

IZMIR UNIVERSITY OF ECONOMICS
FACULTY OF FINE ARTS AND DESIGN



İZMİR UNIVERSITY OF ECONOMICS

DEPARTMENT OF INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN

IAED 452 APPLIED WORKSHOP FOR IAED II

SEMINAR II: ERSA, FIRM INTRODUCTION

YALÇIN ATA
BRAND MANAGER

29 FEBRUARY 2012
13:30 - 15:30
PLACE: D022

DEPARTMENT OF INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN
SEMINAR BY YALÇIN ATA
“ERSA”

Yalçın Ata, the brand manager of Ersa Furniture, an important brand in furniture area met 4th year Interior Architecture and Environmental Design students in İzmir University of Economics. He is the third generation member of Ersa. He was a guest of the course called Applied Workshop II and gave information about the establishment as well as the development of the company. Yalçın Ata mentioned “Box In a Box Idea” that they developed during the process of establishing the new showroom in Fulya-İstanbul and told about the parts that differentiates the factory and showroom. He gave hints to students that can be helpful for them in business life while at the same time taking about the design and production process in Ersa and the team consisting both Turkish and international designers. Ata emphasized the necessity of telling the values of Turkey in international platform design area. He sincerely answered the questions of students and instructors.

Yalçın Ata

Marka Müdürü



