

PEACELINES

MINI DEVELOPMENT & FINAL OUTCOME

VIC 508 - Graphic Systems
International Society of
Typographic Designers
Ulster University 2024
Martin Ožarek



Understanding Belfast as Gaeilge

I experimented with different layout and overlay options of type to create a understandable view of the similarity between Irish and English names of areas in Belfast.

Furthermore as a source material for this project I included in my research several books, including "Place names in Ulster" by Jonathan Brandon and "History of Ireland in Maps" by Pat Liddy. To better understand the history and topics behind the project.

Fadaphobia

belfast as gaeilge

Suddenly as the riot squad moved in, it was raining exclamation marks, Nuts, bolts, nails, car-keys. A fount of broken type. And the explosion itself—an asterisk on the map. This hyphenated line, a burst of rapid fire... I was trying to complete a sentence in my head, but it kept stuttering. All the alleyways and side-streets blocked with stops and colons.

I know this labyrinth so well—Balaclava, Raglan, Inkerman, Odessa Street—Why can't I escape? Every move is punctuated. Crimea Street. Dead end again.

A Saracen, Kremlin-2 mesh. Makrolon face-shields. Walkie-talkies. What is My name? Where am I coming from? Where am I going? A fusillade of question marks.

—Ciaran Carson, from *Belfast Confetti* (1989)

Bélf

we c

this

us
th

Féirste

are all so different

is **our** city

em

mouth (of)

