The International Council of Onomastic Sciences

Onomastics Online

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Moderator: Peter Jordan

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Stadium naming practices worldwide: An (interactive) cartographic approach

Abstract: For the very first time in the long history of the Olympic movement, the International Olympic Committee (ICO) is allowing sports venues to bear commercial names during the Olympic Games (Le Monde, 2025). LA28 Chairperson Wasserman stated: "These groundbreaking partnerships (…) will introduce a new commercial model to benefit the entire Movement." (LA28, 2025) This quote stands in sharp contrast to the spirit of the last Olympic Games in Paris in 2024 where world-famous historic venues with unique names were chosen, some located in the heart of Paris, such as Eiffel Tower, Place de la Concorde, Grand Palais, and some near Paris, such as Château de Versailles (IOC, 2023). These two approaches – one focusing on commercialising/commodification (Giulianotti et al., 2017), the other on commemoration ('Memorial landscapes') (Dwyer et al., 2008) – create distinctive urban (linguistic) landscapes (Rose-Redwood et al., 2019). Based on a web-scraped data set (5000 names) and a multilingual online survey which we currently conduct in the framework of the research project DISCLOSE (2022-2025), we create interactive maps illustrating these different naming strategies around the world and analyse how (mainly European) sport fans rate these different naming practices for sports venues.

Keywords: Naming practices, Sport venues, Urban Landscape, Critical toponymies, interactive maps

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Biography: Florian Koch is Senior Lecturer at the Université Bourgogne Europe (UBE) and researcher at the Centre Interlangues - Texte, Image, Langage (TIL) (UR 4182). He has held positions as Post-doctoral Researcher, Lecturer, and Research Fellow at the Department of Political Science, Johannes Gutenberg University Mainz, SciencesPo Paris, Le Mans University and at Leipzig University of Applied Sciences. Currently, he leads the research projects DISCLOSE and INHERIT. His research focuses on transnational social phenomena – such as leisure activities between cultural heritage and their commercialisation – linking sport, economics, politics, and linguistics and their (linguistic) expressions in a constantly changing environment. (ORCID: 0000-0002-4897-7174)

Collaborators:

- Laurent Gautier, Full professor at the Université Bourgogne Europe (UBE) and Director of the Centre Interlangues - Texte, Image, Langage (TIL).
- Mathieu Llorca, Senior Lecturer at the Université Bourgogne Europe (UBE) and Researcher at the Laboratoire d'Economie de Dijon (LEDi).
- Lucile Pillot, Cartograph at the Pôle Géomatique, Maison des Sciences Humaines (MSH), Université Bourgogne Europe (UBE).

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