

Residential Addressing and Extra-Formal Place Naming in the Heart of a "World City"

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We examine the toponymy of the Givat Amal neighborhood against the background of the Israeli street naming system and its ideological context, and the use of specific addressing system, also in Tel Aviv; and the Tel Aviv-Jaffa Municipality's recent initiative of branding the city as a "World City". Due to the authorities' long-standing policy of intentional ambiguity regarding urban planning and land rights issues in Givat Amal, there is a multiplicity of extra-formal and semi-formal addresses and place naming systems in Givat Amal. This toponymic multiplicity, of a bottom-up and top-down nature at the same time, reflects the residents' interaction with city and state authorities, their mundane navigational needs, and their emotive values of place attachment in face of constant threats of displacement. This situation challenges the "World City" ethos of efficiency and cosmopolitanism, calls for good governance, and points to common situational threads with place naming cultures in the southern hemisphere. Keywords: Givat Amal, Toponymy, World City, street naming system, residential addressing, Tel Aviv, extra-formality

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