(the river) Féirste

Béal Féirste

Béalfast
Féirste
Béalfast
Féirste
Béalfast
Féirste

Béalfast
Féirste
Béal Féirste
Belfast
Béalfast
Féirste

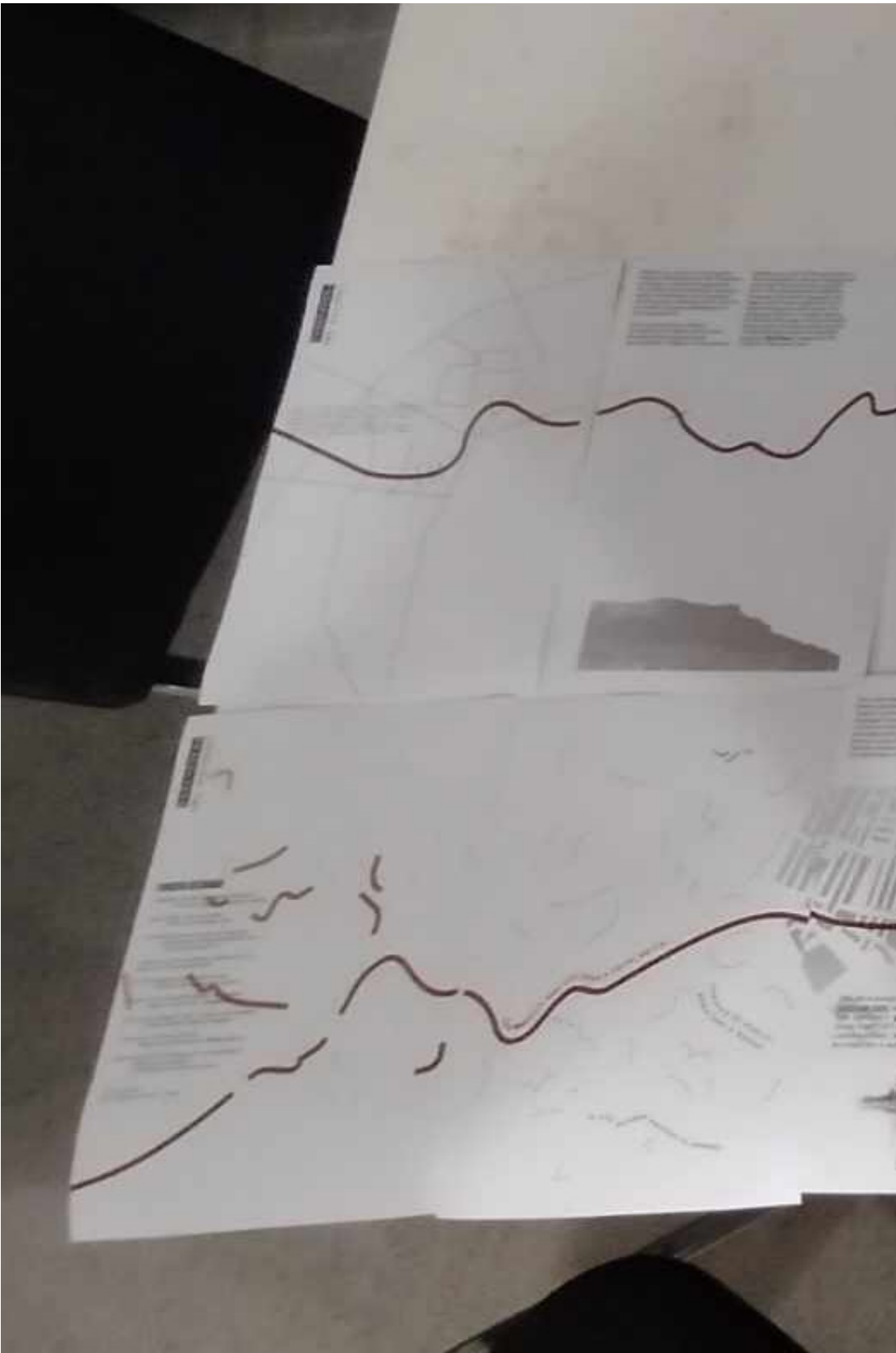
**SHANKILL
ROAD**

**ROYAL
AVENUE**

**GREAT
VICTORIA
STREET**

**ORMEAU
ROAD**

from Gaeilge
Seanchille 'old church'
formerly named
Hercules Street
Corporation's
loyalty to
the Crown
from French
'elms by the water'



