

under  
construction

.Istanbul

.London

2  
2  
2

Photography

# Why is Architectural Photography essential?

Architectural photography is the face of the hotel, the first connection with guests, a core part of hotel sales, and a silent ambassador of quality. Capturing the unique design, elegance, and experience the hotel offers in a single glance, the images play a substantial role in guests' decision-making process. Especially on digital platforms, professional architectural shots enhance the hotel's brand, set it apart from competitors, and build trust with potential customers. A high-quality photograph, captured with the right technique is not only an image; it tells the whole story of the brand.

# Our Experience

Under Construction 212, based in London and Istanbul, is an independent marketing consultancy specializing in hotel marketing management, with a strong focus on hotel openings and rebranding. Our mission is to elevate your brand through strategic thinking, compelling design, and a distinctive online presence. One of our points of differentiation is delivering high-quality photography. Whether your hotel requires high-quality architectural photography, captivating images, or engaging videos for your website or other digital platforms, we are here for you!

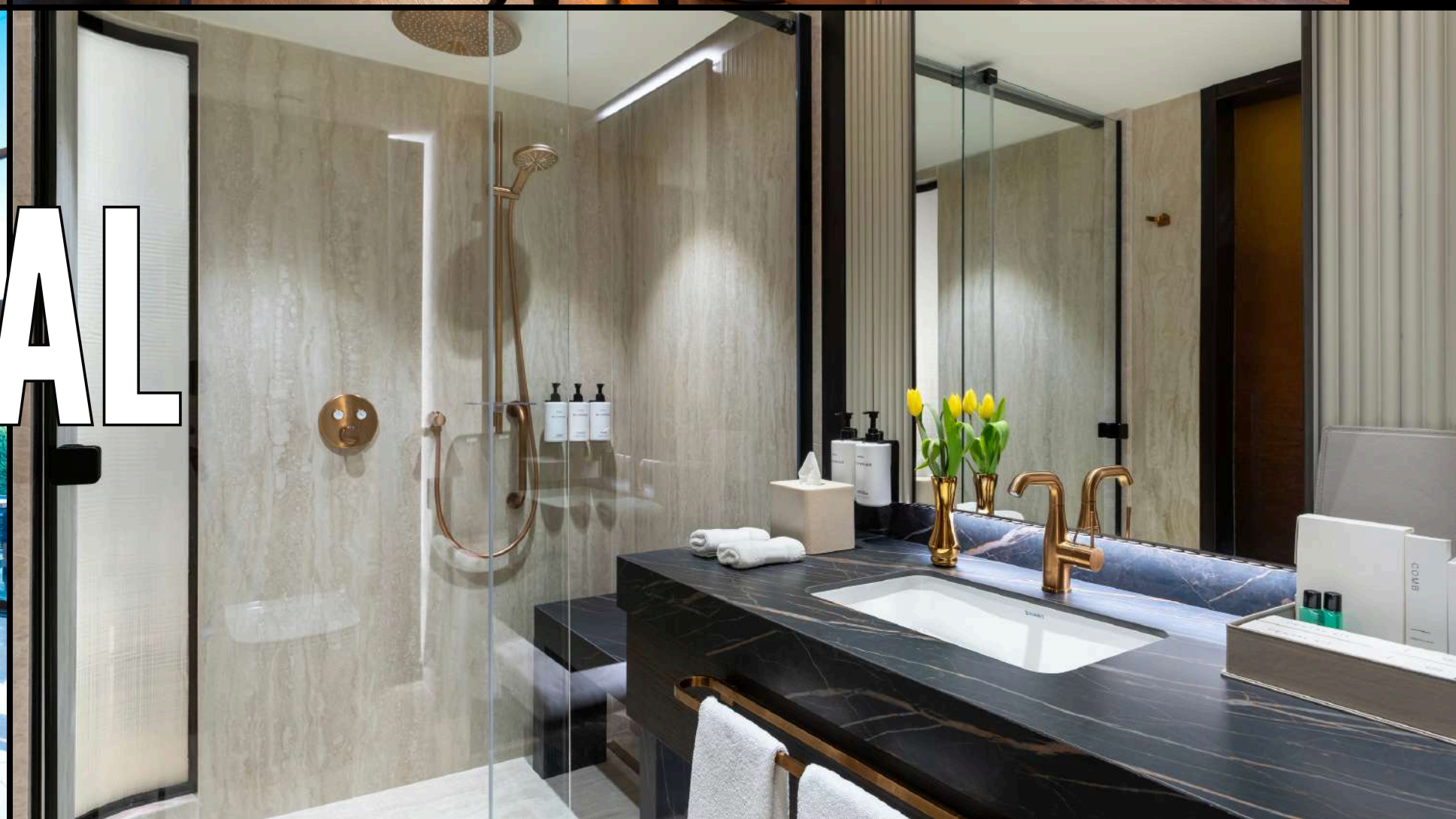
Our portfolio showcases our perfectionist approach, talent, and dedication to excellence. We invite you to explore our completed projects and be inspired.



