



DESIGN CONSALTANCY
& COLLABRATION GUIDE

MULTIDISCIPLINARY

Since all of our products are handmade, all products are different from each other and therefore **UNIQUE**.
Please note that the products in the photos will not be sent exactly the same.

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www.ozlemtuna.com



ABOUT

Established in 2003, ÖZLEM TUNA DESIGN has been designing and producing in Istanbul since then. Defining its design process through a simple and striped perspective, ÖTD designs and manufactures porcelain and jewelry with a multi-disciplinary methodologic approach that combines the small scaled urban traditional craftsmanship with high-tech production methods.

As a brand the main collection of OTD range from jewelry to Coffee/Tea sets and desktop objects of various forms and functions.

OZLEM TUNA DESIGN operates in the fields of custom product design, corporate gifts design, conceptual design projects and art exhibitions..



**OUR WORK REFLECTS
20 YEARS OF EXPERIENCE**





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WHAT WE DO

SINCE 2003 WE DESIGN AND PRODUCE high-end products as unique corporate gifts, bespoke promotional items/awards, jewellery, household accessories.

WE PROVIDE object design consultancy services.

WE AIM TO BE your solution partner in product design.



OUR PRIORITY IS

- to create products that match and strengthen your corporate identity
- to meet your design need
- to keep a high standart in quality
- to pay attention to details
- to be price efficient
- to deliver in due time.



WE WORK WITH

- Porcelain/Ceramic
- Brass, Copper, Steel
- Gold, Silver
- Precious and Semi-precious Stones
- Wood
- Fabric
- Glass
- Marble



CORPORATE GIFT DESIGN

We make design gifts for the requests and needs of Institutions or Organizations.

We develop and produce creative solutions for gift ideas, accessories and product design that are fitting to the corporate identity, unique to the company/brand and represent the company's values

The process begins with the determination of the conceptual theme for the Corporation and continues through to production, presentation and packaging of the products.



STRATEGIC DESIGN CONSULTANCY

WE PROVIDE CONSULTANCY IN

- jewellery and object design
- production and production processing
- prototype making
- material alternatives
- packaging



1. BRIEF

Assessment of the company's needs and constraints



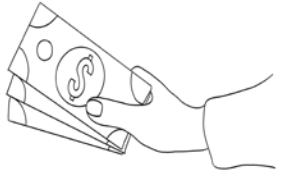
2. CONCEPT

Clarification of the conceptual theme & the story the company wants to tell.



3. DESIGN

Creation of unique designs as product alternatives. company wants to tell.



4. BUDGET

Decision of the material and production method within the desired budget.



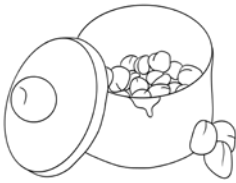
5. SELECTION

Selection of one design by the company.



6. PRODUCTION

Production and quality controls.



7. PROCUREMENT

Procurement of the complementary products related to the product's function, such as food, etc.



8. IDENTITY

Preparation of the product in line with company's branding, including packaging, brochures, tags, etc.



9. DELIVERY

Delivery of the product via courier or in person.



WHAT WE HAVE DONE

ARÇELİK
ANADOLU AJANSI
VOLVO
DGCX
LIV HOSPITAL
ENERJİSA
CAN YAYINLARI
FOUR SEASONS SPA
ERDAL ÖZ LITERATURE AWARDS
TURKCELL
MARSHALL
İHKİB
ART OF HERITAGE
ISTANBUL CHAMBER OF COMMERCE
TROY
BEKO
PILOTS
TURK TELEKOM



ANADOLU AJANSI X OZLEMTUNA

The plaque, Anadolu Ajansı gave its employees who had retired, was designed in 2012. It was produced with laser cut steel and wood.



ARCELİK X ÖZLEMTUNA

In this corporate gift project specifically designed for Arçelik, besides designing and producing the coffee set, Özlem Tuna design studio carried all the steps of logistic out.

In this third project for Arçelik, Arçelik aimed at the end users as part of a marketing communication strategy. As part of their customer loyalty programme, the company sent a package containing 2 porcelain coffee cups with 2 steel saucers and a message to the selected customers.