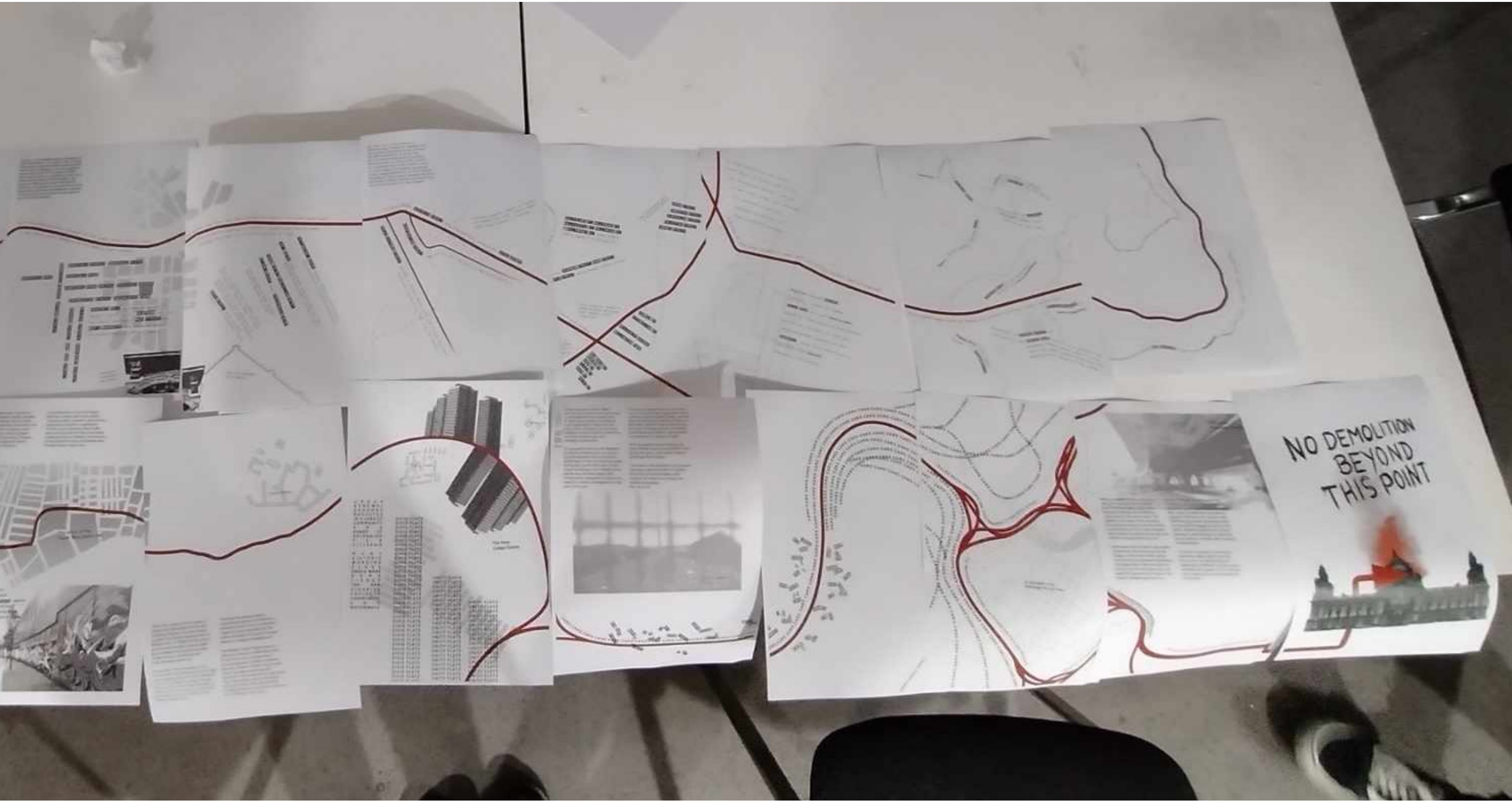
Concept Printing

Printing my project throughout was crucial to the development as it helped me understand scale and narrative flow.

Furthermore it was easier to get feedback, as a project of this scale was difficult to understand on a small screen.

DEVELOPMENT

PROOF OF CONCEPT PRINTING



NO DEMOLITION
BEYOND
THIS POINT



Geomorphic Typography

In illustrative elements, which emphasis the city's intricate network of lines and streets to articulate their story, this is intended to create a link between people, place and their story.

DEVELOPMENT

GEOMORPHIC TYPOGRAPHY

CAVE HILL was



also historically called **Ben Mhàdísán** (from Irish: **Beann Mhàdàisín**, "Machadán's peak"), after a King of Ulster called

Cover Elements

I explored various 3D techniques to enhance the project with an added dimension and a tactile quality.

For the front cover of the specification, I aimed to create a custom page using 3D printing with inset graphic elements. However, when this approach did not yield the expected results, I opted for an alternative that allowed for protruding elements instead. This adaptation imbues the cover with a tactile quality that strengthens the project's connection between people, place, and story.

