





ART OF GOOD LIVING...

Art is idealist, art is tactful, art yearns for beauty and delicacy... Art takes nourishment in creativity, art seeks perfection, art is at its finest when blended with experience and mastery... Art overcomes time; sometimes stops time, from time to time art travels beyond time... Art makes dreams come true; art makes dreams visible and tangible and sensible...

Good living is a form of art, and we are on our way to constructing quality residential areas, with the aim of building a good life that beautifies every moment. Uniting the experience and skills we have gained over the years, we are re-inventing city life for you in the center of Istanbul, the city that inspired centuries.

Boyner Holding

FerYapı





GOOD LIFE IS AT THE CITY CENTER

İstWest is in the heart of İstanbul, on the European side, three minutes from Atatürk Airport. Sitting in the western part of the city, İstwest is surrounded by shopping malls, conference centers, fair and exhibition complexes and hotels. From its location on Basın Ekspres Road, residents have easy access to every corner of the city through highways and connecting roads.

This wonderful location has been converted into a green residential area thanks to this attractive architectural project, which redefines good living by opening up new possibilities of socializing, luxury and entertainment. A rich choice of quality studio flats and spacious apartments is available at İstWest.

3 minutes to Atatürk Airport,

15 minutes to Yenikapı Seabus Terminal, inter-city sea transportation center,

5 minutes to Bakırköy, one of the main stations for sea transportation in the city,

20 minutes to Taksim Square, the city's center for entertainment, art and culture.



Istanbul's Most Elegant Residential Project
by FerYapı and Boyner Holding.





BY THE MASTERS OF GOOD LIVING TO THOSE WHO CHOOSE THE GOOD LIFE...

İstWest is proudly employing a world-renowned architect, **Bünyamin Derman**.

İstWest is the product of Boyner Holding, known for unconditional customer satisfaction and FerYapı, famous for expertise in Real Estate Development.

Istanbul's sharpest looking project rises in the heart of the city on 70 acres of land for people who choose to live the good life.

İstWest provides all the comfort you might need in modern city life with a wide range of social amenities extended to every member of the family. From its outstanding location, to its natural and attractive design, İstWest is created with an eye for perfection that covers all the details. The result is a masterpiece.

The good life is at your doorstep, waiting to pamper you at İstWest's elegant apartments and residences with countless privileges and private services you can indulge yourself in.

You are Immersed in the Good Life.



GOOD LIVING IS TO LIVE LIFE TO THE FULLEST.

At the heart of the city on 70 acres of land, there is enough room for all your dreams. In İstWest, you can live life to the fullest.

- 1- İstWest Square
- 2- Shops-Restaurant-Cafe Area
- 3- Shops
- 4- Recreational Center: Fitness and Outdoor Swimming Pool
- 5- Recreational Center: Fitness and Indoor Swimming Pool
- 6- Youth Park
- 7- Fruit Trees Orchard
- 8- Roller Skating and Skateboard Rink
- 9- Party Place/Field
- 10- Turf Sunbathing Terrace
- 11- Sunbathing Terrace
- 12- Outdoor Swimming Pool
- 13- Children Club, Indoor Kiddy Playground, Game Rooms (PlayStation, Simulation, Wii)
- 14- Recreational: Indoor Swimming Pool, Fitness, Squash, Table Tennis, Aerobics, Dance Studio, Yoga-Pilates Studio, Cafe, Arts-Sculpturing Workshop, Music Workshop, Hobby Room (Pool, Chess, Bridge), Indoor Party Area, Movie Theater, Hobby Kitchen
- 15- Winter Garden
- 16- Zen Garden
- 17- Playground for 0-6 Year old
- 18- Barbeque Area
- 19- Pet Park
- 20- Linden Coppice
- 21- Silent Pool
- 22- Tennis Court
- 23- Turf Football Field
- 24- Basketball Court
- 25- Traffic Park for Battery-powered Vehicles
- 26- Adventure Park

Square



Leisure Center



Shops, Restaurant-Cafe Area



Sports Courts



Square



Shops



Adventure Park



Life Puts Five-Star Services at Your Fingertips.





IN THE GOOD LIFE, EXCLUSIVITIES START AT HOME

Choose as you like the living space that suits you best in one of the low or high rise blocks of İstWest, totally in harmony with nature thanks to their specially designed facade. İstWest consists of **14 blocks** comprising of low and high-rise buildings with flats varying in size from **36sqm to 222sqm**.

