

# ICONS & STYLES

exceptional experiences in Turkey

**Life in local-styles**

SUMMER 2016





# Now is the perfect time to present our latest guest experience program “Life In Local-Styles”



Koray Şahmalı  
President

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Istanbul as the matchless blend of the most colorful and diverse lifestyles, keeps on amazing its first time travelers, who look for something beyond the historical, natural and cultural treasures of a destination. This can be made possible by feeling like a local, connecting with **local lifestyles**, dining at **top restaurants**, dancing in **trendiest** clubs, enjoying **family activities** and then sharing with friends back home with **all the reasons to come back** and live them all over again.

Our unique and highly appreciated **lifestyle & guest experience services** over the last three years are now reaching a new level with “**Life in local-styles**” program. Today’s discerned travelers will be meeting the finest experts for each and every experience exclusive to Icons & Styles. **Private yoga classes on the Bosphorus**, cooking classes in a local restaurant after shopping for the ingredients at the world famous spice market, and **sailing classes with family along the Prince Islands**, followed by a horse carriage ride to watch the spectacular sunset while tasting local seafood are only a few...

“**Life in local-styles**” will turn journeys into natural and genuine life practices for travelers in Istanbul, allowing unexpected but irreplaceable moments to be lived and shared above and beyond what is known as traveling.

Thank you for your continuous support as our valuable partner. We promise to keep coming up with irresistible itineraries with tempting options for more and more visits to **Turkey**.

Sincerely yours,  
Koray Şahmalı







## BÜYÜKADA: THE COOLEST FAMILY ACTIVITY

Live a day of fun and excitement with the whole family and friends. Meet your captain to practice a sailing adventure along the Marmara waters to Büyükada under the warming sun of a spring or summer day. Complement this unique experience by walking around the charming island for sightseeing and tasting the special flavors. Meet your local host at the 1899 Ottoman kiosk style port to enjoy the exquisite “no-car” island by foot or “Horse-drawn Carriage”. Explore the 6th century Ayios Dimitrios Church, Hristos Church and Monastery on top of the hill and hold your breath at the fascinating view, the silhouette of Istanbul.

Perfect your day through the local tastes; the most fresh seafood and scoops of delicious old-fashion ice cream!



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# INDULGING THE FLAVORS OF ISTANBUL



Marina Estelles Calatayud  
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Experience a street food walking tour and a hands-on-cooking-atelier by Cem Erol or Serra Erol, a famous Turkish Chef couple. Step into the Spice Market to select your ingredients and discover the dazzling scents of the Turkish spices. Arrive at a hidden treasure in Galata to make Turkish mezzes while learning about the fascinating Turkish cuisine, the fusion of various culinary traditions with a vast array of specialties, many with strong regional associations. Walk to the historical Beyoğlu fish market with your packed mezzes and taste some street flavors like “kokoreç”, “midye dolma” and “lakerda”. Stop by “Dürümzade”, a sparkling star of Anthony Bourdain’s “No Reservations” show, to enjoy the appetizing Turkish wraps along with your own homemade mezzes. For the icing on the cake, indulge yourself in the world-famous Turkish Baklava at Karaköy Güllüoğlu.



Cem Erol  
Chef





# *A moment of* **zen**

Meet **Alexis Gulliver** – an American personal trainer famous among Turkish celebrities – for an “**urban yoga**” practice in Istanbul to relax and focus at a unique and inviting setting like the Bosphorus or in a private museum. For a more “**spiritual experience**”, imagine a yoga day; at a **magical valley** in Cappadocia overlooking the fairy chimneys; on a luxury gullet in **Bodrum** or at a breathtaking Aegean vineyard.







# ALAÇATI:

## *The Turkish Windsurf Riviera*



Göktuğ İşisağ  
Founder & COO  
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Spend a few days in this **high-end** holiday destination, a unique **Mediterranean** town, so perfect with its cobbled streets, windmills, vineyards and idyllic restaurants with courtyards in bougainvillea.

Experience **Alavya**, located in the center of **Alaçatı**, with six houses in six different styles, telling six different stories and holding twenty-five rooms. Alavya's irresistible tastes start at breakfast with a selection of regional delights at **MITU** and continue all day at Alaçatı's famous restaurant, **Agrilia** with daily fresh flavors.

Catch the wind at this **Windsurfers' Paradise** -ranked near mainstays in the Canary Islands and Cape Verde- with its consistent and steady wind for an **average of 300 days a year**. European windsurfing championships are held in the crystal clear waters of **Alaçatı**, shallow and forgiving for newcomers yet challenging for professionals.



