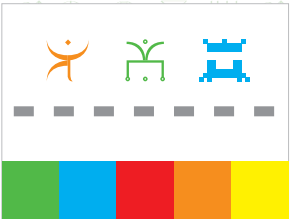
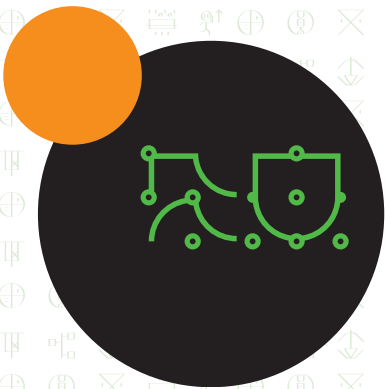
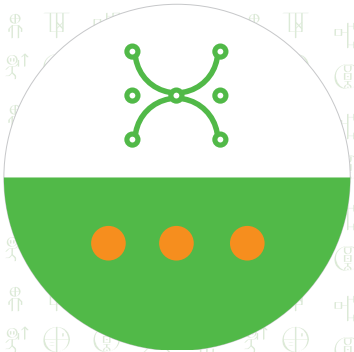
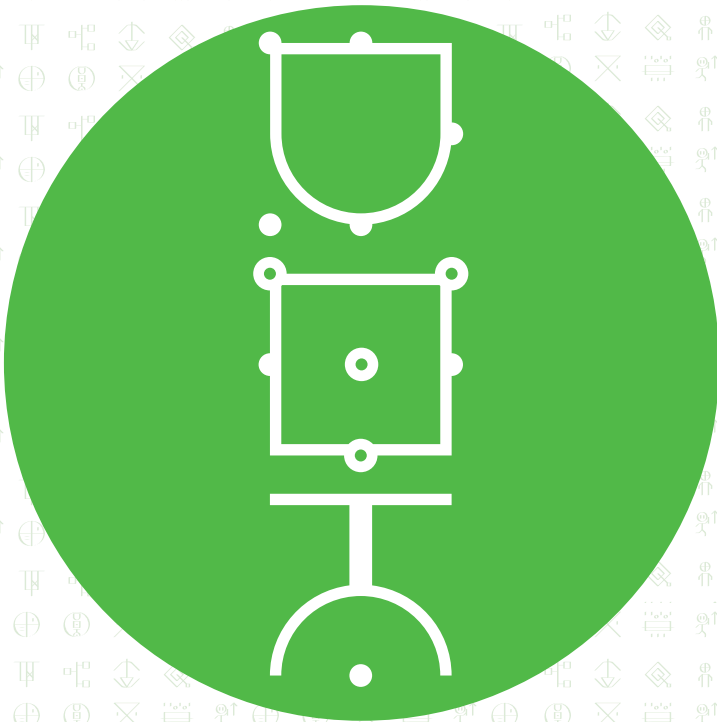


Master Codemaker Reclamation Project

*The Master Codemaker Guild
in conjunction with the Urban
Mythologist and the Post
Symbolist Guilds*

Discovering Melbourne’s Origins Through Play

The Master Codemaker takes a spatial approach to urban
codemaking. Seeing the role of the urban designer to put in place
codes that inform people without words: nonverbal and visual signs
that control and regulate the use of space. He creates both visual
codes, spatial codes and behavioural codes that are designed to
work together to form a new language – this may be the ‘Third
Language’ evolving from evolution’s third replicator: genes, memes,
and ...



**Ludean Guild of
Urban Codemakers**

*Planning Proposal Prepared For
The City Of Melbourne 2011*

Executive Summary

Discovering Melbourne’s Origins Through Play is an urban reclamation project. The MasterCodemaker is mindful that it may not necessarily conform to the terms of the current Planning Process being administered by the City of Melbourne. However it is argued here that Melbourne has had sufficient planning and is need of renewal. This renewal is central to the future polity of the city. It is consistent with the recent activities of the CodeMaker guild and has the imprimatur of the MasterCodemaker himself.

