

POSTCARDS OF OUR CITY
PAUL KEARNS AND MOTTI RUIMY

Postcards of our City

In “Postcards of Our City” we invite the citizens of Dublin - UNESCO City of Literature - to write their thoughts about their city on a postcard to the citizens of Tel Aviv - UNESCO World Heritage City of “Architecture”. (1)

The postcards will be sent to 1,000 home addresses that are chosen at random from the Tel Aviv phonebook.

The postcard images represent an eclectic range of self contained vignettes or observations on the city of Tel Aviv. Using the medium of photography, mapping and graphic design, the postcards captures a momentary snapshot of the urban psyche of Tel Aviv, and in

so doing constructing the architecture of everyday city life of Israel’s ‘largest’ city.

Cities do not, politically or geographically, begin nor end at municipal borders. Tel Aviv is both a “municipal city” of four hundred thousand and a national metropolis of three million people.

Whilst most of the postcard images are of central Tel Aviv, a few are from the neighbouring suburbs, satellite towns and settlements. These reflect the “peripheral consciousness” of the greater Tel Aviv conurbation.

The choice of imagery is necessarily subjective. Collectively they weave a particular story of this city.

Whether “Israeli”, “Palestinian”, “Arab”, “Jewish”, “Muslim”, “Christian”, “Haredi”, “Mizrahi” “Askenazi” “Gay”, “Immigrant”, “Refugee” or “Foreign Worker”, Tel Avivian labels of identity are potentially infinite and overlapping, to the anonymous observer, very often uncertain and unknown.

This is a fractured and atomised landscape that encompasses the tolerance and prejudice, vulnerability and fragility - seen and unseen - of urban life. It is an infrastructure of physical and social architecture that exists in seamless visible and invisible boundaries.

The traditional postcard is quintessentially about the storytelling of place. The postcard is both “an icon” of place

and “an act” of communication, a brief written message that momentarily travels physically through space for some days often weeks and occasionally years. The postcard is a privately written message yet one that is “open” for others to read. It is simultaneously an intimate act, and an act of public display.

In “Postcards of our City” we playfully reverse the fundamental principles of the postcard itself, namely that the image, its writer and its origin of destination are all to be found in the same place, that they share - before the postcard is posted - a necessarily commonality of space.

In an era of instant and “invisible” elec-

tronic messaging, an immediacy that collapses time and space, “Postcards of our City” celebrates the simple craft of hand writing and sending a postcard. Both the writer and reader are encouraged to reflect upon the nature of the communication between the two cities and on the anonymity between sender and receiver.

“Postcards of our City” is “part research”, “part exhibition”. The postcard images are drawn from a larger body of work “Redrawing the City of Israel” which Motti Ruimy and Paul Kearns intend to publish as a book in 2013.

Motti Ruimy + Paul Kearns

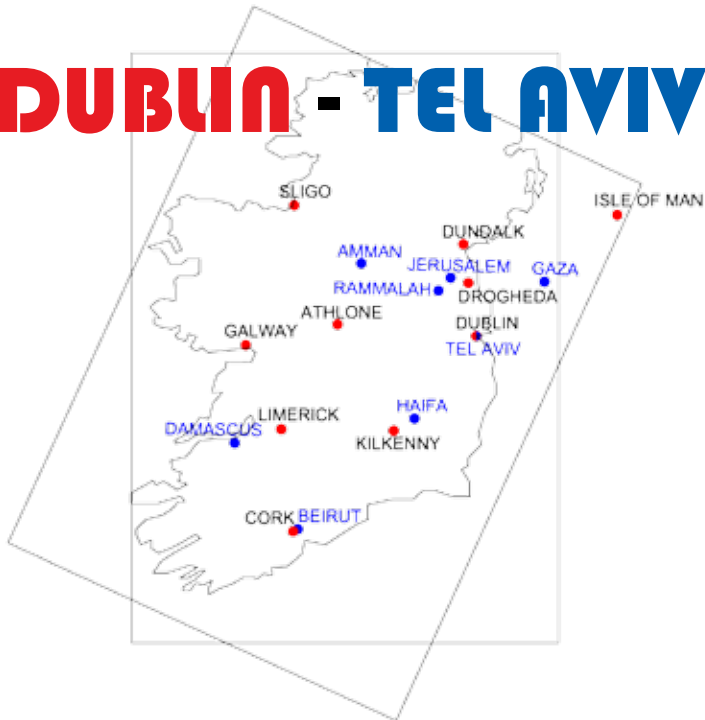
(1) In 2003 “The White City of Tel Aviv” was designated a UNESCO world Heritage Site on account of its Bauhaus/International Style architecture. In 2010 Dublin was named a UNESCO City of Literature.



