

Landmarks and Image Building of Old Montreal (Vieux-Montréal) from the 1860s to 1970s

Wukai Jiang

Department of Geography, McGill University, Montréal (Québec) Canada

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Supervisor: Sherry Olson, Reader: Sarah Moser

This study investigates the role of landmarks in shaping Old Montreal's imagery and explores the implications of using visual materials in geography research. Analyzing over 200 landmark postcards and 18 travel guides, the research examines the spatial distribution of images and their connotations, emphasizing the importance of understanding spatial concepts like landmarks through multimedia sources. The study highlights the significance of spatial relationships, which extend beyond visual and spatial aspects to encompass symbolic meanings, such as the superiority of specific landmarks. By contextualizing image production within the cultural preservation context, the research reveals that constructed landmarks systematically and automatically shape Old Montreal's imagery, while individuals retain the ability to recreate their own imageries.