At İstWest, all living spaces from **studio** to **4 bedroom** flats are planned to provide maximum comfort with contemporary architectural solutions and ultimate elegance with premium design elements.

İstanbul's most stylish project also offers serviced residence units, providing an up scaled lifestyle that combines pure hotel comfort with practical living. Residences at İstWest, welcomes its residents with thoughtfully designed exclusive amenities and countless social facilities as well as a **fully equipped business center** for those willing to use their residence as home-office. The residences, taking place on 3 blocks, redefine luxury living with their refined design features and elaborate services such as **housekeeping** and **full concierge**.



MORE TIME FOR THE GOOD LIFE WITH HOUSEKEEPING AND MAINTENANCE SERVICES

We know how fast paced your life can be and how tiring it is to balance housework and time for yourself. At IstWest's privileged world, housekeeping and maintenance services are specially designed to ease your life. Whenever you have important guests or whenever you need help, our professional team will be just one phone call away.

WITH BACK-UP CONCIERGE EVERY MOMENT OF GOOD LIVING IS EXCLUSIVE...

The Concierge Services Package developed specially for İstWest offers a privileged and comfortable lifestyle for the residents of İstWest (both residence and flat owners) Aiming to respond to all your needs with its organizational and consultancy services, Back-up can be reached 7/24 via a simple phone call or through the concierge desks at İstWest.

Personal Assistance Services

- Reminding Service
- Restaurant Reservations
- Information and Reservation Services for Cinema Activities
- Organization and Ticket Services for Cultural and Art Events
- Organization of Ticket-Hotel Reservations, Visa Services

Organizational Services

- Gift Orders, Deliveries
- Flower Orders, Deliveries
- At Home Cook Organizations
- Home Event and Catering Organizations
- Short-term Vale Service for Special Events
- Organization of Deliveries (Pick-up, Drop-off)
- Grocery Shopping Service
- House Maintenance Service
- Housekeeping Service
- House Assistance Services
- House Moving Services
- Guide Services for Foreign Guests

Healthcare Services

- Ambulance Service
- 7/24 Medical Consultancy and Orientation, Consultancy and Booking Services for Any Kind of Medical Appointments
- Medical Home Care Services
- Home Doctor Visits Organization
- New Born Baby Care Service
- 7/24 Medicine Deliveries

Consultancy Services

- Travel Consultancy
- Entertainment Consultancy
- Shopping and Style Consultancy
- Landscape Design Consultancy
- Veterinary Consultancy

Discounted Services

- Discounted VIP Transfers
- Discounted Car Rental Services
- Discounted Private Chauffeur Services

With Flat Garden and Balcony Alternatives
Life is Uncommonly Good.





ALL THE COLORS OF THE GOOD LIFE ARE WITH YOU AT YOUR FLAT

Open-air pleasure that has long been neglected in city living is coming back to your living spaces. İstWest is designed to maximize the open-air feel at your flat with private upper floor gardens, balconies or terraces on the reflecting pools. Moreover, each flat at İstWest benefits from floor-to-ceiling, sound insulated glass windows that bring the daylight and nature into all the rooms.

Nature is at the Center of Good Life,
Hearth of the City.





