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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)

Belfast
we can't
this
thus
the

astirste
are all so different - - -
is ouer city

em

Béal Féirste

mouth (of)

(the river) Féirste

Bé~~a~~last
Féirste
Bé~~a~~last
Féirste
Bé~~a~~last
Féirste

Bé~~a~~last
Bé~~a~~last
Féirste
Béal Féirste
Bé~~a~~last
Féirste

SHANKILL
ROAD
ROYAL
AVENUE
GREAT
VICTORIA
STREET
ORMEAU
ROAD

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

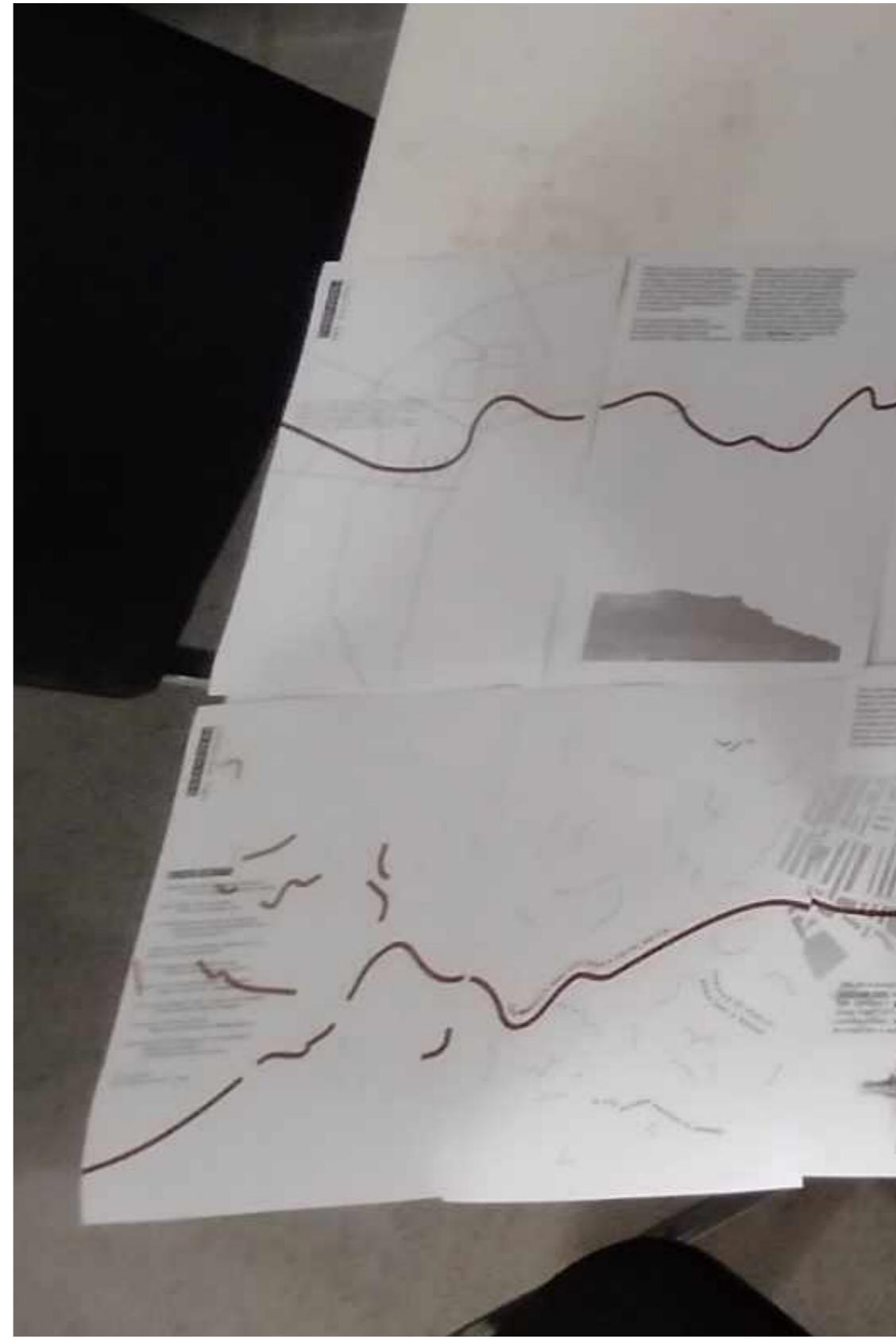
PROOF OF CONCEPT PRINTING

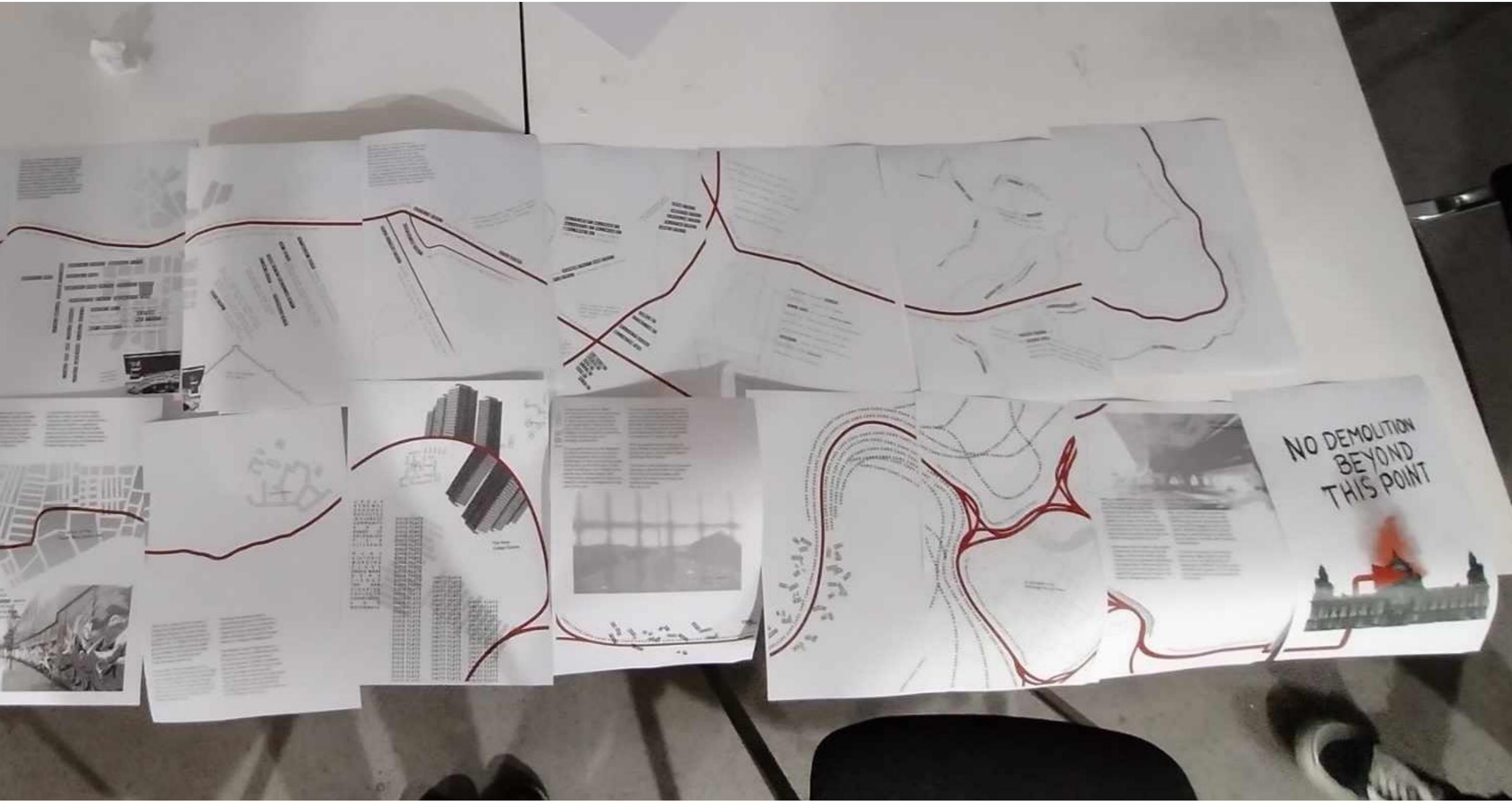
DEVELOPMENT

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.





