

UNTRANSLATABLES

**– A GUIDE TO –
TRANSLINGUAL
DIALOGUE**

Dear reader,

With this book, we want to propose to you an adoption. An adoption of thirty-three different words from various languages spoken in Europe that are easy to pronounce and recognize, and that carry the potential to become both real and immaterial ambassadors of “translingual” dialogue. By accepting this word from the source, untreated, with its own pronunciation, a real cultural transfer takes place. The symbolic value of this is enormous; accepting this word in your daily vocabulary means:

I choose to “absorb” one – historical, semantic, emotional – element from your culture into mine, since this element emblemizes an entire world, brings with it an idea for which there is simply no word in my language.

The process of trans-cultural communication – including all the misunderstandings! – is a continuous creation in itself, as every conversation in any context is a search for a kind of “creation”, for a mutual understanding, for an agreement on the reality we are living in. By talking to each other, we try to share our universes. Language has the power to unite or separate people, to clarify or trouble relations, to widen or shorten our view on the world.

When the main language in a discussion is international Offshore English, the situation often arises that the participants are simply not able to translate a word of their own native language fully and sufficiently – and as a consequence to transmit a message – into English, or into any other chosen common language. Our need for a research on “the untranslatable” derives directly from those situations. This “untranslatable” we see as a kind of “Zwischenraum”: a space in between, a poetic gap, a potentiality for interpretation and meaning, as well as a catalyst to provoke a reflection on linguistic equalities and power structures.

We are a generation who have been brought up with the idea of a “united Europe”. As teenagers we had to study a new map of Europe every year since frontiers kept on vanishing or changing. It seems that in the last few years the European efforts to create equality and connections between the countries go hand in hand with a growing awareness of the own – national – identity of its members.

One can notice the need in all Europe to maintain the own language and culture, both for people who are born in official Europe or for other nations’ communities that came to live and established themselves in the

EU because of the economical and political climate in their own countries. By Europe we do not mean the EU, or Europe as a continent, or a historical and cultural paradigm. We take the liberty of a subjective interpretation of a “Europe” that we recognise as a very alive entity and much more complex than the above segregating definitions. Therefore our untranslatable words include Arabic and Japanese as part of a Europe that serves better our purpose and concept of an organism that is rich and alive and constantly evolving.

Without going deep into the political problems that language-protectionism brings with it, but without neglecting them, we want to acknowledge the differences between the various communities living in Europe, and promote an interchange between them, understanding untranslatable words rather as presents from one language to the others.

Our process has been an absurd and never-ending quest that is not finished. We have looked into several ways to “translate” the untranslatable for the reader through texts and images, and we discovered that we could come no further than an attempt, a suggestion, a framing of a highly layered reality by emphasizing on a touch, a colour, a detail. Since body language is still the most universal of all the languages, we have tried to express the words through a tension in between people, objects and space that can be somehow understood by everyone. Only somehow because technically speaking, we should have learned all the different languages to really understand the words properly. That is why we had to acknowledge we could only picture the untranslatable world half way, and even then focusing on the lower, non-cerebral part of the body, the part that we use to physically place ourselves into a reality. As we position ourselves again and again, day by day, in a constantly different way related to our context, our words are just fragments in time and what we really perceive will never be completely communicable since by the time we have said it, it is already gone again.