Picnic Fields



Zen Garden



Linden Coppice



Barbeque Areas



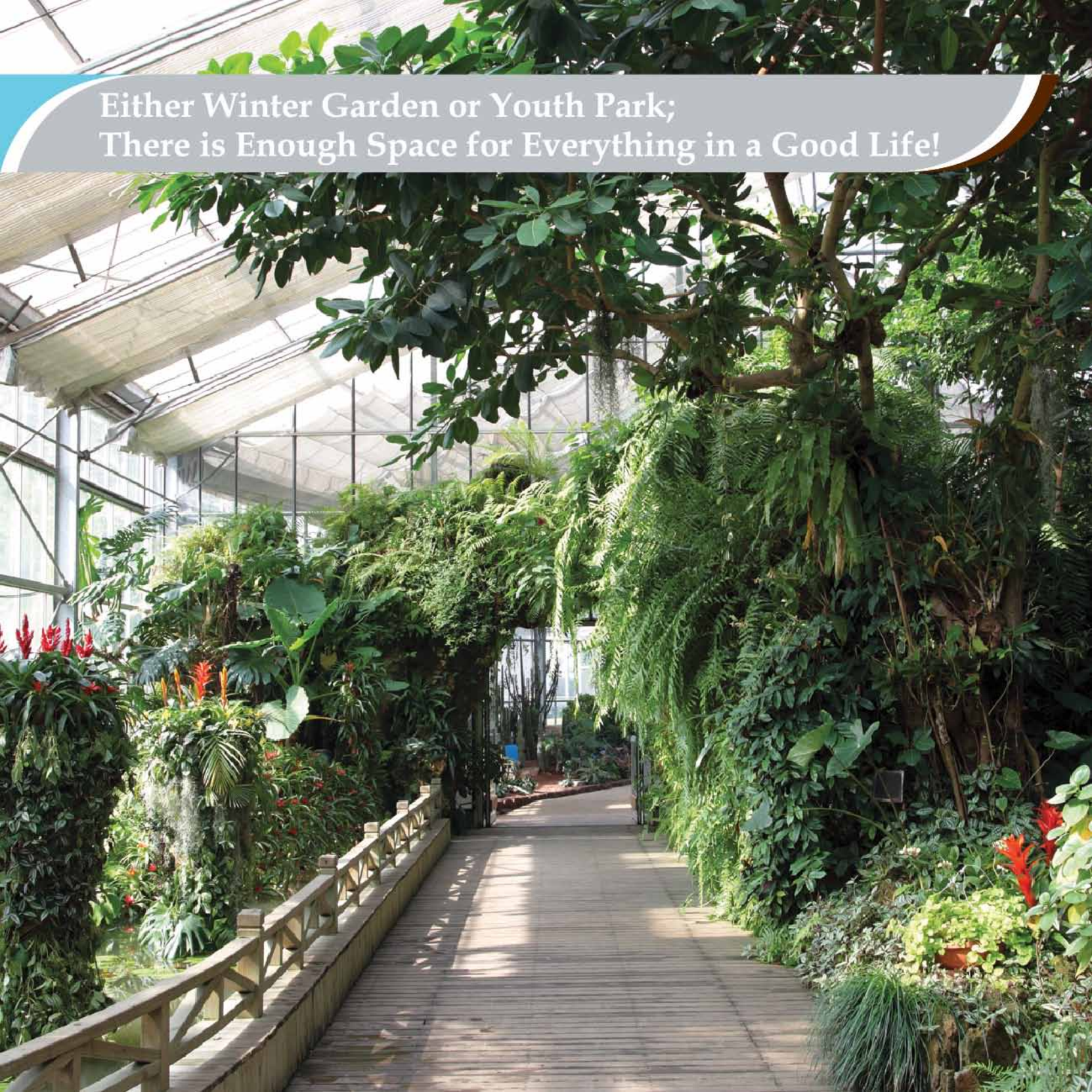
Walking Tracks

GREEN PLAYS THE LEAD ROLE OF THE GOOD LIFE

With its impressive recreational areas covering almost 75% of its total land area, İstWest brings nature back to the city center. Surprisingly beautiful landscape features from zen garden to conservatory are designed to bring all shades of green into your daily life. You may prefer to socialize with your neighbors at the barbecue and party spaces or you may enjoy the peaceful silence of the lime grove; it all depends on how you would like to spend your time.

- Zen Garden
- Winter Garden / Greenhouse
- Picnic Areas
- Barbecue Area
- Walking Tracks
- Linden Coppice
- Fruit Orchard

Either Winter Garden or Youth Park;
There is Enough Space for Everything in a Good Life!





Playgrounds



Kids Club



Music Studio



Skating Rink



Game Room



Dance Studio

A GOOD START IN LIFE

We know you want the very best for your child. At IstWest, wide indoor and outdoor recreational areas, numerous sport activities and many other fun details are specially designed to contribute to your children's social, emotional and physical development. IstWest offers a wide range of children's facilities such as children's club (for ages 3-10), painting and music ateliers and dance studios enabling them to discover and learn everyday something new, while socializing and interacting with their peers.

- Special Activities for Kids
- Children's Club
- Painting, Music and Dance Studios
- Babysitting Service
- Bicycle Track
- Roller Skate and Skateboard Area
- Children's Pool
- Battery-operated Cars' Area
- Adventure Park
- 0-5 and 5-10 years olds' playgrounds

An Adventure Park Encouraging Everyone to be
a Child is Waiting to Make Your Life Better.





IN THE GOOD LIFE, FRUITS ARE PICKED FROM THE TREES

At IstWest's fruit gardens, your children will grow up knowing nature and being a part of it. Peaches, cherries, apples, oranges or plums are all tastier, when freshly picked from the trees.