# INTERCONTINENTAL ISTANBUL



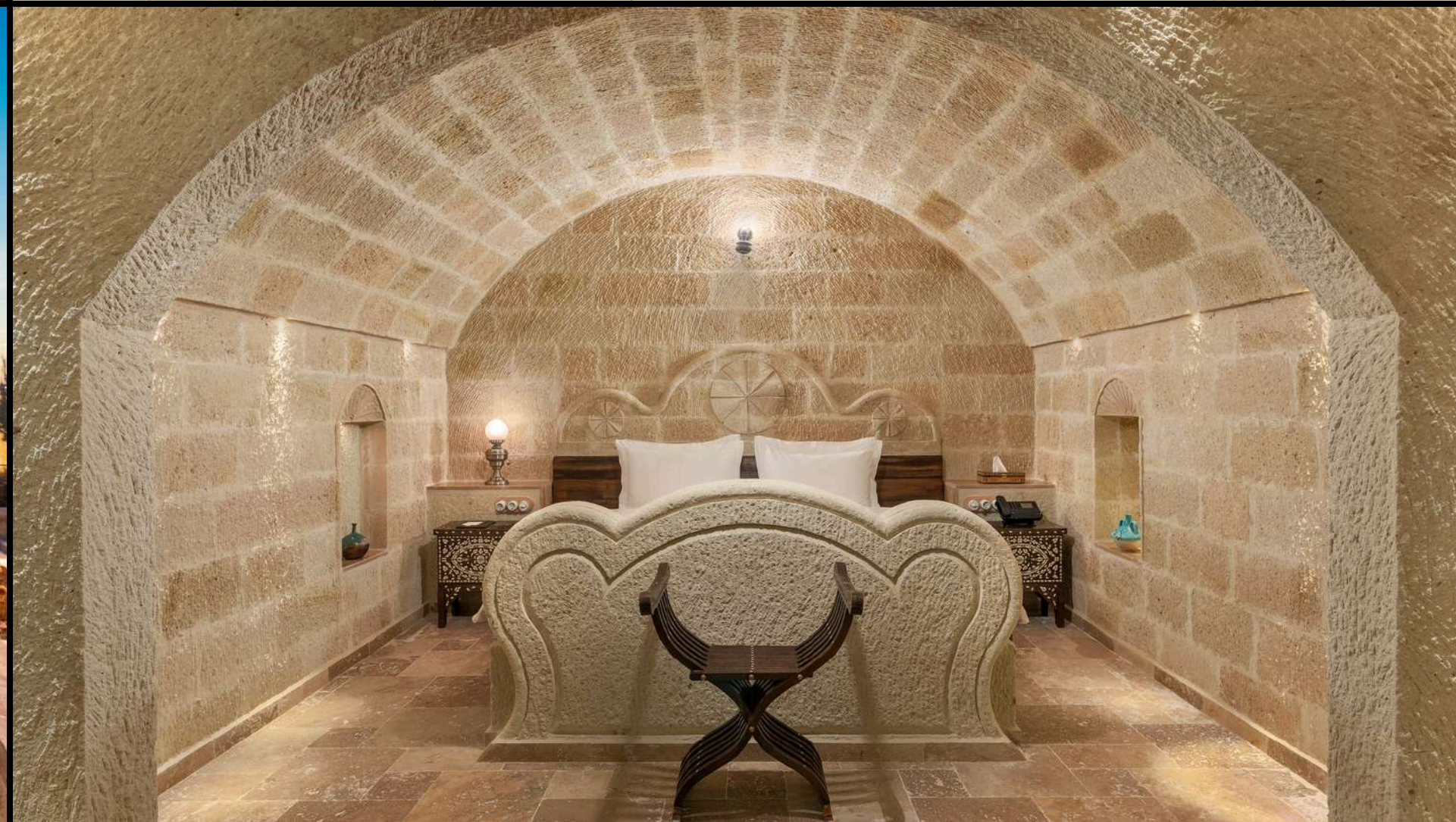
# INTERCONTINENTAL ISTANBUL



# AJWA CAPPADOCIA



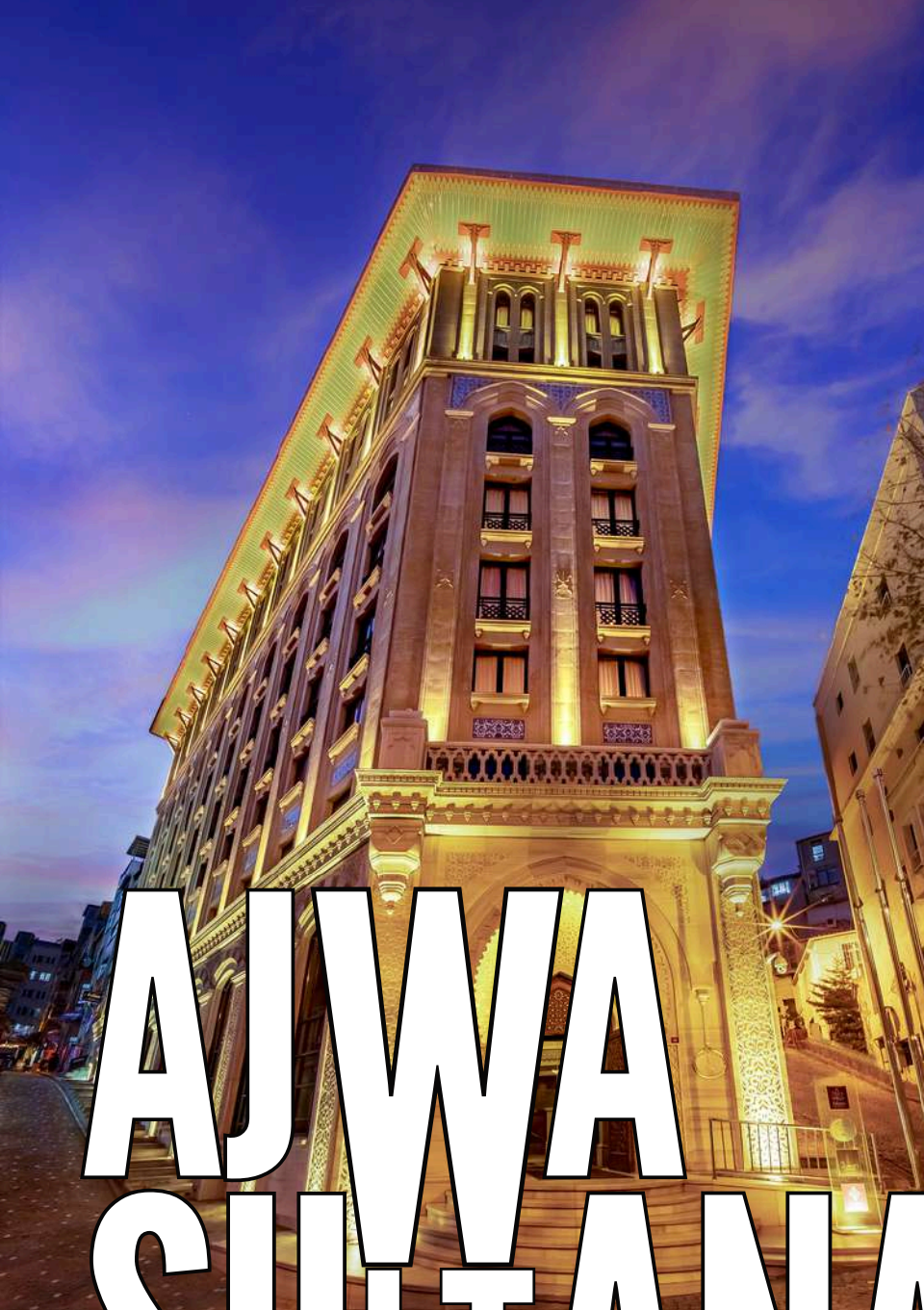
# AJWA CAPPADOCIA



# AJWA SULTAN AHMET







# AJWA SULTANAHMET





# KAYA PALAZZO GOLF RESORT

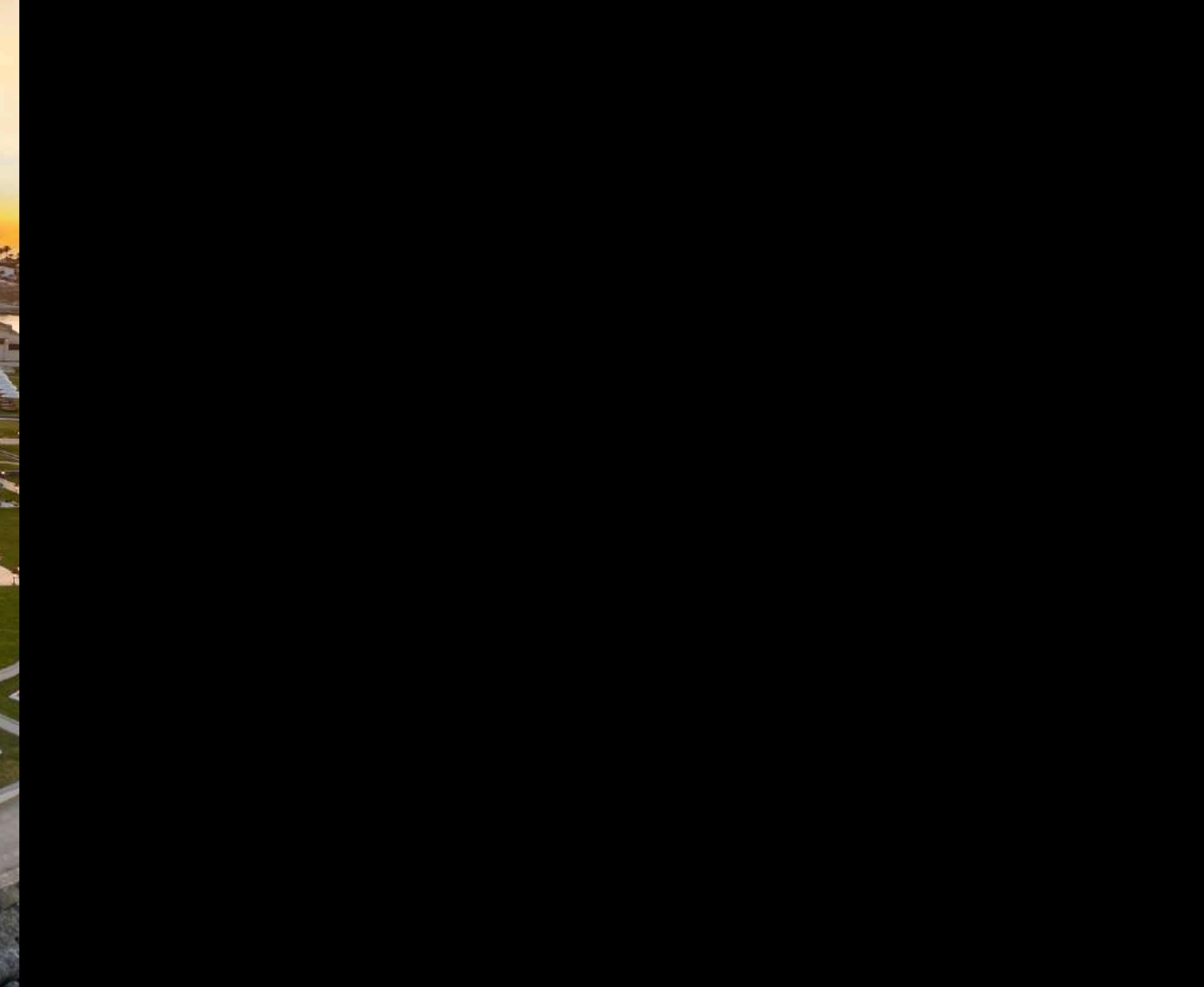