GEOMORPHIC TYPOGRAPHY DEVELOPMENT

Geomorphic Typography

In illustrative elements, which emphasize 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.



also historically called 'Ben MADISAN' (from Irish

Beann Mhadaisáin, „Madagán’s peak“), after a kíná.

EXPERIMENTATION

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.

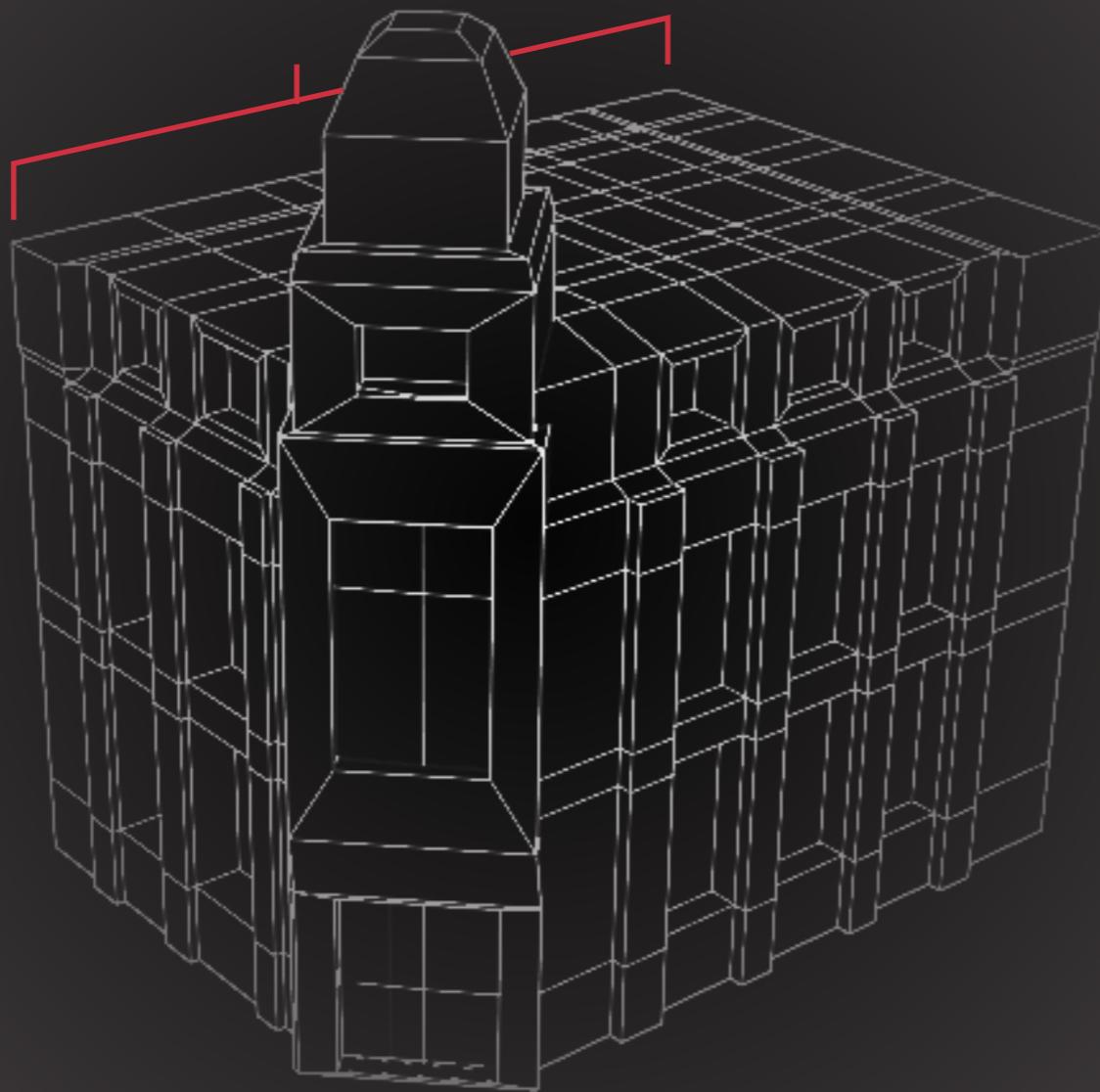