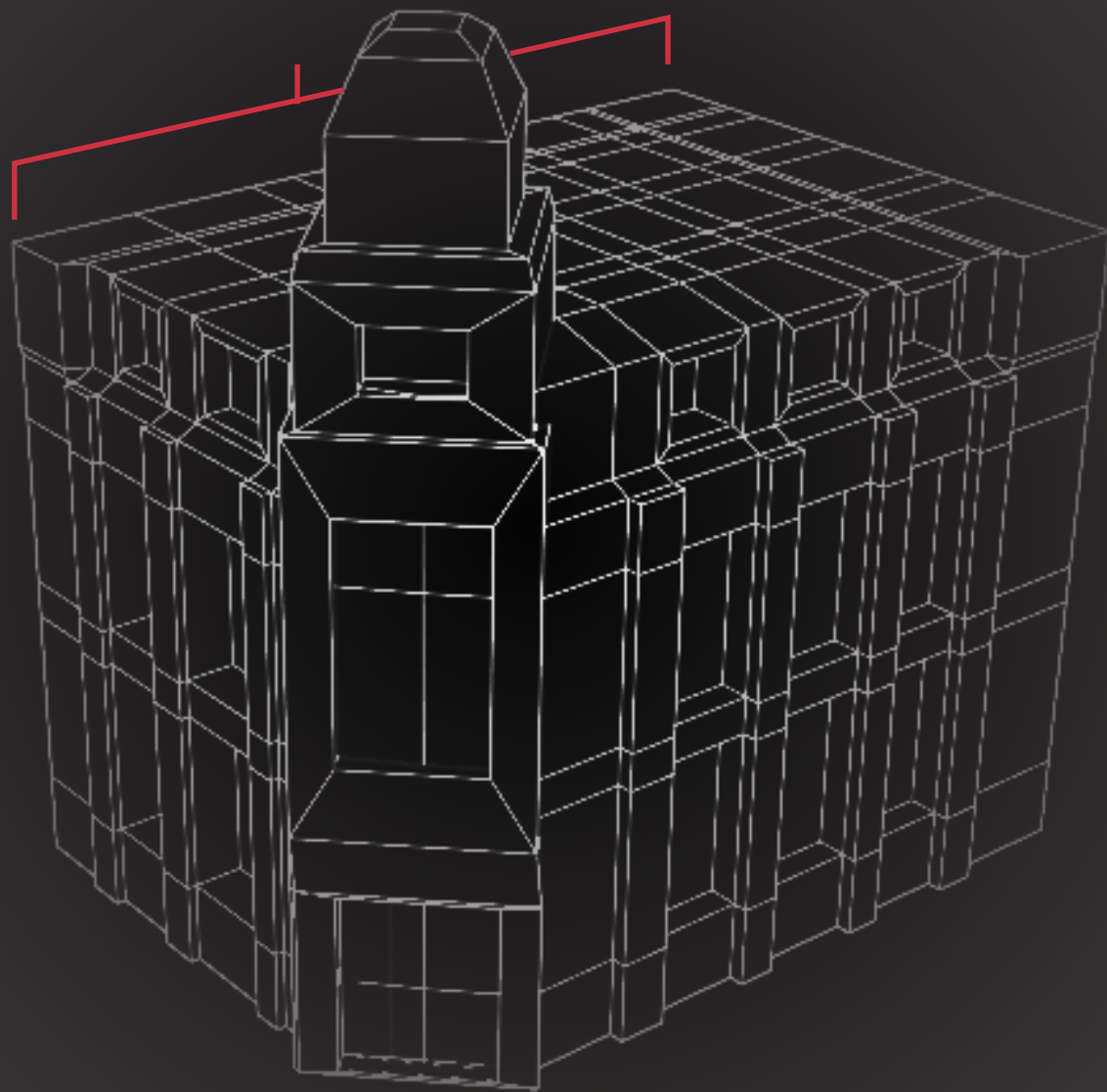
3D Campaign Elements

3D Promotional Campaign
Initially, I experimented with incorporating 3D elements as part of the project's promotional materials, envisioning them as small, collectible souvenirs. These included 3D printed models of various Belfast buildings, crafted in semi-transparent red plastic.