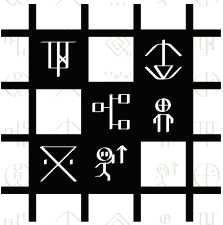
The City of Melbourne must exercise common sense in their deliberation over this proposal. It should be treated with the delicacy and importance of an archaeological excavation. It may even be thought of, somewhat controversially, as a historical revisionist project. The ‘official’ history of Melbourne conceals the truth of its origins. This deceit has left its traces in the fabric of the city’s

streets, laneways and public assets, such as its parks, buildings and historical sites. Its citizens traverse and inhabit these spaces under the misconception that their city was designed by colonial surveyors. This project will enable urban code-making players to discover for themselves the real origins of Melbourne in the design and vision of the micronation of Ludea.

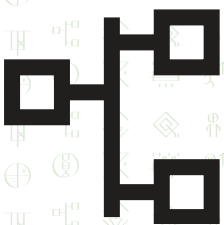
But the most important aspect of this proposal is to also enable players to uncover and consider the historical act of deceit and plagiarism that has seen Bold Herder Tö supplant Rebus Stroller as the architect of the great algorithm that plotted Melbourne’s urban space: the *Gelded Third Ho*.



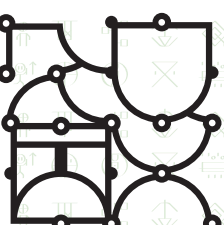
Master Codemalers tagging the City of Melbourne, 2010.



Grids



Networks



The Third Language

Contents

The City of Melbourne is now in the process of being re-written in the Third Language of Ludea. Game players have started to collect ideotags that bear the distinctive sigla of the Micronation of Ludea. These sigla are the equivalent of your alphabet. In collecting them, it will be the duty of players to begin the task of decoding them. In decoding them a secret awaits to be revealed, a secret that the Master Codemaker has been preparing you for since the activation of play.

The Master Codemaker first announced the coming into this world of the Third Language in a post on his blog on 14th August (‘Orbiter, It’s Us!’). He followed this up with a more detailed post on the Third Language (‘In search of the Gelded Third Ho’) on the Urban Codemakers blog on the 9th of September.

This proposal is the next stage in this vital acquisition of Ludean language and history by the current town planners of Melbourne (the heirs of their Ludean forbears) as well as its citizens.

Executive Summary

Contents

1.0 Purpose & Background

2.0 Methodology

2.1 Process

2.2 Site Analysis

3.0 Design Principles

4.0 Proposed Redevelopment Plan

5.0 Planning Provisions

5.1 Sites

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1.0

Purpose & Background

Our activities range from community consultation, advising councils on city planning policies, and research into the role of ubiquitous media in shaping urban space. We have developed a transdisciplinary approach to urban design called ‘urban codemaking’. This is an experimental approach that draws upon game design, computational semiotics and generative systems for urban planning. We are currently testing this strategy on the streets of Melbourne – a city known for its unique urban character resulting from a blend of planned and unplanned urban spaces.

The City of Melbourne commissioned the three guilds to develop urban planning proposals for the Melbourne 2020 vision. A new city based on data collected from you. The IDEOTAGs were not placed at random. They trace patterns and paths through the city. Player interaction with them collected data for the ecologist, the urbanist and the codemaker. Each of these three used that data to develop different proposals for the City of Melbourne. Although the outcomes are different, the proposal of each guild is based on the same data generated by the urban codemaking process.

Between Saturday 6th November 2010 and 9th February 2011 our operatives placed 768 IDEOTAGs within nine blocks of the City of Melbourne between La Trobe, Queen, Collins and Russell Streets.

Each week was marked by a different layer of urban codemaking and hosted by an individual guild or by the collective itself. These IDEOTAGs were a way for us to remap and reimagine the city and then invite others to participate in the process. Players collected these IDEOTAGs to play the game. Halfway through the game, two of these players became operatives and began identifying and tagging sites on our behalf.

