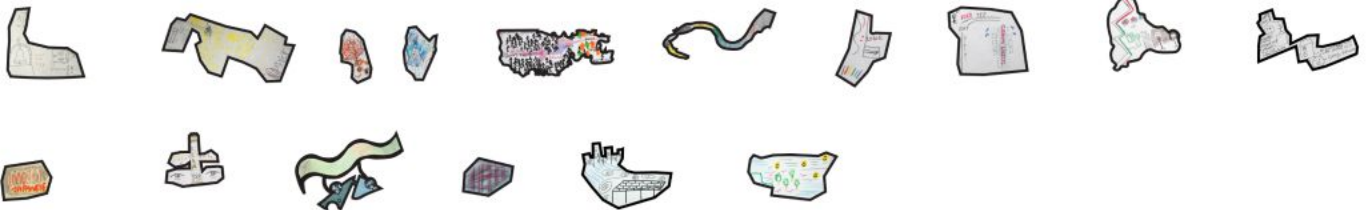


not to

enjoy

in Tilburg

city tour



What kind of tour is this?

In this tour imagining is a must. But in today's world, it is impossible to imagine. How can we implement the impossibility of must?

Perhaps, through resistance?

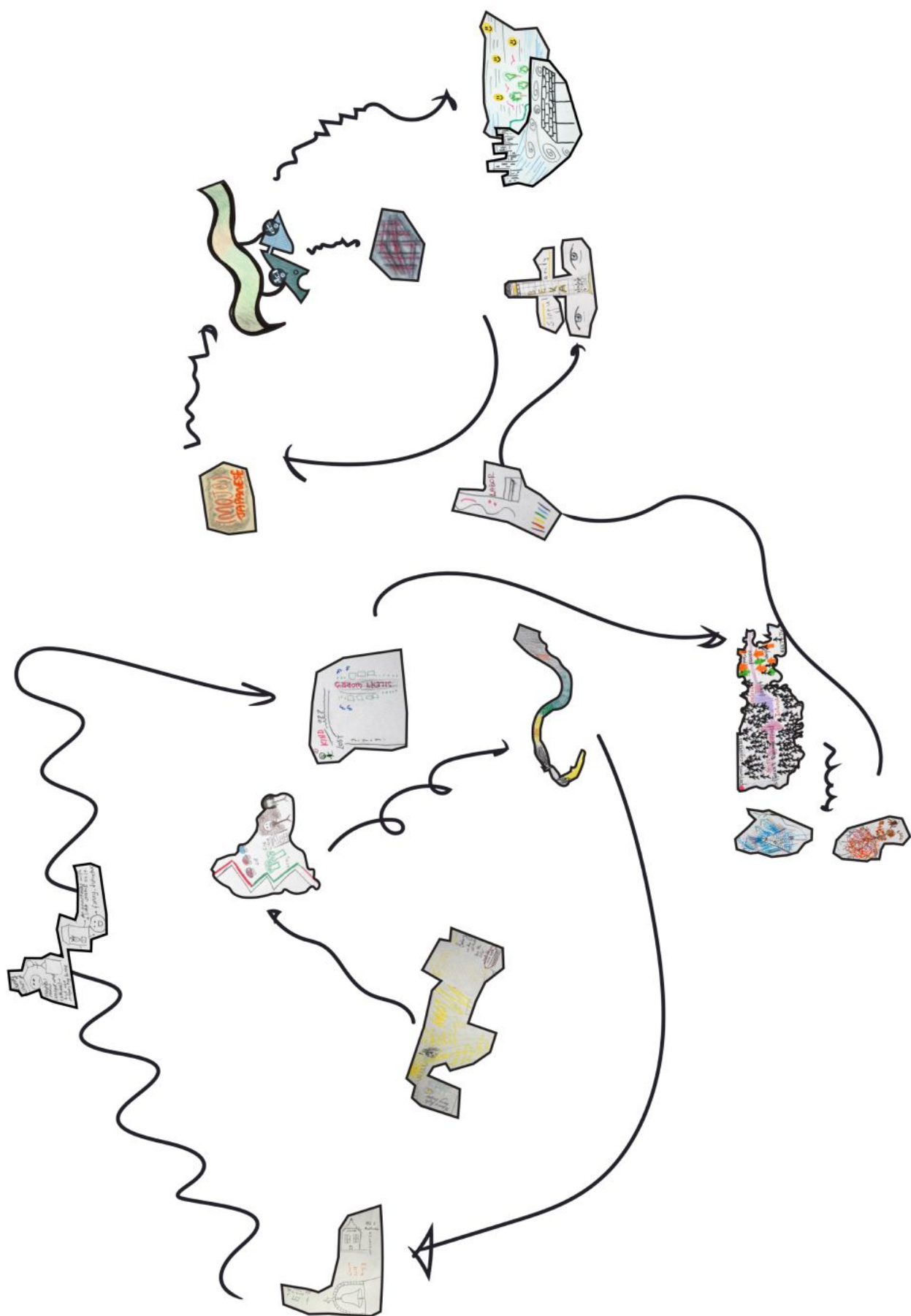
How should we resist?