3D Campaign Elements

3D Promotional Campaign

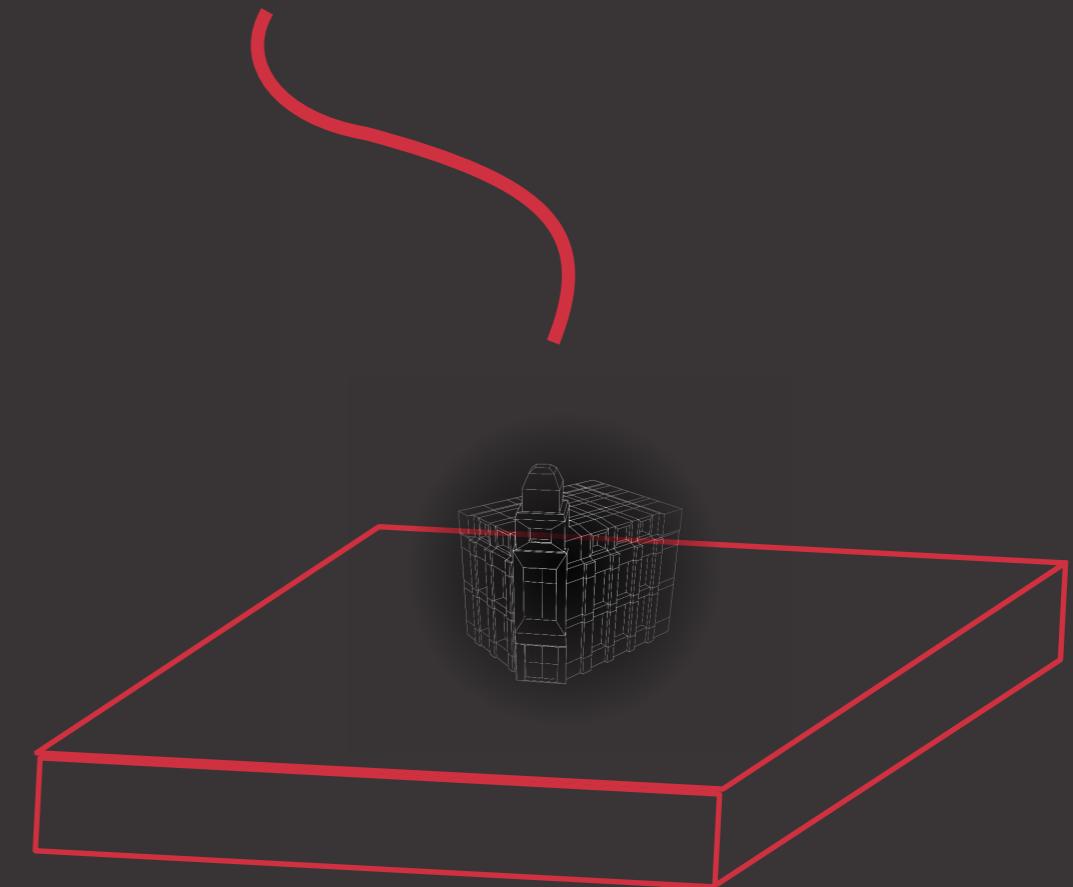
Initially, I experimented with incorporating 3D elements as part of the project's promotional materials, envisioning them as small, collectible souvenirs. These included 3D printed models of various Belfast buildings, crafted in semi-transparent red plastic.



