



HOW GASTRONOMY CAN ENCOURAGE CREATIVITY AND INFLUENCE THE ECONOMY DEVELOPMENT

Sylvie FONTANA YILMAZ, Gaziantep Metropolitan Municipality

“FOOD STYLING-FOOD DESIGN” INSPIRES CREATIVITY

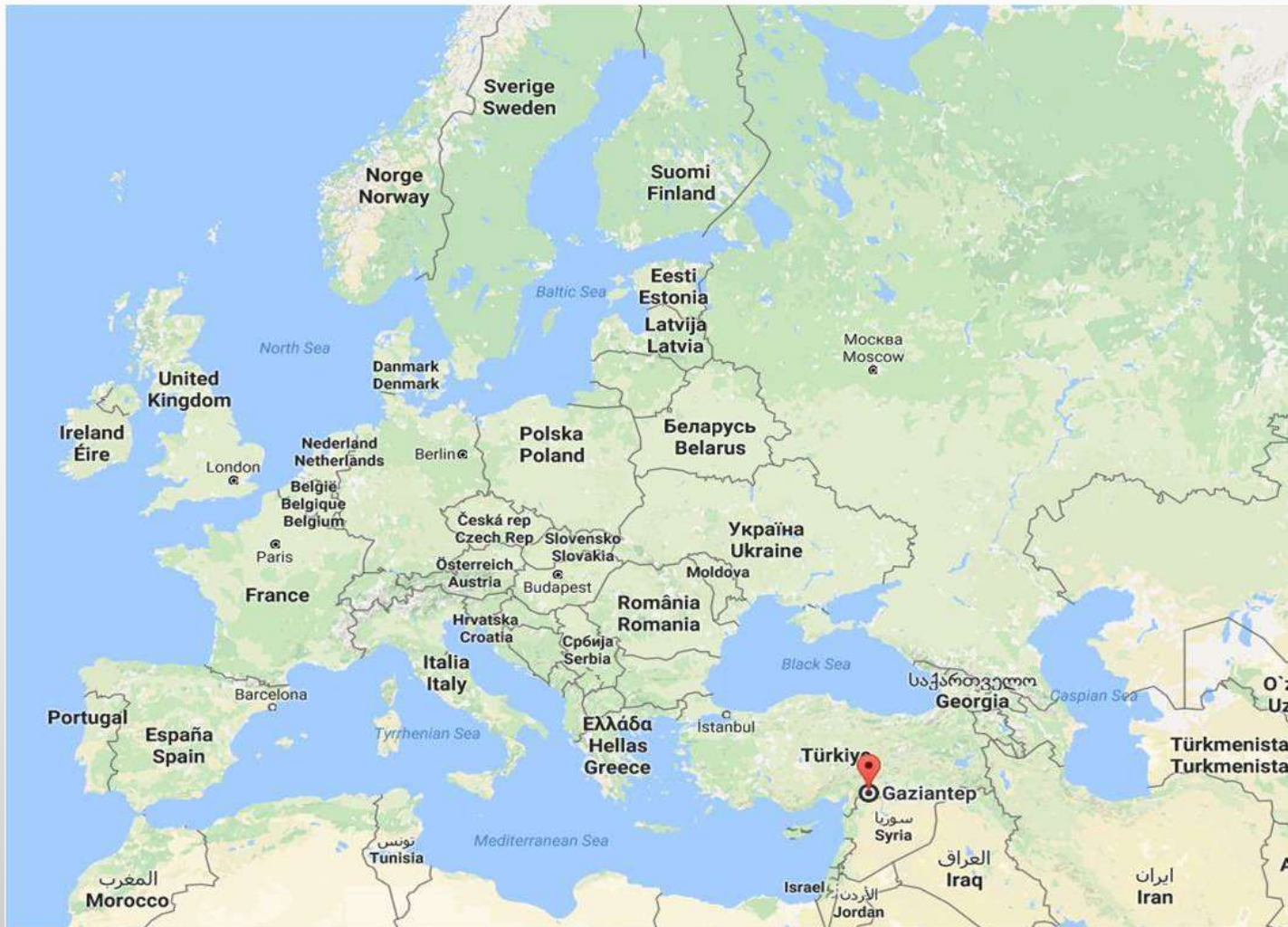
Styling by Mathias NYLING for Plaza Magazine



