INDIGENOUS PLACE NAMES PROJECT

A MOVEMENT TO BRING DENA’INA CULTURE TO OUR BUILT ENVIRONMENT AND PLACE NAME SIGNAGE

A Step Towards Honoring the Dena’ina Landscape of the Anchorage Area
ACKNOWLEDGMENTS

LAND ACKNOWLEDGMENT
This project was created on Dena’ina land.

THE DENA’INA INDIGENOUS PLACE NAMES
Indigenous place names encompass our relationship with the land. It is a story of our interaction and understanding of the animals, plants and waters of an environment. For thousands of years, the Dena’ina peoples have and continue to steward and care for this place. The Indigenous Place Names Project is a step towards recognizing and honoring the Dena’ina language, knowledge and innovations in Alaska.
THE BEGINNING OF A MOVEMENT

In 2018, the Anchorage Park Foundation received a grant from the Rasmuson Foundation to begin work on a parks and trails indigenous place names project. The project aims to creatively, accurately, and beautifully highlight the culture and history of Anchorage and our indigenous people.

Soon after the project began, it became clear that parks and trails signage is a contributor and catalyst to a larger movement of Indigenous Place Naming. Being a part of Anchorage’s Indigenous Place Naming Movement means that you invest in changing the paradigm. Signage is one physical representation of this shift, but there is also a shift in processes, recording, mapping, experiencing, and celebrating.

From this project, we’ve learned that to change the paradigm and create a city that honors the Indigenous Place, there must be three components:

1. The leadership of a local culture bearer;
2. Advisory oversight from a broad base of stakeholders; and
3. Involvement of an Indigenous artist if it is appropriate to the project.

It is the combination of these three elements that allow a project to become part of a Movement and live beyond initial contributors to the next generation of our community.
Building on the three components of the Movement, the project team reached out to local Dena’in culture bearer Aaron Legget, Curator of Alaska History and Culture at the Anchorage Museum. Aaron has been invested in revitalizing Dena’in Place names since 2005 with the naming of the Cook Inlet Tribal Council Natu Building and the Dena’in Convention Center.

To develop interpretive signage with broad stakeholder input and guidance, the project team assembled an Advisory Committee. The Committee, led by Aaron, represents strong connections to the Alaska Native community, partner organizations and strategic thinkers. Each committee member contributed invaluable knowledge to the project. One partner organization, the Alaska Native Heritage Center, provided NEA funding to include an Alaska Native Artist on the team. The project team enjoyed working with both Joel Isaak and Melissa Shaginoff, artists who brought the project an increased level of depth and meaning.

The committee met four times to establish the project’s Critical Success Factors, verify the place name locations, and review the design progression. The final design reflects the committee’s input, guidance, and voice. Most importantly, the process for the Indigenous Place Names project is meant to be leveraged for additional projects that honor this Dena’in place.
1. Be branded well
2. Draw people to learn
3. Be authentic
4. Recognize and celebrate that this site is Dena’ina
5. Move beyond the sign
6. Be built to last

Project process:

Advisory Committee Meetings → Develop Critical Success Factors → Work with Dena’ina artist to create concept → Complete master plan and toolkit → Implement first signs → Move beyond the signs: place naming in Anchorage online resources walking tours school connections
To measure the project’s success and set the project brand, the Advisory Committee established Critical Success Factors for the signage. Working together, the committee defined success as an Indigenous Place Names project that:

- Is well branded;
- Draws people to learn;
- Is authentic;
- Recognizes and celebrates that the site is Dena’ina;
- Moves beyond signage; and
- Is built to last.

With this clear definition of success, Joel Isaak, a Dena’ina artist, worked with the project team to create two foundational phrases for the project.

**DENA’INAQ EĽNEŅA CH’TIYUX**

“You are walking on Dena’ina land”

The first phase is used to recognize and honor the importance that this is Dena’ina land.

**YE’UH QA TS’DALTS’IYI**

“Living with the outdoors”

The second phase expands on the first. To say this is Dena’ina is complex in that land represents more than a place; land represents a way of being. The phrase is meant to evoke the complexity of place and being on the land as it relates to seasonality, resources, travel, technology, life, and spirit.