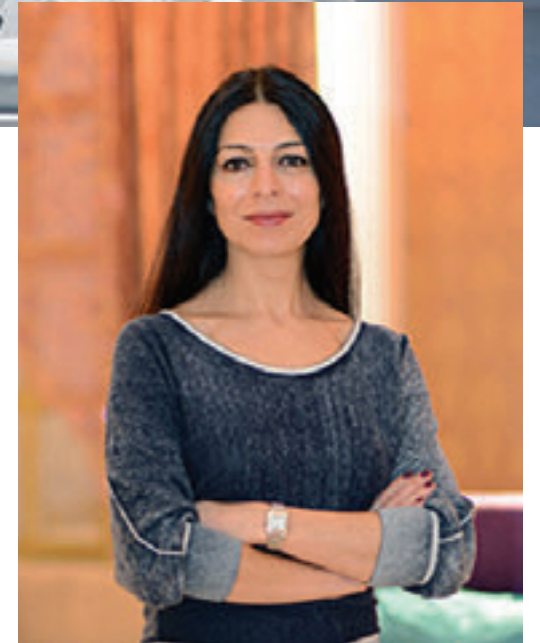


# THE CAPRI ISLANDER **IL RICCIO:** STARRING IN BODRUM

Sparkling like a star on top of a hill,  
The Capri Islander Il Riccio welcomes you at its newest  
location in Bodrum: Il Riccio Beach House & Restaurant.

Heralding from its Michelin star sister venue at The Capri Palace, Il Riccio  
Restaurant in Bodrum offers delightful lunch and dining experiences with  
its extensive outdoor terraces and private beach to create unforgettable  
moments for you and your loved ones.

Indulge in the fresh tastes of Italian and Mediterranean seafood specialties  
complemented by the rich wine list while surrounded with furniture in all  
shades of blue, inspired by the crystal clear water and the sky. Be tempted  
by the amazing flavors of the Michelin Starred Chef, served from glass  
enclosed cooking areas with hand painted majolica tiles.



Şebnem Özdilek  
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# ARGOS IN CAPPADOCIA

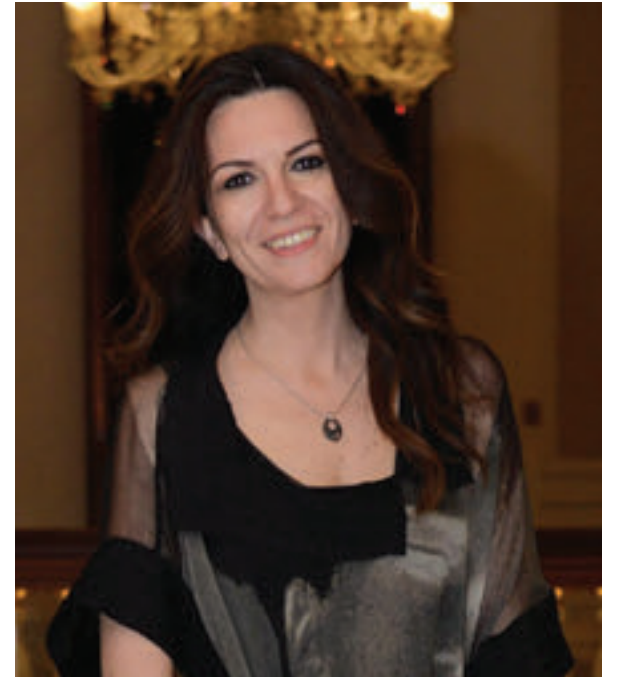
## *Rising In-Style with Signature Touches*



Argos in Cappadocia, renowned as “an ancient village with a reception desk”, is now ready to promise breathtaking moments beyond dreams to be lived in the magical landscapes of Cappadocia, with small but **signature touches** added to its natural comfort as of April 1st.

Six different mansions with fifty-one rooms are on the hillside of old Uçhisar Village. Bezirhane, a 1500 years old monastery, a home of monks is an integral part of Argos, hosting conferences, weddings, concerts and live performances. 1200 years old, 5.5 km long underground tunnel between Uçhisar Village and Gemil Mountain can be an exciting historical adventure for guests whenever desired.

SEKI restaurant, with its spectacular view, offers fine dining with fresh, local products from the organic gardens of the hotel, topped with awarded wines from Argos Vineyards. SEKI cellar, housing a 1300 year-old ancient winery, reserves a collection of 22,000 bottles.



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