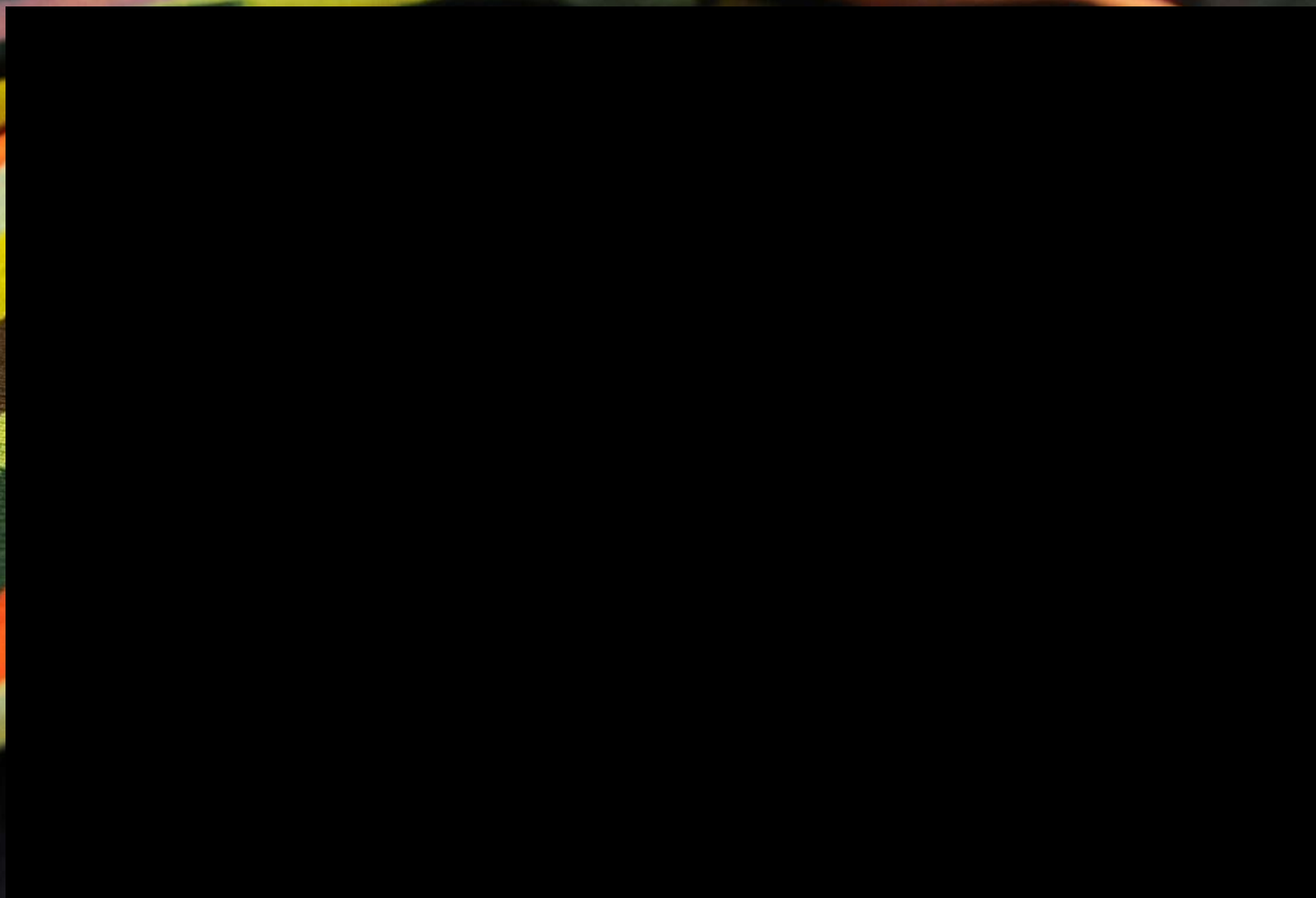
Hong Yi, also known as 'Red', is an artist known for creating pieces using everyday or unconventional materials.



