall** RETAIL  
Athens/Greece, 27.000 m<sup>2</sup>

**S Café** CAFÉ & RESTAURANT  
Akmerkez/İstanbul, 160 m<sup>2</sup>

**Setur Duty Free Bazaar** RETAIL  
Kapıkule, 5.100 m<sup>2</sup>  
Sabiha Gökçen Airport/İstanbul, 5.000 m<sup>2</sup>

**Stihl Logistics Center** OFFICE  
Tuzla/İstanbul, 11.250 m<sup>2</sup>

**Tekfen Yalıkavak Hotel** HOTEL  
Bodrum/Muğla, 2.150 m<sup>2</sup>

2011

**Acarer Metal HQ** OFFICE  
Levent/İstanbul, 500 m<sup>2</sup>

**Ahmet İpekçi House** RESIDENTIAL  
Ulus/İstanbul, 220 m<sup>2</sup>

**Ajda Pekkan House** RESIDENTIAL  
Bahçeköy/İstanbul, 1.200 m<sup>2</sup>

**Aquaverde** RETAIL  
Starcity Outlet Center/İstanbul, 90 m<sup>2</sup>

**Armaggan** RETAIL  
Nişantaşı/İstanbul, 1.800 m<sup>2</sup>

**Aykut Acarer House** RESIDENTIAL  
Etiler/İstanbul, 650 m<sup>2</sup>

**Baylan** CAFÉ & RESTAURANT  
Bebek/İstanbul, 400 m<sup>2</sup>

**Beymen** RETAIL  
Erenköy/İstanbul 570 m<sup>2</sup>  
Ataköy/İstanbul, 840 m<sup>2</sup>  
Sanko Park Mall/Gaziantep, 500 m<sup>2</sup>

**Beymen Club** RETAIL  
Antalya, 160 m<sup>2</sup>  
Denizli, 150 m<sup>2</sup>  
Bursa, 150 m<sup>2</sup>  
Ankara, 80 m<sup>2</sup>

**Beymen Kids** RETAIL  
Erenköy/İstanbul, 130 m<sup>2</sup>  
Akmerkez/İstanbul, 100 m<sup>2</sup>  
İstinyePark/İstanbul, 100 m<sup>2</sup>

**Boyner** RETAIL  
Shemall/Antalya, 1.250 m<sup>2</sup>  
Starcity Outlet Center/İstanbul, 2.660 m<sup>2</sup>

**Boyner Sports** RETAIL  
Ataköy/İstanbul, 1.250 m<sup>2</sup>

**Cultural Village** RECREATION  
Big Mosque,  
Doha / Katar, 1.000 m<sup>2</sup>  
Shisha Lounge,  
Doha / Katar, 600 m<sup>2</sup>  
Small Mosque ,  
Doha / Katar, 400 m<sup>2</sup>

**Ebru İpekçi House** RESIDENTIAL  
Ulus/İstanbul, 200 m<sup>2</sup>

**Façonnable** RETAIL  
Afyon, 255 m<sup>2</sup>  
Afyon, 165 m<sup>2</sup>

**Garage Tower**  
**Sales Office** RESIDENTIAL  
Merter/İstanbul, 1.220 m<sup>2</sup>

**Gargaresh**  
**Beauty Center** RECREATION  
Tripoli/Libya, 1.500 m<sup>2</sup>

**Gordion Mall Lounge** RETAIL  
Ankara, 350 m<sup>2</sup>

**L'ist İstinye Suites** RESIDENTIAL  
İstinye/İstanbul, 230 m<sup>2</sup>

**Military Institute**  
**Building Complex** OFFICE  
Ashgabat/Turkmenistan, 85.200 m<sup>2</sup>

**Şekerbank Branches** OFFICE  
35 branches all over Turkey

**Tally Weijl** RETAIL  
Forum İstanbul, 150 m<sup>2</sup>

**Tekfen**  
**Bomonti Apartments** RESIDENTIAL  
Bomonti/İstanbul, 1.500 m<sup>2</sup>





**Vilebrequin** RETAIL

Akmerkez/İstanbul, 33 m<sup>2</sup>  
Antalium / Antalya, 43 m<sup>2</sup>  
A Plus Ataköy/İstanbul, 26 m<sup>2</sup>  
El Kikar/Egypt, 35 m<sup>2</sup>

