



## Ayşe E. COŞKUN (ORLANDI), PhD

Industrial Designer, Academic and Researcher

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### Personal Profile

Industrial Designer, Academic, Researcher. Born 7 August 1974, Delft, Netherlands. She has been lecturing, researching, publishing, conducting projects and workshops in the field of industrial design in Istanbul and abroad since 2000. Her areas of research and interest are *Design and Creativity, Strategic Design and Design Management, Competitiveness and Design, Crafts and Design, Jewellery Design, Intangible Cultural Heritage, Crafts Based Industries*. Holds Turkish and Italian Citizenship.

### Languages

Turkish (*mother tongue*), English (*Advanced, C1*), Italian (*Advanced, C1*), German and Dutch (*Basic, A2*)

### Education

Degree	University	Department	Year
PhD	Mimar Sinan Güzel Sanatlar University, <i>Istanbul, TR</i>	Industrial Design	2009
Master, MA	Marmara University, <i>Istanbul, TR</i>	Industrial Design	2003
Master, MD	Domus Academy, <i>Milan, IT (98/100)</i>	Master in Design	1998
Undergraduate, BA	Marmara University, <i>Istanbul, TR (Honour Degree)</i>	Industrial Design	1997

### Present and Previous Appointments

Position	Institution	Date
Assoc. Prof.	Kadir Has University, Faculty of Art and Design, Dept. of Industrial Design, <i>Istanbul, TR</i>	2009-Currently
Lecturer and Research Assist.	Yeditepe University, Faculty of Fine Arts, Dept. of Industrial Design, <i>Istanbul, TR</i>	2000-2009
Product Designer	Nova Outdoor: Branding and Corporate Solutions, <i>Istanbul, TR</i>	1999-2000





## Academic Administration

Position/Responsibility	Institution / Division	Date
Chairperson	Kadir Has University, Faculty of Art, and Design, Dept. of Industrial Design, <i>Istanbul, TR</i>	2018-2022
Vice Dean	Kadir Has University, Faculty of Art and Design, <i>Istanbul, TR</i>	2017-2018
Programme Coordinator	Kadir Has University, Master in Design, Graduate School of Social Sciences, <i>Istanbul, TR</i>	2015-2018
Vice Chair	Kadir Has University, Faculty of Art and Design , Dept. of Industrial Design, <i>Istanbul, TR</i>	2010- 2018

## Funded Research Projects

**Researcher**, re-Discover: Traditional Knowledge in European Creative Industries. *Creative Europe CREA Lump Sum Grant (2022-Ongoing)*

**Researcher**, Folk Art & Culture: Offering educational opportunities to young people. *Erasmus+ EU programme for education, training, youth, and sport (2022-Ongoing)*

**Project Director**, National Post-Doc Research Project funded by the Scientific and Technological Council of Turkey (TÜBİTAK). *"Interrelations of crafts, design, and innovation as a resource of creative economies, as part of intangible heritage: Living Human Treasures of the Grand Bazaar of Istanbul and the 'Hans' around the Bazaar."* (2012-2015)

**Researcher**, Member of UNESCO Chair @Kadir Has University on "Management and Promotion of World Heritage Sites: New Media and Community Involvement" (2015-Ongoing)

## Selected Publications, Workshops and Exhibitions

### Book and Book Chapters

Coşkun, A. E. (2022). Masters and Apprentices of the Grand Bazaar. In Ö. Küçükerman & K. Mortan (Eds.), *Kapalıçarşı / Grand Bazaar (3rd ed.)*. Kültür Bakanlığı Yayınları / Ministry of Culture.

Coşkun Orlandi, A. E. (2017). Deciphering the design qualities of a 550-year-old artisanship on an interdisciplinary platform: "Gem and Crafts" Exhibition. In Ö. Avcı & D. Bayraktar (Eds.), *Audio-Visual Heritage Space and Its Protection "It's Your Story, Don't Lose It."* Bağlam Yayınları /Turkish National Commission for UNESCO.