I want to talk about the formula of resistance. Only for imagining.

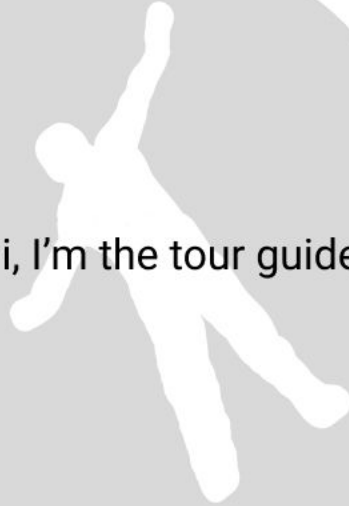
...

It is the day for experiencing not an enjoyable experience against expectations of finding enjoyment in city exploration activities. You're very lucky that you have a tour guide like me who will show you maybe the most boring city experience of your life. In Tilburg...

Imagine building two opposite sides and mixing them together. It may seem strange, but trust me, it works, or not.



hi, I'm the tour guide.



On one side, we have **diversity, uniqueness, and distinctive.**

Diversity: You'll find a wide range of things here, a mix of this and that.

Distinctive: Many things may seem similar, but among them, there's one that shines brightly.

Unique: Similar to distinctive but you see the unique only in this city.

On the other side, we have **singular, repetitive**, and **dominant**. These may not sound exciting, that's what we aim for though, but they have their own charm in the boringness.

Singular: It seems like there is only one thing that's incredibly dull.

Repetitive: It's so monotonous that it repeats itself over and over again.

Dominant: You can only see this one thing, but it's entirely unnecessary, taking up unnecessary space in your experience.

What's your best experience of exploring the cities' boringness?
What should be the most non-enjoyable experience through the
Tilburg City Center map?

Tilburg City Center map... You will see colors on it green, red,
purple... Normally, you can only find what you're looking for in
these places.

But here's the thing, we're actually trying not to enjoy. So, I'll
remove all the colors from the TCC map. We need to find a way to
make it unenjoyable. Colors make things enjoyable, but we want it
to be even more boring and embrace the boredom. We can use our
own dull colors to experience our own version of not enjoying and
boredom. Who knows what else might come up?

I'm just your tour guide, after all. I can't know everything. Because
what happens here doesn't stay. It comes and goes, like fleeting
moments. But don't worry, I'll share with you what I remember, and
then we'll forget again. It's all part of the journey.

Let's start by removing the green color, and then red and purple,
the unnecessary use of color. I'm not even sure what tone of
green, red and purple it is or what interesting places it represents.
When we reveal the uncoloredness, it becomes quite boring and
perfect for not enjoying. These are imaginary landmarks. They are
inspired by the physical space in Tilburg, created by the existence
of social space, and they will remain in our mental space.

So, are you ready for 'not to enjoy in Tilburg' city tour?

We'll remove

The Green: Dwaalgebied.

A wandering area to stroll leisurely along the authentic shops, cafes,...

How do you experience authenticity?

What is the authenticity of today?