WHERE IS GAZIANTEP?



CITY OF CULTURE AND KNOW HOW



INDUSTRY, CULTURE AND GASTRONOMY



Handcrafts
17 museums
2 universities
Several festivals



GAZIANTEP AND THE FOOD CULTURE

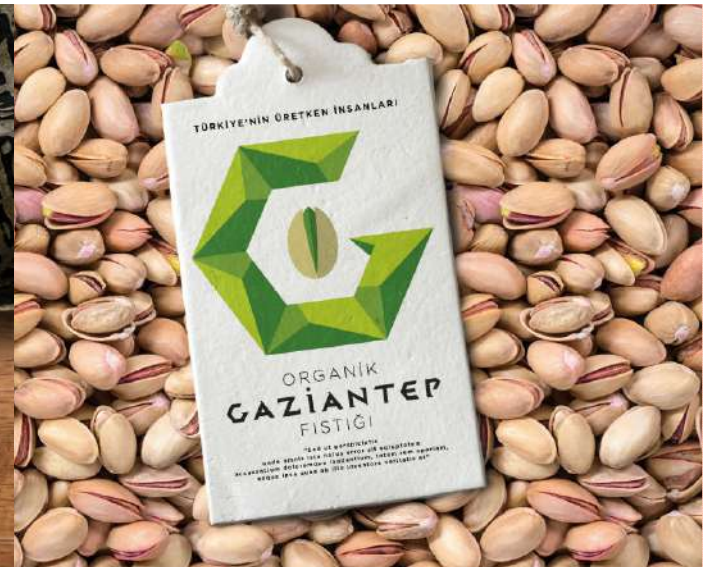
400
dishes

PGI & patents



BRANDING

THE MASTERLY SPIRIT OF TURKEY



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Gaziantep Pistachio Culture and Art Festival

Targets an inclusive participation of all, including international audience.



During the last 5 years, it welcomed 21 countries and hosted food introductions, literature, music and folk dance performances.



Bulgur Festival:

Participation of foodies, gourmets and journalists from Turkey and abroad.

101 bulgur dishes

Bulgur manufacturers on display



FESTİVALİ

COURSES AND CULINARY CENTRES (GASMEK, MUSEM)



GASMEK courses:

- Out of fee
- 4 centres
- 17 different courses in the gastronomy field

MUSEM courses:

- Organized with Public Education Centre
- 264 hours courses
- Trimester courses
- 72 hours training programs (at week-ends)
- 3 instructors (2 chefs and 1 food engineer)
- Certificates of Course completion approved by the Turkish Ministry of Education

AT THE INTERNATIONAL, GOLAGOLA FESTIVAL



CHEF'S CHALLENGE, BÉLEM - BRAZIL



INTERNATIONAL GASTRONOMY FORUM, MACAO - CHINA



History of Food Culture Based Relations on the Silk Road Project- Gaziantep



Youth4action
Youth in action for a creative and sustainable gastronomy

Challenges
Difficult to attract young persons to work in farms, restaurants and small scale food processing

Participating cities
Bergen (lead)
Denia
Gaziantep
Parma
Östersund

Activities - students exchange
- 60 different exchange activities.
- Highschool students travel to other cities in the project
- Meetings in all cities
- You tube movies
- Booklet



XITH UCCN ANNUAL MEETING, ENGHIEEN-LES-BAINS - FRANCE



GAZIANTEP

MEMBRE DEPUIS 2015

Située au sud-est de l'Anatolie, en Turquie, Gaziantep est réputée pour sa longue tradition culinaire, mise au cœur de son identité culturelle depuis l'âge du fer. Aujourd'hui, la gastronomie demeure le principal moteur de son économie locale. Dans cette ville de 1,9 million d'habitants, 60% de la population active travaille dans le secteur de la gastronomie et, chiffre significatif, 49% des entreprises sont essentiellement consacrées au commerce alimentaire, notamment celui des épices, des céréales et des fruits secs. À Gaziantep, la gastronomie est aussi synonyme de festivités, de dialogue interculturel et de cohésion sociale.

