salt juxtaposes opposites so does the city
Istanbul is fun but also woeful
it is modern but also conservative
Istanbul is alluring and annoying
It is unique because the city can integrate anything.
JUXTAPOSITION OF
ORGANIC FORMS WITH THE
INDUSTRIAL LOOKING
CHARACTER SET IS LIKE
THE CITY
Things are not meant to fit but at the end they must work together.
For example, Istanbul streets are covered with commercial typography.
Seeing walls painted with graffiti is the only break you can have.
The texture of spray cans and markers is like a fresh breeze in Istanbul's monotonous typography.