THE GOOD LIFE IS FULL OF PRIVILEGES FOR TEENAGERS

IstWest offers both entertaining and educational activities for teenagers aged between 11 to 18 years. An observatory where they can discover the mysteries of space and a karaoke room where they can socialize with their peers are only some of the many facilities designed for them.

- Karaoke Lounge
- Music and Dance Studios
- Play-station and Wii Lounge
- Ski and Motorcycle Simulations
- Dart, Pinball
- Observatory
- Party Space
- Youth Park
- Numerous Sports Facilities

The Good Life is Sportive Through All Seasons.





GOOD LIFE INCLUDES DOZEN OF SPORT ACTIVITIES

Not having enough time for exercise is not an excuse anymore. At İstWest, you and your family will have difficulty choosing between numerous sports facilities covering an area of almost 15.000 square meters. Just keep moving and enjoy the pleasure of staying in good shape through all four seasons.

- Turf Football Field
- Basketball Field
- Tennis Court
- Walking and Running Tracks
- Roller Skate and Skateboard Area
- Bicycle Track



IN THE GOOD LIFE, YOUR SPORTS CLUB IS RIGHT BELOW YOUR HOME

You don't need to go far to stay in good shape. IstWest's indoor sports club offers a wide variety of relaxation and fitness activities supervised by professional trainers.

- Fitness Center
- Squash Hall
- Ping Pong Hall
- Pilates, Aerobic and Yoga Studios

Living Well Means Feeling Like You are
on Vacation at Your Own Home.





GOOD LIFE IS NESTLED IN BLUE

It doesn't matter if it's summer or winter; leave all your stress behind and immerse yourself in water. İstWest offers a wide range of options for swimming pool fans. You can either cool off in the 700 sqm main pool or relax in the special pool for adults. With its elegantly decorated sun decks and vitamin bar offering energizing flavors, İstWest brings a resort like feel to your home

- Outdoor Pool
- Children's Pool
- Silent Pool
- Terrace Pool
- Indoor Pool
- Sun Decks and Rest Terraces



Painting Ateliers



Sculpture Ateliers



Hobby Kitchen



Private Lounge



Music Studios



Dance Studios

HAVING A GOOD LIFE IS TO LIVE WITHOUT DELAYING ON YOUR DREAMS

Don't delay on your dreams anymore due to your busy life. At İstWest 4.000 sqm of the indoor spaces is solely allocated to social activities. Painting atelier, professional cooking classes and music studios are only some of the wide variety of amenities waiting for you at İstWest, for a social life full with joy and creativity.

- Private Lounge with Big Screen to Watch Movies and Soccer
- Painting and Sculpture Ateliers
- Music and Dance Studios
- Billiards, Chess and Bridge Lounges
- Dart, Pinball and Air Hockey Lounges
- Hobby Kitchen

World Famous Retailers are in the Neighborhood.





THE GOOD LIFE MAXIMIZES CHEERFUL TIMES WITH ISTANBUL'S MOST STYLISH SQUARE

Enjoy having the most stylish shopping and lifestyle center of İstanbul, only a few steps away from your home. İstWest Meydan offers you and your loved ones social and cheerful times with its elegant restaurants, cafés and world-renowned shops.

Most Popular Square of İstanbul
is One Step Ahead.





FLOOR PLANS
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FLOOR PLANS



FLOOR PLANS



2+1 (GROSS AREA: 110.37 m²)

HALLWAY	9.87 m²
SALON	27.13 m²
KITCHEN	9.03 m²
BEDROOM	12.90 m²
MASTER BEDROOM	14.95 m²
BATHROOM	4.34 m²



2+1 (GROSS AREA: 118.72 m²)

ENTRANCE HALL	3.71 m²
SALON	27.33 m²
KITCHEN	8.34 m²
MASTER BEDROOM	14.59 m²
DRESSING ROOM	2.89 m²
MASTER BEDROOM	2.88 m²
BEDROOM	10.55 m²
BATHROOM	3.94 m²
HALLWAY	4.82 m²
BALCONY	4.19 m²



HALLWAY	11.59 m²
SALON	30.15 m²
KITCHEN	9.96 m²
MASTER BEDROOM	14.25 m²
BEDROOM 1	10.82 m²
BEDROOM 2	8.50 m²
BATHROOM	3.90 m²



HALLWAY	6.36 m²
SALON-KITCHEN	22.49 m²
MASTER BEDROOM	16.13 m²
STUDY ROOM	6.10 m²
BATHROOM	4.50 m²
PATIO / FLAT GARDEN	9.00 m²

FLOOR PLANS



1+0 (GROSS AREA: 42.06 m²)

