



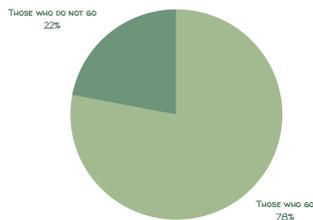
# PAZAR = where cultures spread for centuries

PAZAR = Bazaar in Turkish

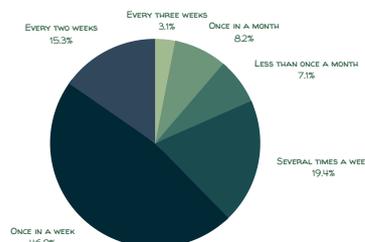
## The Facts:

As a result of the researches made according to the market shopping habits of the people in Turkey, the following graphics were obtained.

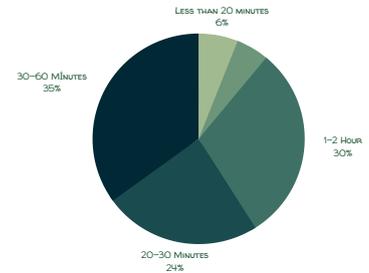
People going to market



Frequency of going to market



Time to market



## The Problem:

Since the markets are very crowded and have narrow passages, it is very difficult to transport and store the shopping. The transportation of bags turns into a very troublesome process.

## The Big Picture:

These days, mostly because people are in a hurry, they want to do their shopping quickly and conveniently. While the majority of people who go to the market in Turkey want to hurry, they experience accidents caused by the narrow passages of the market, and they have difficulty in carrying the bags they bought.

Existing market cars make this process even more difficult. Also because most of the bags are plastics that are using for shopping, there are environmental pollution after the bazaar days.



## The Objective:

Facilitate market experience in Turkish bazaar environment.



## The Guideline

### → The Challenge:

To make market shopping both easy and practical and to enable the user to experience this process in the most enjoyable way.

### → The Target:

People who needs to go bazaar often and having difficulty in navigating the market.





## General Information

Marketplaces can be divided into two

- 1- Open-air markets that formed by closing the street for a day



- 2- Closed-air markets that established to closed areas.



## Benefits:

**"Bazaars are the source of social interaction and national consciousness."**

There are many different types of products are sold in distinct bazaar like vegetables, clothes, household items, and dried food. There are distinct bazaars at nearly 300 thousand points. Turkish people prefer bazaar as in the first place.

Distinct bazaar creates history of Turkish shopping culture. They survive and continue with their shopping culture despite of thousands of malls .

Distinct bazaars ,which are the house for street shopping, become a popular place for everyone. The shopping in bazaars is dispensable for each family. It is possible to find many different products in these bazaars that are set at specific distincts and in specific days. The most important point of distinct bazaars is to socialize people with each other. People, who go to the bazaar regularly, begin to know each other after a while.



## Products Sold

A wide range of products are sold in these markets such as;

- Fruits
- Vegetables
- Handicrafts
- Local flavors
- Antiques
- Clothes



## How to Buy?

- 1- Go to the desired products stand
- 2- Tell to the seller is told which product and how many kilograms you want.
- 3- The seller weighs the product in a bag and gives it to you
- 4- Give him the money
- 5- Congratulations, you bought!



## A day in the Bazaar?

The best time to go is in the morning when the sun is shining and you'll have the best choice of vegetables and fruit. Before purchasing anything, first walk the entire pazar to get a look at the prices as they change every week.

Men and young boys generally work the stalls, but you have also seen women filling the plastic buckets with pomegranates and apples. Everything is priced per kilo. You'll leave the pazar with heavy bags and full pockets. Make sure to bring cash though as your MasterCard is useless here.

If you are like me and in the process of learning Turkish, the pazar is a fantastic place to practice. The vendor's English is limited and some unscrupulous types try to cheat customers if they know you are foreign (always count your change!). It's best to try and avoid speaking English when paying and try your hand at Turkish instead.



## Relationship with Turkish Culture

Pazar have a significant place in Turkish culture. Its origin is based in Asia, the first homeland of the Turks. The Turks brought their market cultures wherever they went, and markets were set up throughout the geography. These markets were not only meeting places where all kinds of products were bought and sold but also a part of the Silk Road.



Distinct bazaars are set in everyday at everywhere in Turkey.

Wherever you are in Turkey, you can see the setting of distinct bazaars at specific days. Although so many markets and malls are opened but still bazaars survive. Housewives prefer district bazaars while they are shopping. The main reason of that is weekly shopping. Turkish women go to bazaar for a shopping, and they buy their needs. So, the thought of "what should I cook tomorrow?" disappears thanks to this way.

Today, some markets still continue in the same place for 800 years. Some of these markets that tourists visit frequently:



Cumalıkızık Bazaar



Pınar Bazaar

## Some habits in Bazaar environment:

People have different attitudes in the market. Some people first visit the whole market and keep the prices in mind, and then they buy the products they choose, visiting once or twice more; some take it as they see it and go out in one go.

In these areas, you can see people with bags or wheeled vehicles. These vehicles are called market trolleys and make it easier for people to carry products. However, putting soft products such as tomatoes and bananas on top so that they are not crushed at the bottom is a process that becomes more difficult as the shopping progresses.



Trolley

## Stallholder's farcical shouts

Also, producers exhibit their products in bazaars. There are competitions between stallholders. There is a tradition in Turkish bazaar culture:

- Stands selling the same products cannot be set side by side. Unfair competition is prevented thanks to this way, and there will be more fair selling system.
- Stallholders try to sell their products by shouting slogans and they revive their sellings with songs. These are the indispensable elements of Turkish bazaar culture.

**" I wish I have money to buy it"**

**" Come my sister, choose, reserve. The one not buying it will regret. The one buying it will feel lucky"**

Competions can happen between the stallholders with these shouts. That gives pleasure to people. You cannot see the marketing of product by shouting like that except from Turkey. You have a chance to taste the product, which is the another detail you cannot see anywhere. You can taste the cheese, olives, nuts, figs. You can do shoppings after controlling the flavours.

