‘Wish you were here’

ALTERNATIVE POSTCARD VIEWS of the HEBRIDES

Shaping the View: Understanding Landscape through Illustration

Dr. George S Jaramillo
The Glasgow School of Art
Peripheral and marginal both geographically and temporally challenge heritage tourism as the 'only road to survival' — diversity not monoculture.

We reject the imposition of 'edge' on Scotland's rural centres.

Innovation and connectedness in the context of physical and virtual networks in 21st Century Scotland.

- Explorations of rural island perceptions
- Challenge dominant idyll narratives looking at ‘minor histories’
- Develop alternative perceptions
‘Landscape is Tension’
Wylie, J., 2007, Landscape
historical perceptions
Approaching ‘the island’ as a cultural phenomenon is to enter into these consequences, a world so full of images, dichotomies, myths and metaphors, many of which are old and widespread.’

Ronstrom 2008
The postcard ‘serves both as a personal memento of the experience and as a means of extending it to other potential tourists as recipients’ (Markwick, 2001, p. 417).
contemporary perceptions
‘minor’ landscapes

The three entrances to this Memorial Cairn symbolise the three communities that participated in the Deer Raid.

The three projecting stones around the top of the memorial symbolise the three prominent events in the Firth Deer Raid.

The eight numbered stones set in the wall at the eight points of the compass were taken from the homes of the six land raiders who were acquitted in the High Court in Edinburgh in 1888 as well as a stone from the site of the reading of the Riot Act at Ruadh Cheilt and the raiders camp at Airigh Dhomhnail Chalum.
co-production of place

Collection of initial work with local communities
alternative landscape views

1. Take the Bus to Uig
2. Stornoway
3. Modernism
4. Welcome to the Hebrides
5. Launches All-Year Round
6. Stone Uist
7. Boat Trips Free
8. Hebridean Winds
LANDSCAPES OF SURVEILLANCE

LAUNCHES ALL-YEAR ROUND
HEBRIDES MISSILE RANGE
SOUTH UIST • BENBECULA • ST. KILDA

WELCOME TO THE HEBRIDES
...WE’RE ALWAYS LISTENING
alternative island narratives
landscape perception
social commentary

The only child in the village.