

**Company:** Fiba Commercial Properties, İstanbul, Türkiye

**Company Description:** Operating in 4 countries with investments in 11 shopping malls encompassing over 800,000 m<sup>2</sup> of leasable area, 5 residential complexes, 4 office buildings, 2 cinema complexes, and 1 hotel, Fiba Commercial Properties is recognized as a pioneering commercial real estate investor in the sector. As a subsidiary of FIBA Group, Fiba CP leverages the Group's extensive expertise and solid foundation.

**Nomination Category:** Corporate Communications, Investor Relations, & Public Relations Categories

**Nomination Sub Category:** Communications or PR Campaign of the Year - Community Engagement

**Nomination Title:** From Tradition to Future

1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

A 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=TlIRZylFWmw>

3. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

January 2025

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

**Total 241 words used.**

The "From Tradition to Future" project was born out of a deep awareness of the cultural, social, and economic gaps present in the region where İnegöl Shopping Mall operates. As the only shopping mall in its area, the mall functions not only as a retail center but also as a central gathering point for the community. Recognizing this unique position, Fiba Commercial Properties envisioned a program that would go beyond commerce and provide tangible value to the local population.

The project was initiated in response to several interlinked challenges: the fading visibility of traditional crafts, the lack of intergenerational cultural transfer, limited access to artistic and educational programming in the region, and economic stagnation among local artisans.

By integrating workshops, exhibitions, academic collaborations, and interactive installations, the project aimed to reconnect younger generations with endangered art forms such as İznik tiles, marbling (ebru), pottery, and calligraphy. At the same time, it sought to restore the visibility and economic viability of these crafts by empowering local artisans.

The campaign also addressed the broader challenge of how shopping malls can contribute meaningfully to the social fabric. It was designed as a long-term, community-anchored initiative that would transform İnegöl AVM into a cultural hub—supporting education, inclusion, creativity, and economic development in a single platform.

Ultimately, the project emerged as a response to a simple but powerful question: **How can we use retail spaces to preserve heritage, foster connection, and engage communities in meaningful ways?**

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

**Total 248 words used.**

The development of the "From Tradition to Future" project began with a clear mission: to create a long-term community engagement initiative that preserves cultural heritage, empowers artisans, and fosters meaningful participation. The planning process was led by Fiba Commercial Properties' marketing and CSR teams in close collaboration with local stakeholders, including artisans, cultural experts, and academic institutions.

Initial research focused on identifying fading traditional crafts with local roots and cultural significance—such as İznik tiles, marbling (ebru), pottery, ceramics, and calligraphy. The team also mapped out regional needs, particularly the lack of cultural education and limited economic support for local artisans. Based on these insights, a multi-phase program structure was developed.

Goals were set to ensure both cultural and social impact:

- Reach 1 million people through digital outreach
- Host over 100 workshops with at least 8,000 participants
- Create direct income opportunities for artisans
- Build a permanent space for cultural learning and interaction

Creative development included branding, campaign messaging, and the design of workshop experiences. The 200 m<sup>2</sup> gallery space was fully renovated to serve as a dynamic exhibition and production area. A year-long schedule was created to include workshops, academic seminars, social media content, and community-facing events.

Media planning involved a digital campaign under the hashtag **#FromTraditionToFuture**, supported by influencer engagement, press outreach, and interactive online quizzes. Each element was designed to maximize participation, awareness, and long-term visibility.

The campaign officially launched in early 2025 and ran as a year-round, evolving program of cultural activation and community involvement.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

**Total 230 words used.**

Launched in early 2025, the "From Tradition to Future" project has delivered wide-reaching community engagement through cultural preservation, education, and artisan empowerment at İnegöl Shopping Mall.

Starting with the full renovation of a 200 m<sup>2</sup> indoor area into a dynamic cultural space, the mall hosted **105 workshops** throughout the year in traditional crafts such as İznik tiles, ceramics, marbling (ebru), calligraphy, and pottery. These workshops welcomed **8,900 participants**, creating hands-on learning opportunities for both children and adults.

One of the most powerful outcomes was a **community tile wall**, formed through 18 tile-painting workshops attended by **1,200 individuals**, now permanently displayed at the entrance of the mall—symbolizing ownership, visibility, and collective creativity.

The project also partnered with **Bursa Uludağ University's İznik Vocational School** to deliver academic seminars, supporting both theoretical and practical knowledge-sharing across generations.

Local artisans were empowered with a platform to exhibit and sell their work within the space, resulting in **1,750,000 TL in direct income**. This economic model ensured sustainability while deepening community ties.

The project extended its reach through a digital campaign under the hashtag **#FromTraditionToFuture**, reaching **1 million people** and generating **2 million impressions**. It also garnered significant media attention with over **350,000 views across digital outlets**.

In its first year alone, the project demonstrated how a retail space can become a hub of cultural value, community participation, and social transformation.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 201 words used.**

#### **1. Project Video**

This short video showcases the real-life transformation of İnegöl Shopping Mall into a space for cultural and social activation. It features artisan-led workshops, public participation, interviews, and scenes from the collaborative art wall. It captures the human stories, community energy, and emotional resonance behind the campaign.

#### **2. Project Booklet**

This comprehensive publication includes data, visuals, and documentation of the entire project process. It outlines the gallery transformation, 105 workshops, 8,900 participants, 1,750,000 TL in artisan income, academic partnerships, and social media metrics. It also contains workshop photos and press coverage, validating both the scale and integrity of the results shared in this nomination.

#### **3. Project Visual**

This graphic encapsulates the project's core message—bridging tradition with future generations through creativity and participation. It served as a unifying design element across both digital and physical communication channels, increasing visibility and thematic clarity.

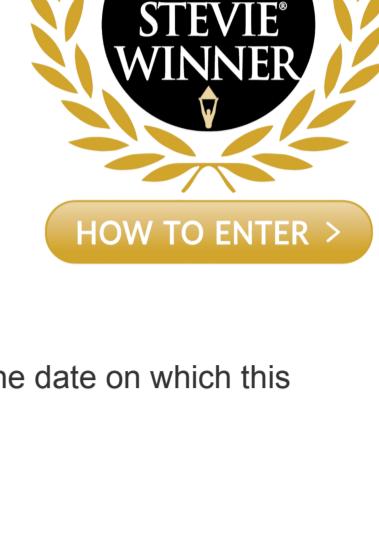
Together, these attachments reinforce the credibility of our claims and illustrate how a commercial setting evolved into a community-driven platform for learning, cultural continuity, and shared pride. They validate the success of "From Tradition to Future" not just in numbers, but in the voices, faces, and hands of the people who brought it to life.

#### **Attachments/Videos/Links:**

[From Tradition to Future](#)



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