Also based on the idiom "A cup of coffee is remembered for forty years" Arçelik's project was an accurate way of strengthening the bonds of the company with its customers.



CAN YAYINLARI X OZLEMTUNA

Can Yayınları, which has been established in 1981 by Erdal Öz, welcomed the year 2014. At the beginning of 2014, Can Yayınları renovated itself by creating a new logo, book cover and enriching publishing content. And they worked with Ozlem Tuna for launch event.

For the corporate gift project of the new logo launch of Can Yayınları, paperboard boxes embossed with custom designed "Can" logotype, laser cut steel keychains(keyholders) and paper clips are produced by Ozlem Tuna Design team.

Custom designed embossed paperboard box is fashioned in the form of a book bag with a red ribbon as the holding apparatus.

The laser cut steel keychain is designed as a nice corporate gift, resembling an open book, with phrases about literature and the new Can logo carved on it with laser.

The quotes on the keychain are:

"literature is an idea"

"literature is freedom"

"literature is revolution"

"literature is to resist"

On the paperclip made of laser cut steel is carved the phrase "literature is human rights" and the new Can logo.



DUBAI GOLD & COMMODITIES EXCHANGE

We have designed and produced cufflinks as specifically Ramadan Fest gifts for senior directors of Dubai Gold Exchange.

Inspired by The Palm , cufflinks are produced from zamak material inlaid with enamel. Dubai Gold Exchange's choice of corporate gift, these cufflinks are presented in custom made packaging.



ENERJISA X OZLEMTUNA

In this corporate gift project specifically designed for Enerjisa, besides designing and producing the coffee set, Özlem Tuna design studio carried all the steps of logistic out.



ERDAL ÖZ X OZLEMTUNA

Erdal Öz Literary Award 2014

"To be able to create the feeling of experience, to occupy a place in the heart of the reader, should be accepted as the success of that narration, that story."
Erdal Öz

To commemorate Erdal Öz, the founder of Can Yayınları, his family organizes an annual Erdal Öz Literary Award. Özlem Tuna Design Studio designed a special package with Öz's book "Odalarda" as a gift for the participants for this event in 2014.

His silhouette and the above sentence is inlaid with laser on a steel bookmark, and a rubber protector is used to keep the book from disbanding.

Erdal Öz's book "Odalarda" with the custom made bookmark, wrapped in kraft paper embossed with Erdal Öz' signature, is presented to the participants.



FOUR SEASONS HOTEL X OZLEMTUNA

The lavender scented eye patch, which we have designed and presented in a special bag, to be used in the SPA section of the Four Seasons Bosphorus Hotel, which makes a difference in terms of guests having a pleasant and comfortable time, was prepared by Özlem Tuna's design workshop.

This product we made for Four Seasons has been an effective example of how we offer very special solutions for product requirements that will strengthen corporate gift, customer loyalty and brand loyalty.