The Dena’ina fire bag was selected as the project’s symbol. Fire bags were used by the Dena’ina people to store and transport fire-making materials such as tinder and embers. The fire bag represents living with the outdoors and sharing of fire and knowledge.

To further define the project brand, the team became inspired by dentalium bead patterns. Dentalium beaded designs are used both traditionally and in contemporary clothing, materials, and artwork. For this project, dentalium bead patterns are used to represent Dena’ina fine art. The final bag and beadwork designs were created with the artistic oversight of Melissa Shaginoff, an artist familiar with the Dena’ina culture and funded through the Alaska Native Heritage Center’s NEA grant.
SIGNAGE DESIGN

Based on the Critical Success Factors and the project brand, the project team developed two types of signs for different implementation opportunities.

LEVEL 1 & 2 - DENA’INA PLACE NAME SIGN
The Dena’ina Place Name Sign is for places that have a Dena’ina name as shown in the Level 1 and Level 2 location maps that follow. The Place Name Signs are meant to celebrate and educate the residents and visitors of Anchorage about the significant Dena’ina Places that exist throughout the Anchorage area and beyond.

LEVEL 1 & 2 - DENA’INA PLACE NAME SIGN WITH PLAZA
The design team recommends that 2 to 4 of Dena’ina Place Name signs be installed with a plaza space surrounding the sign. These should be located in popular locations where a lot of visitors and locals are expected, for example Westchester Lagoon.

LEVEL 3 - INTERPRETIVE OR WAYFINDING SIGN
The Dena’ina Interpretive Sign is meant to highlight cultural, scientific, or historic information not necessarily associated with a place name. For example, a sign that describes flora and fauna of the area, or a sign that tells a modern story. These signs are considered Level 3 locations. These signs are not only meant to be used as single signs for interpretive content they can also be used in an organization’s wayfinding system.
LEVEL 1 & 2 DENA'INA PLACE NAME SIGN

- SPONSOR PANEL
- PROJECT PANEL
- PLACE NAME PANEL
- FIRE BAG PANEL

LEVEL 3 INTERPRETIVE OR WAYFINDING SIGN

- PROJECT PHRASES
- WAYFINDING PANEL OPTION
- SPONSOR PANEL OPTION
- INTERPRETIVE PANEL OPTION
LEVEL 1 & 2 DENA’INA PLACE NAME SIGN WITH PLAZA
A creek named after stickleback - little fish used in soup
- Grassy creek
- Where yellow water comes out
- Rotten land
- Place protected from the wind
- A battleground "where we pulled up the Aleutic’s boat"
- Crying Ridge, a ridge along the north side of upper Campbell Creek near Flattop mountain
- The creek that comes from Crying Ridge
- Drift wood and other debris washed up in this area from ship wrecks
- By the two hills - two girls, lake monster
- Wide ridge
- Big ochre creek falls
LEVEL TWO PLACE NAMES