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

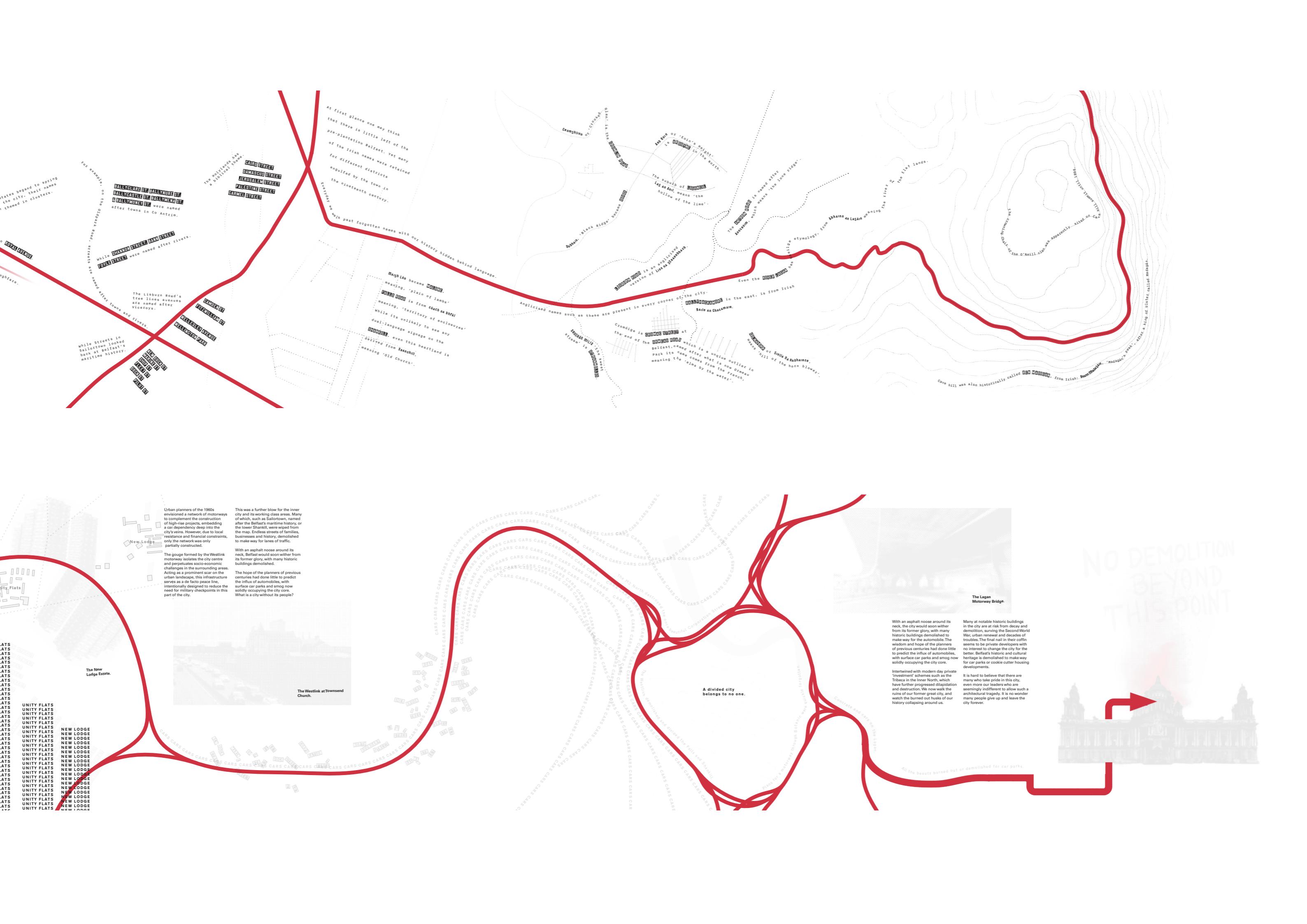
EXPERIMENTATION

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.







Mr. O'Neill
or the O'Neill

It was also historically called **RED MADDEN** from the name of the family that owned the land.

The O'Donnellings
Chariot of
the O'Neill clan was apparently sit-

The M2 North section

ONECALL PARK AVENUE
ONECALL PASS
ONECALL STREETS
ONECALL TATION
ONECALL STREETS
MANHATTAN
ONE CALL

ONECALL PARK AVENUE
ONECALL PASS
ONECALL STREETS
ONECALL TATION
ONECALL STREETS
CHICHESTER STREETS
ONECALL PARK AVENUE
ONECALL PASS



CHAPTER ONE
PHOTOGRAPH

SEINOS

ALFRED STREET
HOWARD STREET
ARTHUR STREET
GLENCHESTER AVENUE
DONEGALL PARK AVENUE
DONEGALL PASS
DONEGALL STREET
DONEGALL PARADE
DONEGALL ROAD
NO. 525 NAMED AFTER MEMBER
OF THE PARISH COUNCIL
KADAGAN'S PEAK - after a king of Ulster called Kadagan

MAINLY
HISTORIC
WORKINGS
OLASS
AREAS WERE
DEMO
LISHED
FOR NEW
HIGH RISE
PROJECTS
COMMUNITY
A N
A
MOTORW

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

