



## **Redmint Communications Partners with Istanbulcool**

*For Immediate Release*

**28<sup>th</sup> June 2010; Istanbul, Turkey** – Redmint Communications is proud to be Coordinating Partner of the Istanbulcool cultural festival 2-4 July 2010, hosted by the global British cultural diplomacy brand Liberatum, bringing leading cultural and fashion figures from London, Milan, Paris and New York to Istanbul, European Capital of Culture 2010.

Throughout this partnership, Redmint Communications - the UK's most established, dynamic and well-connected Turkey-specialist agency - is proud to demonstrate its commitment to connecting and fostering greater understanding between Turkey and the rest of the world.

"Redmint Communications' dedication, enthusiasm and input has been invaluable for the success of Istanbulcool and by working in partnership this year, we have produced a fantastic and unique event for the people of Istanbul" said Liberatum founder Pablo Ganguli as they celebrate their 10<sup>th</sup> year producing show-stopping festivals around the world.

Istanbulcool brings together some of the world's most talented writers, designers, editors, actors, poets, filmmakers, dancers and musicians in the vibrant and energetic city of Istanbul from Gore Vidal to Elif Shafak, Sir VS Naipaul and Leyla Umar to Hanif Kureishi and Zaha Hadid – strengthening cultural relations between the UK/US and Turkey, which "is of course why Istanbulcool is such a fantastic and appropriate event for us to partner with", said Ceyda Sara Pekenc, Co-Director and Co-Founder of Redmint Communications. Hulya Soylu, Co-Director for Redmint Communications added: "This eclectic gathering in such a culturally rich city as Istanbul is the perfect opportunity on all sides to build more potent partnerships between the creative communities in Turkey and around the world."

[www.redmintcomms.co.uk](http://www.redmintcomms.co.uk)

[www.liberatum.org.uk/istanbulcool.php](http://www.liberatum.org.uk/istanbulcool.php)

-Ends-

**For further information please contact Redmint Communications:** Ceyda Pekenc/Hulya Soylu, E: [ceyda@redmintcomms.co.uk](mailto:ceyda@redmintcomms.co.uk)/[hulya@redmintcomms.co.uk](mailto:hulya@redmintcomms.co.uk), T: +44 (0)20 7745 7255.

**About Redmint Communications:** Redmint Communications is the UK's most dynamic and well-connected company focusing on the Turkish speaking world and has a vast wealth of experience and in-depth knowledge of all things Turkish. Co-founded in 2006 by Ceyda Sara Pekenc and Hulya Soylu with the vision of building stronger connections between Turkey and the rest of the world, high profile clients include The Turkish Culture & Tourism Office UK, Pegasus Airlines, Wines of Turkey, Hilton Dalaman Resort & Spa and Financial Times Global Events. The Redmint team's vision, passion, expertise and network of contacts mean high-impact results are achieved with dedication and flair every time. For more information visit [www.redmintcomms.co.uk](http://www.redmintcomms.co.uk).