**Open House
Dublin
5—7 October**

**Irish
Architecture
Foundation**

DUBLIN - TEL AVIV



'REDRAWING PROJECT' ON FACEBOOK

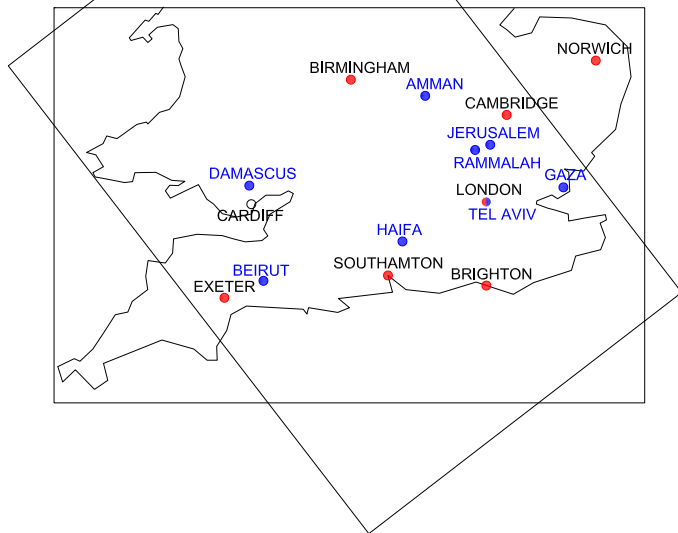
PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV

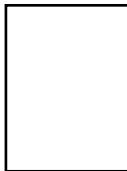
GEOGRAPHIC DISTANCES OF VARIOUS
MIDDLE EASTERN AND IRISH CITIES
(OVERLAID - SAME SCALE)

LONDON - TEL AVIV



'REDRAWING PROJECT' ON FACEBOOK

PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV

GEOGRAPHIC DISTANCES OF VARIOUS
MIDDLE EASTERN AND BRITISH
CITIES (OVERLAID - SAME SCALE)

MINI ISRAEL



PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL

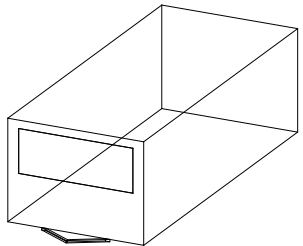
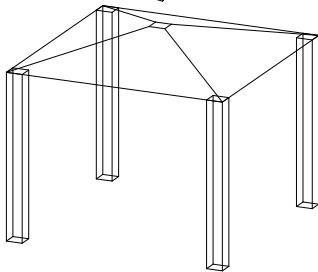
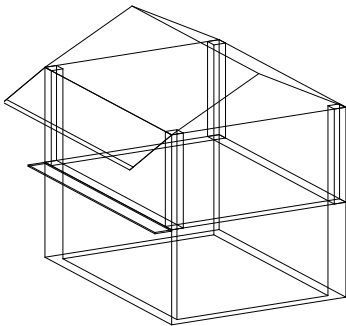
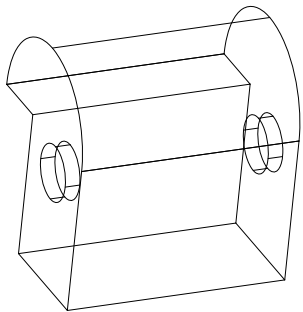
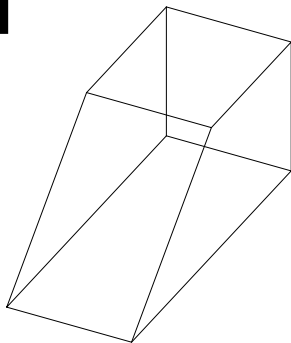
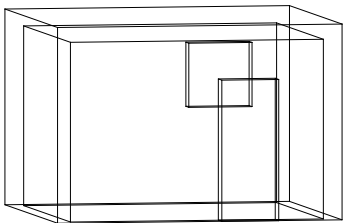


POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV

A MINATURISED ISRAEL THEME PARK,
18 km SOUTH EAST OF TEL AVIV

'REDRAWING PROJECT' ON FACEBOOK

MAHASEH



PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV

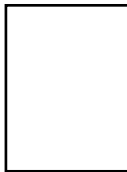
"SHELTER" - WAR ROOM, BUNKER
BUS STOP, BOULEVARD KIOSK,
BEACH HUT, SETTLER CARAVAN

'REDRAWING PROJECT' ON FACEBOOK



THE GREEN LINE

PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV

THE 1949 ARMISTICE LINE (1967
BORDER) ISRAEL AND THE WEST
BANK, 15 km EAST OF TEL AVIV

'REDRAWING PROJECT' ON FACEBOOK

HABLEH



'REDRAWING PROJECT' ON FACEBOOK

PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV

TEL AVIV SKYLINE VIEWED FROM
THE WESTBANK VILLAGE OF
HABLEH 15 km AWAY



BAQA AL-GHARBIYA

PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV

ISRAELI SEPARATION BARRIER
BAQA AL-SHARQIYA, 40 km
NORTH EAST OF TEL AVIV

'REDRAWING PROJECT' ON FACEBOOK

A man and a woman are shown in profile, looking towards the left. They are standing in front of a large mural that depicts several red fighter jets flying in formation against a blue sky. The man is wearing a white short-sleeved shirt and light-colored trousers, and the woman is wearing a light-colored blouse and a dark belt. The mural is composed of multiple identical jet images arranged in a grid-like pattern.

HAKIRYA

'REDRAWING PROJECT' ON FACEBOOK

PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



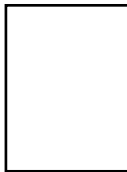
POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV

AIRFORCE RECRUITS WALKING IN
FRONT OF BILLBOARD OUTSIDE
HAKIRYA (IDF HQ) TEL AVIV

ROUTE 4



PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV

SHARED TAXI, ROUTE 4
ALLENBY STREET, TEL AVIV

'REDRAWING PROJECT' ON FACEBOOK



AJAMI

PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV
AJAMI NEIGHBOURHOOD JAFFA
(YAFFA, YAFFO)

'REDRAWING PROJECT' ON FACEBOOK



A vibrant beach scene under a clear blue sky. In the foreground, several people are relaxing on towels and chairs. A man in a red towel sits prominently, looking towards the left. To his left, a man in a white towel sits on a striped chair, and another man in a white towel sits on the sand. A woman in a blue bikini lies on a pink towel. In the middle ground, a group of people is playing volleyball on a sandy court. The background features a dense urban skyline with various high-rise buildings. The word "GORDON" is overlaid in large, white, bold letters on the right side of the image.

