



УКРАЇНА



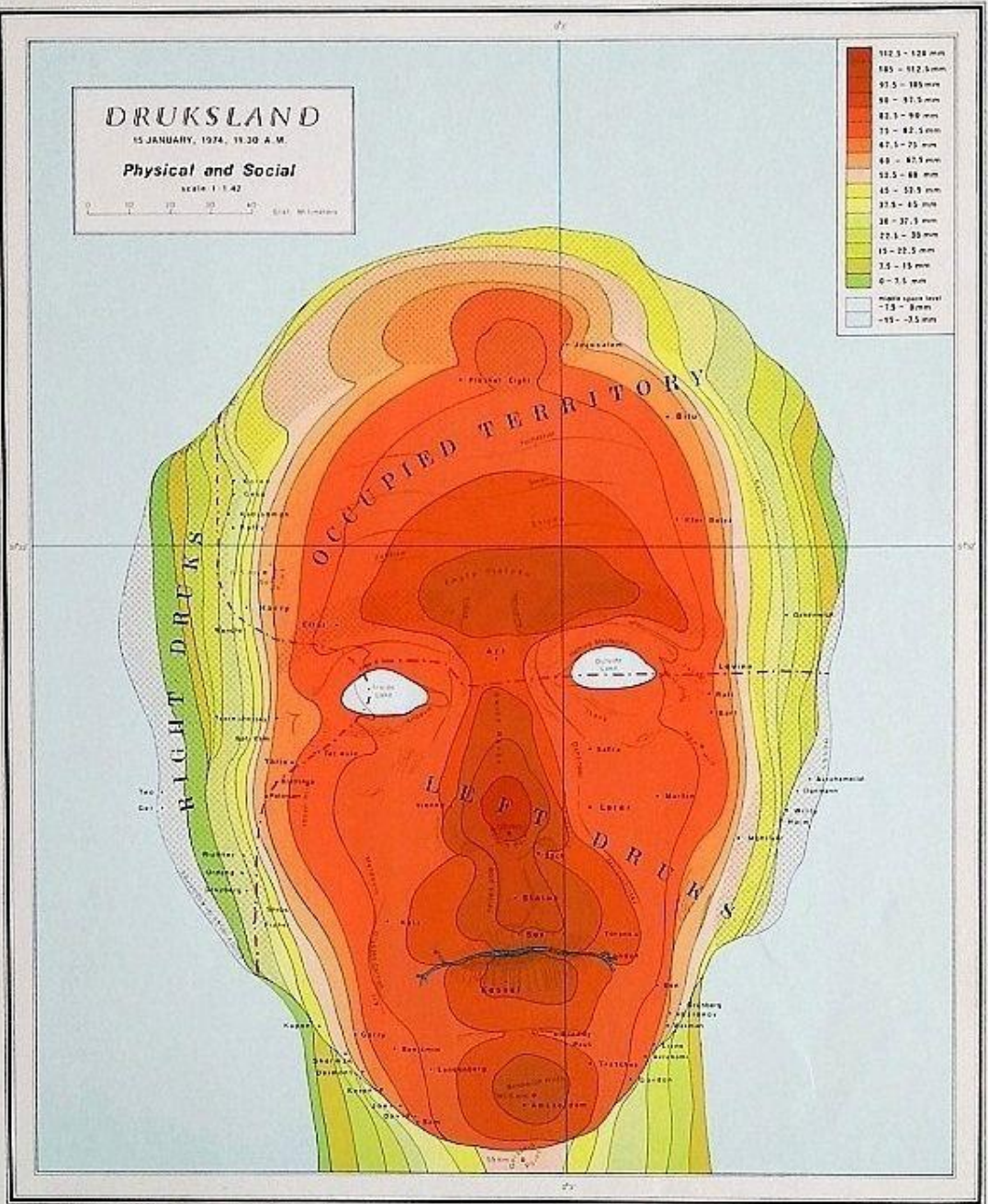
# מפות: מעשה אמנות או מעשה יומיום?

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מה התפקיד של מפה –

- לשקף מציאות?
- לשקף \*חלק\* מהמציאות?
- לשקף מציאות רצויה?
- לשקף מציאות מדומינת?



למפות אסתטיקה ייחודית.

האסתטיקה מושפעת מאלמנטים גיאוגרפיים אבל גם מדימויים חזותיים.

האסתטיקה של מפות יכולה גם \*להשפיע\* על דימויים חזותיים.

מיכאל דרוקס, [דרוקסלנר](#), 1974

**הסיפור על דיק וויטינגטון:**

**יצא מביתו כדי להצליח בלונדון  
בה "הרחובות מרוצפים זהב"**

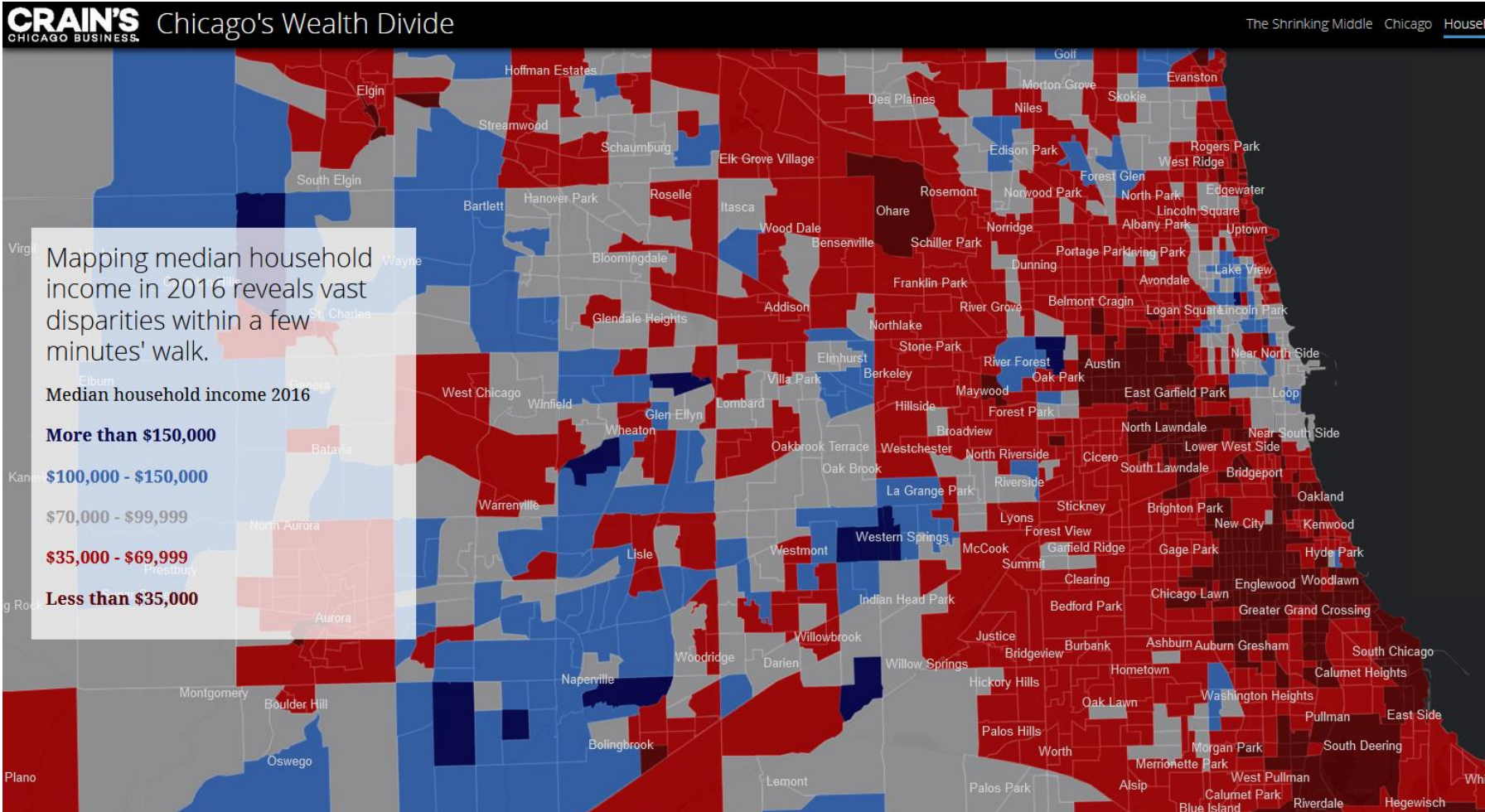


Coloured cut from a children's book published in New York, c. 1850 (Dunigan's edition).