Coşkun Orlandi, A. E., & Kösebay Erkan, Y. (2017). *Gem and Craft: In Pursuit of the Artisans of Grand Bazaar*. Rezan Has Museum Publications.

Coşkun Orlandi, A. E. (2015). Istanbul. *Ritratti di città*. In M. Valeri & T. Scalco (Eds.), *Istanbul. Ritratti di città* (p. 160). LetteraVentidue\_UIAV.

Coşkun Orlandi, A. E., & Bayraktaroğlu, S. (2012). Responding the Industry's Request for Design Knowledge: Reflections of a private educational initiative from Turkey. In G. Hagoort, A. Thomassen, & R. Kooyman (Eds.), *Pioneering Minds Worldwide: On the Entrepreneurial Principles of the Cultural and Creative Industries* (p. 280). Eburon Academic Publishers.





Coşkun Orlandi, A. E. (2012). 'Beşibiryerde' design in between East and West: Contemporary reflections of the traditional Turkish jewellery consumption. In T. Balcioğlu (Eds.), *Nesneyi Okumak: Deciphering the Object* (p. 306). Yaşar Üniversitesi.

Coşkun Orlandi, A. E., & Erek, A. N. (2006). The question of the Designed Object in Cinema. In Belkis Uluğolu, A. Enşici, & A. Vatansever (Eds.), *Design and Cinema: Form Follows Film* (p. 358). Cambridge Scholar Publishing.

### **International Peer Reviewed Articles**

Coşkun Orlandi, A. E. (2008, May). Spontaneous Design: All Men are Designers. *ABITARE: Interior-Architecture Design-Art*, 150–154. (DAAI)

Coşkun Orlandi, A. E. (2010). Experimental experience in design education as a resource for innovative thinking: The case of Bruno Munari. *Procedia - Social and Behavioral Sciences*, 2(2), 5039–5044. <https://doi.org/10.1016/j.sbspro.2010.03.817> (WoS)

### **Conference Papers, Presentations and Talks**

Coşkun, A. E. (2022). Us and Them: "Legal Design" from a Human-Centered Design Perspective. Legal Design Symposium II, Kadir Has University, İstanbul.

Coşkun, A. E. (2021). Design Thinking and Beyond: Can Design Transform the Language of Law? Legal Design Symposium I, Kadir Has University, İstanbul.

Coşkun Orlandi, A. E., & Aslan, E. (2018). Sustaining vs. Safeguarding: Critical Perspectives on Managing Cultural Artefacts, Crafts, and Design. 21st DMI: Academic Design Management Conference, Next Wave.

Coşkun Orlandi, A. E., & Kösebay Erkan, Y. (2016). Tracking down Jewellery Craftsmanship of Istanbul in Historical Sources. ICTA\_15th International Congress of Turkish Art.

Coşkun Orlandi, A. E., & Kösebay Erkan, Y. (2015a). Tracking down the Innovation potential of a 500-Year-Old Creative Cluster: The Case of the Grand Bazaar (of Istanbul) and its Jewellers. INSIGHT 2015 Design Research Symposium.

Coşkun Orlandi, A. E., & Kösebay Erkan, Y. (2015b). Value Creation in Jewellery Fabrication Today: Exploring the Interrelations of Crafts and Innovation through the Case of the Grand Bazaar of Istanbul. The Value of Design Research, 11th International European Academy of Design Conference.

Coşkun Orlandi, A. E., Bell, R., & Doğanca, M. (2011). Experiential Approach in Art and Design Research: Mapping as walking, as learning to see. 33.InSEA International Society Through Art-World Congress.

Coşkun Orlandi, A. E., Yançatarol, B., & Narter, Ç. (2010). Industrial Design with Reference to Greenwich: Design Education in the Periphery and Its Global Reflections. *New Approaches in Art and Design*, 461–475.

