Izmir Bay’s beauty was compared with Venice and Porto by the travelers in the Ottoman times. Later, wars, politics, neglect and modernity left deep scars on the city. After the automobiles were introduced, Izmir gradually turned its back to the Mediterranean and highways were built along the coastline blocking easy access to the sea. Now, shoreline of Izmir stretches for over 45 kms, under developed, under utilized and generic.

The long shoreline has been a favorable location for Izmirites (İzmir citizens) to take weekend strolls. The main attraction of the walk is the view towards the sea. In other words, the sea is considered as a picturesque backdrop for activities instead of an integral part of life.

Although the middle aged Izmirites remember swimming on the shores of the city, this is unimaginable for the younger generation. During 80s construction and urbanization boom in Turkey, the waters of the bay fell victim to neglect and pollution. Until recently the shoreline has been associated with the rotten egg smell. The waters are much cleaner now but the psychological effects remains.