

Historical Toys at Toy Museum Coming Alive

Istanbul Toy Museum hosts an arena theatre named *Helikon*, which combines many different elements of performing arts, including dance, pantomime and music.

DenizBank sponsors this performance, in which the toys will come alive and the visitors will find themselves in the centre of the story. It will start on 5th November, and as of 18th November, will be performed every Sunday and Monday. The chambers to be arranged according to the toys will turn into a stage and the performers will lead the audience into a time travel.

Exhibiting the most popular toys of the toy history, from 1700's to today, for more than 13 years, Istanbul Toy Museum is bringing in something new in Turkey.

The Museum will host an arena theatre "Helikon", which will start on 5th November and will be performed every Sunday and Monday as of 18th November, offering an unforgettable theatre experience to the visitors. Chambers to be designed according to the toys exhibited will become a stage, which will make the audience experience an unusual theatre performance.

"Toys are coming alive now"

The founder of the Toy Museum, the author Sunay Akin, comments on this unusual meeting of theatre and museum: "While establishing this museum, we considered every chamber as a theatre stage with the stage designer, Ayhan Doğan. What we dreamed was that the visitors feel like they are part of a play. After many years, this vision is coming true with the participation of theatre players. They always ask us, "Do the toys come alive at night?". Thanks to the play, *Helikon*, now the answer to this question is, 'Yes, they do'."

"Every colour of the art is enriching our culture and art journey"

DenizBank's CEO, Hakan Ateş, highlights that DenizBank has always supported different fields of art since the day they were founded in order to leave a rich cultural and artistic legacy to the next generations of Turkey, and he adds: "People from all sections of society have been visiting the 20-year-old toy collection of Sunay Akin at the Toy Museum since 2005. And now, the Museum is getting ready for offering a curious and adventurous experience to its visitors in a historical maze. Toys remind all of us significant memories from our childhood. Now, the story of toys will get even deeper with this unusual theatrical performance, which will guide us to rediscover our childhood years. Our Bank has always prioritized investment in various forms of art, especially those which will make a difference in the eye of the youth. So, at this point, we are very much pleased to be involved in such a project which incorporates many elements of art. As we have done until today, we will continue to say 'Yes to Art' in the future."

The director of the play, Ali Ozan Akin, explains that he was first introduced to the arena theatre in New York, where he got trained on directing business, and since then, he has always dreamed of an arena theatre within Istanbul Toy Museum. He also adds: "The building of Istanbul Toy Museum was wrack and deserted in 80's, that's why they used to call it Haunted House. The etymology of the word "museum" goes back to the "Muses" who used to live with Apollo, the God of art and light, in the Mountain Helikon. The building of the Toy Museum which used to be known as Haunted House will be hosting 'muses' today."

Theatre at Museum offering a brand new adventure

The arena theatre "Helikon", written by Ali Ozan Akin and Mehmet Erbil, is named after the mountain where nine muses, daughters of Zeus and Mnemosyne, used to live; Calliope (Epic Poem), Euterpe (Music), Terpsicore (Dance), Polimnia (Pantomime), Clio (History), Erato (Love Poems), Melpomene (Tragedy), Urania (Astronomy), and Talia (Comedy). The Play will take place in nine different chambers of Istanbul Toy Museum, each performance chamber representing one of the muses and one of the toys exhibited in the museum.

Those who will be following the muses in the magical atmosphere of the Toy Museum will find themselves sometimes in the Dumlupinar submarine, sometimes in a tailor shop, witnessing the rising of a new romance, sometimes in the same wagon with Atilla İlhan, listening to one of his poems, and sometimes in the dreams of a child who wants to travel to the space.

With the sponsorship of DenizBank, the theatre play will start on 5th November, and as of 18th November, it will meet the audience at 9 p.m. every Sunday and Monday.

About DenizBank

DenizBank was established in 1938 as a state economic enterprise aimed at funding the developing Turkish maritime sector. Early in 1997, DenizBank was acquired by Zorlu Holding in the form of banking license from the Privatization Administration and in October 2006, a leading European financial group, Dexia incorporated it to its structure. For 6 years, DenizBank operated in Dexia's main shareholding and since 28 September 2012, has continued to provide services under the umbrella of Russia's largest and well-rooted bank, Sberbank. DenizBank has become one of the remarkable banks of Turkey in a short period of time. DenizBank Financial Services Group was established in 2003 in order to create a "financial supermarket" accumulating various financial services under one roof. Including subsidiaries, there are totally 756 branches within DenizBank Financial Services Group operating in 81 provinces of Turkey and abroad, employing 14 thousand people. DenizBank Financial Services Group consists of DenizBank, five domestic, three international financial subsidiaries, six domestic non-financial subsidiaries and a branch in Bahrain. DenizYatırım, Deniz Real Estate Investment Trust, DenizPortfolio Management, DenizLeasing, DenizFactoring, Intertech, DenizKültür, Ekspres Bilgi İşlem ve Ticaret, Deniz Card Payment Systems, Açık Deniz Radio – TV and Bantaş are the group's domestic subsidiaries while Eurodeniz, DenizBank AG and DenizBank Moscow are its international subsidiaries.

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