# KAYA PALAZZO GOLF RESORT





# KAYA PALAZZO RESORT & CASINO GIRNE



# KAYA PALAZZO RESORT & CASINO



# DORUK KAYA SKI & MOUNTAIN RESORT



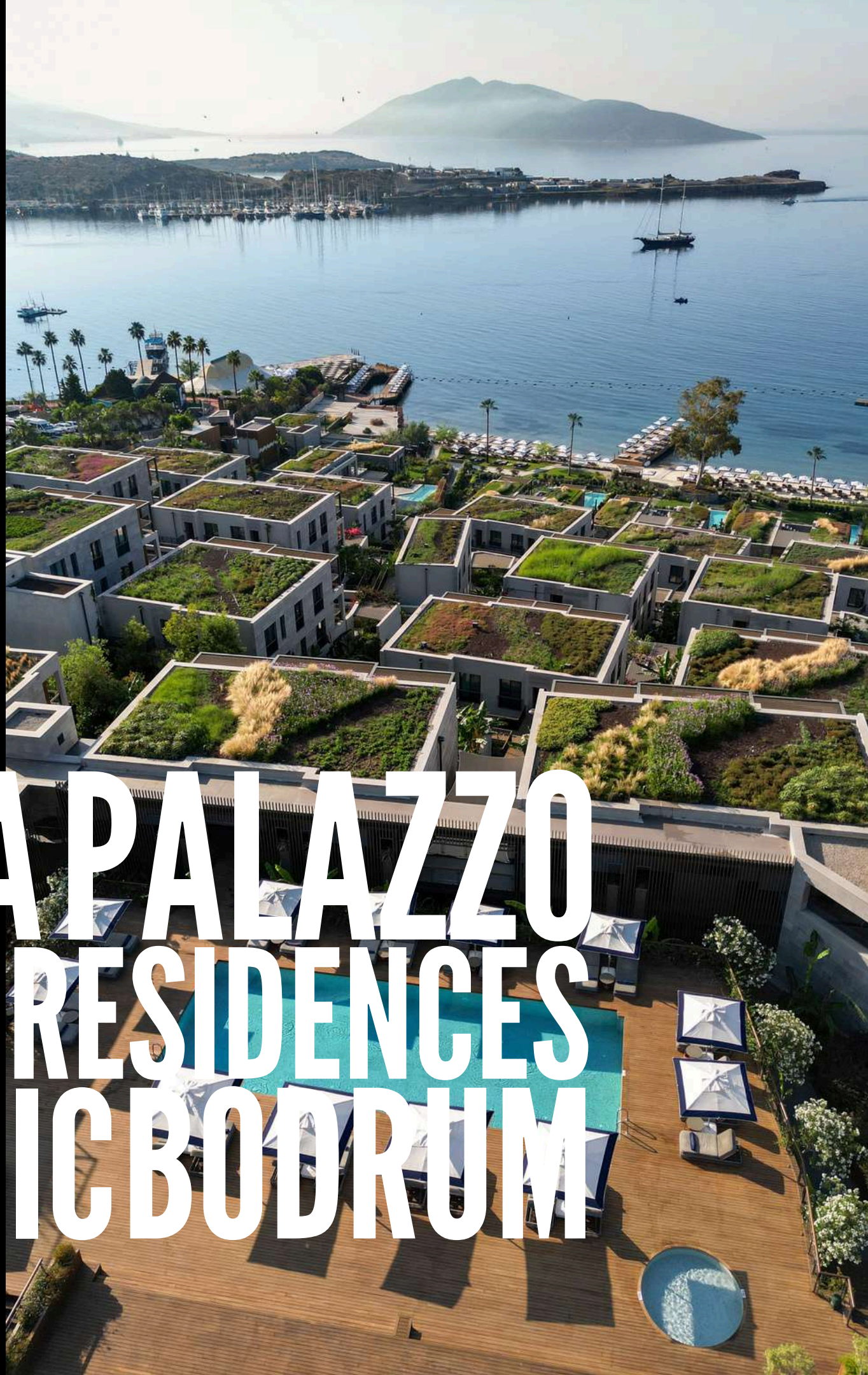


# DORUK KAYA SKI & MOUNTAIN RESORT

# KAYA PALAZZO RESORT & RESIDENCES LECHIC BODRUM







# KAYA PALAZZO RESORT & RESIDENCES LE CHIC BODRUM



# KAYA PALAZZO KARTALKAYA





# KAYA PALAZZO KARTALKAYA

# KAYA

ARTEMIS RESORT  
& CASINO





# KAYA ARTEMIS RESORT & CASINO

# KAYA BELEK





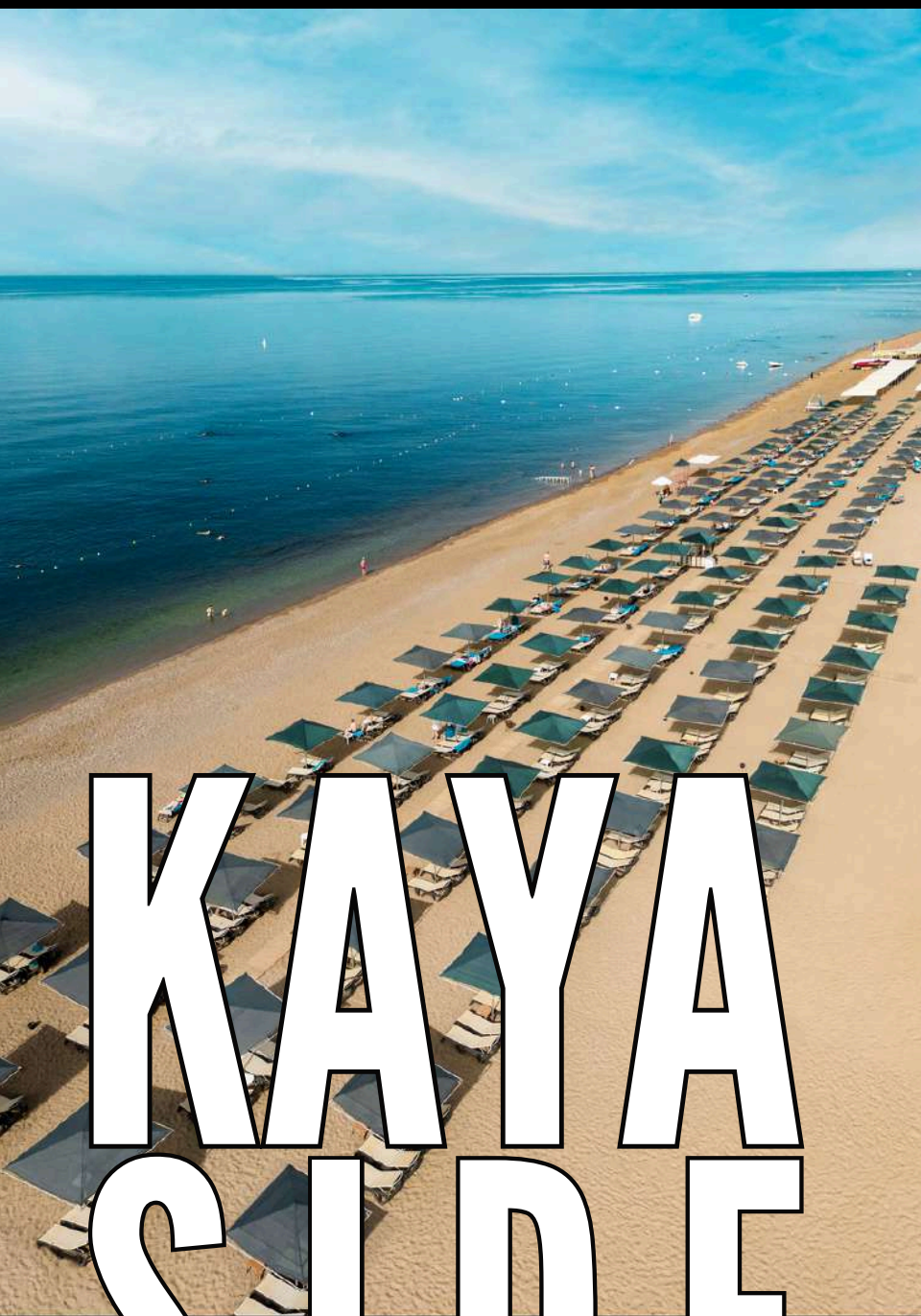
# KAYA BELEK



# KAYA SIDE





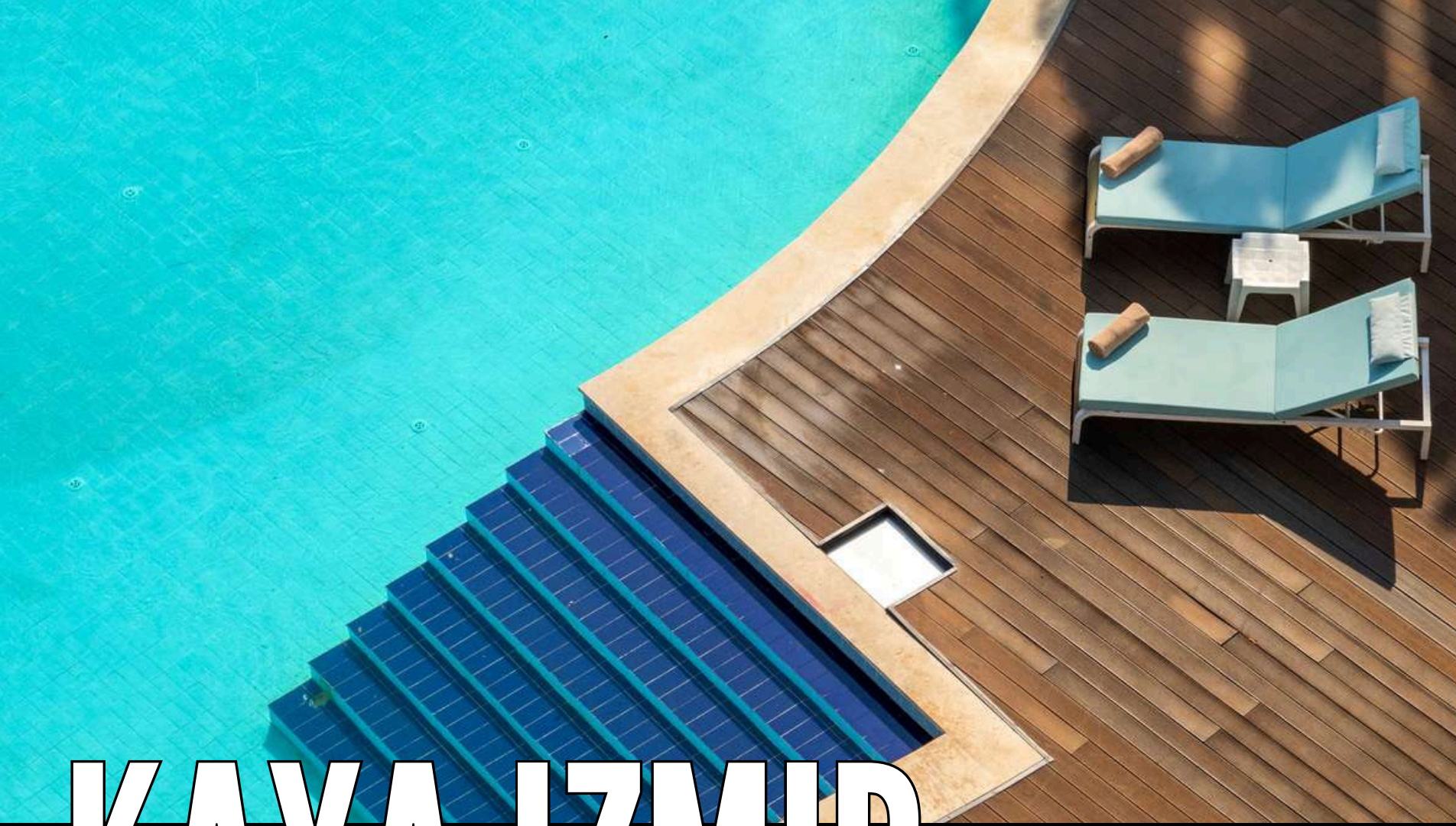