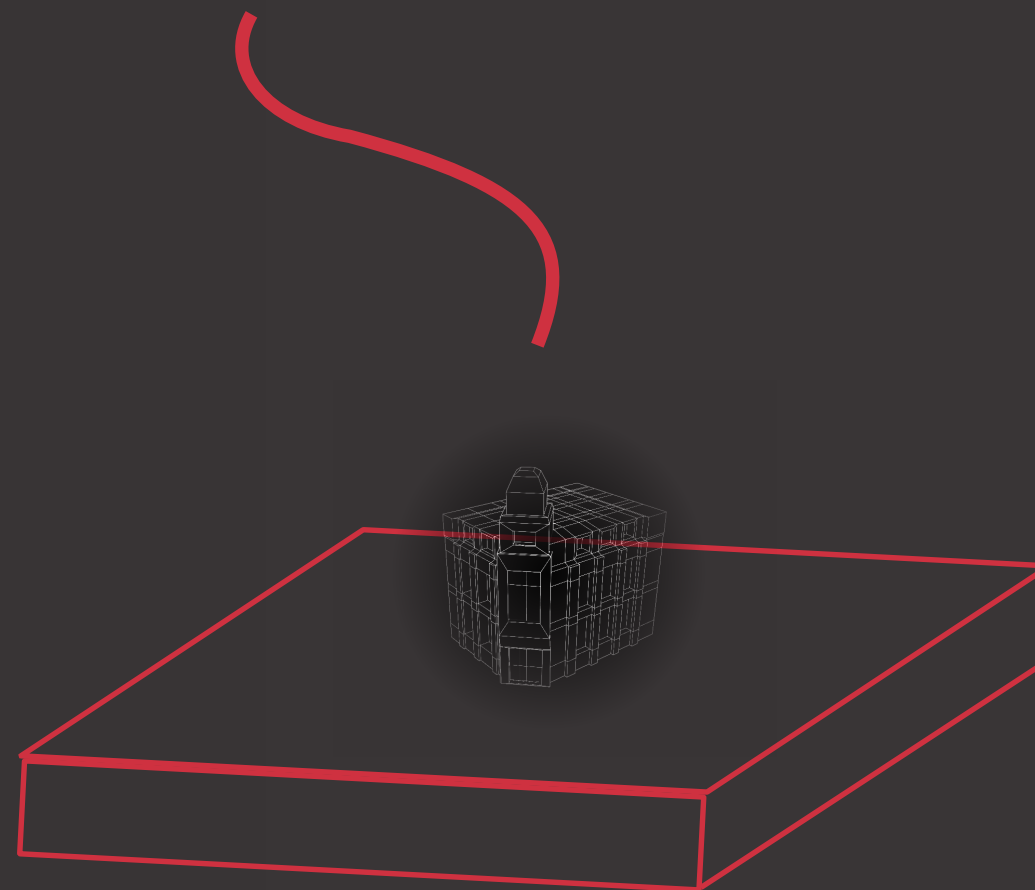




75 x 75 mm
Miniature 3D printed model
of historic building



Miniature model placed on
display with relevant
cartographic text, as part
of a preservation/ historical
awareness campaign.



CONCERTINA CONCEPT

EXPERIMENTATION

Concertina Concept

Initially, I explored a traditional layout using two ten-page concertina booklets housed in a small box. However, I realised early on that this format did not adequately highlight the artwork, as viewers tended not to unfold the entire publication simultaneously.





FINAL OUTCOME

PRODUCT DESIGN

CHAPTER ONE

CHAPTER ONE

FAOIAHOBIA

"The irrational and often misguided idea of anything that represents a unified and shared Irish culture, often displayed through the unwillingness to understand/learn the native language of this land."

Lagan Bridges

Belfast is a city built during and heavily influenced by the Plantation of Ulster, a period during which, for political and economic reasons, many Protestants from Scotland and England, resettled to the North of Ireland, largely displacing the local population.

Quelling the former Gaelic stronghold of Ulster and forever changing the linguistic and demographic makeup of this island.

Belfast was one of the epicentres of this movement, and at a first glance one may think that there is little left of the pre-plantation Belfast. However, the Irish language and legacy is forever ingrained in the fabric of this city and island. The language lives on in place names, surnames and even Irish vernacular slang, even the name of the capital of the Northern state has Gaelic origins, **'Beal Feirste'** meaning 'the mouth of the sand bank'.

Arthur Chichester was in charge of the Plantation of Ulster and he was therefore determined to set a good example in Belfast. His successors were the Earls of Donegall (after the Inishowen acquisition) and until George Augustus Chichester, the second Marquis, blew the family fortune on horses and women at the beginning of the nineteenth century, virtually all of the town was owned by the Chichesters.

High Street had been the main street in the 17th and 18th centuries. An interconnected system of "Entrys" previously facilitated passage through the walled city of Belfast.

Not surprisingly many streets in the newer parts of the city are named after members of the family. For example:

DONEGALL ROAD

DONEGALL STREET

DONEGALL PASS

DONEGALL PARK AVENUE

DONEGALL SQUARE

CHICHESTER STREET

CHICHESTER PARK

SQUIDERS HILL is named after Sir Arthur's first agent, **QUOPARK** was once the family deer park. **MAU STREET** and **MAYN'S MARKETS** were named in honour of the second Marquis's wife's family.

High Street was named after a politician Belfast townleader, Robert L. J. O'Connell.

This is one of the widest gates of the city still being kept to win Belfast became a city.

"The narrow alleys where Belfast began a city."