**W Istanbul Restaurant, Lounge & Lobby** HOTEL

Akaretler/İstanbul, 660 m<sup>2</sup>

**Zilli** RETAIL

Nişantaşı/İstanbul, 220 m<sup>2</sup>

**Armaggan** RETAIL

Nuruosmaniye/İstanbul, 6.000 m<sup>2</sup>

**Beymen** RETAIL

Erbil/Iraq, 1.200 m<sup>2</sup>

**Beymen Bridal** RETAIL

Nişantaşı/İstanbul, 420 m<sup>2</sup>

**Beymen Club** RETAIL

Cepa/Ankara, 250 m<sup>2</sup>  
Akbatı/İstanbul, 250 m<sup>2</sup>  
Forum İstanbul, 149 m<sup>2</sup>  
Forum Kayseri, 185 m<sup>2</sup>  
City's Nişantaşı/İstanbul, 135 m<sup>2</sup>  
Torium/İstanbul, 330 m<sup>2</sup>  
Galleria/İstanbul, 250 m<sup>2</sup>

**Beymen MTM** RETAIL

İstinyePark/İstanbul, 17 m<sup>2</sup>

**Boyner** RETAIL

Akbatı/İstanbul, 4.000 m<sup>2</sup>

**Çağla Cabaoğlu Art Gallery** RETAIL

Nişantaşı/İstanbul, 150 m<sup>2</sup>

**De Rocchi House** RESIDENTIAL

Yeşilköy/İstanbul, 1.400 m<sup>2</sup>

**Façonnable** RETAIL

Terra City /Antalya, 138 m<sup>2</sup>

**Kahve Dünyası Fabrika** CAFÉ & RESTAURANT

Kemberburgaz/İstanbul, 510 m<sup>2</sup>

**Kurutluoğlu House** RESIDENTIAL

Kemberburgaz/İstanbul, 1.200 m<sup>2</sup>

**L'ist İstinye Recreation Center** RECREATION

İstinye/İstanbul, 1.200 m<sup>2</sup>

**L'ist İstinye Spa** RECREATION

İstinye/İstanbul, 800 m<sup>2</sup>

**Tally Weijl** RETAIL

Marmara Forum/İstanbul, 165 m<sup>2</sup>  
Terra City/Antalya, 145 m<sup>2</sup>

**Terrace Tema Residences**

**Sales Office** RESIDENTIAL

Atakent/İstanbul, 800 m<sup>2</sup>

**Toner House** RESIDENTIAL

Ulupelit/İstanbul, 600 m<sup>2</sup>

**Vilebrequin** RETAIL

Terra City/Antalya, 33 m<sup>2</sup>  
Bodrum/Muğla, 26 m<sup>2</sup>  
Tel Aviv/Israel, 41 m<sup>2</sup>

**Acarer House** RESIDENTIAL

Akmerkez/İstanbul, 200 m<sup>2</sup>

**Ankara HiltonSA** HOTEL

Lobby, Restaurant & Executive Floors  
Ankara, 5.000 m<sup>2</sup>

**Beymen** RETAIL

Aqua Florya/İstanbul, 2.000 m<sup>2</sup>  
Armada/Ankara, 1.800 m<sup>2</sup>

**Boyner** RETAIL

Brandium/İstanbul, 4.500 m<sup>2</sup>  
Akasya Acıbadem/İstanbul, 5.000 m<sup>2</sup>

