

Source: Designroutes.org

Adding value to a company by trilogy of research, craft, design **Dilek Hocaoglu, Dogus University, Turkey**

Dilek talked about the tradition of tile-making in Nicaea and its recent revitalisation. As she explained, the Ottoman city had been famous for tile-making in the 15th and 16th centuries, but trade declined dramatically in the 17th century.

Rather amazingly, the technical expertise of this historical craft was rediscovered through painstaking research by the Iznik Training and Education Foundation, founded in 1993.

Today there are over 100 workshops producing the distinctive quartz tiles in both traditional and contemporary designs, which are being used around the world - and even in entirely new product areas, such as eyewear.

For our research, this is a fantastic example of a culturally significant practice - that is, a traditional manufacturing process - being successfully revitalised.

Images courtesy of Iznik Tiles & Ceramics

