

## **GaleriDeniz hosted Görmezden Gelmeyelim (Let's Not Ignore) exhibition**

**DenizBank's exhibition hall GaleriDeniz hosted "Görmezden Gelmeyelim (Let's Not Ignore) - Schizophrenia from Prehistoric Times to the Present" exhibition which was prepared by contributions of Abdi İbrahim Otsuka and reached more than 2 million people in many regions of Turkey for 4 years.**

**The exhibition, which was organized within the scope of 24 May World Schizophrenia Day, aims to create a social awareness of the issue with its content about the treatment methods from past to present of schizophrenia disease, which can be seen in one of every 100 people today, as well as its visual and auditory experience areas.**

Supporting projects that add value to human life and society since the day it was established, DenizBank hosted "Görmezden Gelmeyelim (Let's Not Ignore) - Schizophrenia from Prehistoric Times to the Present" exhibition, which was organized for the first time in Turkey to draw attention to schizophrenia disease with the contributions of Abdi İbrahim Otsuka.

"Görmezden Gelmeyelim (Let's Not Ignore) - Schizophrenia from Prehistoric Times to the Present" exhibition, which is the fourth guest exhibition in GaleriDeniz, presents a perspective to schizophrenia from early ages to the present; and demonstrates the methods used in diagnosis and treatment of this disease, which touches the lives of around 600 thousand people in Turkey and 51 million people around the world, together with the revolutions in the scientific and social approaches to the issue.

Inviting the visitors to experience through Empathy Booth and Whirling Bed rather than just watching, the exhibition provides an opportunity to understand the sensory world and experiences of schizophrenic patients both visually and auditorily.

In the scope of the exhibition opened for art lovers of Istanbul between 8-24 May, an event was organized with participation of Denizbank's CEO Hakan Ateş, Abdi İbrahim CEO and Abdi İbrahim Otsuka Board of Directors Member Süha Taşpolatoğlu, Head of Schizophrenia Associations Federation Ass. Prof. Haldun Soygür and Abdi İbrahim Otsuka Company Manager Elif Elkin and the employees, for the purpose of World Schizophrenia Day.

**"We sustain our operations with a vision that aims to understand human"**

Emphasizing that Görmezden Gelmeyelim (Let's Not Ignore) exhibition is a project that starts a historical journey for the visitors to understand schizophrenia -a human disease- through human stories from 5 thousand years ago to the present; **DenizBank CEO Hakan Ateş** said: "Görmezden Gelmeyelim exhibition provides us with a new field of experience to understand schizophrenia. Because in this exhibition, we visit the mind, nature, sensory and cognitive experiences of a schizophrenic patient as a participant rather than being just an observer. We

can see the evolution, change and transformation of the disease and relevant treatment methods, and most importantly, we can empathize with that world.

As DenizBank, we have tried to understand human since the day we were established; and made efforts to add value to the lives of farmers, SMEs, pensioners, tourism professionals, educators, sportsmen, artists and so on. GaleriDeniz is something we brought into being based on this vision. Today, we are proud to host this exhibition about a subject of which there is a weak social awareness."

**"When bringing the first and only treatments of the world to Turkey, we produce projects with social responsibility consciousness."**

Stating that Abdi İbrahim Otsuka, the first and only Japanese partnership in Turkish pharmaceuticals sector, is a brave and innovative company holding a strong belief in life, discovery and treatment, he expressed his gratitude for bringing the exhibition to visitors from Istanbul once again through DenizBank's cooperation.

**Abdi İbrahim CEO and Abdi İbrahim Otsuka Board of Directors Member Süha Taşpolatoğlu** continued as follows: "Abdi İbrahim Otsuka is a strong partnership of Abdi İbrahim, the leader of Turkish pharmaceuticals sector with its 107-year treatment passion, and Otsuka, one of the biggest 30 pharmaceuticals companies in the world. The high-tech and R&D power of Otsuka serve for the health sector in Turkey. We bring the first and only treatments of the world to Turkey. In addition to transfer of technology, we also contribute to the domestic production. On the other side of the work, Abdi İbrahim has a sense of social responsibility which he has accepted as one of his fundamental values for over a century. In particular, we act with the purpose of creating awareness and more support for the challenges that psychiatric patients face in their social lives. While we remind through this exhibition that patients who are confronted with schizophrenia as patients or patients' relatives are not alone, we aim to provide an opportunity for those who have not faced the disease to empathize with those who are exposed to it. As Abdi İbrahim, we have chosen to improve life as a mission. Every day we go to work with this ideal, and we are happy to serve it. I am really happy that DenizBank, one of the most respected brands in the banking sector, has opened the doors of this beautiful hall to us cooperating with us around the same sensual feelings. We believe that if DenizBank's sensitivity extends to all segments of the society, we, as a society, as institutions and individuals, can support schizophrenic patients and all those who struggle with such diseases."

**Abdi İbrahim Otsuka Company Manager Elif Erkin:** "As Abdi İbrahim Otsuka, we are working and conducting social projects to improve life more and more with every step and to add value to the lives of patients. Especially in psychiatric diseases, there is a problem that is even harder than the disease itself: Social labeling. Labeling, that is, prejudices in society are much larger than the damage caused by the disease. In 2015, in order to raise awareness of the community about schizophrenia and to provide empathy with patients, we prepared the exhibition "Görmezden Gelmeyelim (Let's Not Ignore) - Schizophrenia from Prehistoric Times to the Present" exhibition and carried it to Istanbul, Ankara, Izmir and Kocaeli. We achieved to reach more than 2 million people in 4 years. This exhibition, which attracted great attention from the first day, won many important awards. In the next step, we aim to take our exhibition to other provinces of Turkey, reaching more and more people and increasing awareness of schizophrenia. We would like to thank DenizBank and GaleriDeniz for hosting our exhibition, sharing this social awareness.

## **About Görmezden Gelmeyelim (Let's Not Ignore) - Schizophrenia from Prehistoric Times to the Present Exhibition**

*In the exhibition, which was supported by many experts and artists during the 14 months of preparation process, we adopted a content and exhibition methodology that will attract the attention of the academic community and the medical community as well as the public, the patients and their relatives, and will provide them information on the issue. With this exhibition, it is aimed to show a lot of subjects left in the books with the help of animations and to create an experience to be imagined, as well as to increase the public interest in this field and to help them understand schizophrenia patients from a different perspective and away from the prejudices about schizophrenia. The exhibition has been visited by more than 2 million people around the world till now.*

## **About DenizBank**

*DenizBank started its journey when it was acquired by Zorlu Holding in 1997 in the form of banking license from the Privatization Administration. 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. As of 1 July 2013, DenizBank took over the Retail Banking Business Line of Citi in Turkey, with over 600 thousand customers and nearly 1,400 employees.*

*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 753 branches within DenizBank Financial Services Group operating in 81 provinces of Turkey and abroad, employing around 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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