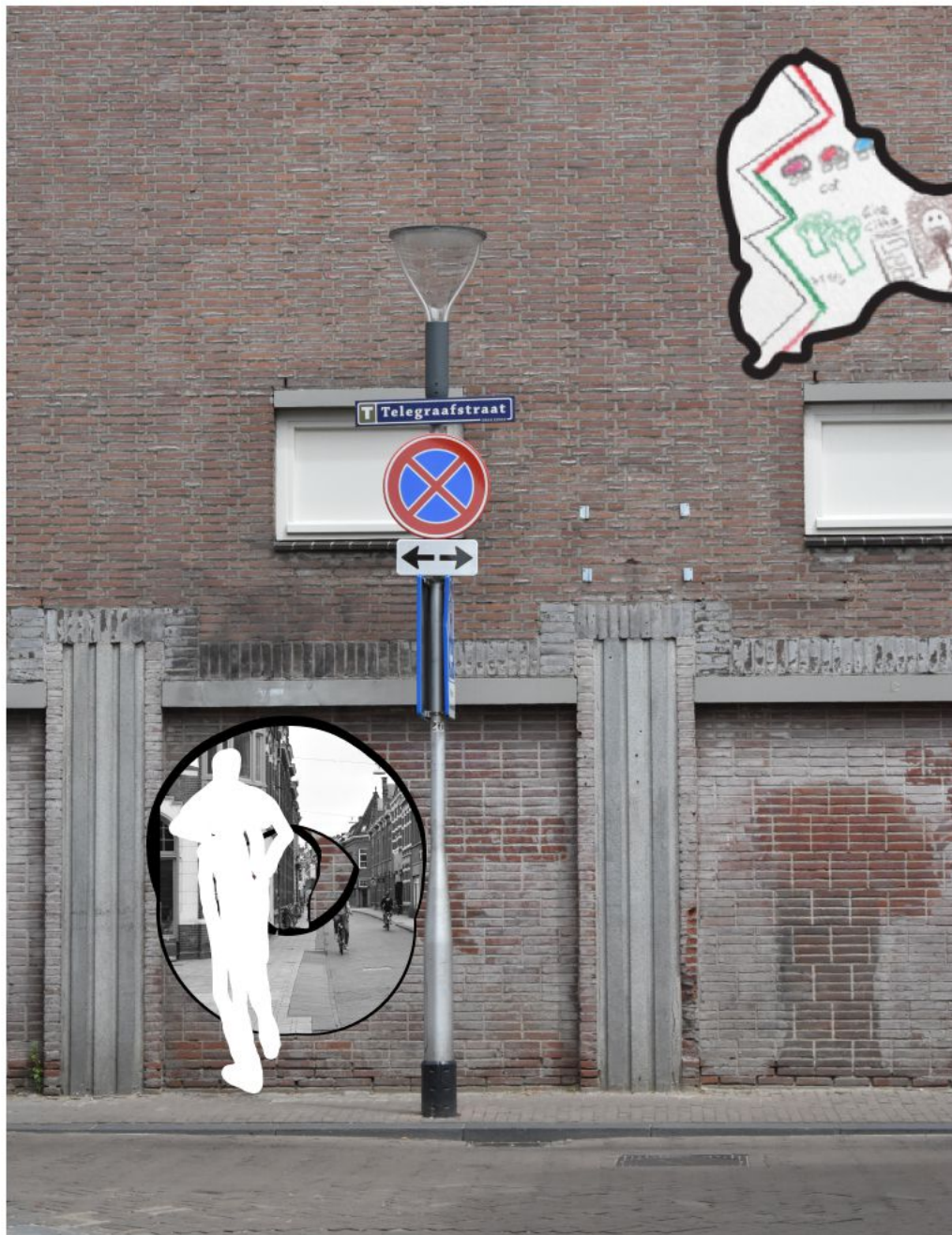
From the eyes of foreigner, international student?



Dominance of Yellow: In this not-so-colorful city, there's the dominance of yellow. The city is not very colorful, but you can't miss the presence of yellow. When the sun shines, it takes up so much space, together with the bright yellow of egg yolk that is being served in the cafe nearby of the yellow building.



Uniqueness of Passing: There's a passing here that you can only find in this city, nowhere else. But beware! You can't experience it unless you follow the rules. Unfortunately, passing through the wall is forbidden.



Diversity of Modern: The city has a dark orange tone, there's a sense of diversity of modern. You'll encounter this passage that you might often see within this style in many European countries. On Sundays, it is filled with families and individuals, which makes it more diverse under its modern roof.



Uniqueness of Old: The oldness of this building is deeply rooted in the ground. It's intertwined with a giant, heavy bell. However, the sound of the bell produces as gentle as the rustling of leaves. It's not just the building, marked with 'anno' that embodies the sense of age, but also the trees that surround them. This choreography of old is only witnessed here.



Our 'not to enjoy in Tilburg City Tour: Removing The Green' came to an end here.

We'll remove

The Red: Winkelgebied.

A shopping area with all known stores and brands.

Do you enjoy shopping? Well, the focus of this tour is for a not-enjoying, instead it is boring, and a run-away experience.



Unique Encounter 1: Here, you'll have a unique encounter that can only happen in this city, nowhere else. Imagine your eyes closed or you cannot choose very well what you see and it's uncertain where you're going. Suddenly, a motorcycle appears with its ugly noisy engine, and you come face to face with it. And here healthcare system is very different.

...



Unique Encounter 2:

...

When you hesitate to go across the street, another unique encounter comes up when a kind person sees you and chooses to help.

Within all the noise, colors emerge in the city—the seven colors. The rainbow, in particular, is a unique encounter, it is crucial to remember for escaping the city's endless, ongoing, violent construction.