### **Workshops and Exhibitions**

Gem and Craft: In Pursuit of the Artisans of Grand Bazaar (2017). *Researcher, Curator, Art Director*. REZAN HAS MUSEUM, 16 February 2017 – 30 November 2017. <https://artsandculture.google.com/story/gem-and-craft-artisans-and-their-work/oQJSjZ8ewcUxLA>

Researcher, Co-Curator; SALT Research Exhibition, One and the Many. Salt Galata, İstanbul, 6 Sept.-13 November 2016

Workshop Leader. Mapping as Walking as Learning to See in the Digital Age, ISEA 17th International Symposium on Electronic Art. (2011)

Workshop Leader. Mapping Experiences. Workshop for Interdisciplinary Design, 7th Traditional Turkish-German Academic Studies (2010)





"Omlette Souffl  al Ferro da Stiro", Dockers No Iron Exhibition (1998). Amsterdam Dockers.  
Researcher, Art Direction.

Workshop Participant, Designer, Researcher. New Architypes for the Metropolitan Network,  
Indicating Time: On the Move, Domus Academy, Master in Design (1998)

Workshop Participant, Designer, Researcher. Design of the Materials, Superply: Peel it, Domus  
Academy, Master in Design (1998)

Workshop Participant, Designer, Researcher. Living in the Post-Modern era, Freeing-up Space:  
Pandora's House, Domus Academy, Master in Design (1998)

Workshop Participant, Designer, Researcher. Connected Communities, Computer Supported Real  
Life: Frank's Friends, Domus Academy, Master in Design (1998)

## Teaching Experience

Her teaching commitments consist of theoretical and applied courses at undergraduate and graduate level. She has been conducting design studios of all levels in the past 20 years with cross collaborations of various kinds such international educational institutions, industries, craftspeople, NGOs. Her teaching philosophy is to create novel, cross-disciplinary courses as well at undergraduate and graduate level. She initiated the very first Legal Design Studio in collaboration with Faculty of Law at Kadir Has University in Turkey in 2022. She also teaches Design Thinking and Design Research Methodologies to non-designers from all disciplines. A short list of courses she has been conducting in the last decade; *Industrial Design Studio (2<sup>nd</sup> and 3<sup>rd</sup> year)*, *Graduation Project Studio (4<sup>th</sup> year)*, *Design Management (postgraduate)*, *Interdisciplinary Studio (postgraduate)*, *Legal Design Studio (Interdisciplinary 4<sup>th</sup> year)*.

## Advisory, Consultancy and Jury Membership

Chief Academic Advisor, İstanbul Metropolitan Municipality, UNESCO Design Cities Network  ırpıcı Design Centre (2021-2022). Design Consultancy for the Rectorate of Kadir Has University for Corporate Products. She has been advising Master Thesis and an active PhD jury member for numerous master students at Kadir Has University as well as İstanbul Technical University and Mimar Sinan G zel Sanatlar University. Jury member for Design Turkey Industrial Design Awards, 2018. Jury member for JTR 11<sup>th</sup> Turkish Jewellery Exporters' Association Design Competition, 2019.

## Additional Skills and Interests

- Certificate of Metalsmithing, 2021. Maden Contemporary Jewellery, İstanbul, TR
- Bareboat Skipper since 2000.
- Dancer. Cuban Salsa, Greek Sirtaki. Intermediate Level.

## References

Prof. Alba Cappellieri, Head of Jewelry & Accessories Design, Politecnico di Milano, Milan, Italy  
[alba.cappellieri@polimi.it](mailto:alba.cappellieri@polimi.it)

Serta  Ersayın, (WDO) World Design Organization Board Member, President, Industrial Designers  
Society of Turkey [sertac@wdo.org](mailto:sertac@wdo.org)

Prof. Dr. Zuhul Ulusoy, Dean of Faculty of Architecture, İstanbul Bilgi University, İstanbul, Turkey  
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