IHKİB X OZLEMTUNA

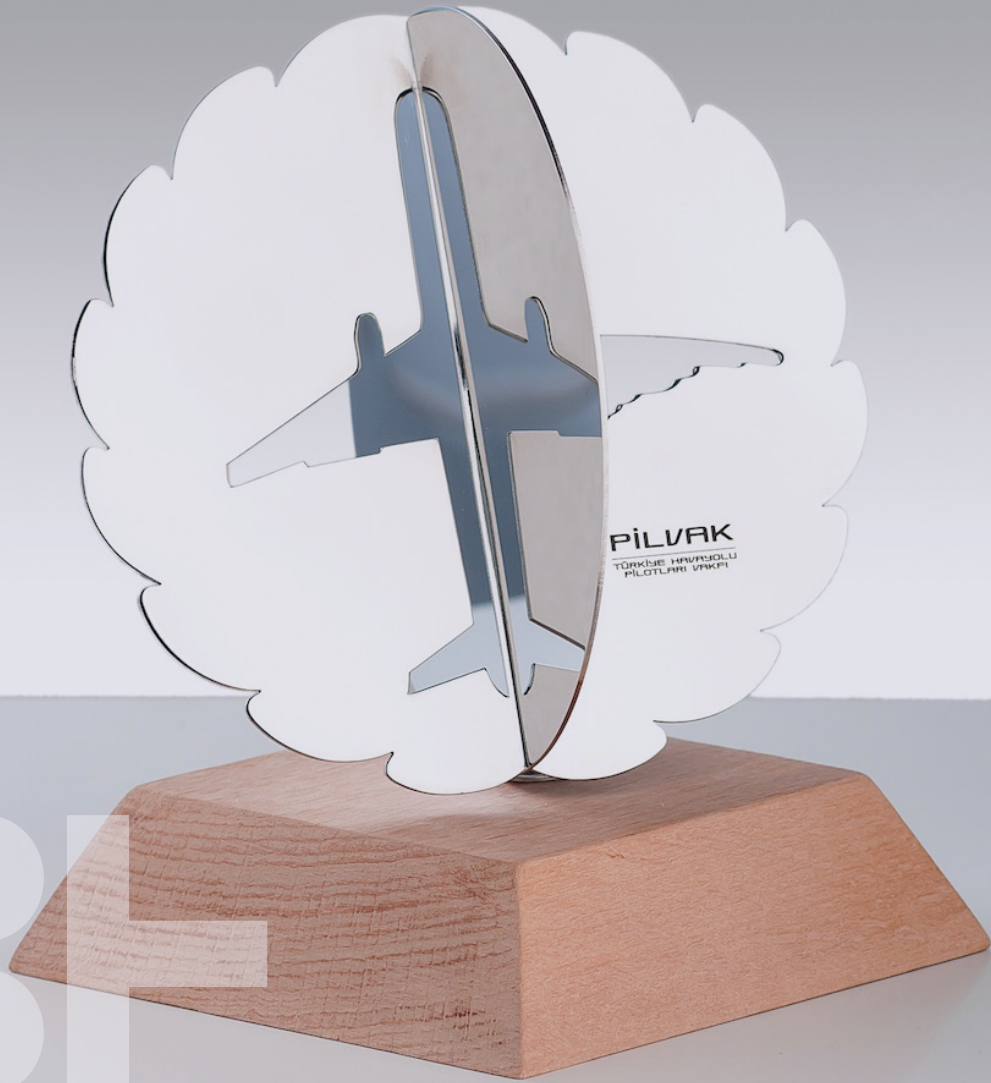
Istanbul Apparel Exporters' Association (IHKIB)

Designed to be given to successful names in Platinum Gold and Silver categories at the Stars of Export Award Ceremony for Istanbul Apparel Exporters' Association (IHKIB). Brass laser cut body is mounted on platinum gray, gold yellow and matt gray lacquered painted MDF bases and delivered in its final form in a special box with graphic work.



LIV HOSPITAL X OZLEMTUNA

This plaque was designed for the Liv hospital and produced with laser cut steel and wood.



PİLVAK X ÖZLEMTUNA

Pilots' Foundation

This plaque was designed for the Pilots' Foundation and produced with laser cut steel and wood.



QATAR AIRWAYS X OZLEMTUNA

DESIGN IN THE DESERT

Under the project management of Designer Özlem Tuna, Fashion Designer Arzu Kaprol, Research and Trend Specialist Nurhan Keeler, Industrial Designer Sertaç Ersayın, Photography Artist M. Serdar Samli designed coffee cup patterns with the inspiration of Qatar habitat. The design process and habitat were photographed by Photographer M. Serdar Samli.

The team paid a visit to Qatar on October 18-21, covering Doha, Souq Wakif, Al Wakrah desert, Film City, Pearl, Corniche, Katara Village, Sahin Hospital, works by signature architects and artists.

In such a habitat, the perspective of people from different disciplines such as fashion design, industrial design, photography, research and trend enriched both the design and the process.

The design process started in Istanbul with preliminary research, continued in Doha and took shape in the desert.

Day and night, nocturnal life, shores, contrasts, intimacy, pigeon towers, things from a high to a low, lightnings illuminating the lake, sandstorm, velvety sands, sand waves resembling the wing pattern of the coast, shifting sand dunes, sand color brown mixed with the blue of the sky Cupt inspired pattern designs. The harmony and enthusiasm of the team made the design process unique.



VOLVO X OZLEMTUNA

In this corporate gift project specifically designed for Volvo, besides designing and producing the coffee set, Özlem Tuna design studio carried all the steps of logistic out.

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