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NAMING TOKYO

(BAPTISER TOKYO)

INTRODUCTION

The idea is based on the fact that westerners often complain that Tokyo has no street names. So I felt it would be interesting to start naming the streets of Tokyo with well-known western culture and talents, to help to accustom Tokyo to Europe, as I asked my friends for help. In return and as thanks, they were granted a neighborhood named after themselves.

Naming Tokyo is produced as a special commission for Palais de Tokyo on the invitation of Nicolas Bourriaud and as part of the exhibition GNS: Global Navigation System, 5th of June to the 5th of September 2003. After the first installment of the work, this map, we will continue to actually try to implement these street names in reality. This can happen by a variety of means – purchasing more publications of a guidebook sign, starting to refer to popular tourist spots with the new street names, infiltrating advertising, and community planning, and possibly and hopefully even put up street signs on location. In many take forms, but it starts with the blank map and these two first nominations.*

INTRODUCTION

Il faut avoir toujours un ou deux noms de rues dans un pays, pour que les Occidentaux n'éprouvent vraiment pas trop de difficultés à se sentir chez eux. Ce n'est que si cette information de base fonctionne, que nous pouvons commencer à se sentir aussi comme chez nous. Dans ce cas, il faut commencer par une carte vierge. Ce projet a pour but de nommer les rues de Tokyo, en y faisant figurer des noms issus de la culture et de la société occidentales. Ainsi, Tokyo ne sera jamais plus vide et j'ai donc demandé à mes amis de m'aider. A titre de remerciement, je leur ai parfois un quartier portant leur nom.

Nicolas Bourriaud, Directeur du Palais de Tokyo et à l'initiative de Naming Tokyo, qui fait partie de Navigation GNS, Global Navigation System, du 5 juin au 5 septembre 2003. Une fois ce premier travail fini, le plan du Palais de Tokyo, nous allons essayer de faire exister ces noms dans la ville. Tokyo est une grande ville et j'ai donc demandé à mes amis de m'aider. A titre de remerciement, je leur ai parfois un quartier portant leur nom.

Nicolas Bourriaud, Director of the Palais de Tokyo and Initiative de Naming Tokyo, as part of the Navigation GNS, Global Navigation System, 5 June to 5 September 2003. Once first installment of the work, the map of the Palais de Tokyo, we will try to make these names exist in reality. Tokyo is a big city, so I asked my friends to help me. In return for their help, I gave them a neighborhood named after them.

*(1) Naming Tokyo will grow and expand in the future, more and more people will be invited to contribute little at time sessions. Send your suggestions to naming@aleksandramir.com

*(1) Le nommage Tokyo va grandir et se développer dans le futur, de plus en plus de personnes seront invitées à contribuer à chaque session. Envoyez vos suggestions à naming@aleksandramir.com

GNS: Global Navigation System
(5 juin/5 septembre 2003)
Commissaire: Nicolas Bourriaud
GNS: Global Navigation System
(5 juin/5 septembre 2003)
Commissaire: Nicolas Bourriaud

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Z Form Universal map of Tokyo
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www.aleksandramir.info/projects/tokyo/tokyo.html

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Matthew
Teresa
Rikki
Kate
Chris
Steve
Philippe
Henrik
Milo
Xavier
Craig
Gordon
Alexandre
Bay of Rainbows
Ocean of Stars

DESIGNATIONS

Artist Name
www.artistnamehere.com/artistpage/artistsfirstlast.html

I have never been in Tokyo and I have no deep knowledge of it. I only studied the available cartographic maps and photos of the city. I chose the form of designing my friend's lists of names to their appropriate neighborhoods.

The process started with a general description of Gordon Matta's name, which I found to be the most lightweight of the city, the inner-city being **SHIBUYA / GINZA**. Gordon's name has an originally German or Jewish (English and French) Lineage, thus the neighborhood's collection of this flavor is found in **GINZA**, in the area of Ginza, Shimbashi and Hamamatsucho to the inner points. **BAY OF RAINBOWS** name this harbor, surrounded by the western names and existing Rainbow Bridge.

DELTA is the first street I placed, located in a northern corners of the edge of the map. It intersects with **BEAUTY** and runs right into the main crossing point **LOVE**, which is the Shibuya station. Delta's name is a Greek letter, Phoenician and **ISRAELI** Lineage, **DELTA** is **DEPTH**, **DEPTH** is **DEPTHS**, **DEPTHS** is **DEPTHS**, **DEPTHS** is **DEPTHS**, **DEPTHS