

Company: İş Sanat, İstanbul, Türkiye
Company Description: İşbank that was founded by Atatürk in 1924 has made it its mission to support art and culture in order to promote social development and has been involved in many projects to this end since the first days after its foundation. İşbank carries out its activities in the fields of music, performing arts, plastic arts, history, museum management and archaeology under the brand name of İş Sanat.
Nomination Category: Event Categories
Nomination Sub Category: Conferences & Meetings - Conference
Nomination Title: In İşbank’s 100th year, Reimagining Atatürk’s Pioneering Vision for the Second Century of the Republic of Türkiye



1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Video of up to five (5) minutes

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

<https://www.youtube.com/watch?v=Ha92eFvC05c>

3. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

Total 292 words used.

Following the 100th anniversary of our Republic in 2023, in 2024 we celebrated the centenary of İşbank, the first national bank founded with Atatürk’s unique vision aimed at ensuring Türkiye’s economic independence. To commemorate this milestone, we organised the “In İşbank’s 100th year, REIMAGINING ATATÜRK’S PIONEERING VISION FOR THE SECOND CENTURY OF THE REPUBLIC OF TÜRKİYE.”

Instead of simply recounting Mustafa Kemal Atatürk's pioneering vision, the founder of both our Republic and our bank, we aimed to inspire new perspectives through invaluable insights and discussions from distinguished experts. Our goal was to contribute to Türkiye’s economic and cultural growth, thereby supporting broader societal development.

To create a multidisciplinary and enriching discourse, our target audience included academia, political circles, the business community, and the general public, including both İşbank customers and non-customers alike.

Embracing this inclusive approach, we brought together esteemed experts and opinion leaders from diverse fields, countries, and generations for the conference held on 26-27 September 2024.

Distinguished figures such as Aziz Sançar, Paul Krugman, Steve Wozniak, Malcolm Gladwell, Şevket Pamuk, Refik Anadol, Gökhan Hotamışlıgil, Ana Paula de Jesus Assis, Daron Acemoğlu, Brett King, Philippe Aghion, and Ufuk Akçığit participated, enriching discussions across various topics including history, economics, science, culture, and sports, all through the lens of Atatürk’s vision.

Ahead of the event, we conducted participant promotions, radio spots, interviews, and published news articles, maintaining an active presence on social media. Through integrated media efforts, we aimed to reach extensive audiences.

Our promotional efforts successfully reached over 4 million individuals via television and over 3 million via radio. Media coverage reached approximately 4.6 million in print, 67.9 million online, and 2.9 million through visual media. Additionally, all proceeds from the conference were donated to the Anıtkabir Association.

4. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

List of speakers:

<https://yuzyilinbulusmasi.com/en/#speakers>

1. Mehmet Nuri Ersoy - Minister of Culture and Tourism of the Republic of Türkiye
2. Adnan Bali - Chairman of the Board of Directors of İşbank
3. Ana Paula De Jesus Assis – IBM EMEA President and General Manager
4. Prof. Dr. Asaf Savaş Akat - Economist, Academician
5. Prof. Dr. Aziz Sançar - Nobel Prize Winner Academician, Biochemist, Molecular Biologist
6. Brett King - Futurist, Author
7. Prof. Dr. Daron Acemoğlu - MIT Economics Proffessor
8. Ediz Gürel - National GM Chess Player
9. Ersu Şaşma - National Athlete
10. Ege Cansen - Economist, Management Consultant
11. Prof. Dr. Gökhan Hotamışlıgil - Professor of Genetics and Metabolism at Harvard University
12. Hakan Aran - Chief Executive Officer of İşbank
13. Mahfi Eğilmez - Economist, Author
14. Malcolm Gladwell - Journalist, Author
15. Nisanur Erbil - National Fencer
16. Prof. Dr. Paul Krugman - Nobel Prize Winner Economist
17. Prof. Dr. Philippe Aghion – Economist
18. Refik Anadol – Artist
19. Steve Wozniak - Apple Co-Founder, Computer Scientist
20. Prof. Dr. Şevket Pamuk - Economics Historian
21. Şevval İlayda Tarhan - National Sports Shooter
22. Prof. Dr. Ufuk Akçığit - Economist, Academician

List of Moderators

1. Afşin Yurdakul - Journalist
2. Banu Yelkovan - Sports Writer, Commentator
3. Fatih Altaylı - Journalist
4. Deniz Bayramoğlu - Journalist
5. Serdar Turan - Journalist

Attachments/Videos/Links:

[In İşbank’s 100th year, Reimagining Atatürk’s Pioneering Vision for the Second Century of the Republic of Türkiye](#)

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