יורופה טכנולוגיות (GIS)  
ו-יואן דייויד איסון (אמן)

[Streets of Gold](#)



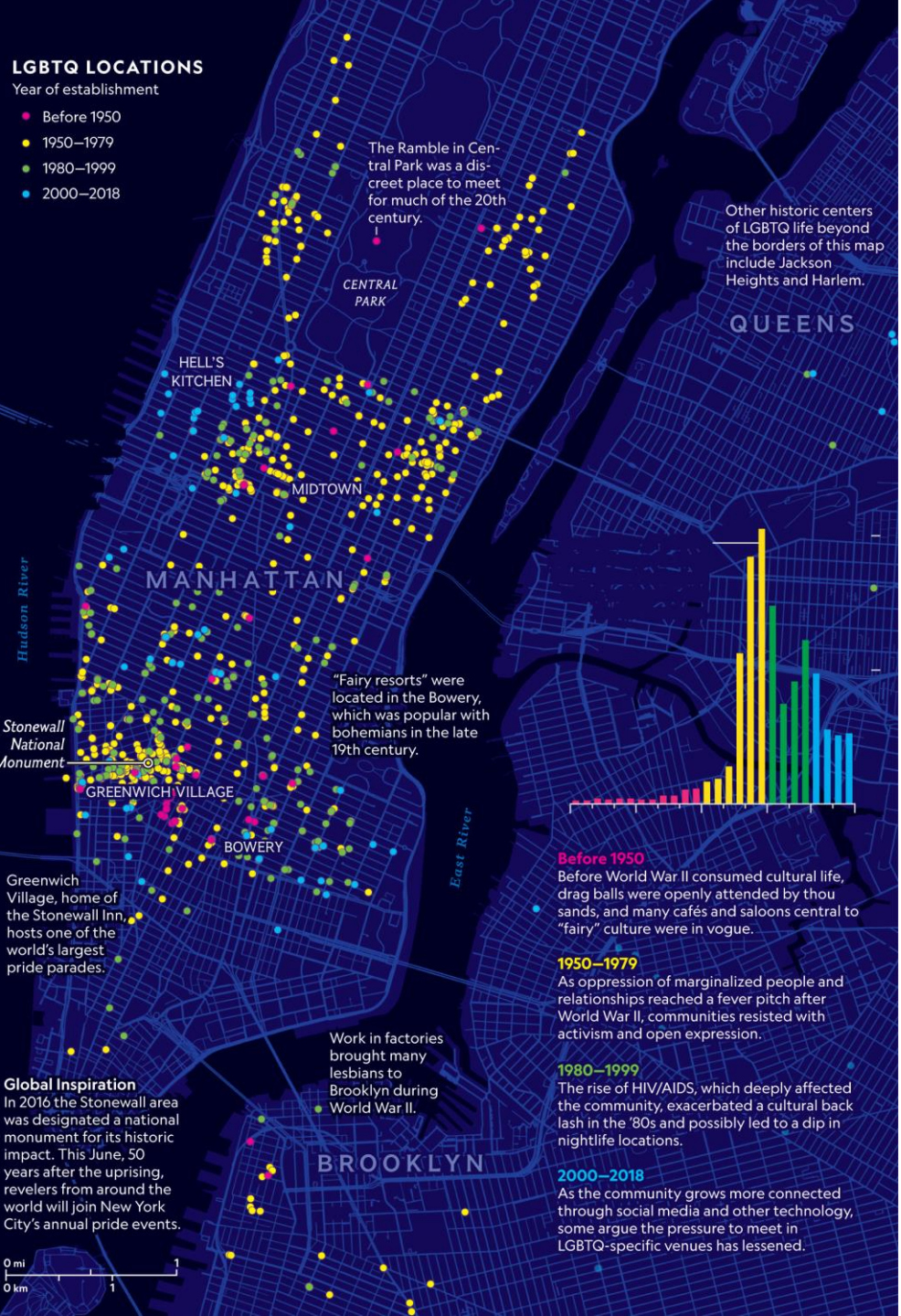
**אם מפות מבוססות רק על מידע "אובייקטיבי" – מי אוסף את המידע? מי בוחר מה נראה ומה נסתר?**

**מפת פערי ההכנסה בשיקגו**

# LGBTQ LOCATIONS

Year of establishment

- Before 1950
- 1950–1979
- 1980–1999
- 2000–2018



The Ramble in Central Park was a discreet place to meet for much of the 20th century.

Other historic centers of LGBTQ life beyond the borders of this map include Jackson Heights and Harlem.

"Fairy resorts" were located in the Bowery, which was popular with bohemians in the late 19th century.

Greenwich Village, home of the Stonewall Inn, hosts one of the world's largest pride parades.

**Global Inspiration**  
In 2016 the Stonewall area was designated a national monument for its historic impact. This June, 50 years after the uprising, revelers from around the world will join New York City's annual pride events.

Work in factories brought many lesbians to Brooklyn during World War II.

**Before 1950**  
Before World War II consumed cultural life, drag balls were openly attended by thousands, and many cafés and saloons central to "fairy" culture were in vogue.

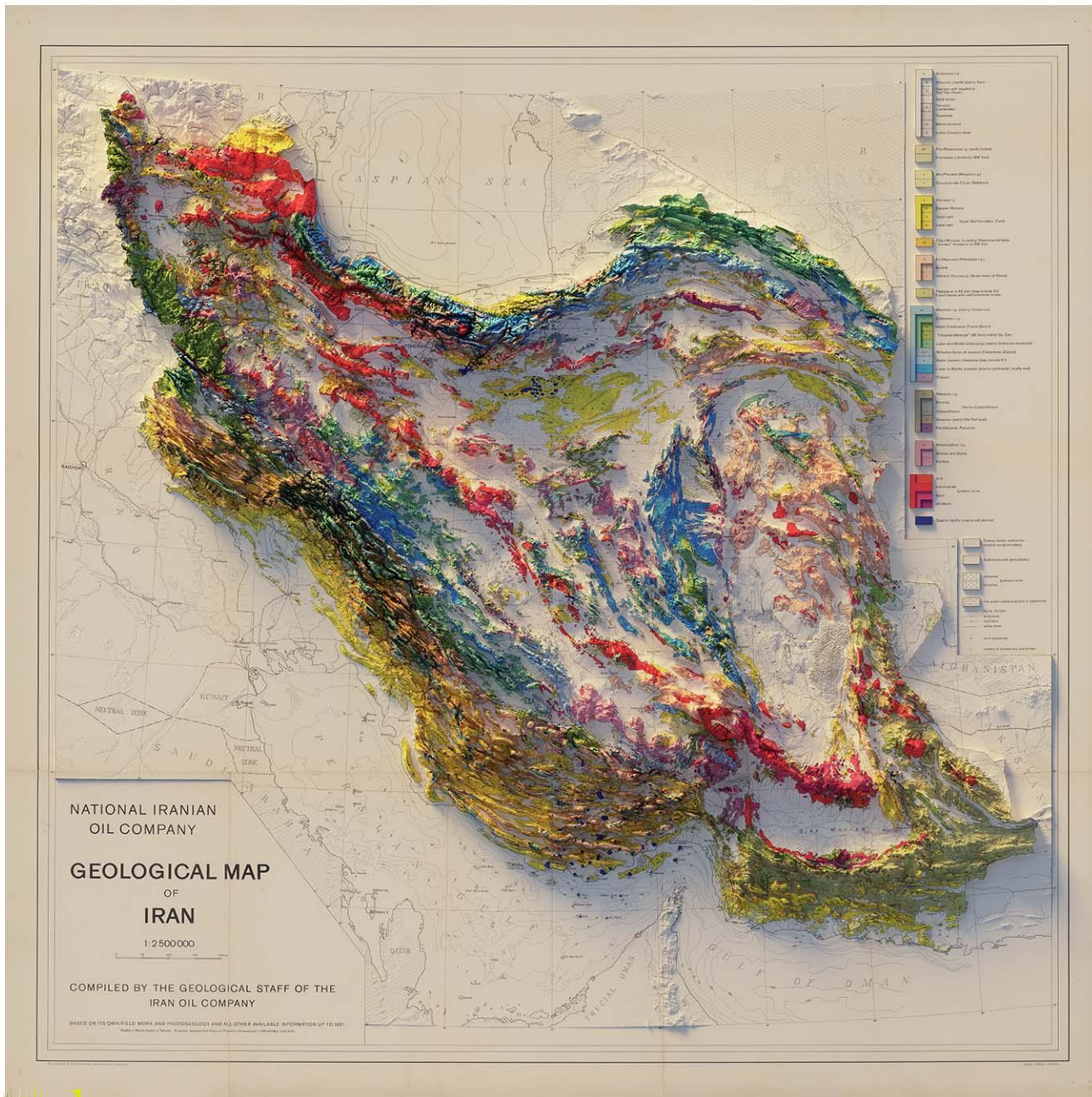
**1950–1979**  
As oppression of marginalized people and relationships reached a fever pitch after World War II, communities resisted with activism and open expression.

