

Street Signage in Urban Africa and Israel/Palestine



International Photography Exhibition

April 2018: HIT's Library space, Holon, Israel

Guest curators and exhibition initiators:

Dr. Liora Bigon (General Studies Department, HIT) &
Dr. Arch. Michel Ben Arrous (Centre Yavné, Bordeaux)

Curator-in-chief: Ms. Michal Chill, Library Director, HIT

**October 2018: To be shown in Bordeaux, France,
in collaboration with Centre Yavné**

Specifications

Visual interpretations of (in)formal street signage are welcomed to be considered, from professional photographers and amateur, urbanists, linguists and passers-by. Each participant is expected to send not more than 3 images of a minimum resolution of 600 dpi, together with a photo description/analysis of maximum 300 words. A full name, country, affiliation/profession, and a short bio of maximum 50 words should be also attached. **Please e-mail these to:** signagexpo@gmail.com

Submission deadline: 15 December 2017

Decision deadline: 31 January 2018

Exhibiting in Holon: April 2018

Exhibiting in Bordeaux: October 2018.

Images will be fully acknowledged and photographers' rights will be fully respected. The exhibition is not for profit.

Institution website: <http://www.hit.ac.il/en>

Memories, Identities, Politics

The exhibition will examine street signage in urban Africa and Israel/Palestine as an outcome of dialectic processes, short and long termed, of spatial production and attached imagery and symbolism. That is, beyond being a signifier of a spatial orientation per se.

Visually and contextually, street signage in the global South normally reflects a colonial heritage of multiple European powers and post-colonial developments. However, top-down heritages have been constantly interacting with indigenous bottom-up naming systems, of the space users. We shall focus on these interactions in terms of identity/alterity interplay; and memories and counter-memories in a variety of languages. Esthetic and thematic aspects of the signage will be brought into the fore regarding generic and specific names, official and informal names, ideological and mundane names – to be read as (sub-) texts that complete and compete with each other in challenging ways.

The exhibition not only seeks for a documentation of textual inscriptions in the cityscape, but rather, through the signage, to understand the cityscape as a text produced by wider, variegated, forces. By de-colonising the field of toponymy – traditionally governed by geographers and historians of European nationalism who tend to relay on official signage and gazetteers – the exhibition strives to bring a fresh and alternative viewpoint in terms of geography and the very character of signage in question. It is also expected to advance an in-depth, qualitative and critical perspective in area studies research, using toponymic inscriptions to gain a more comprehensive historical understanding; and, at the same time, to gain a more nuanced, situational and place-specific understanding.