# KAYA SIDE

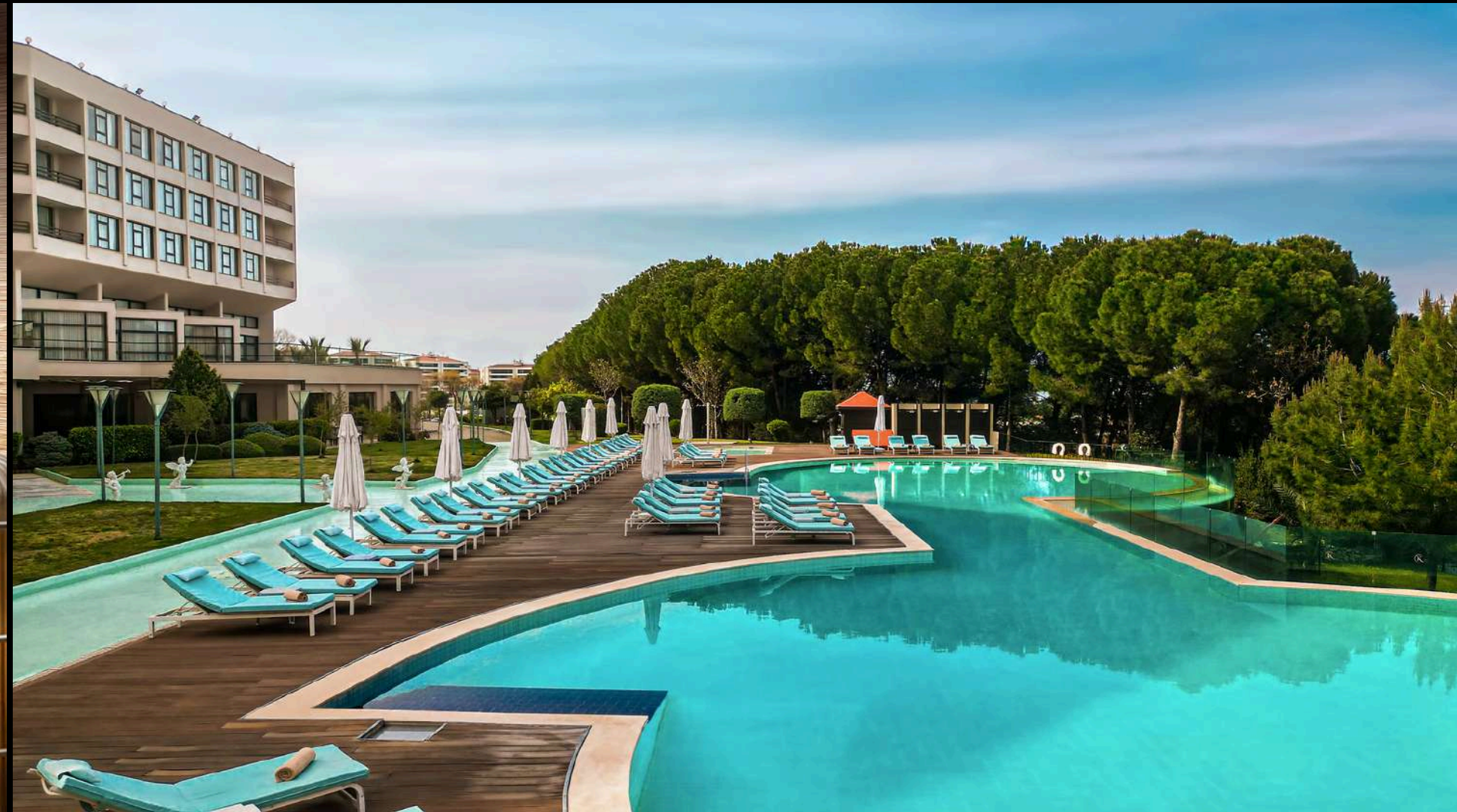


# KAYA IZMIR THERMAL & CONVENTION





# KAYA IZMIR THERMAL & CONVENTION



# KAYA ULUDAG





# KAYA ULUDAG





# KAYA ISTANBUL FAIR & CONVENTION



# KAYA ISTANBUL FAIR & CONVENTION

# ECOLE ST-PIERRE HOTEL





# ECOLE ST-PIERRE HOTEL



# IL CORTILE ISTANBUL





# IL CORTILE ISTANBUL

# iGURU





iguru

# FLAMINGO LARA





# FLAMINGO LARA

# About Us

# Esra Demir

## Co-Founder

**UNDER** 212  
CONSTRUCTION

My professional journey began in 2007 at Elixir Holidays in London. Upon returning to Istanbul, I continued my career at Hillside Beach Club. Following this role, I served as the Sales and Marketing Manager (involved in rebranding) at Coliseum Sports Club in Istanbul.

Moving to **Club Marvy** in Izmir in 2017, I took on the role of Brand and Product Manager during its opening year. Focusing on the establishment and branding process.

