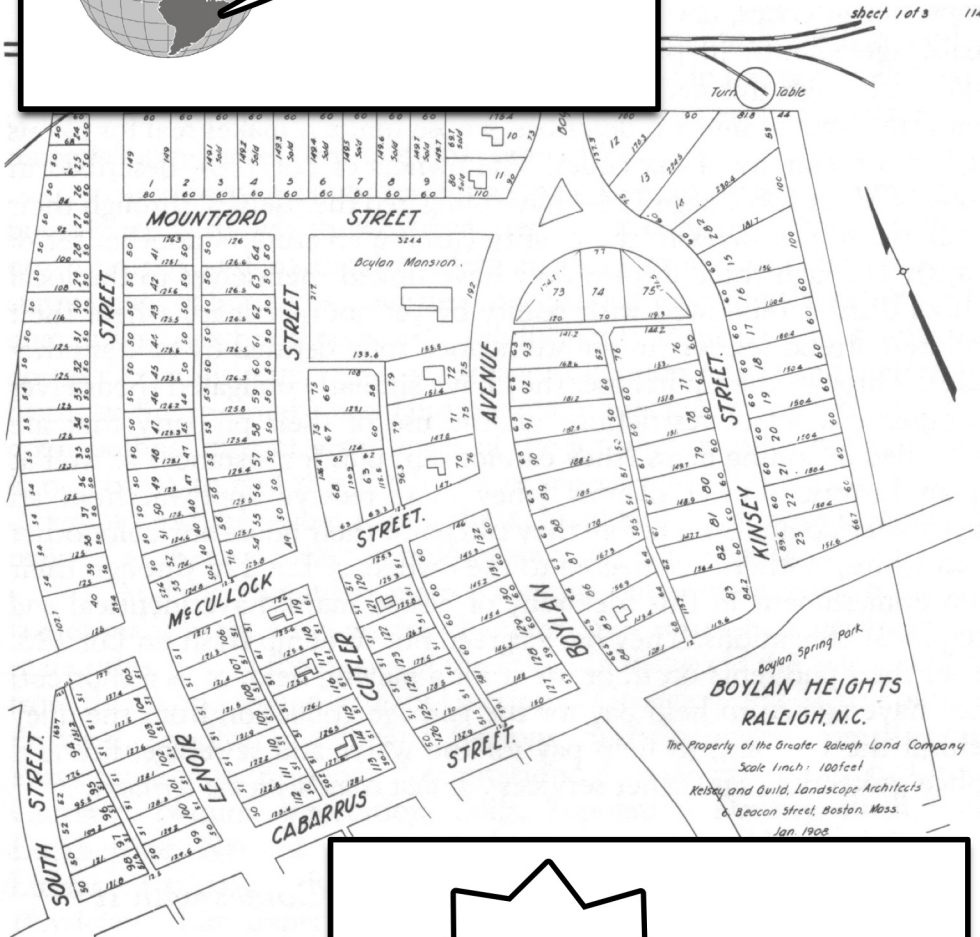


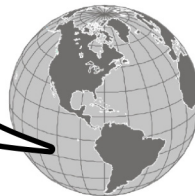
THIS IS
NOT THE
WORLD

*DENIS WOOD
JOHN KRYGIER*

THIS IS
BOYLAN HEIGHTS
NORTH CAROLINA

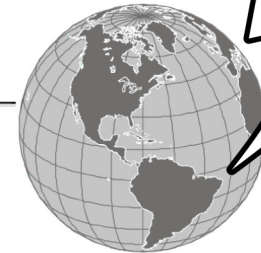


NO, IT'S
NOT



Historical Preservation
Boylan Heights, Raleigh NC

NEITHER
IS THIS...



Traffic Trouble
Boylan Heights, Raleigh NC

NOR
THIS.

THEN
WHAT ARE
THESE?



A MAP IS A PORTRAYAL ON A PLANE OF THE SURFACE OF THE EARTH OR SOME LARGER OR SMALLER PORTION OF IT

SO IT'S A PORTRAIT?



A MAP IS A REPRESENTATION OF THE MILIEU

SO IT'S A REPRESENTATION?

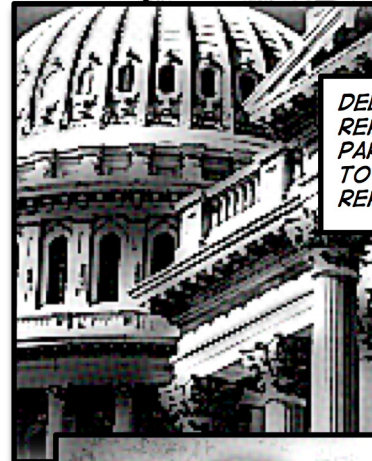


A MAP IS AN IMAGE PROCLAIMING ITS OBJECTIVE NEUTRALITY

SO IT'S AN IMAGE?