GORDON

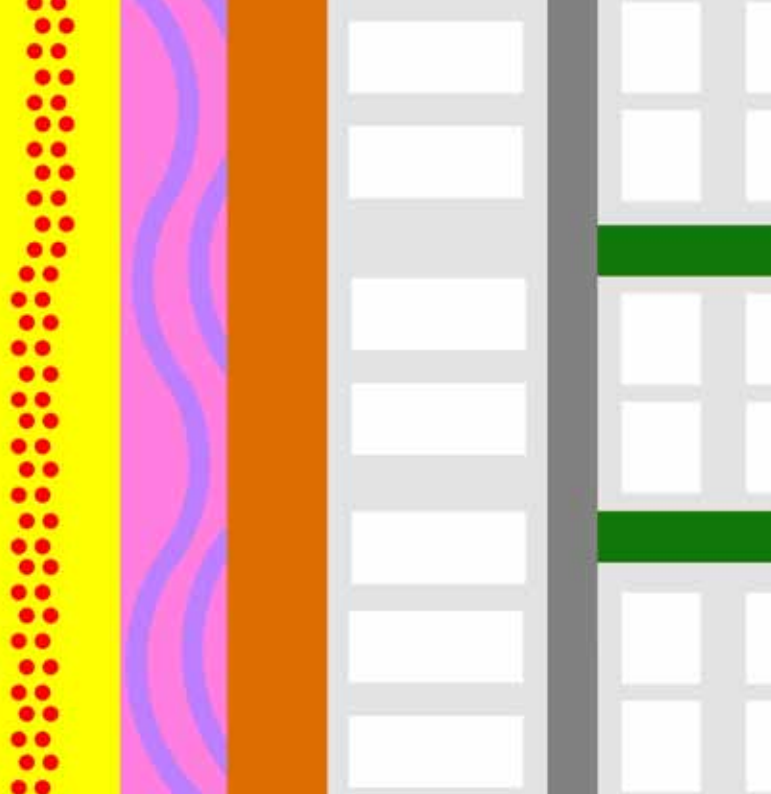
PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV
GORDON BEACH, TEL AVIV

'REDRAWING PROJECT' ON FACEBOOK

HAZIT HAYAM



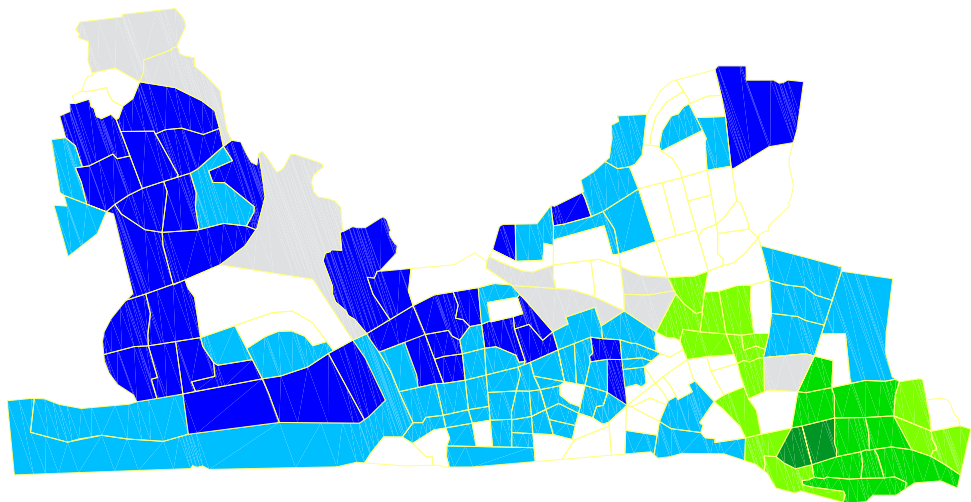
PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV
HAZIT HAYAM (SEA FRONT)
TEL AVIV

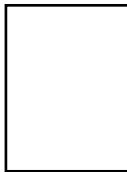
'REDRAWING PROJECT' ON FACEBOOK

JEWISH DENSITY



'REDRAWING PROJECT' ON FACEBOOK

PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV

THE DENSITY OF JEWISH
POPULATION IN TEL AVIV
(92% OF THE CITY IS JEWISH)