Repeated Crowdedness: This place exposes you to a repetitive crowd. Everyone and everything repeat themselves the movements, actions, the heavy scent of perfume and cigarettes, techno music from stores of famous brands... It's a repetitive experience that becomes boring enough to expose you this repetitiveness. Everything is blended, one makes the other stronger in its repetitiveness.



Singularity of Beauty: All in the ugliness, there's a single tree, the single beauty. It stands alone, it's also boring. Ugliness and boredom are intertwined with beauty. Without ugliness and boredom, beauty wouldn't exist, beauty would lose its essence. Singularity of tree is necessary for the ultimate 'not enjoy' experience.



Our 'not to enjoy in Tilburg City Tour: Removing The Red' came to an end here.

We'll remove

The Purple: Veemarktkwartier.

In English, it's called the livestock market quarter, but it's not used for that purpose anymore. It has transformed into a place for the creative and art industry.

Is that possible to experience a transformation?

Would you like to experience this transformation from the eyes of foreigner, international student?



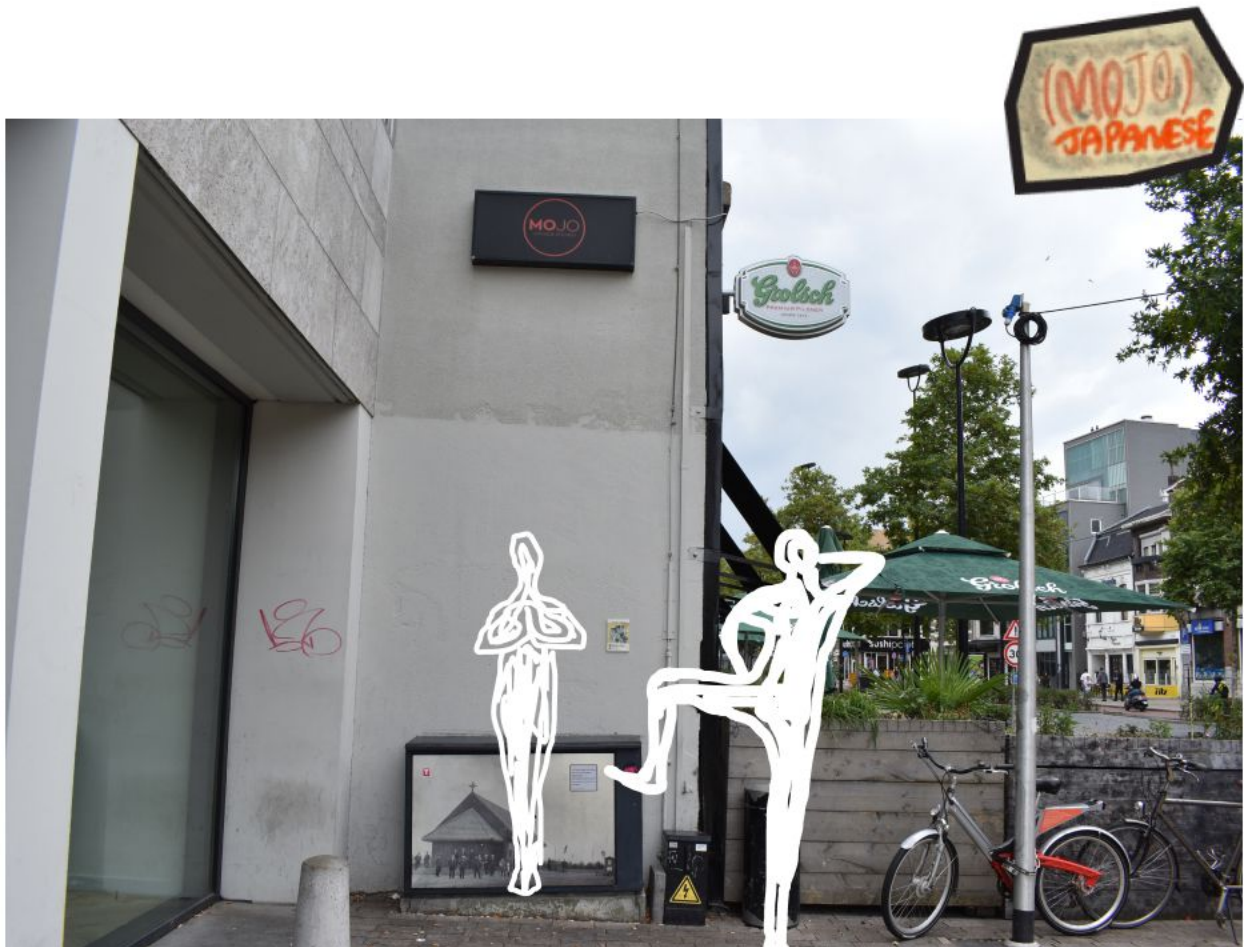
Singularity of Looking and Hearing: There's only one Beka, gathering all our senses, especially our vision in one spot. Our movements revolve around it, whether we move towards it or circle around it. It builds an invisible wall separating us from the bar street. Creating a sense of dependency on textile workers builds a future in the city. Or international students, or entrepreneurs, or I don't know. Then, you catch a glimpse of a pair of blue eyes, another person's gaze, taking you away from the singular view.