**1980–1999**  
The rise of HIV/AIDS, which deeply affected the community, exacerbated a cultural backlash in the '80s and possibly led to a dip in nightlife locations.

**2000–2018**  
As the community grows more connected through social media and other technology, some argue the pressure to meet in LGBTQ-specific venues has lessened.

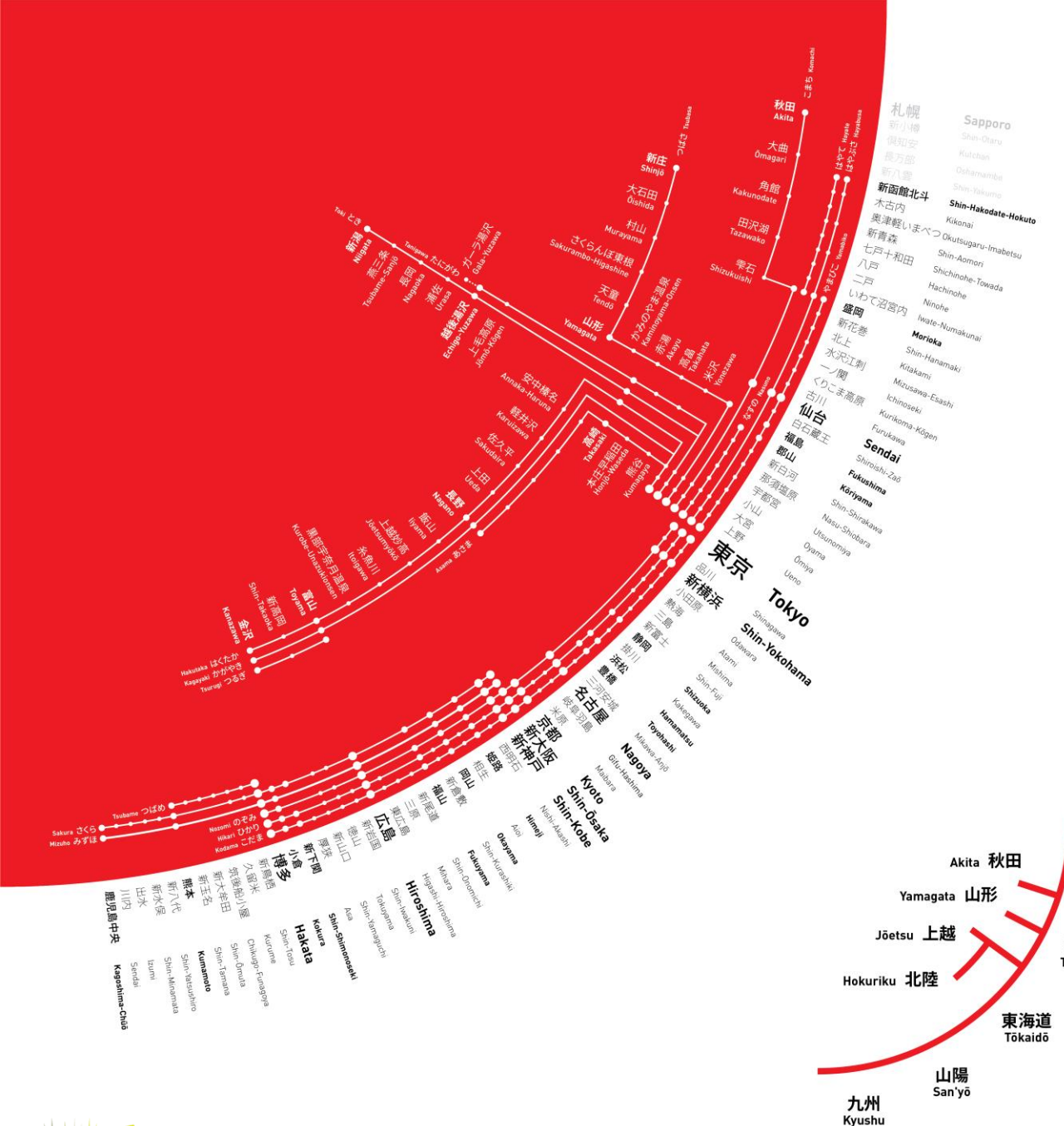
## האם מידע אובייקטיבי = מידע נורמטיבי?