BAEI BRAK



PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV

BAKERY IN BNEI BRAK, A RELIGIOUS
SUBURB OF TEL AVIV

'REDRAWING PROJECT' ON FACEBOOK



ROTHSCHILD

'REDRAWING PROJECT' ON FACEBOOK

PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV

ELDERLY CITIZENS AND THEIR CARE
WORKERS ROTHSCHILD BOULEVARD,
CENTRAL TEL AVIV



FRISHMAN

'REDRAWING PROJECT' ON FACEBOOK

PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



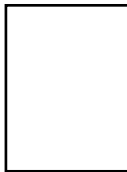
POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV

"INTERNATIONAL STYLE" (1935c),
COMMUNAL STAIRWELL INTERIOR
FRISHMAN STREET, TEL AVIV



BEN TZIYON BLVD

PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV
BEN TZIYON BOULEVARD,
TEL AVIV

'REDRAWING PROJECT' ON FACEBOOK



KIKAR HAMEDINA

PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV

KIKAR HAMEDINA ('THE STATES
SQUARE') CENTRE OF TEL AVIV

'REDRAWING PROJECT' ON FACEBOOK

BAYIT



PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV
BAYIT (HOME)
APARTMENT IN TEL AVIV

'REDRAWING PROJECT' ON FACEBOOK



PIAAH

PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV

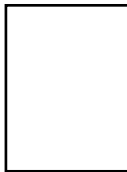
PINAH (CORNER)
BAUHAUS TYPOLOGIES TEL AVIV

'REDRAWING PROJECT' ON FACEBOOK

DIZENGOFF



PAUL KEARNS + MOTTI RUIMY
REDRAWING THE CITY OF ISRAEL



POSTCARDS OF OUR CITY
DUBLIN <-> TEL AVIV

"INTERNATIONAL STYLE" (1939)
DIZENGOFF CIRCLE,
CENTRAL TEL AVIV

'REDRAWING PROJECT' ON FACEBOOK

MOTTI RUIMY was born in Petah Tikva, Israel, in 1975. He studied Architecture at Bezalel Academy of Art & Design, Jerusalem, graduating in 2007. He had previously studied Fine Art, graduating in 2000. He moved to Dublin in 2000, and has since lived between Dublin, Tel Aviv and Jerusalem. He worked for Scott Tallon Walker Architects in Dublin from 2008 to 2010, and is currently working with Bruce Levin Architects in Israel.

PAUL KEARNS was born in Dublin in 1966. He graduated from University College Dublin with a BA in Economics and Geography in 1988 and a Masters in Urban Planning in 1990. Between 2002 and 2004 he worked in Jerusalem as a freelance Israeli-Palestinian correspondent for the Sunday Tribune. He is currently working as an urban planner with Dublin City Council.

Motti and Paul are co-authors of the book REDRAWING DUBLIN (Gandon Editions 2010).

They have collaborated on numerous urban-art projects over the past decade. These include “Inside Space” (2001), “Vortex” (2003), “Wall” (2006), “Dublin Votes” Online and On-street Billboard Campaign (2011), “Urban Party Dublin” (2011), “Blooming Attitude” (2011), “Metro Walk” (2011), “The Dead City” (2011), “Redrawing Dublin - Talking Tel Aviv” (2012), “Urban Party Tel Aviv” (2012).

Since the publication of REDRAWING DUBLIN in 2010 they have been invited to contribute to a number of publications. These include Architecture Ireland Journal and the recently published book “Patterns of Thought” (2012).

Their work has been awarded grant funding from the Arts Council, Culture Ireland, Department of Environment Heritage and Local Government (Ireland) and The Foreign Ministry (Israel) amongst others.

REDRAWING PROJECT