MAPS ARE WAY TOO ABSTRACT TO BE PORTRAITS OR IMAGES. REPRESENTATION IS A FANCY WORD THAT ALWAYS BOGS US DOWN IN IRRESOLVABLE ONTOLOGICAL QUIBBLES, BUT LET'S TAKE A CLOSER LOOK AT IT ANYWAY.

PAULINE ROSENALI DESCRIBES SIX KINDS OF REPRESENTATIONS. WHERE DO MAPS FIT?



DELEGATION: "ONE INDIVIDUAL REPRESENTS ANOTHER IN PARLIAMENT." MAPS DON'T SEEM TO BE THIS KIND OF REPRESENTATION AT ALL.



RESEMBLANCE: "A PAINTING REPRESENTS ON THE CANVAS WHAT THE PAINTER OBSERVES." MAPS ARE NOT VIEWS. THEY SHOW US HEAVILY TRANSFORMED OBSERVATIONS. SOME MARKS ON MAPS SORTA LOOK LIKE STUFF IN THE WORLD, BUT ARE VERY ABSTRACTED AND GENERALIZED.



REPETITION: "A WRITER PUTS ON PAPER THE WORD (LANGUAGE) THAT REPRESENTS HIS/HER IDEA OR THOUGHT (MEANING)." MARKS ON MAPS ARE IDEAS (IDEALS) BUT DO THEY REPEAT STUFF FROM THE WORLD ON PAPER? THEY REPEAT IDEAS CONSISTING OF SELECTED OR ABSTRACTED STUFF FROM THE WORLD. MAPS ARE RATHER POOR REPETITIONS OF THE WORLD.



REPLICATION: "THE PHOTOGRAPH (IMAGE) REPRESENTS THE PERSON PHOTOGRAPHED (OBJECT)." IF MAPS REPLICATE (ECHO, COPY) THE WORLD THEY DO IT IN A HIGHLY MODIFIED MANNER, IN NO WAY LIKE A PHOTO. INDEED, THE POWER OF A MAP COMES FROM THE FACT THAT IT DOESN'T JUST REPLICATE THE WORLD!



DUPLICATION: "A PHOTOCOPY REPRESENTS THE ORIGINAL." TIP A HUGE COPY MACHINE OVER AND HIT "COPY" AND YOU DON'T GET A MAP.



SUBSTITUTION: "A LAWYER REPRESENTS A CLIENT IN COURT." WHILE WE SUBSTITUTE MAPS FOR THE WORLD ALL THE TIME, WE ARE CONTINUALLY WARNED THAT THE MAP IS NOT THE TERRITORY! THIS IS MORE ABOUT HOW MAPS ARE USED RATHER THAN WHAT THEY ARE.

MAPS ARE ODD CREATURES THAT DON'T EASILY FIT IN ANY OF THESE FORMS OF REPRESENTATION.

IS THERE A MORE USEFUL WAY TO THINK ABOUT MAPS, PARTICULARLY IF YOU ARE THINKING ABOUT MAKING MAPS?

I HAVE A PROPOSITION FOR YOU...



THIS SHOULD BE GOOD...

insistence that a map is like veneer was probably due to an error in translation from Eckert's *Die Kartenwissenschaft*.

All cartographic propositions, however elaborate, are ultimately realized through fundamental spatial/meaning propositions expressed in the sign plane of the map. The most fundamental of these cartographic propositions – *This is There* – establishes an equivalence between a *This*, a specific instance of a pre-existing conceptual type, and a *There*, a specific location in the cartographic sign plane. Similar *Thises* may be located at more than one *There* and a *There* may be populated by many *Thises*. Multiple *This is There* propositions (cartographic *postings*) comprise and create the territory of the map. This territory becomes the subject of the map's action.

Relationships established among *Thises* and *Theres* facilitate the exchange of meaning within the cartographic sign plane. The coincidence of *Theres* affords and affirms the mapping of authority (political, cultural, religious, scientific) over territory and its constituent *Thises*, potentially at many levels. The correspondence of *Thises* raises the opportunity for constructing new *Theres* (in the present, past, or imagined future), and consequently new territories.

We attempt to unfold these operations here through a provisional calculus of space and meaning propositions as they are expressed in the sign plane of the map. This calculus is presented diagrammatically and algebraically to illustrate how cartographic propositions are formed and how they function in creating both space and meaning. In the special logic of map signs, space and meaning are indivisible.

This is: The precedent existential proposition.

Every map is about something – some things, and some place – and what are the *things* that populate maps if not content types, readymade to be realized, to be instantiated in the cartographic sign plane? There will be a house in the map, and a church, and a fire station, and a park, and

... etc., etc. The house, the church, the fire station, the park, the roads, are all categorical types residing (in some way we don't pretend or need to define) in a conceptual space (or "conceptual universe" or "content space" or "content plane" or "semantic field" or "semantic cloud"). Any of these types can be given existential claim in the map insofar as it is differentiated from other types and has potential expression in the map.