The design of the IDEOTAGs responded to specific themes in the game. Each week explored a different aspect of the city and urban play. These themes are identified here with a full comprehensive archive online at urbancodemakers.net

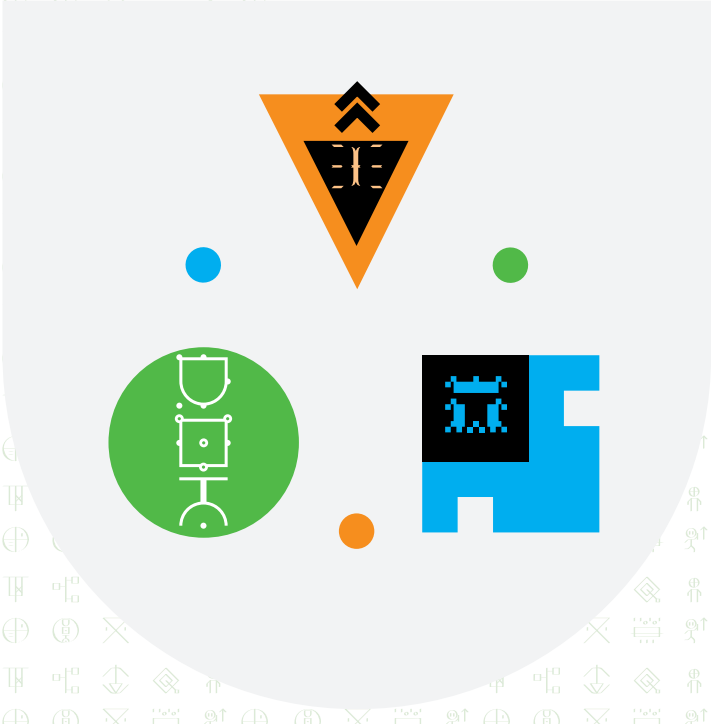
Although the process is the same across all of the guilds within the Urban Codemakers, the guild masters has used this system to undertake their fieldwork in different ways. They have used it for site analysis, data collection, gameplay, historical research, navigation, and documentation. The IDEOTAGs have been used as a language for exploring urban space – a language that draws upon urban planning codes, hobo signs and symbols, iconography of digital games and street art. This language in conjunction with play in the city is the core of urban codemaking.

- Week 1: Marking our territory
- Week 2: Vectors
- Week 3: Networks
- Week 4: Portals
- Week 5: Third Language
- Week 6: Ecologies
- Week 7: Eyes of the City
- Week 8: Creatures
- Week 9: Virus
- Week 10: Grids
- Week 11: Codes
- Week 12: -/-/-/-/-