## ג'ף פרזוקו, מפת LGBTQ של ניו יורק

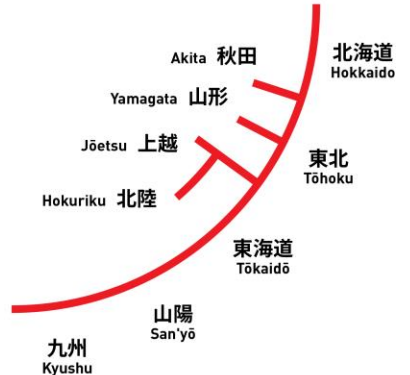


**אם מפות מבוססות רק על  
מידע – האם הן רק מדעיות?**

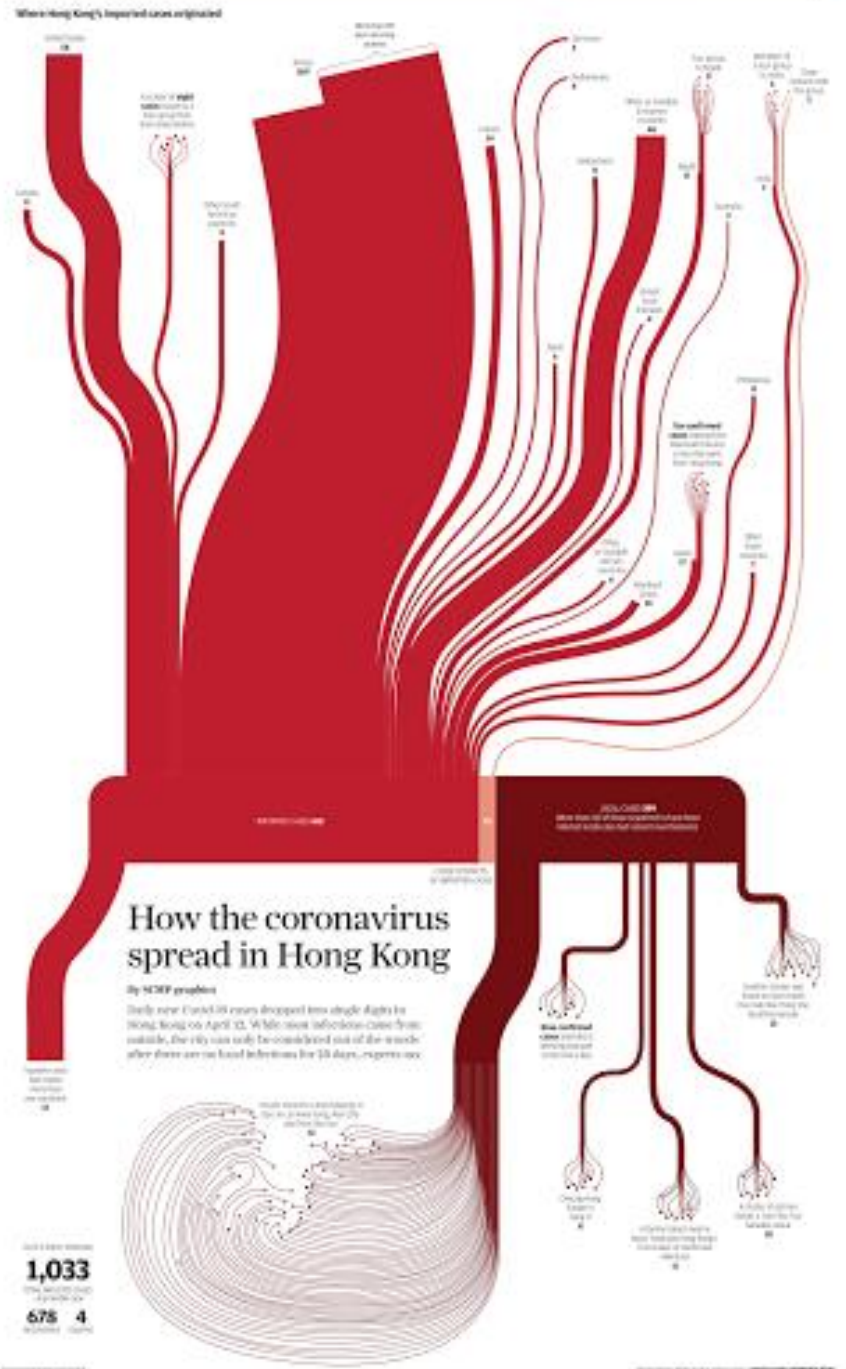




אם מפה לא נראית כמו מפה...



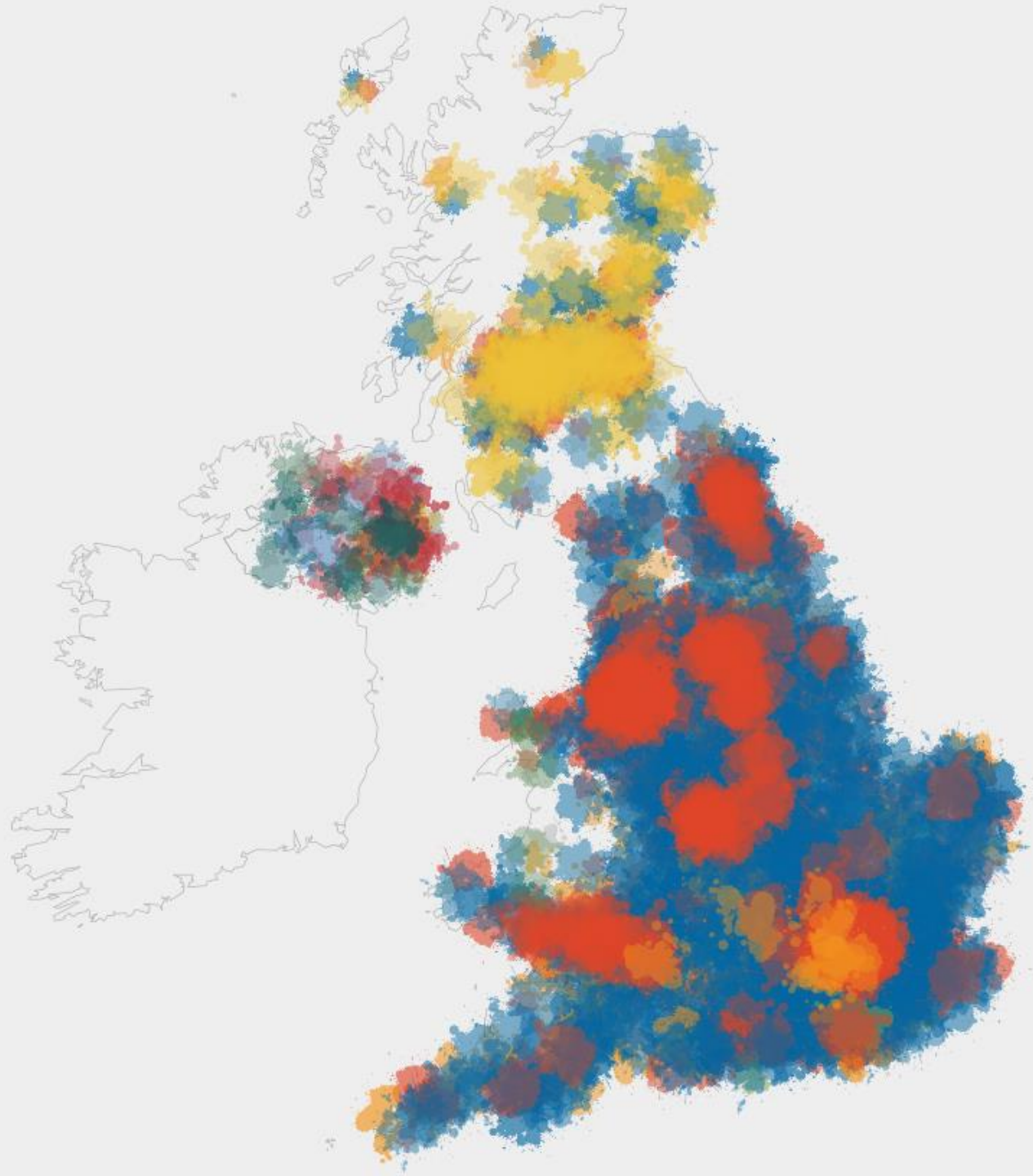
מפת רכבת שינקנסן. ג'אג סרוביץ'



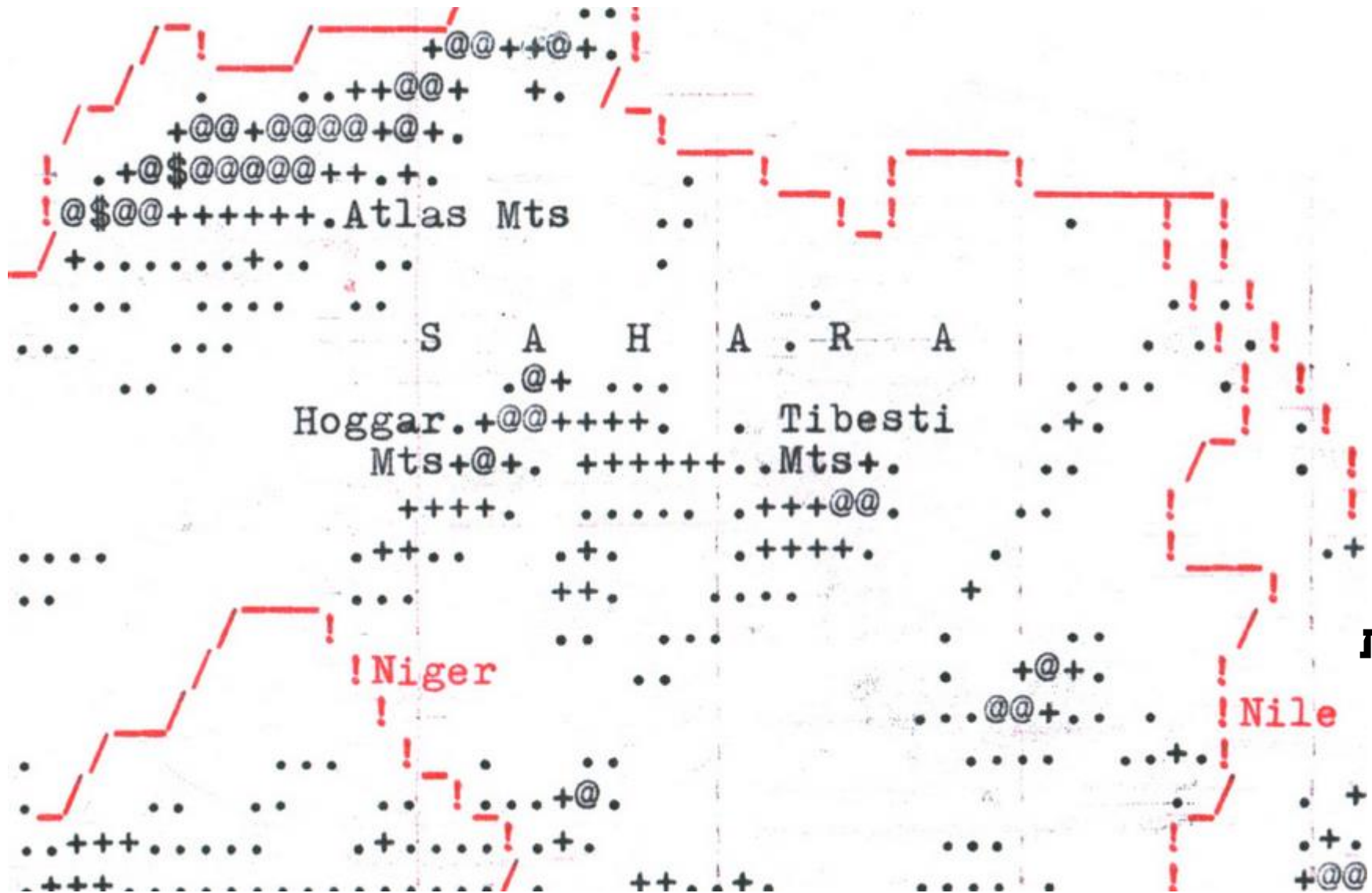
... אז מה הסיפור שלה?