LIVING SPACE	19.46 m²
BATHROOM	3.43 m²
PATIO / FLAT GARDEN	4.95 m²



1+0 (GROSS AREA: 73.39 m²)

LIVING SPACE	25.86 m²
BEDROOM	11.47 m²
BATHROOM	3.45 m²
PATIO / FLAT GARDEN	8.43 m²

MAP



CORPORATE

FerYapı

DIFFERENT PERSPECTIVES, UNIQUE PROJECTS

Established in 2010 by Turkey's building and property development industries' two opinion leaders, Ramadan Kumova and Muammer Saka, Fer Development aims to develop projects that will contribute to Turkey's place and reputation in the global real estate scene. Blending our 20 years of strong know-how with a visionary approach, we work hard to develop value-added, world class projects without making any concession on our core values; creativity, reliability, respect for the environment and the welfare of the society. In order to achieve our vision, we review our projects from every perspective, we pay attention to every detail and we work hard to develop contemporary and lasting masterpieces, combining state of the art engineering and architecture.

Boyner Holding

Boyner Holding is the largest operator of the non-food retail industry in Turkey. Established in 1955, Boyner family's first enterprise was Altınyıldız Textile and Ready Made Garment Company. In the 70's the family stepped in-to the retail industry. At the beginning of the 90's Boyner Holding gave the decision to put more emphasis on the retailing. Today the company is a trusted group offering a wide portfolio of brands and companies targeting multiple socio-economic segments. Besides retailing, Boyner Holding operates in various industries such as health, publishing, tourism, e-commerce and personal services. The company holds approximately 400 stores, 190.000 sqm of retail space and employs more than 6.000 people. Boyner Holding's turnover in the year 2010 amounted to 1.4 billion TL.

Altınyıldız

Established in 1952, Altınyıldız is one of the most important subsidiaries of Boyner Holding, active in the fields of textile, ready-wear and retailing. The company's current factory is ranked among the biggest textile production facilities in Europe. Going public in 1991, Altınyıldız is Turkey's first textile company, awarded with an ISO 9001 certificate. Altınyıldız has an important influence on Turkey's fashion industry with quality and trusted brand names such as Network, Fabrika, Que, Divarese, T-Box, Arzu Kaprol, Altınyıldız Classics and Beymen Business. These brands and their operations are managed by Altınyıldız's affiliate Ay Marka Mağazacılık. The company is also active in the field of property development through its two affiliates; Altınyıldız Property Investment and Development Inc., established in 2010, and BYN Property Development Inc., inaugurated in 2007. Altınyıldız Property Investment's portfolio currently includes a residential project that is being built on the old factory land of the company, with the partnership of FerYapı. The project's planned delivery date is in year 2013. BYN Property Development currently maintains the operation of the Starcity Shopping Center with Merkur Construction, a subsidiary of Yıldız Holding.

DB Architects / Bünyamin Derman

Born in 1965, Bünyamin Derman finished his studies in architecture at the Yıldız Technical University. He has carried out architectural design project management lectures between the years 1988-1996 in the university, where he graduated. He continued the same mission in Istanbul Culture University Department of Architecture from 1999 until 2005. In 1995 he established DB Architects with Dilek Topuz Derman. Today DB Architects is one of the leading architectural design offices of Turkey with multiple first prizes and honorable mentions won in the local and international competitions. "Each architectural structure creates its own possibilities of existence. Influenced to an extent by geographical environment and programmed data, still it creates its own universal language while being shaped in terms of space concept and volume. In other words, you can only transform an environmental reality into a place a living space by bringing into view its hidden potential of existence."

DB Architects believes that architecture is a creative field of possibilities for better living. In such a context the architect's responsibility is not only for today but also for the future. With this belief in mind DB architects carry out each project with the same responsible attitude and perfectionist approach.

Back-Up Concierge

Thanks to Boyner Holding warranty; Back-Up has made life easier for hundreds of thousands of members throughout Turkey since 2003 by providing solutions to nearly any problem and answers to nearly any question. Since 2007, Back-Up Concierge has provided solution-based services to residential customers.

Back-Up Concierge is a 7/24 service that gives personal assistance, organization, reception and consultancy services with an expert multilingual team. It produces special, private solutions that makes life easier thanks to its powerful supplier network.



All visuals used in the catalogue are figurative and representational and are displayed to give an idea of the outcome when the project is completed.

The visuals used in this catalogue may show variations from the displays when the project is finished.



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BOYNER HOLDİNG

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