DENA'INA PLACE NAME SIGN

<table>
<thead>
<tr>
<th>Dena'ina Name</th>
<th>Location</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Idlughet</td>
<td>Eklutna Village</td>
<td>Dena'ina name for Eklutna Village</td>
</tr>
<tr>
<td>Idishlu</td>
<td>Hill near Eklutna Village</td>
<td>Smaller hill of two hill's near Eklutna Village</td>
</tr>
<tr>
<td>Idishlu'a</td>
<td>Hill near Eklutna Village</td>
<td>Larger hill of two hill's near Eklutna Village</td>
</tr>
<tr>
<td>Idluynu</td>
<td>Eklutna River</td>
<td>By the two hills or plural objects River</td>
</tr>
<tr>
<td>Ben Q'estsiq'</td>
<td>Eklutna Lake</td>
<td>Lake outlet</td>
</tr>
<tr>
<td>Yudluynu</td>
<td>Eklutna Lake</td>
<td>Golden eagle creek</td>
</tr>
<tr>
<td>Qunsha Qemeh</td>
<td>Eklutna Lake</td>
<td>ground squirrel house</td>
</tr>
<tr>
<td>Bendillet</td>
<td>Eklutna Lake</td>
<td>Creek that flows off Eklutna glacier</td>
</tr>
<tr>
<td>Illu Bena' Li'a</td>
<td>Eklutna Glacier</td>
<td>By the plural objects lake glacier</td>
</tr>
<tr>
<td>K'analatu</td>
<td>Lower Peters Creek</td>
<td>No translation</td>
</tr>
<tr>
<td>Utlumtash Bena</td>
<td>Fire Lake</td>
<td>Creek where we sleep</td>
</tr>
<tr>
<td>Nuk Wehluynu</td>
<td>Eagle River</td>
<td>Fish run again creek</td>
</tr>
<tr>
<td>Unghay Tai'</td>
<td>Arctic Valley</td>
<td>Snowshoe headwaters</td>
</tr>
<tr>
<td>Ninkadliy</td>
<td>Lake Hood and Lake Spenard</td>
<td>The ones, the lakes that are joined together</td>
</tr>
<tr>
<td>Nutuify</td>
<td>Fire Island</td>
<td>The object that stands in the water</td>
</tr>
<tr>
<td>Qin Cheghi Kaq' Bena</td>
<td>Campbell Lake</td>
<td>The mouth of crying ridge lake</td>
</tr>
<tr>
<td>Nungur</td>
<td>Nunaka Valley</td>
<td>Upland area</td>
</tr>
<tr>
<td>Ggeh Betnu</td>
<td>Rabbit Creek</td>
<td>Rabbit Creek, literal translation</td>
</tr>
<tr>
<td>C'ina Betnu</td>
<td>Mchugh Creek</td>
<td>Temporary snowshoe</td>
</tr>
<tr>
<td>Tuulluf</td>
<td>Turnagain Arm</td>
<td>Back water</td>
</tr>
</tbody>
</table>
The Anchorage Park Foundation is looking for organizations and individuals who want to support both the larger movement and this specific signage project. Here are two ways to get involved:

**SPONSORSHIP**

Organizations and individuals who want to support the efforts of the movement can become a movement sponsor. Their sponsorship will help support the implementation of Level 1 and 2 signs as well as other projects within the program.

**IMPLEMENT LEVEL 3 SIGNS**

The level 3 signs were designed to be implemented in other organizations’ projects. If you are interested in installing a level 3 sign contact the APF! They will help you through the process of implementation by making sure the right stakeholders are involved from the beginning and helping supply materials and content for construction.

**CONTACT THE ANCHORAGE PARK FOUNDATION TO GET INVOLVED!**
OPPORTUNITIES TO MOVE BEYOND THE SIGN

Having established a process, created Critical Success Factors and developed a brand, the project has the foundational elements move beyond the place-based signage.

DIGITAL OPPORTUNITIES
Through their seat on the Advisory Committee, Bristol Bay Native Corporation provided an excellent example of how this Indigenous Signage Project might become a digital mapping opportunity. Their Bristol Bay Online project is intended to help collect, preserve and increase accessibility to Native place names information for the people of Bristol Bay. The GIS mapping database allows users to view the place name location, learn the name is several languages, and hear an audio guide to their pronunciation.

PARTNERSHIP WITH SCHOOL CURRICULUM
Place-based signage provides the perfect opportunity to create a school curriculum partnership. The team has identified eleven indigenous, place-based locations as the first level of installation effort. Each site is associated with existing parks and trails and would provide the perfect backdrop to Alaska history in schools.

TOUR APPS
In 2015 the Municipality of Anchorage Parks and Recreation Department created a signage and wayfinding plan to improve trails for all users. The Indigenous Place Names project builds off this plan to add similarly, yet distinctly branded signage to the greater network of signage. Once implemented, this network provides a physical platform for a walking tour smartphone application that visitors and residents can use to learn about Dena’ina culture.

OTHER PLACE NAME PROJECTS
There are Indigenous naming initiatives bubbling to the surface all over Anchorage. This project process, the Critical Success Factors, and the efforts to date should be used to define other naming processes. For instance, the downtown community could begin a movement to create indigenous street names or signage, and the Critical Success Factors of this project could be used as a starting point for stakeholder engagement. Whatever the case, this group recommends a strong process that connects the design team or artist to a board base of the Alaska Native community for input, guidance,