התפשטות קוביד בהונג קונג, צוות הגרפיקה של

SCMP



**עברנו ממפות ידניות  
למפות ממוחשבות.  
האם למדנו לספר  
סיפורים חדשים?**



הטכנולוגיה עשויה להשתנות



**ben flanagan**  
@benflan



מחרס לקלף,  
מקלף לנייר,  
מנייר למסך



ממסך למציאות.  
מדומה.

# Tree Symbolism

**Oakwood Cemetery** 30°16'36"N 97°43'27"W  
 By Alan Halter

## THE HUMAN CONNECTION

Behind every cemetery tree is a story represented by a symbol for how we express our beliefs.

**AUSTIN, TX**—This cross section of a tree (left) looks eerily similar to a human fingerprint (right). Ultimately we share the same history as all life on earth, so naturally, trees and humans share many connections. The tree of life links all life forms, ordering our world into families. As humans, we pay homage to our own families often through cemetery burials with trees planted in memoriam.

**ABOUT THE MAP**  
 This map shows the symbolism and unique species palette of cemetery trees at Oakwood Cemetery in Austin, Texas. It overlays taxonomic tree families with burials of famous Austin families and individuals each with their own story.

"All trees illustrated are in each block that fall into an existing relative to each other."

**CRANE MYRTLE**  
**MYRTLE: LOVE, FERTILITY, LIFE**  
 The goddess of love—Venus—was common myrtle, so ancient Romans planted myrtles to promote fertility and life. Crane myrtles were introduced in the American South from China where they were highly coveted for their showy flowers.

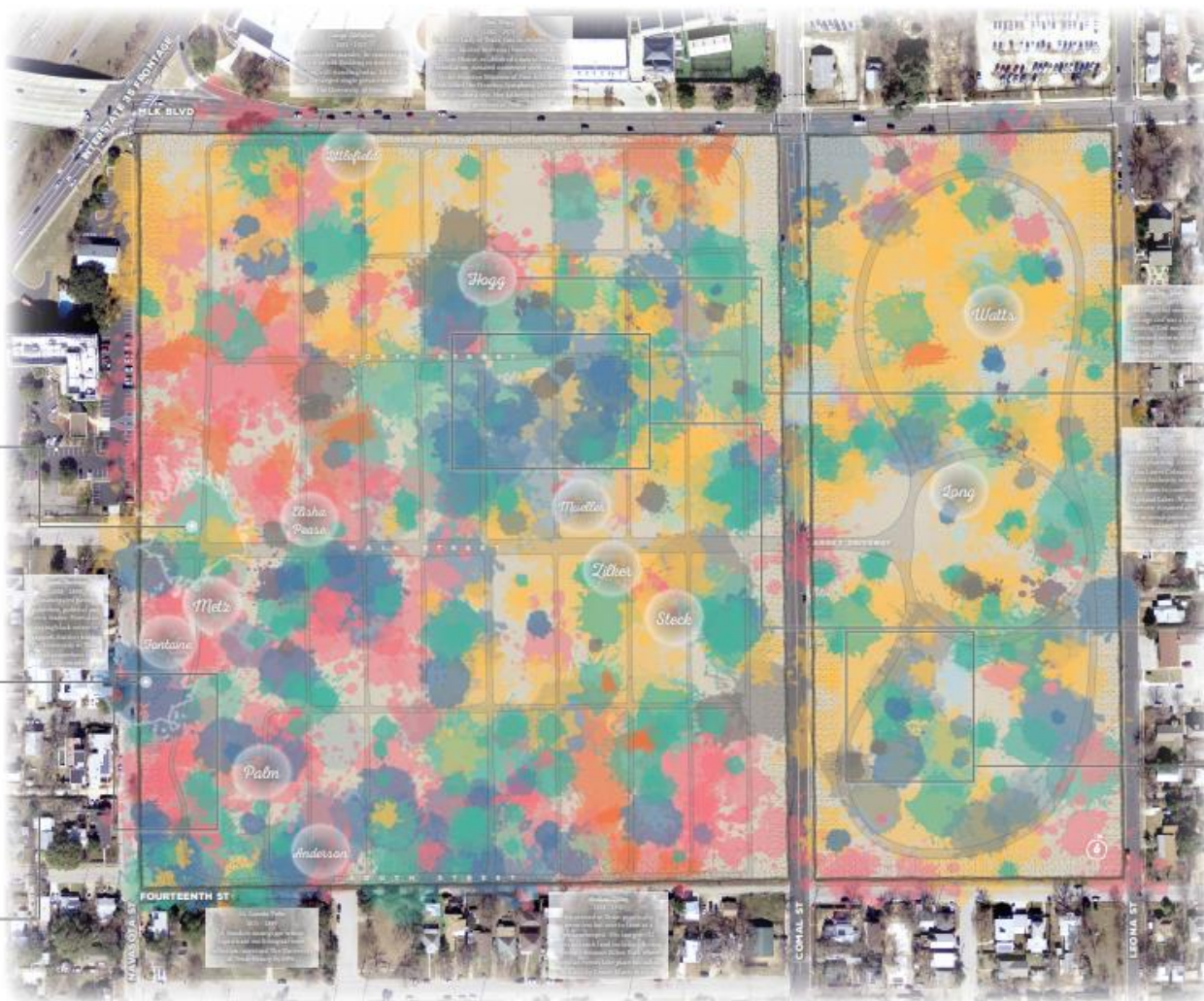
Marker: Oakwood's largest crane myrtle—outlined in white—measures 30 inches in diameter.

**CEDEAR: FAITHFULNESS**  
 Cedars symbolize faithfulness in an ancient Chinese tale where two passing lovers' tombs sprouted cedar trees. The trees' branches grew to embrace each other. Arborvitae means "tree of life" in Latin.

Marker: Section 1 of Oakwood, the cemetery's oldest section, is home to Oakwood's largest cedar.

**OAK: PATIENCE, ENDURANCE, STRENGTH**  
 Oak acorns symbolize greatness arising from humble beginnings.

Rev. Before Oakwood's 19th century establishment, a unique stand of post oaks took root in an upland slope at the cemetery's original section. Still thriving today, these oaks embody everlasting strength achieved through endurance.



## CARTOGRAPHY

Created in ArcGIS Pro 2.3.2. Artwork inspired by Jackson Pollock. Technique adapted from Kenneth Field.

The Oakwood Cemetery map borrows techniques from Jackson Pollock's (1912–1980) abstract drip painting style. Map symbols display tree locations as splattered paint. Attribute-driven symbology further portrays layers of tree information. Location, size, tree health, and orientation are all portrayed culminating in this multivariate map. Kenneth Field inspired this approach from his "Election Pollocks" map. Planted-to-digital symbols, borrowed from John Nelson, define the cemetery boundary. National Geographic inspired countless other design features from maps old and new.



## PECAN: PRIDE, NATIONALISM

The pecan tree became Texas' state tree after the first governor James Stephen Hogg said, "Let my children plant at the head of my grave a pecan tree. And when this tree shall bear, let the pecans be given out among the plain people so they may plant them and make Texas a land of trees." Shortly after his passing, his daughter Ima fulfilled his wishes.

Hogg Family Member: The Governor's pecan planted by his daughter in memoriam.