List of Urban Codemakers Themes



Protest in Melbourne City, October 2010



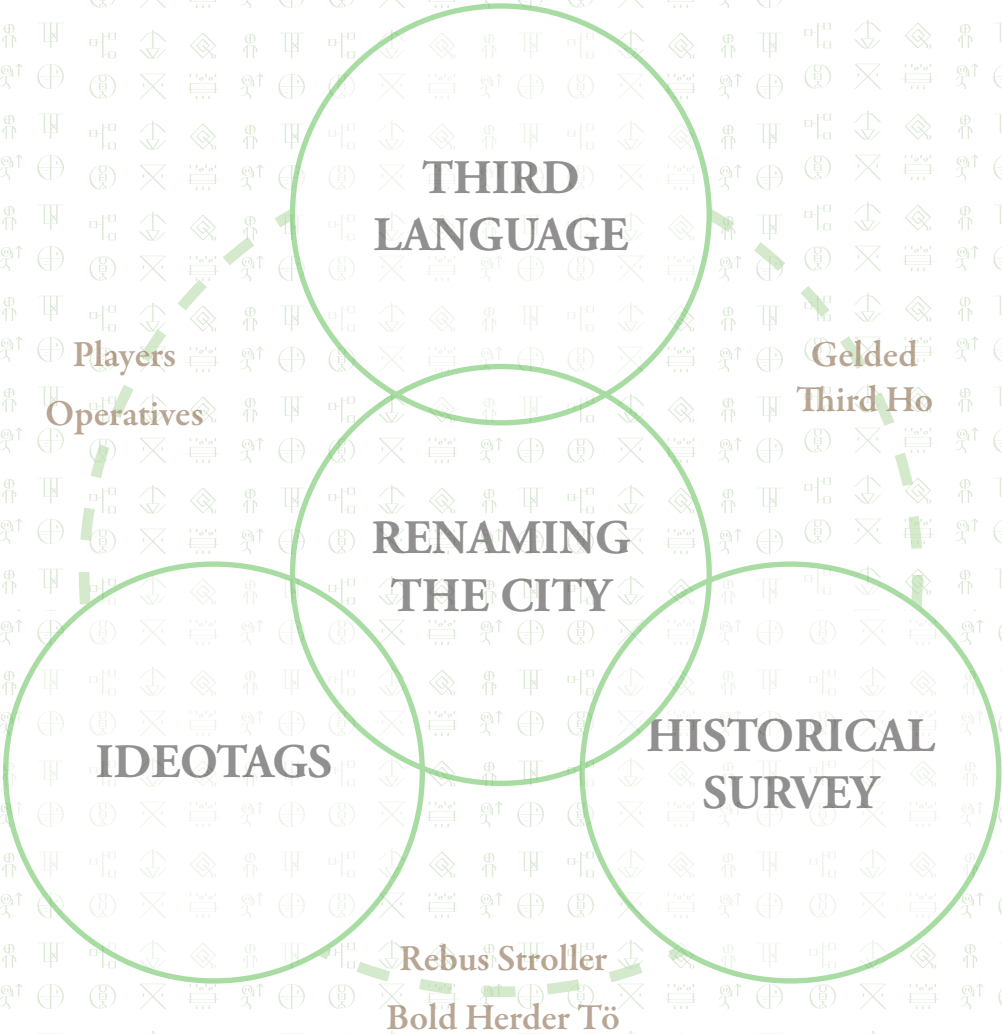
The Ludean Coat of Arms

2.0
Methodology

2.1 Process

The Methodology of this project involves a principle of re-naming, rather than re-zoning or infrastructural development. It is envisaged that two distinct sites (detailed in section 5.1) will be renamed in the Third Language of Ludea. This re-naming is aimed at re-inscribing the true character of the city with echoes of its Ludean origins. In this way the people of Melbourne (indeed, the collective consciousness of Melbourne) will gradually replace one history with another. Through the psychic interface of language, urban space and the everyday, pedestrian experience of walking ‘in the city’, the world will be Ludea.

The Master Codemaker's
Development Process



2.0
Methodology

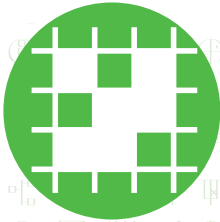
2.2 Site Analysis
For the Melbourne City grid location of Queens St–Russell St, and
La Trobe St–Burke St.

Tags 1–16, & 49–58: Networks
C000, C001, C002, C003, C004, C005, C006, C007, C008,
C009, C010, C011, C012, C013, C014, C015

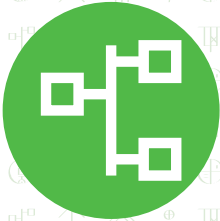
Tags 17–32: Third Language
E000, E001, E002, E003, E004, E005, E006, E007, E008,
E009, E010, E011, E012, E013, E014, E015

Tags 33–48: Grids
J000, J001, J002, J003, J004, J005, J006, J007, J008, J009,
J010, J011, J012, J013, J014, J015

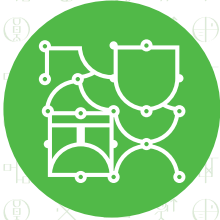
Tags 49–58: Networks
C018, C019, C020, C021, C022, C023, C024, C025, C026,
C027, C028