Depuis plus de 10 ans, le Festival culturel et artistique de la pistache anime chaque année la ville d'une multitude de manifestations culturelles combinant gastronomie, musique, littérature et arts populaires. Parmi d'autres festivals locaux, le Festival Shira invite la population de la ville à partager les diverses cuisines locales et traditionnelles que Gaziantep a préservées de sa position géographique sur l'ancienne route de la soie.

La municipalité est par ailleurs fortement engagée dans l'amélioration de la qualité de vie en milieu urbain et dans le soutien au développement durable. Elle y contribue par le biais de nombreux programmes écologiques, notamment un plan d'action contre le changement climatique, un plan en faveur de la protection de l'environnement et la création d'un éco-parc. Ce troisième programme s'inscrit dans un projet qui consiste à produire de l'énergie renouvelable grâce à la transformation de coques de pistaches, inutilisées jusqu'à présent, en une source d'énergie innovante destinée à un usage aussi bien industriel que résidentiel.

GAZIANTEP

MEMBER SINCE 2015

Uncated southeast of the Anatolia Region in Turkey, Gaziantep is well-known for its long gastronomic history which has been at the core of its cultural identity since the Iron Age. Nowadays, gastronomy remains the main driving force of the local economy. In a city of 1,900,000 inhabitants, 60% of the active population is employed by the sector, and a significant 49% of the enterprises are mainly dedicated to food, including spices, cereals and dried fruits. In Gaziantep, gastronomy is also synonymous with festivity, intercultural dialogue and social cohesion.

Gaziantep Pistachio Culture and Art Festival has lived up the city and stands as the flagship event with its wide range of performances combining gastronomy, music, literature and folk art. Other local festivals included the Shira Festival, which is an unique 3-day event gathering almost the whole city to share the diversity of local cuisines inherited from the Gaziantep's location on the ancient Silk Road.

The Municipality demonstrates a strong commitment to improving urban quality of life and supporting sustainable development through many environmental and ecological programmes including a climate change action plan, an environment protection plan and the creation of an eco-park. This third programme is aligned with the production of renewable energy by transforming pistachio shells, unused until now, into an innovative source of energy (aransen) to benefit both industrial and residential use.

GASTRO TOURISM AND CULTURAL TOURISM

EDEN - European Destinations of Excellence

EDEN 2015

The theme for the seventh EDEN awards is **Tourism and local gastronomy**.

One winner from each of the 20 participating countries has been selected.

The winners were announced on 16 December 2015.

Winners of the EDEN 2015 competition

The EDEN initiative

EDEN is an initiative promoting sustainable tourism development models across the EU.

The initiative is based on national competitions that take place every other year and result in the selection of a tourist 'destination of excellence' for each participating country.

Through the se effectively achie attention to the features of Eur

[About EDEN](#)

Turkey

Gaziantep - Winner 2015

Winner in the **Tourism and Local Gastronomy** category

Largely thanks to its powerful history, the city of Gaziantep is one of the top destinations in Turkey's south-eastern region. The city lies in the middle of Mesopotamia and is both a dynamic industrial centre and meeting point of cultures - It is the gateway to Iraq, Iran and Syria. Over the course of its over 5,000 year history, Gaziantep has been home to civilisations like the Hittites, Sefjukians, Accadians, Byzantines and Ottomans. The spirit of these characterful cultures are still very much alive in the city today.

