

Istanbul, 11 June 2024

Turkish Airlines launches Inner Portrait with Refik Anadol at Art Basel 2024

As the airline flying to more countries than any other airline, Turkish Airlines unveils a new art project titled Inner Portrait. This visionary initiative, created in partnership with world-renowned media artist Refik Anadol, offers a deeply personal exploration of the human desire to travel and its effect on human biology. This groundbreaking collaboration pushes the boundaries of storytelling through the data of human connection.

The project delves into the inner landscapes of four individuals who have never embarked on a journey abroad. Refik Anadol and his team utilize the latest AI tools and neuroscientific sensors to capture and convert the raw emotional data of first-time travellers' experiences into AI Data Paintings. Brain data becomes the pigment for a mesmerizing visual narrative, representing the transformative power of travel.

Inner Portrait begins with the collection of biological and neurobiological data from travellers, including heart rate, skin conductance, and EEG outputs, using advanced monitoring devices such as the Neuroelectrics. This detailed recording extends throughout the journey, capturing the participants' immediate reactions to new environments and experiences, thus providing a foundation for the artwork. The project explores the correspondence between experiences and neuronal activity, showcasing Anadol's innovative approach to "collecting" authentic human experiences as the building blocks of new aesthetic expressions. As Turkish Airlines bridges cultures, Anadol aims to highlight the profound emotional and cognitive impacts of travel and cultural exchange, creating a new form of art that merges human experiences with technological innovation.

Inner Portrait is a testament to Turkish Airlines' commitment to fostering cultural exchange and innovation. By partnering with Refik Anadol, a pioneer in the field of data-driven art, the project elevates the brand's narrative, revealing the transformative power of travel.

“As the airline flying to more countries than any other airline, we witness countless emotions and stories, and the impact of traveling on people everywhere we fly. Aware that we are responsible for conveying these stories, we are delighted to transform the impact of traveling on people into a commissioned artwork at the intersection of culture,



art, technology and science, and to present this work on a platform such as Art Basel, Basel. I believe this work will encourage people to travel.” said Rafet Fatih Özgür, SVP, Communications at Turkish Airlines.

“In my practice, I’ve had the privilege to travel around the world, so I deeply understand the transformative experience of seeing new places, meeting new people and learning about new cultures,” commented Refik Anadol. “Having the opportunity to partner with Turkish Airlines on a project that gives four people a chance to travel abroad for the first time is truly inspiring.”

Tuikuru, a Brazilian man from the Amazon explores the bustling streets of Tokyo, while Kenyan woman Esther discovers the rich history of Istanbul. An Australian woman named Sahar embarks on a journey through the ancient wonders of Göbeklitepe and Cappadocia, while an Icelandic man Sigurbjörn Ragnarasson experiences the awe-inspiring beauty of Jordan.

Inner Portrait makes its public debut on June, 13-16, 2024 at Art Basel in Basel, a prestigious platform that celebrates artistic innovation and cultural exchange by pushing boundaries and challenging perspectives.

A 30-minute documentary of *Inner Portrait* will be live in Autumn 2024.

Turkish Airlines Inc. & Art Basel Media Relations

About Turkish Airlines:

Established in 1933 with a fleet of five aircraft, Star Alliance member Turkish Airlines has a fleet of 456 (passenger and cargo) aircraft flying to 346 worldwide destinations as 293 international and 53 domestics in 130 countries. More information about Turkish Airlines can be found on its official website www.turkishairlines.com or its social media accounts on [Facebook](#), [X](#), [Youtube](#), [LinkedIn](#) and [Instagram](#).

About Art Basel:

Founded in 1970 by gallerists from Basel, Art Basel today stages the world’s premier art shows for Modern and contemporary art, sited in Basel, Miami Beach, Hong Kong, and Paris. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. Art Basel’s engagement has expanded beyond art fairs through new digital platforms and initiatives such as the Art Basel and UBS Global Art Market Report. Art Basel’s Global Media Partner is The Financial Times. For further information, please visit artbasel.com.

About Refik Anadol

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Refik Anadol is a world-renowned media artist, director, and pioneer in the aesthetics of data and machine intelligence. His work locates creativity at the intersection of humans and machines. Taking data as primary material, and the neural network of a computerized mind as a collaborator, Anadol offers radical visualizations of our digitized memories and expands the possibilities of arts and architecture. His work has been exhibited at venues including Museum of Modern Art, Centre Pompidou-Metz, National Gallery of Victoria, and Venice Architecture Biennale. Refik Anadol: Unsupervised is the first Generative AI Artwork acquired by MoMA and is now in the museum's permanent collection. Refikanadolstudio.com

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