High Street was named after a politician Belfast townleader, Robert L. J. O'Connell.

In the 1880s **REGGOLD STREET** was widened and renamed **REGGOLD STREET**.

REGGOLD STREET was built as the city's new thoroughfare connecting the city to Dublin.

Housing estates were built up around the city.

The old Belfast City Walls.

Scottish Provident Building

Cave Hill

CHAPTER TWO

CHAPTER TWO

PEACELINES

BELFAST CONFETTI

Suddenly as the riot squad moved in, it was raining dead-end marks. Nuts, bolts, nails, car-keys. A fount of broken type.

And the explosion itself—an asterisk on the map. This hyperplated line, a burst of rapid fire...

I was trying to complete a sentence in my head, but it kept stuttering.

All the alleyways and side-streets blocked with shops and colonies. I know this labyrinth so well—Bancroft, Raglan, Inkerman, Odessa Street.

Why can't I escape? Every move is punctuated. Crime Street. Dead end again.

A Saracen, Kremlin-2 mesh. Matron face-shields. Walkie-talkies.

What is My name? Where am I coming from? Where am I going? A trailside of question marks.

Ciaran Carson, from Belfast Confetti (1989)

The Westlink was designed a social barrier.

There are 20 miles of peace lines in Belfast.

A city divided belongs to nobody.

There and us.

There have always been divisions in Belfast, lines between people, between religions, nationalities, communities, languages. They became even more real during the partition of Ireland, when previously arbitrary county borders became a national boundary. Villages, families, streets divided the island, and Belfast was no different.

In the aftermath of the Civil Rights Marches, unrest rose in the capital. Tensions boiled between communities, neighbours turned on neighbours. The Burning of Bombay Street 1969 was a turning point for the once mixed neighbourhoods of Belfast. Sectarianism forced people to move and streets were divided along 'Peace Lines'.

The Protestant **SECURITY GUARD** and the Catholic **GUARD** were once tight nit mixed communities, are now divided by a peace line.

The route of the Caper Vay peace line.

Divis Towers

While the onset of civil unrest in Ulster and the decline of the ship building industry to some extent quelled the further development of Belfast City. In 1906 the Stormont government aimed to prove itself as a modern and functional state, drafted many rebuilding and improvement schemes.

Following in the footsteps of the Corporation the Belfast Urban Project was another plan of 'Urban Renewal'. With a motorway cutting through the city flanked by high-rise flats. It was intended to improve the living conditions, but the 1960s utopia rarely materialised.

Housing has always been a contentious element of Northern Ireland's politics, from voting tied based on land ownership to the unfair allocation of council houses based on religious background.

The Belfast Urban Project was no different, aimed to redevelop many of the inner city's substandard housing estates. Unable to escape the ever present division and unrest, future decades would see the downfall of the project and new build high rise estates such as the Divis and Unity Flats. With the Westlink isolating these communities, who are still suffering to this day.

Divis Flats

West Belfast Peace Wall

URBAN RENEWAL SCHEMES RESULTED IN A LOSS OF COMMUNITY A N D SENSE OF BELONGING F O R C I T I Z E N S M A N Y HISTORIC WORKING C L A S S AREAS WERE D E M O L I S H E D F O R N E W H I G H R I S E P R O J E C T S COMMUNITY A N D M O T O R W A Y S