## EVERGREEN: RELIABILITY, SECURITY

These trees, and their ability to remain green year-round, denote reliability and security. A children's story adapted from a Charles legend describes an injured bird unable to fly south for the winter. After repeated denials from deciduous trees, the bird finally found shelter among evergreen trees. As a reward for their kindness, the evergreens kept their leaves throughout winter.

Loc: Oakwood's largest evergreen stand (juniper and arborvitae).

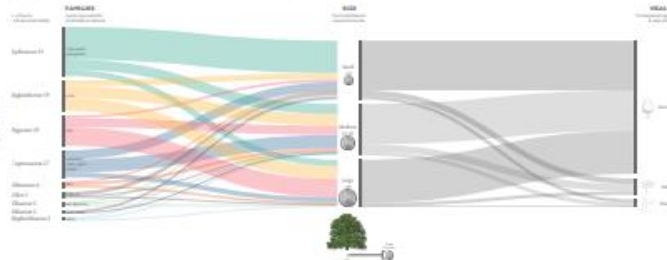


## CYPRESS: FRIENDSHIP, HOPE

The Greek myth of Cyparissus portrays a man who, having lost his companion, transformed into a cypress tree becoming an eternal companion of those in distress and a symbol of everlasting friendship and mourning. Believed to have natural repellent properties, cypress trees were planted near graves by ancient Romans to thwart scavenging seekers. Eventually cypress trees came to symbolize hope as the tree's convergent shape points to the heavens.

Loc: Oakwood's largest cypress stand.

## Symbolizing Tree Families Attribute-Driven



**SCALE PROPORTIONALITY**  
 Point size and color are used to match a tree's size. Larger trees, determined by their diameter, show up as larger points on the map, and are placed in black circles to call out their location. Size is proportional to the effort using an ArcGIS expression.

**HEALTH SHOWN TRANSPARENTLY**  
 Transparency represents tree health or condition. There is good condition and poor condition. Higher transparency trees denote low in poor condition. With transparency, overlapping circles appear more like mixed pixels at each legend point except.

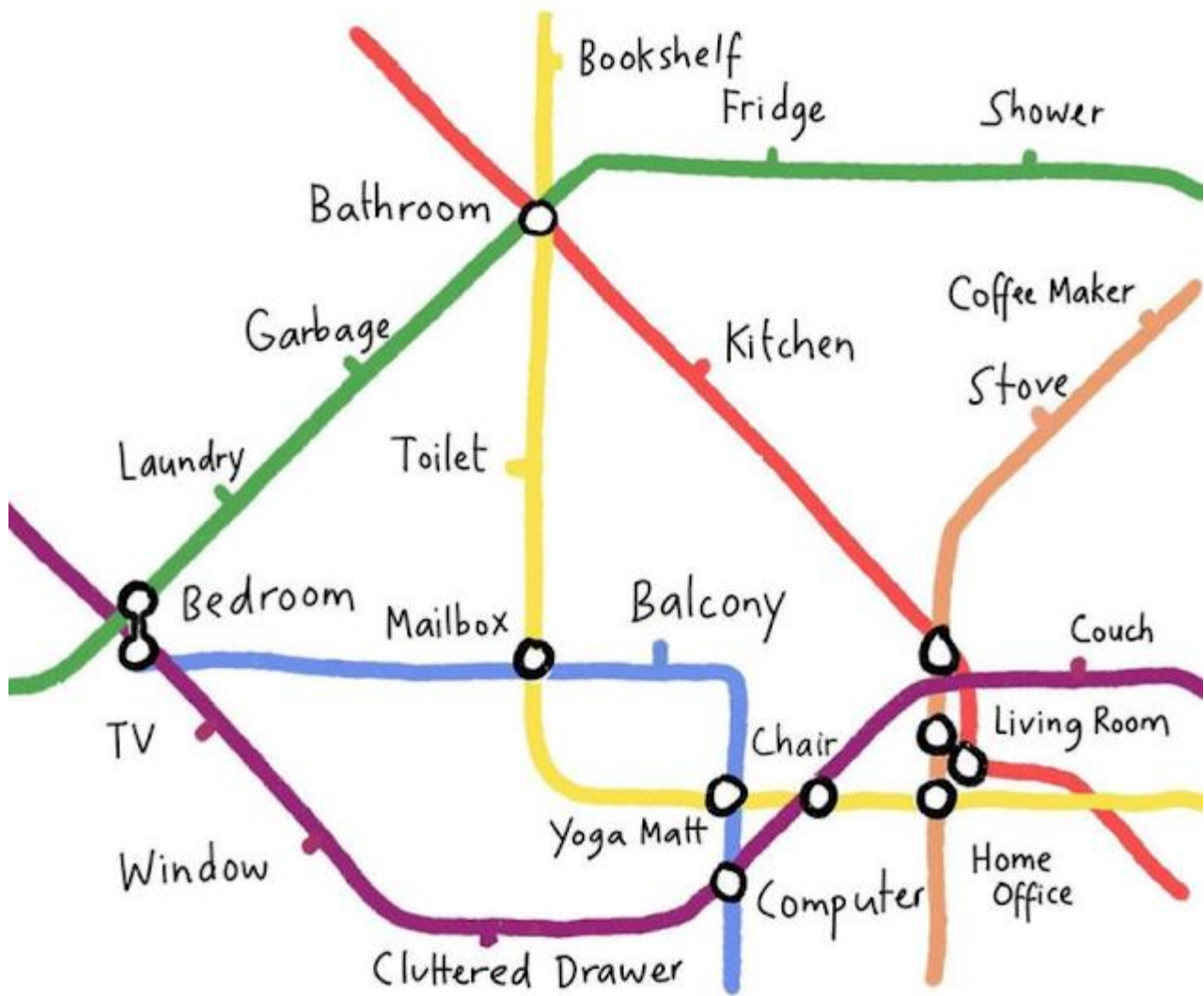
**RANDOM NOISE**  
 Each point, after its randomly oriented reflecting the degree of orientation of tree energy or expression in nature.

Map artist (2019)  
 Alan Halter, City of Austin  
 Data adapted from  
 Sheryl Karas (1998) Solstice Evergreen  
 Cartography technique adapted from  
 Kenneth Field (2018) Election Pollocks  
 Cultural tree illustration from  
 Robert O'Brien (2006)  
 Health condition illustration from  
 Bartlett Tree Research Labs (2002)

האם מפה יכולה  
 להעביר גם מידע  
 וגם חוויה?

