



ETIQUETTE

Gülsün Karamustafa
2011

Gülsün Karamustafa
An Installation Project
2011

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The project is based on “The Perfect Book of Etiquette with Illustrations” by Abdullah Cevdet published in 1927 at Istanbul, where the artist came across in a second hand bookstore in town.

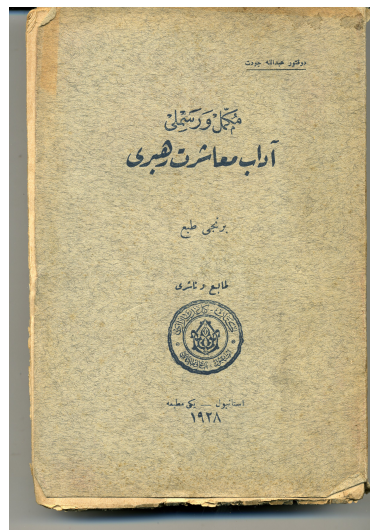
It is an adaptation of the French book “Pour Bien Connaitre Les Usage Mondaine” which is printed in Paris in 1910 by Pierre Lafitte et Cie for “Femina Bibliotheque”. The book is printed in Turkish with Arabic letters. Though the printing takes place after the declaration of the Republic of Turkey (1923) it is a date before the announcement of the law for changing to *Latin alphabet* which is 1928.

The author Abdullah Cevdet, born 1869 is a doctor who graduated from the Royal School of Medicine of the Ottoman Empire. As a radical character he always felt close to the *Westernization* movement and together with his friends he was the first to systematize those ideas after the administrative and political reforms (Tanzimat) in 1839 in the Empire.

Within the context of the adapted book, the author defends the argument of *Westernization* of the East by all means. He takes it as a class distinction and within the context of the book he refers to all details of the Bourgeois life style even giving advice about the behaviour of the chambermaids and the stableman.

This makes the book unique within other examples of books for good manners on keeping up with the West, which were printed in quiet a number during those dates, when everything was changing rapidly in the history of a nation.

This specific book with French illustrations, their explanations in Turkish language but with Arabic letters gives the artist a good possibility to speak about the idealization of the western attitudes in the east, as well as pointing to an absolute “in between” position.





Solo für ...

Gülsün Karamustafa

شکل ۷ - آل اوجمه - آروباده و قتیله پک ظریفانه باییلان بوکوزهل حرمت
ژهسقی، شیمدی برآز متروکدر . زمانزده پک آز
ارککلر بر قادین آلنی ظریفانه اوچمه بیلیر .



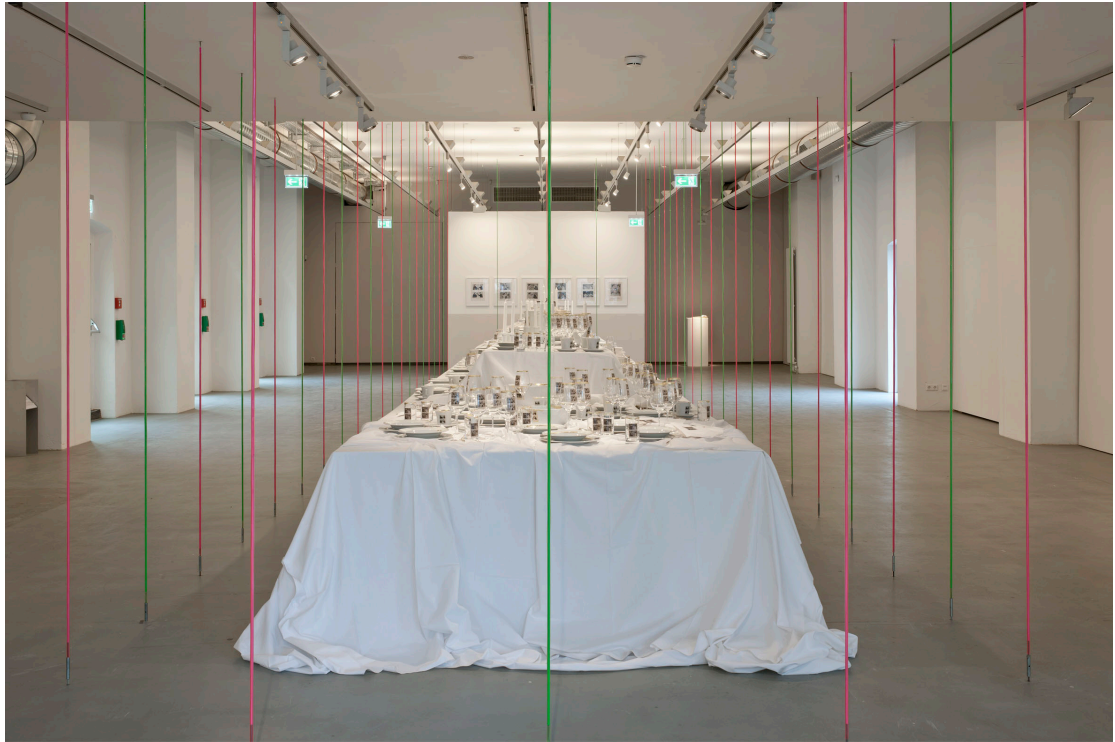
ETIQUETTE

شکل ۸ - آل اوجمه - آل اوچه الده ایدیللمسی کوچ حقیقی برصناعندر، الی فضله
قالدیرماپه قادی جیبور ایتمک ایچون اکیلمه لیسکیز
هتت- وسزه اوزاتیلان اله دودا قلیکیزی خیفجه تماس ایشدیرمه لیسکیز .

ifa

Institut für Auslands-
beziehungen e. V.

Stuttgart
04 February-09 April 2011
ifa gallery





Solo für ...

Gülsün Karamustafa



شكل ۱۵ - سوزاناسیوره [نقب مجم] - يك آيبرماما به دقت ايده و كرم تكاوانه
ويچ بلك كوستر مكنزين اكييله لي . نكسي يك تاشوش اولور .
برخاته اوكنده؛ قولري وجوددن



شكل ۱۶ - سوزاناسیوره - بو فوطوغراف اكييله نك طرز مقبولی كوسترير.
برطرز ظريفانه ده قبول وتلقی اجتماع ليدر .
قدين ، بوعرض تعظيبي خوشونتسز و علاقه دار

»ETIQUETTE«

Berlin
06 May-26 June 2011
ifa gallery