**Façonnable** RETAIL

Zorlu Center/İstanbul, 200 m<sup>2</sup>

**Kaymak House** RESIDENTIAL

Etiler/İstanbul, 300 m<sup>2</sup>

**KÖY** RESIDENTIAL

Zekeriyaköy/İstanbul, 430.000 m<sup>2</sup>

**Kurukahveci Mehmet Efendi** CAFÉ & RESTAURANT

Kadıköy/İstanbul, 450 m<sup>2</sup>

**Sura Hotel** HOTEL

Sultanahmet/İstanbul, 35.000 m<sup>2</sup>

**VIP Hotel** HOTEL

Ashgabat/Turkmenistan, 40.000 m<sup>2</sup>

**Yelken Yacht Club** RECREATION

Awaza/Turkmenistan, 350.000 m<sup>2</sup>

**Zorlu Center Show Flat** RESIDENTIAL

Zircirlikuyu/İstanbul, 250 m<sup>2</sup>

**Zorlu Center Residence** RESIDENTIAL

Zircirlikuyu/İstanbul, 220 m<sup>2</sup>

**Beymen Club** RETAIL

Marmara Forum/İstanbul, 250 m<sup>2</sup>  
İstinyePark/İstanbul, 250 m<sup>2</sup>  
Erenköy/İstanbul, 400 m<sup>2</sup>  
Metrocity/İstanbul, 280 m<sup>2</sup>  
Özdilek/İstanbul, 250 m<sup>2</sup>

**Beymen** RETAIL

Mandarin Oriental, Bodrum/Muğla, 350 m<sup>2</sup>

**Missoni** RETAIL

Mandarin Oriental, Bodrum/Muğla, 75 m<sup>2</sup>

**Luxury Point** RETAIL

Mandarin Oriental, Bodrum/Muğla, 80 m<sup>2</sup>

**Beymen Club** RETAIL

Akasya Acıbadem/İstanbul, 330 m<sup>2</sup>  
Erenköy/İstanbul, 600 m<sup>2</sup>

**Boyner** RETAIL

Akasya Acıbadem/İstanbul, 4.300 m<sup>2</sup>

**Kahve Dünyası HQ** OFFICE

Kemberburgaz/İstanbul, 1.000 m<sup>2</sup>

**British Council**

**Teaching Center** OFFICE

Ankara, 350 m<sup>2</sup>

**Maritza Office** OFFICE

Levent/İstanbul, 650 m<sup>2</sup>

**Torun Center** RESIDENTIAL

Mecidiyeköy/istanbul, 900 m<sup>2</sup>

**Natevo Apartment** RESIDENTIAL

Milan/Italy, 200 m<sup>2</sup>

**HiltonSA** HOTEL

**HEALTH CLUB**

Ankara, 900 m<sup>2</sup>  
Adana, 1.000 m<sup>2</sup>  
Mersin, 760 m<sup>2</sup>

**LOBBY**

Mersin, 2.150 m<sup>2</sup>

**FLOORS**

İzmir, 9.000 m<sup>2</sup>

**Hilton ParkSA** HOTEL

**LOBBY**

İstanbul, 150 m<sup>2</sup>

**Mancar** CAFÉ & RESTAURANT

Alaçatı/İzmir, 300 m²

Alsancak/İzmir, 200 m²

**Kahve Dünyası** CAFÉ & RESTAURANT

Kozzy/İstanbul, 500 m²

**The Wok** CAFÉ & RESTAURANT

Baku/Azerbaijan, 350 m²

**Anıl House** RESIDENTIAL

Maçka/İstanbul, 250 m²

**Atılım Faktoring** OFFICE

Zincirlikuyu/İstanbul, 800 m²

**Beymen** RETAIL

İstinyePark/İstanbul, 500 m²

Palmarina/Bodrum, 750 m²

Bornova/İzmir, 2.400 m²

**Ersoy House** RESIDENTIAL

Ulus/İstanbul, 215 m²

**Fashion State** OFFICE

Bomonti/İstanbul, 1.000 m²

**Galata Hotel** HOTEL

Beyoğlu/İstanbul, 9.000 m²

**GSD Holding** OFFICE

Küçükyalı/İstanbul, 450 m²

**Kuzu Effect** RESIDENTIAL

Ankara, 75.000 m²

**Istanbul Marriott West Hotel**

**& Conference Center** HOTEL

Güneşli/İstanbul, 85.000 m²

**Menekşe Apartments** RESIDENTIAL

Etiler/İstanbul, 1.600 m²

**NG Bedesten** RETAIL

Sapanca/Sakarya, 19.500 m²

**NG Residence** RESIDENTIAL

Güneşli/İstanbul, 55.000 m²

**Şekerbank HQ** OFFICE

Maslak/İstanbul, 500 m²

**TONER**

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Permanency And Contemporaneity**

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