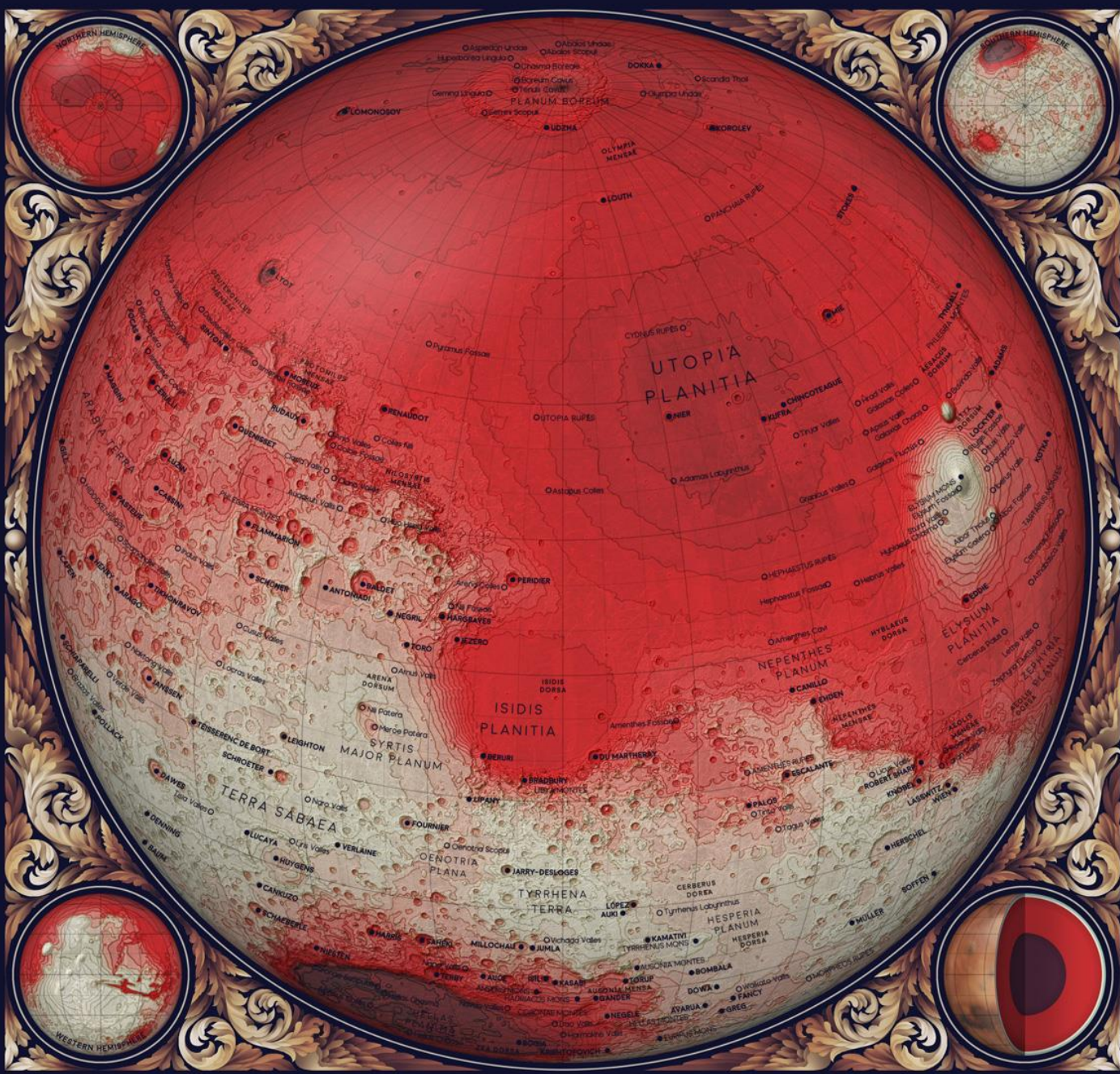
מפת בית הקברות באוסטין, אלן האלטר

# COMMUTING IN CORONA TIMES



חוויה אישית / קולקטיבית?





# מפות יכולות להעניק לנו חוויות שלא נחווה בעצמנו. לעולם.

MARS

Mars is home to a huge canyon system called the Valles Marineris, as well as the largest volcano in the solar system, Olympus Mons. The surface of Olympus Mons is geologically very young, and the volcano may still be active. Mars likely had rivers and lakes in the ancient past.

**THE TOPOGRAPHY OF MARS:** As shown in the central Eastern Hemisphere map (left key) and the Northern, Southern and Western Hemispheres (right key). Key labels are shown in hundreds of meters.

**THE ATMOSPHERE OF MARS:** The distinctive red color of the Martian surface is due to the dust particles that coat the ground. Periodic dust storms can occur when high winds blow the dust into the air. Note that layers in the core diagram are not to scale.

- Core: Dense core of iron, nickel, & sulfur
- Mantle: Rocky mantle (240-490km thick)
- Crust and Thin Atmosphere

DATA: NASA & USGS. MAP: REISS/NOVA/LTZ/2015

## מפות פני שטח של מאדים, אלינור לאץ

# או בעצם, להזכיר לנו את מה שנמצא שם תמיד

# מפת גרמי שמיים, אלינור לאץ



## THE NIGHT SKY

For thousands of years, humans have looked up at the stars in the night sky for navigation, divination, and storytelling. Before the invention of telescopes, ancient Egyptians used the bright star Sirius to predict the annual flooding of the Nile river. Ancient Babylonians navigated by the stars through the open ocean for hundreds of kilometers.

The map shows every star that might be visible to the human eye on the darkest night. It also includes many deep-sky objects such as galaxies, nebulae, and star clusters that are invisible from Earth.

Because the Earth wobbles slightly around its axis, the position of the stars appears to change over time when seen from Earth. This map shows the position of each star on New Year's Day of the year 2000. These star movements are large enough to see throughout human history in the ancient, divisional location of astrology, a person's birth chart, where the Sun was located when they were born. But because of the shifting stars, the star signs of people born today are off by about one month, just when using the traditional date calculations from 2000 years in the past.

**MAGNITUDE**  
STARS VISIBLE TO THE NAKED EYE FROM EARTH

★ STAR MAGNITUDE  
The magnitude of stars describes the relative brightness as seen from Earth. Closer, smaller stars may therefore have a larger magnitude than extremely large stars that are far away.

★ VARIABLE STARS  
Variable stars change in magnitude over time. Some variable stars appear to pulse because the Sun is located within them. Other variable stars may flicker periodically because of light and other factors that change in diameter over time.

★ Bayer Designations  
In the early 1600s, Johann Bayer, a German astronomer, assigned Greek letters to the brightest stars in each constellation.

**SPECTRAL CLASS**  
THE TEMPERATURES OF THE STARS

Note: Colors in the map are not true to life.

- Blue stars with an approximate temperature of ~30,000K Kelvin
- Blue-white stars between 10,000K and 20,000K. Examples include Rigel and Spica
- White stars between 7,500K and 10,000K. Examples include Sirius and Vega
- Yellow stars 5,000-8,000K. Examples include Polaris, Altair, and our own Sun
- Orange stars 3,700-5,200K. Examples include Arcturus and Aldebaran
- Red stars between 3,000 and 3,700K. Examples are Betelgeuse and Antares
- OTHER: Cool red and brown dwarfs and other star types with no scientific naming
- Unknown spectral class or missing data

**DEEP SKY OBJECTS**  
SOME NEBULAE AND CLUSTERS VISIBLE TO THE NAKED EYE

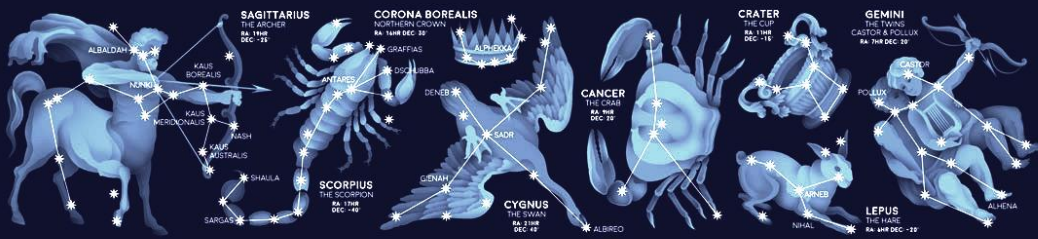
- **SPIRAL GALAXY**  
A rotating galaxy with spiral arms contained within a flattened disk of young stars and interstellar material.
- **EMISION NEBULA**  
Nebulae are giant clouds of interstellar material. Emission nebulae emit light from ionized interstellar gas.
- **GLOBULAR CLUSTER**  
Dense-packed star clusters with hundreds of thousands of stars. Some of the oldest parts of our galaxy.
- **OPEN CLUSTER**  
Dispersed star clusters with hundreds of stars with only dozens to hundreds of stars.
- **OPEN CLUSTER WITH EMISION NEBULA**  
An open cluster embedded within an emission nebula. Examples on the map: Swan Nebula & Hercules Cluster
- **STAR CLOUD**  
A large group of stars that likely forms like a cluster. The only one on this map is the Sagittarius star cloud.