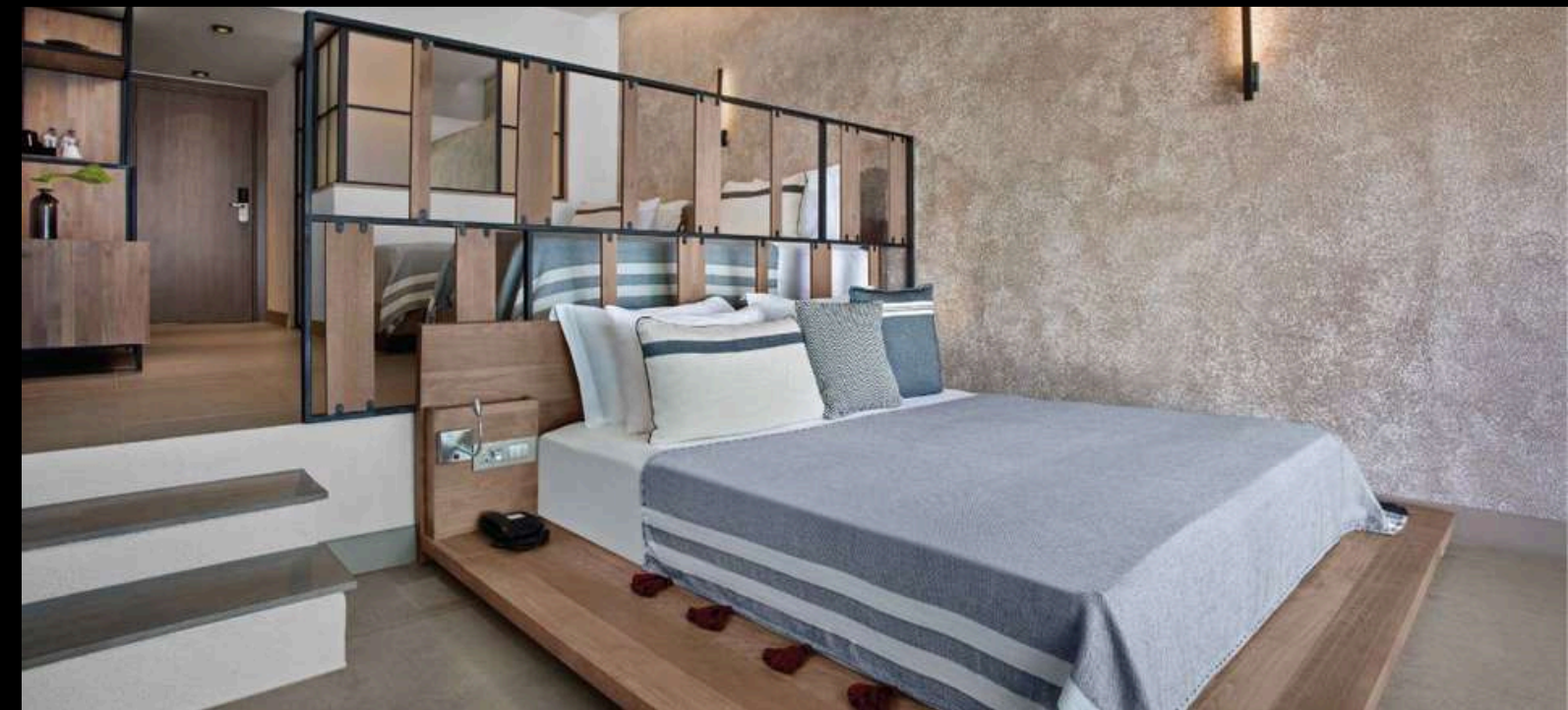
Subsequently, in 2019, I joined Marriott International at **JW Marriott Hotel** in Ankara as a Marketing Manager. Throughout this career path, I honed my expertise in sales, branding, marketing, and communication.

Leveraging my sales experience and marketing acumen, I've consistently devised comprehensive 360-degree sales and marketing strategies tailored to each brand I've been associated with.





JW Marriott Hotel Ankara  
Club Marvy Izmir



**PREVIOUS  
WORK EXPERIENCE**

# About Us

# Sevi Gürsoy

## Co-Founder

UNDER 212  
CONSTRUCTION

My professional journey began at Migros Ticaret A.S., where I worked in the Corporate Communication and Training departments.

In 2012, I joined **Le Méridien Istanbul Etiler**, a part of Starwood Hotels & Resorts, as a Training Manager. That same year, I began my Executive MBA at Istanbul Technical University, graduating in 2014 with a specialization in marketing. Following Marriott International's acquisition of Starwood Hotels & Resorts in 2016, I started to work for Marriott International. In 2017, I embraced my passion for marketing and took on the role of Marketing Manager at Le Méridien Istanbul Etiler, where my work has been awarded many times by Marriott International.

In 2019, I received the prestigious Marriott International ELITE Award as Brand and Marketing Leader of the Year, both for the European region and globally. Following this achievement, I was appointed as the Director of Marketing and PR for the pre-opening of **JW Marriott Istanbul Bosphorus** and **Sheraton Istanbul City Center**. I successfully managed all marketing processes for the launch of both properties and onward.

Since 2021, I have been working as a business partner, providing strategic and operational marketing support to hotels and companies.



JW Marriott Istanbul Bosphorus  
Sheraton Istanbul City Center  
Le Méridien Istanbul Etiler



**PREVIOUS  
WORK EXPERIENCE**



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**CONSTRUCTION**

*Thank You.*

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