It was also historically called **BEN MADIDIAN**

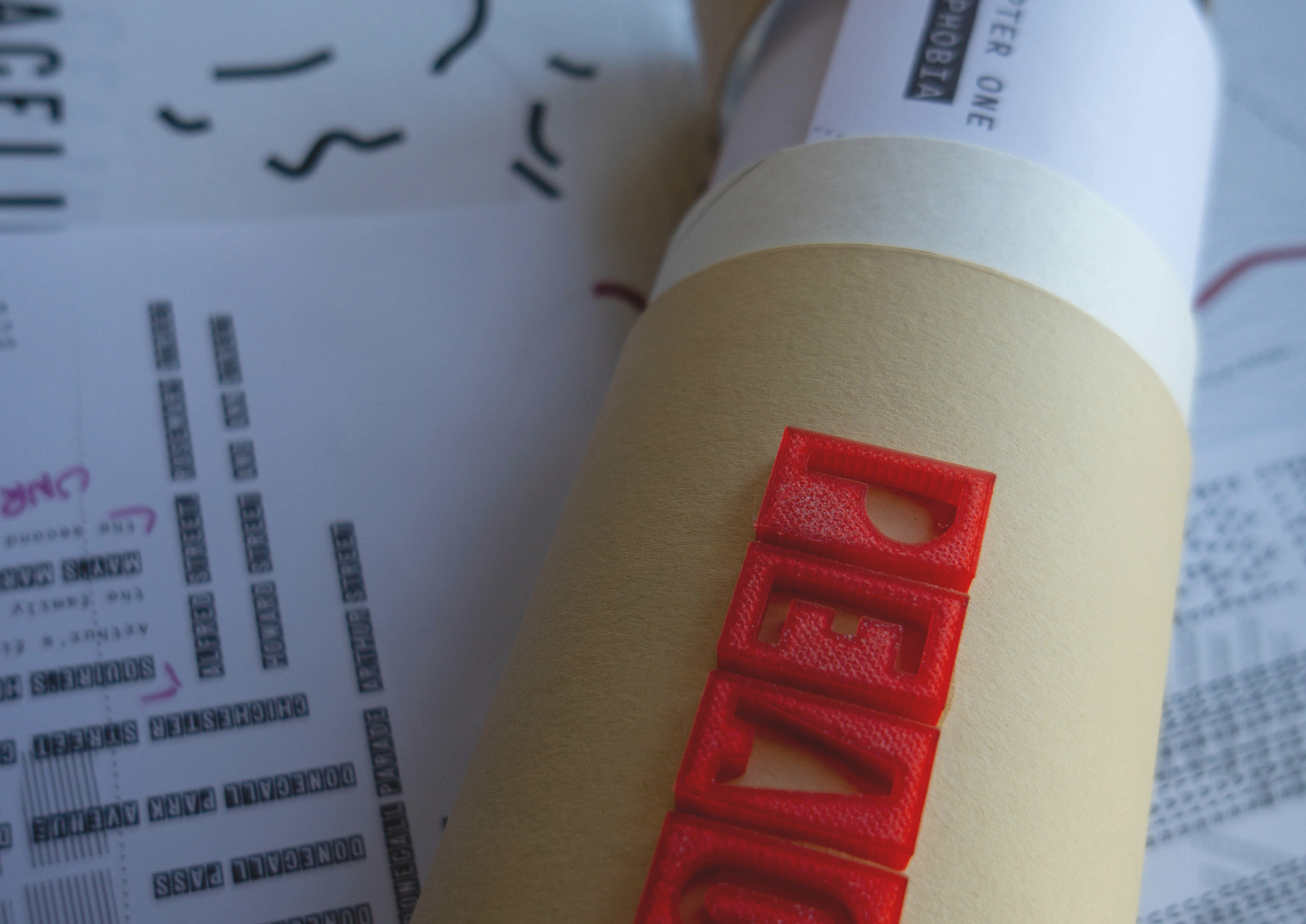
from **Ben**

Madidian

of the O'Neill

The growing Chert of the O'Neill class was apparently situated

The M2 North drive



PHOBIA
TER ONE

STOP

DONEGALL PASS
DONEGALL PARK AVENUE
CHICHESTER STREET
SQUIRE'S H
ALFRED STREET
HOWARD STREET
ARTHUR STREET

DEJAGELINES

NEW AS
MEMBERS
SUBJECTS
IN A LOSS
OF COMMUNITY
SENSE OF
BELONGING
CITIZENS
MOTORW
FOR HIS
PROJECTS
COMMUNITY
AREAS WERE
D L S H E D
WORKING
MOTORW
MOTORW
MOTORW

Not surprising
are named after members

DONEGALL ROAD
DONEGALL PARADE
DONEGALL PASS
DONEGALL STREET
CHICHESTER PARK AVENUE
ALFRED STREET
HOWARD STREET
ARTHUR STREET
AND ANN STREET

G O R A I B H M A I T H
A G A T

