

## **Good Design?**

The vision of “transforming İzmir into a city of design and innovation,” first articulated at the 2009 İzmir Culture Workshop, found concrete ground through **İyi Tasarım/Good Design İzmir**, which over the years has evolved into the city’s most comprehensive and enduring public design programme. Held annually since 2016, this multidisciplinary design event has not only fostered professional and theoretical discussions through its critical, experimental, and transformative approach, but has also served as a democratic platform that integrates design into the city’s daily life, public discourse, and cultural transformation.\*

Drawing on the experience accumulated over the past decade, we now stand at a threshold: a moment to revisit the concept of “good design” and open it up for discussion within its contemporary context.

In its 11th edition, **İyi Tasarım/Good Design İzmir** focuses on the relationship between “good” and “design”, asking: How do our deliberate interventions in the world relate to what is good, right, and beautiful?

Approaches that seek to render “good design” both measurable and open to discussion have long been on the agenda. The principles articulated by Dieter Rams, and widely accepted within the design discipline, offer a universal framework based on criteria such as innovation, functionality, clarity, simplicity, durability, attention to detail, environmental responsibility, and the principle of “as little design as possible.”

Today, the conditions under which design is produced and experienced are changing rapidly. Ecological crises, social inequalities, technological transformations, and the fragilities of everyday life make it necessary to rethink “good design” through the lenses of context, impact, and responsibility.

This year, rather than proposing definitive or singular answers to what “good” means, **İyi Tasarım/Good Design İzmir** aims to collectively expand the question.

- How is the value of a design measured? By its function or by the effects it creates?
- For whom and under what conditions does the “good” hold validity?
- Can design be evaluated independently of power relations?

Centred around these questions, **İyi Tasarım/Good Design İzmir\_11** invites you to collectively think about, produce, and discuss the contemporary meanings, boundaries, and potentials of design.

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\* Elif Kocabıyık, Emre Gönügür, Ziyacan Bayar, “İyi Tasarım İzmir: İlk On Yılı Geride Bırakırken”, **İzmir: Kültür, Mekân, İnsan Dergisi**, Bahar 2026, 156