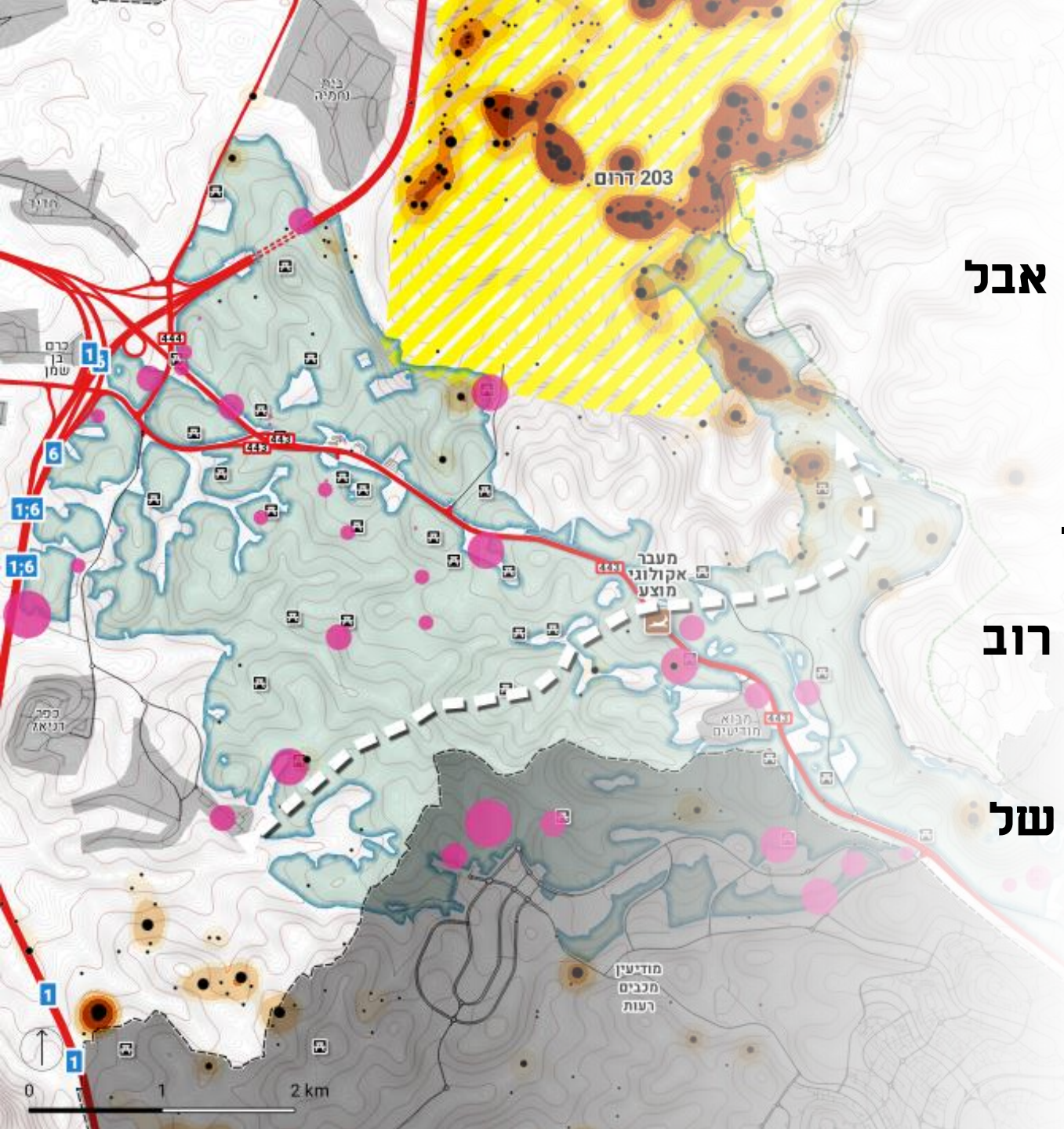
**CONSTELLATIONS & ASTERISMS**  
THE SHAPES WE SEE IN THE SKY

**1811 CONSTITUTIONAL BOUNDARIES**  
The red lines on this map show the official constellation boundaries designated by the International Astronomical Union. Taken together, these 88 constellations cover the entire celestial sphere. The constellations consist of various 10 objects and 22 mythological or real characters.

**TRADITIONAL WESTERN ASTERISMS**  
Many ancient civilizations created geometric patterns of stars to describe the night sky. These shapes are called asterisms. Today, many of the modern 88 constellations are named after the ancient Greek asterisms within each constellation.

**ANCIENT GREEK ZODIAC ASTERISMS**  
Major objects in the sky such as the planets, Sun and Moon are all contained in the narrow belt of sky called the zodiac. Although the position of planets with no scientific naming is based on parallax motion through the zodiac.





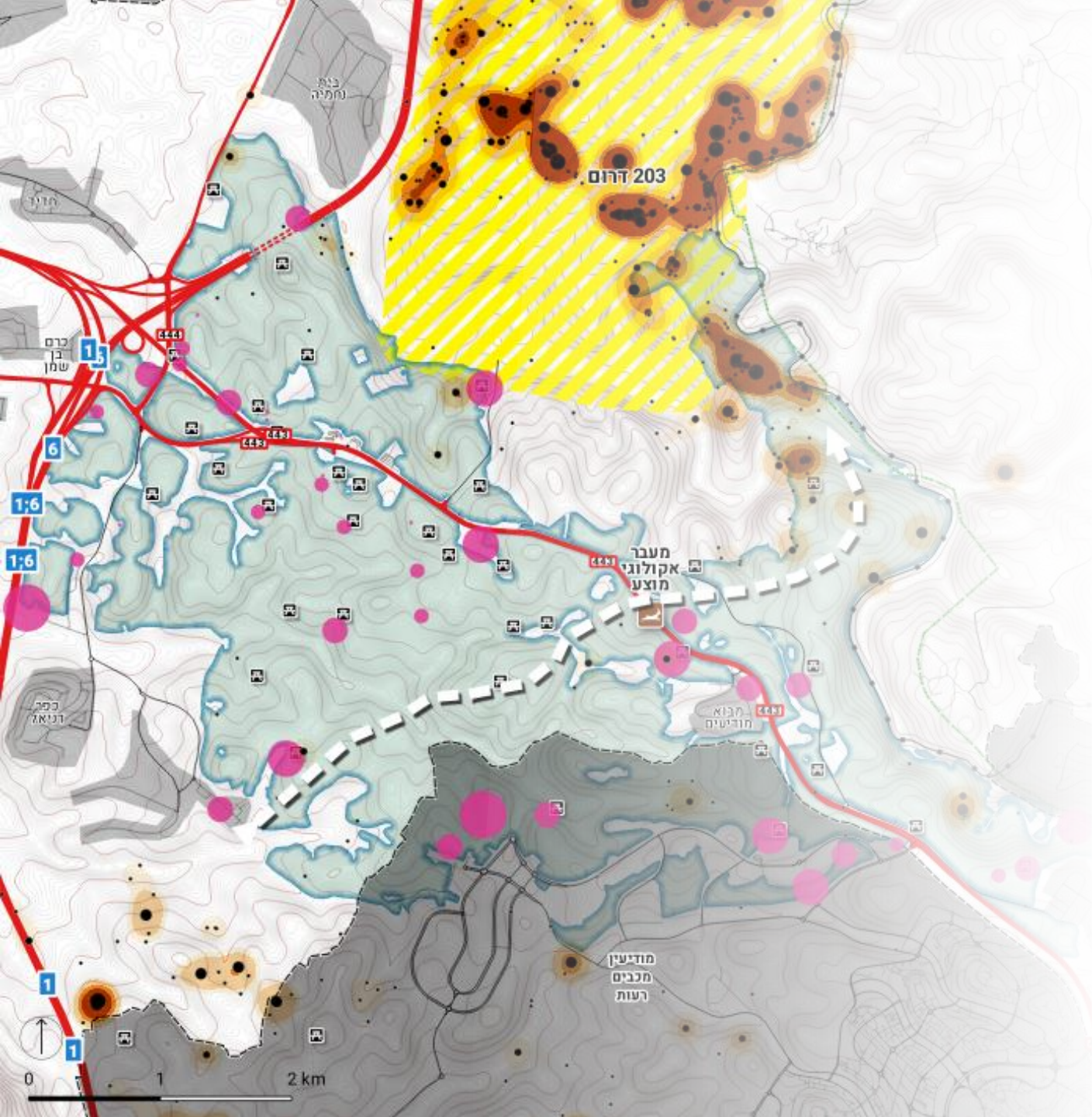
**לפני הכל, מפה היא תוצר ויזואלי ואסתטי.**

**האסתטיקה מושפעת מאלמנטים גיאוגרפיים אבל גם מדימויים חזותיים.**

**דימויים חזותיים לא חייבים להגיע מהתחום הגיאוגרפי-פיזי < לא לפחד לחפש השראה.**

**המפה \*לא\* חייבת לשקף מציאות ספציפית. רוב המפות מכוונות להדגיש מידע מסוים.**

**מפות יכולות \*לאתגר\* את תפיסת המציאות של המתבונן.**



**תודה על ההקשבה.**

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