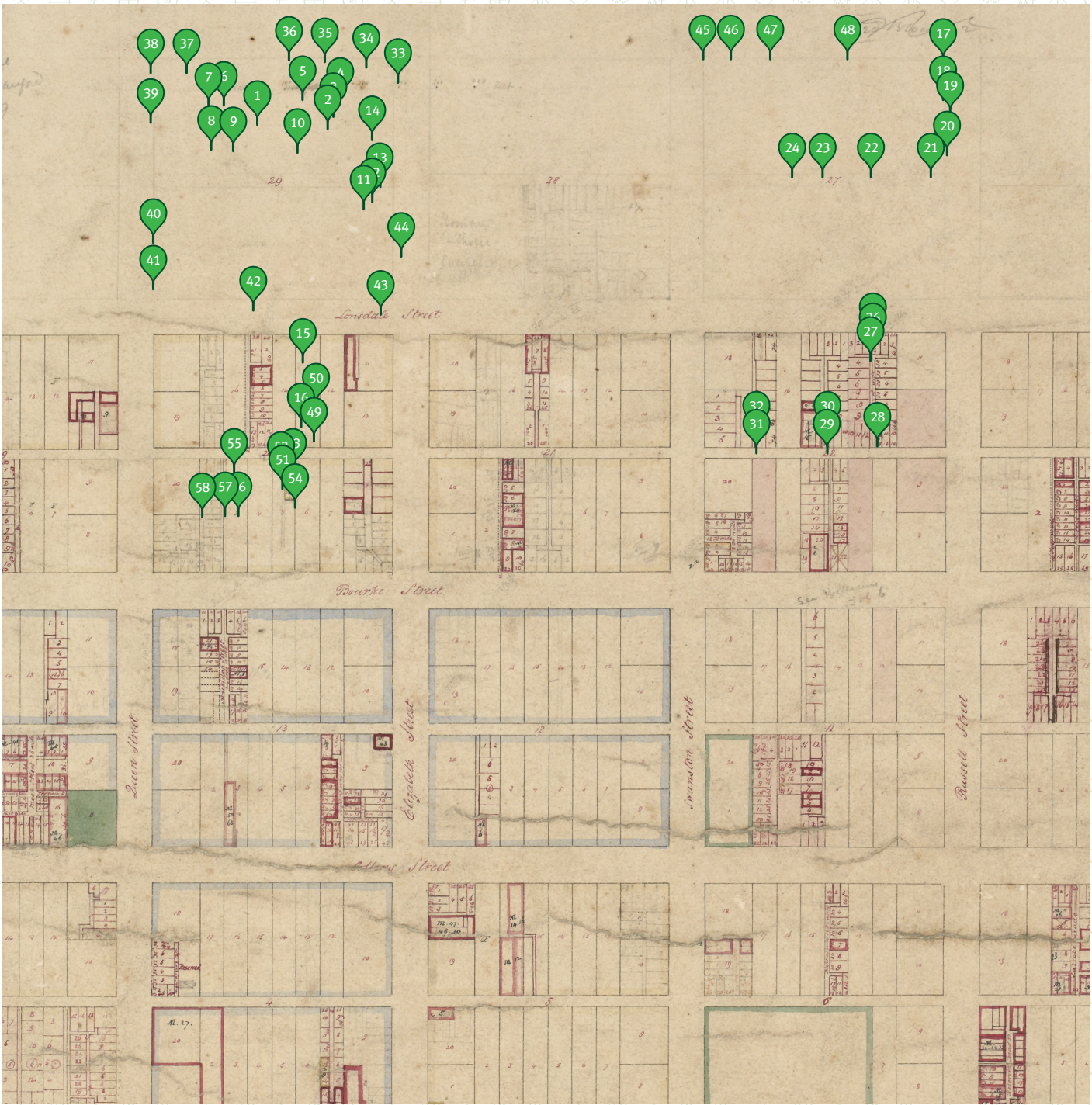
Grids



Networks



Third Language



Russell Grid, C. 1837

2.0
Methodology

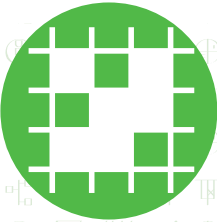
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E000, E001, E002, E003, E004, E005, E006, E007, E008,
E009, E010, E011, E012, E013, E014, E015

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J000, J001, J002, J003, J004, J005, J006, J007, J008, J009,
J010, J011, J012, J013, J014, J015

Tags 49–58: Networks
C018, C019, C020, C021, C022, C023, C024, C025, C026,
C027, C028



Grids



Networks



Third Language



Hoddle Grid, C. 1837

3.0
Design
Principles

The planning proposal
is underwritten by
the following design
principles:



Principle 1

The map generates a map: play creates a map of the map; a machine logs a map of the map of the map.

This principle may appear, at first glance, slightly recursive. However its principle is quite simple: Melbourne, as both built environment and urban and political concept, has no fixed essence. It has always been and will continue to be subject to change. Part of the design of this proposal is the publication of previously unseen Ludean maps of Melbourne. These will reveal how deeply embedded into Melbourne’s cartographic history the notion of maps generating other maps is. Indeed, Melbourne, as was the design of the Ludean architects of the 19th century, is less a territory than a map—a grid of potential for dynamic change.



Mapping



Codes

Principle 2

Spatial codes, gestures and movement predate words and linguistic codes. A third language is needed.