TYPE_A might be differentiated from *TYPE_B*, *TYPE_C*, *TYPE_D*, and *TYPE_E* in denoting a dwelling type "house" as distinct from a "condominium," an "apartment," a "mobile home," or a "hut." But the deployment of cartographic signs entails much more than semantic differentiation and denotation. Each of these signs also carries an enormous connotative load, waiting to be dropped into the map at the stroke of a pen, or a keystroke. The precedent existential proposition not only entails a distinctive, if abstract, existential claim but also requires certain territorial potentials for its realization. In the City of Raleigh, for example, there can be houses, condominiums, and apartments but no mobile homes (at least not legally). As for huts, those only exist in Third World countries, don't they?

When a content element is expressed in the sign plane of the map it is simultaneously given a location in that sign plane. What does the *cartographic sign plane* mean? We refer simply to the cartographic presentation commonly recognized as a "map," which is to say, the integral planar display bounded by a neatline but, in any case, set apart from other displays such as supportive maps, graphic aids, etc. The distinction being drawn here is between the elements of the larger cartographic presentation and the elements of the map itself. ESRI makes this distinction fundamental. The presentation of a map in the sign plane is called a "view" or "display" (the presentation a "layout.") We refer to the map as more than simply "sign plane" – the photograph, the page,

ZZZZZZZZZZ...

THERE'S GOTTA BE AN EASIER WAY...

[illegible]

**THIS PROPOSES
BOYLAN HEIGHTS
BETTER DAMN WELL
STAY THE SAME.**

**THIS PROPOSES
TRAFFIC IS GETTING TO
BE A PAIN IN THE ASS
IN BOYLAN HEIGHTS.**

**THIS PROPOSES THAT THE
MAILMAN HELPS MAKE
BOYLAN HEIGHTS A PLACE.**

**MANY MAPS OF
THE SAME PLACE...
AND NONE ARE IT.**

MAPS ALSO PROPOSE
DIFFERENT IDEAS OF
THE SAME STUFF...
AND NONE ARE IT.

THIS IS NORTH INDIA.

NO, INFIDEL, THIS IS
NORTH INDIA.

DISPUTED
BOUNDARIES

DISPUTED
BOUNDARIES

GEOLOGY

THIS IS THE GEOLOGY
OF DELAWARE CO.
OHIO

GEOLOGY

NO, THIS IS THE
GEOLOGY OF
DELAWARE CO. OHIO

VEGETATION

THIS IS VEGETATION IN
DELAWARE CO. OHIO

VEGETATION

NO, SORRY, THIS IS
VEGETATION IN
DELAWARE CO. OHIO

CARIBOLI

THIS IS WHERE CARIBOLI
BREED IN ANWR.

CARIBOLI

NO, TREE HUGGER,
CARIBOLI DON'T BREED
IN ANWR.

SO HOW DO MAPS
WORK TO ADVANCE
PROPOSALS?



ACCEPT OR
CREATE A
CONCEPT

HOUSE
OF
WORSHIP

*COMPLEXITIES OF
THAT CONCEPT*



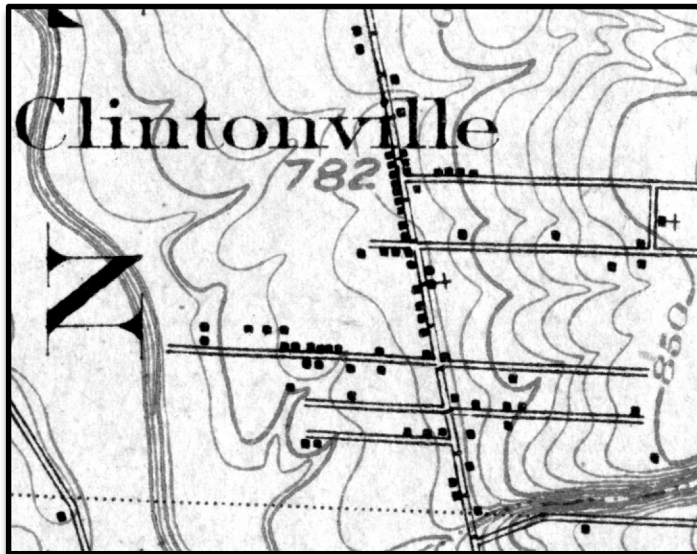
MAKE A
MARK



*A GAZILLION ALTERNATIVE
MARKS FOR THAT
CONCEPT*



PIN IT
DOWN



*COMPLEXITIES OF A
PLACE OF WORSHIP:
CONGREGATION,
PARKING, COMMUNITY
SERVICES...*

*RETURN TO ONE PAIR
AND EXPLICATE*

*THINKING OF MAPS THIS
WAY IMBUES THE
CARTOGRAPHER WITH
POWER AND
RESPONSIBILITY*