

Dogan Media Centre

Sogutozu Mah. Dumlupinar Bulvari No. 102
Cankaya
Ankara, Turkey

Architects	Tabanlıoğlu Architects Istanbul, Turkey
Clients	Ortadoğu Otomotiv Ve Tic. A.S. Ankara, Turkey
Commission	2006
Design	2006 - 2007
Construction	2007 - 2008
Occupancy	2008
Site	4,299 m²
Ground floor	1,156 m²
Total floor	11,475 m²
Costs	11,500,000 USD

Programme Dogan Media Group owns four TV channels, eight newspapers and 25 magazines and this building brings them together on one site. Conceived as a glazed cube, the form has been subverted by the extrusion, addition and subtraction of other smaller cubes. This is a metaphor for the diversity of activities within. A perforated metal screen shades parts of the façade, evoking Braille to represent communications. This is echoed in the punctured ceilings internally. Occupants are brought together in the atrium, which also serves to layer views vertically through the offset floor plates. A high degree of transparency internally and externally reinforces the connections within this ‘embassy of the media’.

DOGAN MEDIA CENTER
ANKARA



DMC is planned to be a distinctive media figure in the Capital city, housing Ankara studios of Dogan Media Group and its newspapers' regional editorial offices, creating the basis of interaction between the brands of the group and providing a common source. Conceptually, DMC is a simple glazed cube in response to an orthogonal site.

Configured within a basic planning module of a 4m x 4m x 4m cube and a structural module of 8m x 8m x 8m, the purist form has subsequently been remodelled, with the extrusion and attachment of smaller cubes, and simultaneously eroded by the subtraction of other cubic volumes. The building is consequently perceived as a sculptural grouping of related boxes of the same genus but with a variety of sizes, starting on the surface.

The concrete structure reaches up to 7 stories by feasible use of galleries so that extra operative space created by mezzanines. The story height is 4 meters, every two floors a cube is formed; the modular structure provides a flexible basis for planning. Intermediate floors are supported on secondary steel columns and beams.

The building is strongly perceived from afar and in diverse prospects at various angles. In accordance with topographic directions, the modules on the entrance elevation are slightly angled to enhance the dynamic appearance.

Perforated shield resembling Braille alphabet at range of sizes, symbolizes "communications for all". The emblematic use of façade creates a visually legible dynamic ambiance with reference to today's assertive image of the media. The metal panels filter the sunlight entering the building into shifting patterns of dappled shade. The panels' perforations are echoed in the suspended ceilings, where circular cut outs house connections for camera equipment and lighting.

The finishes in the interior draw on the same muted palette of calming colours that is applied to the exterior: dark grey, black and shades of brown.

The projecting boxes are each dedicated to a specific TV channel or newspaper so that the various units within the Doğan conglomerate can be identified from afar. The assemblage of smaller cubes within the structure of the large box can be read as a metaphor for the diversity of the company's operations and a high degree of transparency serve to reinforce the separate brand images.

Composed harmoniously with the environment; it is open to the cityscape. There is a strong relationship between the interior of the building and public realm.