The MasterCodemaker has been invoking the importance of a Third Language for some time now. The ban on play, contrary to his design, did not sufficiently draw attention to the urgency of understanding and accepting this. The language of Ludea, documented comprehensively in the Colophon Rippley Ti, has slowly started to infiltrate into the normative language currently used to describe reality for Melbourne and its citizens. The MasterCodemaker understands that this language is called English. This colonial language, the language of a false Father-land, will be replaced by the language of the true architects of Melbourne. This proposal seeks to facilitate this process.



Identities

Principle 3

Urban codes can be found within moments in urban space when past, present and future identities of the site become tangible.

This design principle is consistent with *Principle 1*. The key, defining principle of this proposal is the “making tangible” of the convergence of past, present and future of Melbourne’s history, identity and polity.



Identities

4.0
Proposed
Redevelopment
Plan

This proposal is the next stage in this vital acquisition of Ludean language and history by the current town planners of Melbourne (the heirs of their Ludean forbears) as well as its citizens.

Ecological Benefits

Currently Melbourne is a destabilized ecology. Civic unrest (due to the growing awareness of the rift between Rebus Stroller and Bold Herder Tö) is breaking down the fabric of social and cultural interaction in the City. The renaming of the above-named sites is the first step to re-building the ecology of Melbourne and re-connecting it with its Ludean past and language.

New Technologies

The next stage of play to be activated by the MasterCodemaker will involve the interplay of traditional signage (in the form of street signs), mobile media (the use of GPS co-ordinates to direct players to key sites of reclamation) and urban screens (announcements on the progress of this reclamation process will be broadcast by the MasterCodemaker on the public screen at Federation Square, as well as in postings on the UrbanCodemakers blog).

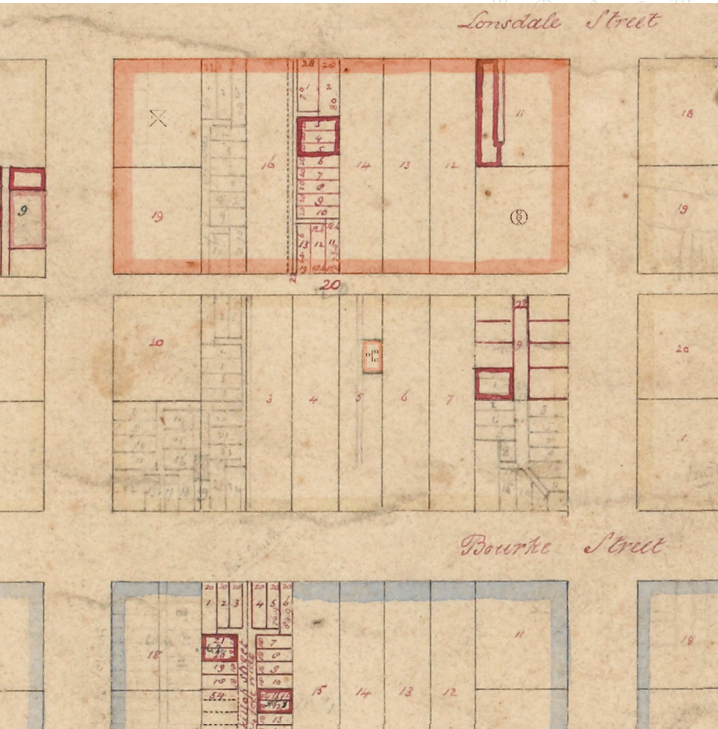
Response to Social Structures

This proposal is creating new structures in the city by reclaiming it and altering the collective memory of Melbourne and its history.

Play and Public Space

As announced by the MasterCodemaker in a post dated 16 September 2010, the Awe Marl Virus was responsible for the illusion of a Ban on Play in the City of Melbourne. It was activated by the MasterCodemaker as a way of drawing attention to the very civic unrest that this proposal seeks to redress.

Play and Public Space



Rebuilding Ecologies

5.0
Planning
Provisions

5.1 Sites

The principal sites to be considered the ‘scope of works’ of this proposal involve the following:

Site 1. Russell Street (from Flinders Street to Little Lonsdale Street)
Russell Street (From Flinders Street to Little Lonsdale Street). This site has been chosen in order to reintroduce the language Ludea as part of the familiar street-scape of the city. The scope of works culminates at Little Lonsdale street on the grounds of its proximity to the State Library of Victoria. It is at this site, as further codemaking will reveal, that the true identity of Rebus Stroller will be found by players.