Gaziantep has much to offer visitors, with a plethora of fascinating museums, as well as astonishing culinary traditions. Gaziantep is a unique city known all over the world for its very special gastronomic culture and many

Gaziantep cuisine to woo international tourists groups

GAZIANTEP - Anatolia News Agency

A project initiated to transform the southeastern province of Gaziantep into a center of gastronomical tourism aims to promote the region's unique dishes to the rest of the world and attract more people interested in food tourism

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 culinary backstreets

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CULINARY WALKS

TOPICS

PROJECTS

EATINERARY

OUR STORY

SHOP

GOT YOUR PASSPORT?

Register

Log in

Culinary Secrets of Gaziantep

\$1100/person USD (single \$100 supplement)

[BOOK NOW](#)

Group Size: 10

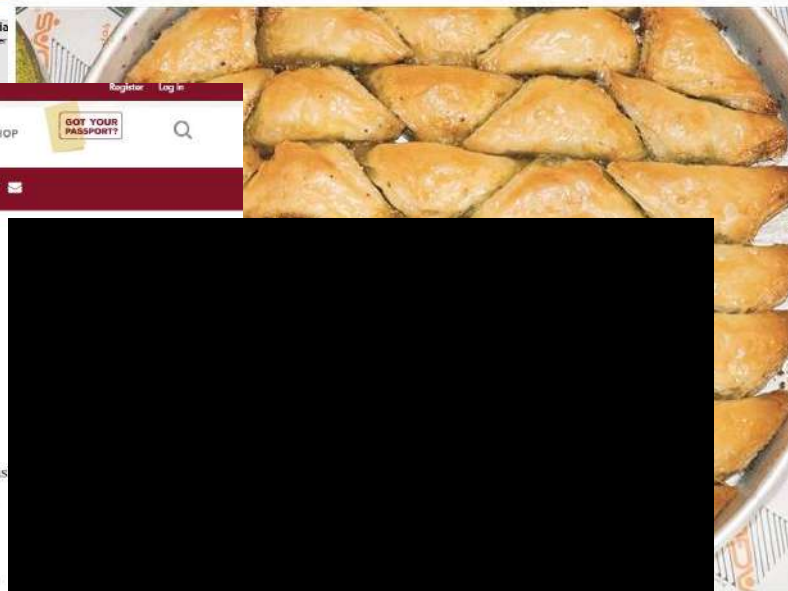
Start/End: TBD

Customized daytime walks by special request

Ankara may be Turkey's political center and Istanbul its cultural and economic one, but as Turks what their country's culinary capital is and the answer will invariably be the same: Gaziantep.

An ancient city not far from Turkey's southern border, a meeting point between the Arab Middle East and Turkish Anatolia, Gaziantep over the centuries has developed a culinary

Gaziantep Winner



BY BECOMING A PART OF THE UCCN, THE CITY AIMS TO:

- Become more active in intercultural relations to share of know-how and experiences. Thus the city can better adopt the innovations in agricultural production, cooking, creative gastronomy*
- Ensure an increase of gastronomy based commercial, scientific, cultural and social relationships by way of meetings, symposiums, workshop activities etc. among UCCN and Silk Road cities*
- Be successful in attaining a variation of projects for the participation of women and socially disabled groups to social life*
- Use the experiences of UCCN about the development of culinary tourism, thus discovering the different aspects of cultural development through tourism*
- To register, collect and archive the agricultural production methods, different food varieties, spice usages, cooking and preservation methods in a scientific manner*



United Nations
Educational, Scientific and
Cultural Organization



GAZIANTEP
CITY OF GASTRONOMY
Designated
UNESCO Creative City
in 2015

MORE INFORMATION ON:

WWW.GASTROANTEP.COM.TR

The background of the slide is a photograph of an ancient stone wall. On the right side, there is a large, rectangular stone block with a relief carving of a winged figure, possibly a deity or a guardian spirit, with its wings spread wide. The stone is weathered and has a rough texture. The wall extends into the distance on the left, and the ground is a mix of dirt and small stones. The sky is a clear, pale blue.

Thank you for
your attention