Distinctive Contrast 1:

...

It's not the beige or pastel tones that we might expect from Japanese culture. It is distinctive contrast to the cultural representation in our mind but it is Tilburg's Japanese, isn't it?



Distinctive Contrast 2: The colors here stand out, black and red. They evoke feelings of darkness, evilness.

...



Distinctive Green: There is this shining green, with various tones of green. It's a color that catches your attention in the streets, it creates escape points for when you feel bored. As if searching for green and striving to create green. To reconnect with yourself.



Repeated Independency: In this place, you'll find rows of small houses and an open sky to breathe in. It's a symbol of independence, of being free. You're an independent soul. You came here to be independent as if it was your destiny. Within these houses, you see communities with friendly faces and you feel happy. People talk to you and smile, but they have their own communities and families, repeating the warm welcome to others. But, you are not fully embraced within them. You cannot be a part of them, you remain an independent spirit in repetition in this repeated welcome.



Our 'not to enjoy in Tilburg City Tour: Removing The Purple' came to an end here.

You experienced the 'not to enjoy in Tilburg City Tour' and witnessed the imaginary landmarks of international students. The imaginary landmarks are produced by walking and mapping the city experience of international students which captures what the designated areas actually mean to them.

Imaginary landmark is an element in the city that you experience differently and find a connection that is special to you. Therefore, city experts does not define it as a landmark but you.

These imaginary landmarks will continue to reside in our mental space to shape new imaginaries and inspire us to embrace more of what we already belong to in the city of Tilburg.

your imaginary landmarks

This tour aims to challenge expectations and create alternative landmarks against designated ones through top-down. Please leave your thoughts. It is very important for me 'not to enjoy in Tilburg city tour' to develop my city tour for not enjoying.

-How was your tour in these areas? Are there any imaginaries you connected with that you explore in this tour?

-How do you experience and shape Tilburg you desired here and now? In other words, how would you remove designated colors to reveal your imaginary landmarks?

It could be through walking, running, photographing, dancing, listening, talking with a friend...

-And, would you have any imaginary landmarks? How are you connected with there?

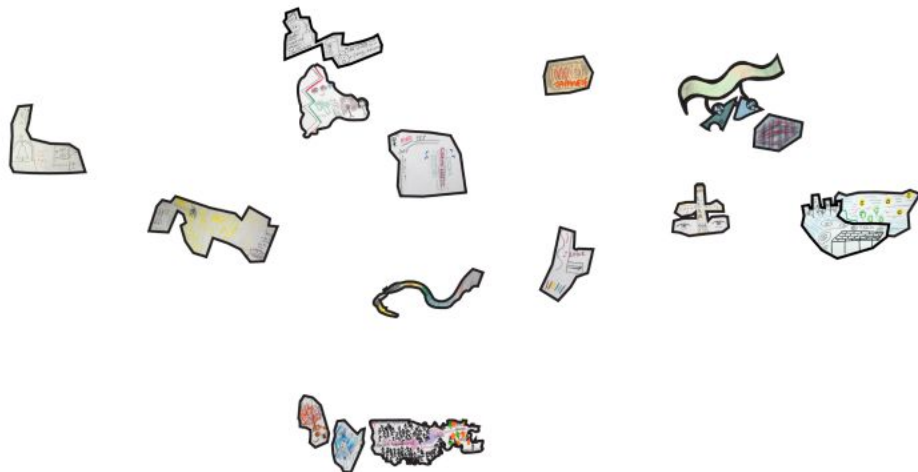
Reminding: *Imaginary landmark is an element in the city that you experience differently and find a connection that is special to you. Therefore, nobody defines it as a landmark but you.*

digital space for feedback (it directs you to Google Forms):

<https://forms.gle/rabYZ1m6YEUnTDRZA>

I hope you didn't find enjoyment and were bored enough.

See you next time!



Tilburg, Netherlands
2023