Site 2. Hoddle Bridge
This site has been chosen because of its strategic and vital role in connecting the North and South environs of Melbourne. As will also become clear (subject to the approval of this Planning Proposal), as well as a rezoning initiative the renaming of this site is also an act of reconciliation, of recognition of the one, true Ludean architect of Melbourne.

It is recognised by the MasterCodemaker and members of the Code-Making guild that the scope of work identified in this application fall outside of the area that have been developed so far. However the time has come at this point not only in game-play, but in the civic history of Melbourne, for an intervention into other zones.

5.2 Provisions

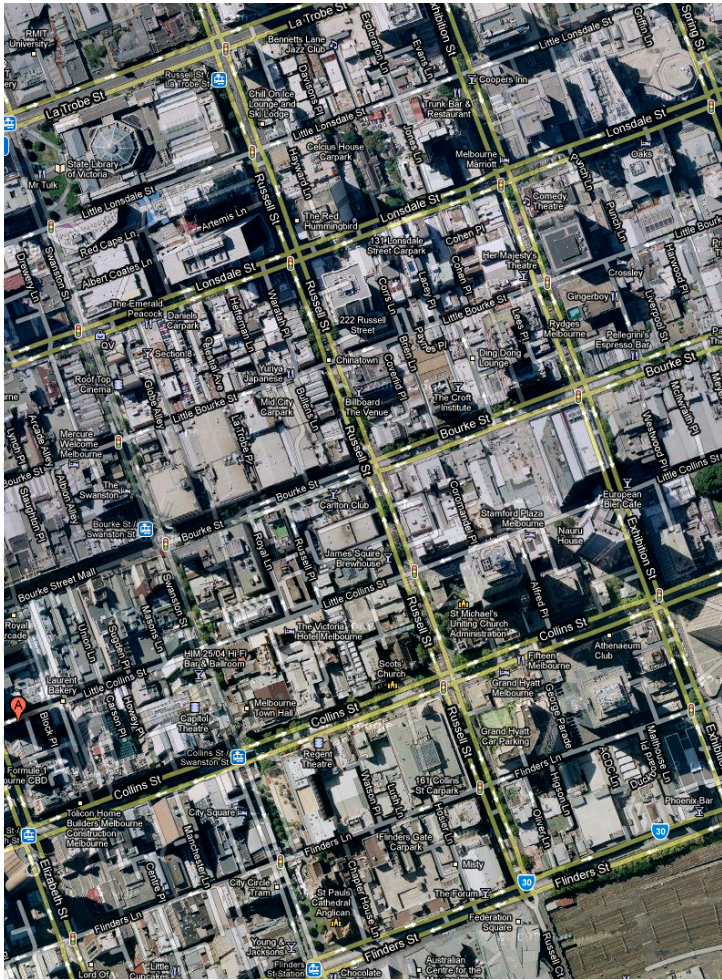
Ecological concerns have been taken into account in relation to the following strategic changes to the City of Melbourne:

- 1. Re-map the psycho-geography of Melbourne through the Third Language of Ludea
- 2. Replace existing street signage at the following sites:
 - Russell Street to be rezoned and re-named as Rebus Stroller Boulevard
 - Hoddle Bridge to be re-named as Rebus Stroller Portal

The proposed changes to street signage would be undertaken using completely recycled and recyclable materials.

- 3. Further to this, two maps are being submitted as supporting material for this application. These are reproductions of originals currently held in the State Library of Victoria. They have been copied on to acid free archival paper using natural pigments.

The purpose of submitting these maps is to support the current application, to identify the scope of works. Furthermore, it is envisaged that the maps will be utilised as key nodes in the next and vital stage of play in Melbourne. Players will be directed to access points for consideration of the maps, as well as strategic locations in the State Library of Victoria, where crucial, supporting historical information will be revealed.



Site 1



Site 2

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R. Stroller (1890) Selected Letters and Diaries, Melbourne, Nebula Guilds Publishing.
The Colophon Rippley Ti (1836) Melbourne, Nebula Guilds Publishing.

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Victorian Government Gazette (1851) ‘Robert Hoddle Appointed Surveyor General’, Victoria, no. 2, July 16, p. 80.