

THE

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## DESIGN: UNIQUE LIVING AND CHERISHING



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Design is the thing that makes the same kind of product different and distinctive, and in fact has the unique effect on the customers when they select the product. Due to designs contain intellectual endeavour and effort, legal systems give a great importance to designs and bring special regulations for them.

In Turkish law, design is defined as; appearance of the products or its ornamentation arising out its specific features such as line, form, shape, colour, material or surface texture. Within this scope, we might come to a conclusion that everything we can see in our daily lives contains in itself a design. However, it is not possible that all designs are protected by law due to legal systems aim to protect intellectual value and novelty of the design contain within itself.

Ham:m is one of the companies in Turkey that shows the necessary awareness of the importance of design and considers the furniture as an innovative design. For example, it follows a quite unusual practice in the industry, which is protecting the intellectual effort of its employees and putting designer name on their products. This practice shows us very clearly that the most important factors to add value to the product are its design and the employee who put the intellectual effort into it.

Ham:m is a furniture and design brand whose priority is to provide original and pleasant living spaces. It has been mentioned frequently in recent years since it gives great importance to craftsmanship and it combines traditional manufacturing styles with industrial techniques.

*“We are struggling against the consumption habits of today’s society by designing antiques of the future.”*

This quote of the founders of Ham:m, Muhammet Taşlı and İdil Özbek, actually gives the main idea about the values that the brand adheres to.

Maybe, as we stated above, one of the most distinctive feature of Ham:m comparing to the other design companies is the importance it gives to its designers. Ham:m emphasizes everywhere that they are a family with interior architects, industrial product designers and the photographers and also aims to integrate the product with the product designer.



While the products created by the designers are joined in the portfolio, at the same time the name of the designer is shown on the product and in many places where the product is exposed for sale.

Including but not limited to couch, table, buffet, bed, chandelier, floor lamp, chopping board and trivet, Ham:m aims to bring together with the customers almost every product that they may need in a house. Ham:m makes every endeavour for the design and manufacturing of these products.

In addition, determining the product names as connotations shows another sign of their originality.

## Ham:m Plus

Ham:m Plus is an interior consultancy service provided by Ham:m. In this service, the imaginations of the customers about their living places turn into reality in line with their requests and needs.

- **Meeting & Insight:** Firstly, the Ham:m Plus team comes together with the customer and listens the customer's needs and requests. Later, architects visit the living space for discovering, make professional analyses and closely observe the space so it is properly determined what the customer needs.
- **Designing & Presenting:** The architects designs the living spaces special to the customers in line with expectations and needs of them together with furniture, accessories and lighting. Manufacturing the products starts at this stage after the project has finalized in accordance with the results of peer to peer communication and the special needs.
- **Implementation:** Then, when manufacturing starts and the products are brought to the place for montage, the dreamed place becomes a reality. Touching of the local craftsmen to the products in the course of the manufacturing process is a sign of Ham:m's vision about keeping the old values alive.



## INTERVIEW WITH FOUNDER OF HAM:M MUHAMMET TAŞLI

We made an interview with the founder and CEO of Ham:m regarding the value and importance of design and Ham:m.

- **How do you think Ham:m has become this much recognized in the sector?**  
Since the day we established in 2010, we have always been recognized with our sincerity and warmth and an amateur approach from a single product to the dozens and from a single shop to the few shops. Our customers have always been the main characters of our story. This is because, as they loved Ham:m, we grew and improved.
- **Why does Ham:m consider architecture and design as so much interconnected?**  
The culture that creates Ham:m is actually coming from our architectural office called ID-ISTANBUL which makes pleasant and high quality projects for many years. We never separated architecture or interior architecture from product design in our architecture office and Ham:m. By this means, the products we created did not become disconnected from the places; and belonged to the present and even to the future. The power we get from here further improves us day by day.

• **It is told that the traditional costumers actually want to touch, feel and try the design first. Despite this, what is the purpose of providing your products to your customers via the Internet?**

Of course, we take great pleasure in being interested in our customers individually. In Ham:m; we always say our new colleagues at the first place; “let the customer live the product, let him touch the product”. However, only a few months ago, since our brand’s recognition has been increased; we actually believed that we would be successful by offering an online sales experience to our customers. Therefore, now we are having an investment on online sales.

• **In the Ham:m Plus service, you first discover the place, then you prepare special projects for that place. With an interior architect’s point of view, what are the most important elements in a living space?**

The first thing we care about in living spaces is to make a correct layout plan. We start to work on making people aware of how the furniture should be arranged in the house, which is the most basic thing for the layout plan. Then we work on choosing the right products, creating their colours and fabrics in harmony with all the components of the house such as wall colours and wallpaper. In fact, for those customers who want a change, the Ham:m Plus service is a sort of encouraging progress. We also enjoyed such progress.

• **How do you give the names of your designs?**

We do not have a single rule to give the names of our designs, but we usually prefer Turkish or even pure Turkish names. This enables us with embracing our designs that already belong to us. Namely, giving a name of a product occurs by inspiring from its story or the thing what we’ve seen on the product or the story what we want to tell.



# Answers. Not theories.

## Gokce Attorney Partnership

### Editors:



**Assoc. Prof. Dr. Ali Pasli**  
ali.pasli@gokce.av.tr



**Yağmur Yollu**  
yagmur.yollu@gokce.av.tr



**Elif Aksöz**  
elif.aksoz@gokce.av.tr



**Ahmet Başaran**  
ahmet.basaran@gokce.av.tr

### About our firm

Gokce Attorney Partnership is an Istanbul-based law firm offering legal services across a broad range of practice areas including mergers and acquisitions, joint ventures, private equity and venture capital transactions, banking and finance, capital markets, insurance, technology, media, telecoms and internet, e-commerce, data protection, intellectual property, regulatory, debt recovery, real property, and commercial litigation. Please visit our web site at [www.gokce.av.tr](http://www.gokce.av.tr) for further information on our legal staff and expertise.

**Please contact us at**  
**contact@gokce.av.tr**  
**0 212 352 88 33**

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For further information please contact us at [contact@gokce.av.tr](mailto:contact@gokce.av.tr)