

Contents

Acknowledgements	xi
Frédéric GIRAUT and Myriam HOSSAY-HOLZSCHUCH	
Chapter 1. Naming the World: Place-Naming Practices and Issues in Neotoponymy	1
Frédéric GIRAUT and Myriam HOSSAY-HOLZSCHUCH	
1.1. Political/critical toponomy: an emerging field at the core of territorialization issues	2
1.2. Political toponomy: a recent history?	4
1.3. On the agenda of political/critical toponomy: contradictory promotion of functional, market and inclusive corpuses	8
1.4. Theory-in-progress: beyond hegemony and <i>dispositif</i> , a toponymic situationism?	11
1.5. References	18
Chapter 2. Commemorative Place Naming: To Name Places, to Claim the Past, to Repair Futures	29
Derek H. ALDERMAN	
2.1. A renaming moment in Paris	29
2.2. Place naming as commemorative work	30
2.3. Narrative capacities	32
2.4. Affective capacities	34
2.5. Material capacities	36
2.6. Reparative possibilities and limits	39
2.7. References	42
Chapter 3. The Named, Lived and Contested Environment: Towards a Political Ecology of Toponymy	47
Sébastien BOILLAT	
3.1. Introduction	47

3.2. The decline of toponymy as a substitute for archeology	49
3.3. Toponymy and ecology: another divorce, another reconciliation	51
3.4. From cultural heritage to environmental ethics: indigenous place names and beyond	53
3.5. The disputed toponymy: critical perspectives	55
3.6. Towards a political ecology of toponymy	57
3.7. Conclusion	59
3.8. References	60
Chapter 4. Naming the Conquered Territories: Colonies and Empires – Beneath and Beyond the Exonym/Endonym Opposition . . .	65
Frédéric GIRAUT	
4.1. Toponymic colonization of settler frontiers (long-distance metropolitan projections): the fictitious model of the Mysterious Island and its extensions.	67
4.2. Toponymic imperialism: the model of Roman super(im)position and Ottoman condescension	77
4.3. Who's in, who's out? Colonial hybridizations and relativity of the concepts of exonym and endonym	81
4.4. References	87
Chapter 5. "Addressing the World": A Political Genealogy of the Street Address	93
Reuben ROSE-REDWOOD, Anton TANTNER and Sun-Bae KIM	
5.1. Introduction	93
5.2. Street addressing as a technology of power	94
5.3. Genealogies of the street address	97
5.4. The future of street addressing and the making of a geocoded world	102
5.5. References	104
Chapter 6. Toponymic Commodification: Thematic Brandscapes, Spatial Naming Rights and the Property–Name Nexus	109
Jani VUOLTEENAHO	
6.1. Introduction	109
6.2. Thematic namescapes in branding neighborhoods: From Sun Cities to Icebar Saigon and a Brooklyn with distinction.	112
6.2.1. A pre-neoliberal piece of toponymic place branding: the housing and leisure idyll of Sun City, Arizona.	113
6.2.2. Public–private partnering in Helsinki: revamping the “Sun Bay” suburb toponymically	114
6.2.3. A South-East Asian real estate hotspot read toponymically: Vinhomes Central Park	116
6.2.4. A coda on ownership rights and thematically named brandscapes	117

6.3. Buying into and contesting spatial naming rights	118
6.3.1. Quasi-privatization through and for naming rights sales	119
6.3.2. Sporting venue naming rights as contested cash machines	121
6.3.3. Glimpses at rental variations in the naming rights marketplace.	123
6.4. Discussion: the property–name nexus as a commodification frontier.	125
6.5. References	128
Chapter 7. The Toponymy of Tourism and Leisure: General Framework and Lessons from France	135
Christophe GAUCHON	
7.1. Introduction	135
7.2. The new names of tourist places	138
7.3. The evolution of the status and uses of toponyms: from designator to brand	140
7.4. Touristic toponymy as an element of territorial restructuring	142
7.5. Conclusion	145
7.6. References	146
Chapter 8. Transport Toponymy: For a Critical Study of the Toponomy of Places of Mobility	149
Lucas DESTREM	
8.1. A significant but still understudied fact	150
8.1.1. A toponymy of apparent automaticity, dominated by principles of practicality	151
8.1.2. Promising examples	152
8.1.3. The toponymy of transport: a margin of research on the political geography of mobility?	153
8.1.4. The commodification of names: various practices that shed light on the motivation of politics	155
8.1.5. Dealing with geography: a toponymy meaningful through its stratagems .	158
8.2. Research perspectives	159
8.2.1. Documenting to update	160
8.2.2. The question of scale in the age of “glocal” mobility	160
8.2.3. Interrogating skills to read intentions	161
8.2.4. Social and spatial impacts of stathmonyms	163
8.2.5. Other fields to question	167
8.3. References	170

Chapter 9. The Toponymy of Informal Settlements in the Global South . . .	175
Melissa WANJIRU-MWITA	
9.1. Introduction	175
9.2. Toponymy and informality – a theoretical background	177
9.3. Naming patterns in Nairobi’s informal settlements	178
9.3.1. Toponymic importation	179
9.3.2. Toponymic formalization	180
9.3.3. Toponymy and ethnicity	181
9.3.4. Toponymic commemoration	182
9.3.5. Toponymic layering	184
9.3.6. Toponymy vis-à-vis economic and environmental conditions	185
9.4. Actors involved in the toponymy of informal settlements	186
9.5. Conclusion – towards a toponymic framework for informal settlements	186
9.6. References	187
Chapter 10. The Map, the Name and the Territory: Toponymic Struggles in the Era of Cartographic Post-Sovereignty	191
Matthieu NOUCHER	
10.1. Place names, an issue of information sovereignty	191
10.2. Cartographic post-sovereignty and place names: when the geoweb blurs the map	193
10.2.1. Cartography and sovereignty: the double challenge of a critical approach	193
10.2.2. The questioning of state authority or the emergence of a double cartographic deregulation	194
10.2.3. (Re-)thinking the political issues of place naming in the era of cartographic post-sovereignty	198
10.3. Toponymic struggles of yesterday and today: the exemplary case of Guiana	199
10.3.1. Place names in French Guiana, a legacy of myths and conflicts	199
10.3.2. Toponymic renewal: the State grappling with its received ideas	203
10.3.3. Soliciting and then circumventing the state to make indigenous place names visible	207
10.4. Research agenda: when the geoweb brings place names into the era of post-sovereignty	210
10.4.1. Questioning the paradoxical promises of the geoweb	210
10.4.2. Deconstructing data flows	211
10.4.3. Opening algorithmic black boxes	212
10.5. References	213

Chapter 11. What Africa Might Contribute to Critical Toponymy	217
Michel BEN ARROUS and Liora BIGON	
11.1. Official toponymy and others	219
11.2. A problem of places	226
11.2.1. Spontaneity.	232
11.2.2. Mobility	232
11.2.3. Heterogeneity	233
11.3. A problem of hegemony	235
11.3.1. Street naming, symbolic power, and urban landscapes.	237
11.3.2. Renaming Africa: a radical project and its limits	242
11.4. Making sense: a heuristic of practices	245
11.5. Final remarks	250
11.6. References	253
Conclusion	261
Myriam HOUSSAY-HOLZSCHUCH and Frédéric GIRAUT	
List of Authors	273
Index	275