Enjoy the untranslatable,

Yolanda de los Bueis
Elisa Marchesini
Christoph Schwarz
Sarah Vanhee

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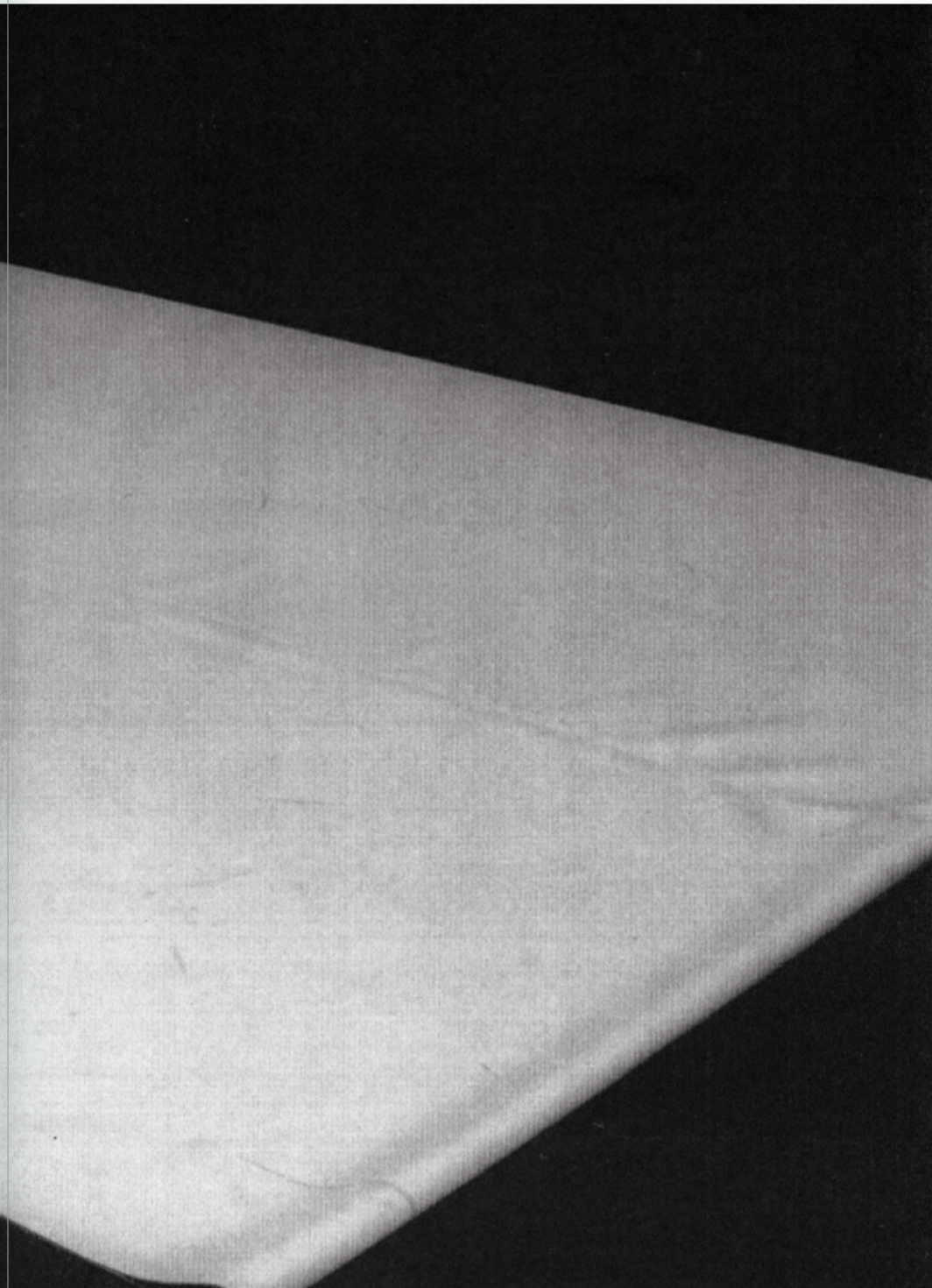
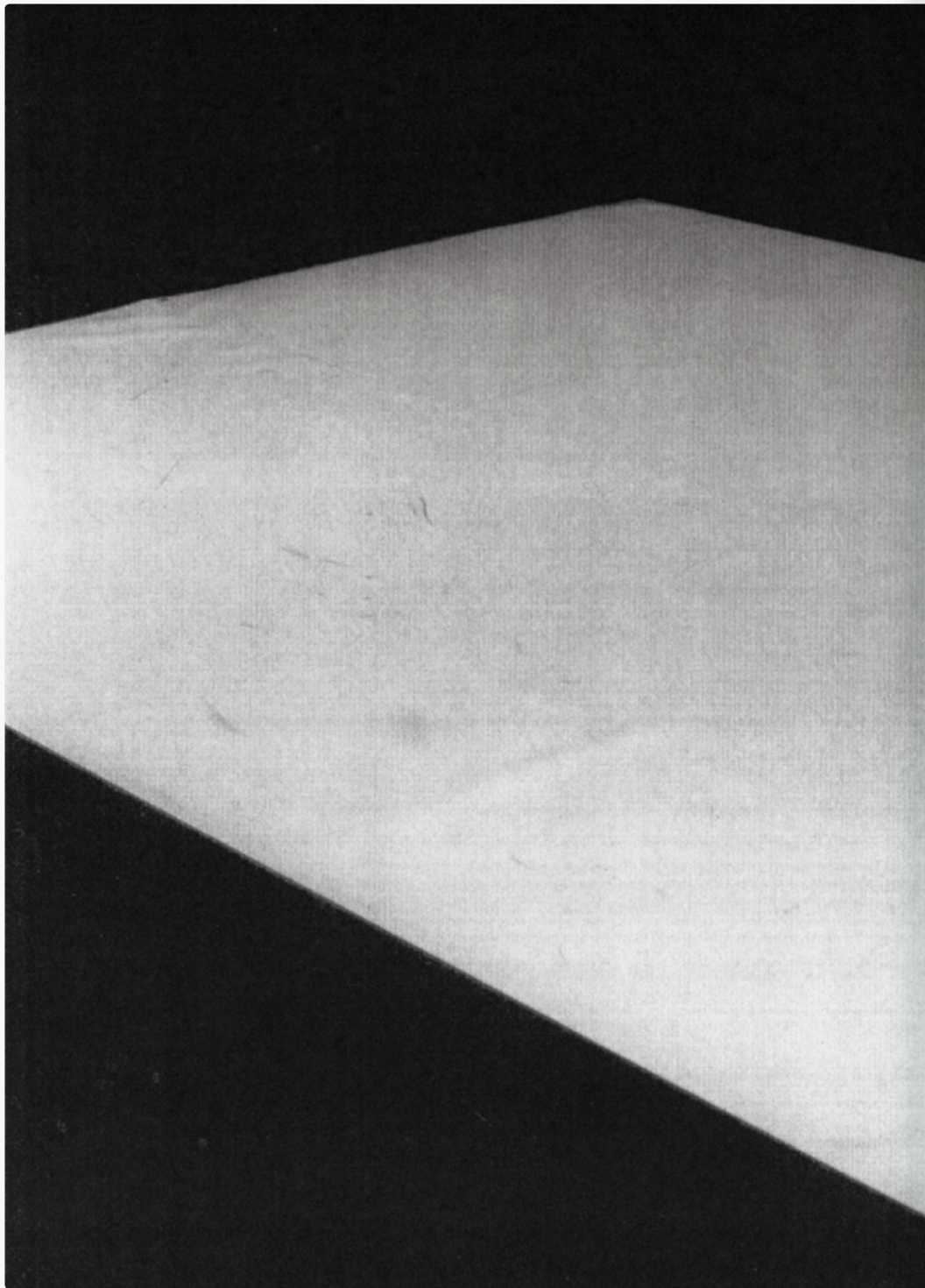
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How to find the best untranslatables

Step 01

First collect ALL the untranslatable words: keep your eyes peeled and your ears open; email your contacts all over the world, let the concept of the 'untranslatable' become the focal point in your life.

Step 02

Google the words that you consider as untranslatable. Consult at least ten different sources. Read already existing books from other authors who have also collected untranslatable words.

Step 03

Select the words that are truly unique and without a direct translation in any other language.

Step 04

Select the words that people will find the easiest to pronounce.

Step 05

Select the words that stand for universal concepts.

Step 06

Select the words that you like.

Step 07

Remove any verbs, as verb conjugations work in different ways in different places.

Step 08

Try to write a description for every word, and a way of using it.

Step 09

Send this to a native speaker.

Step 10

Patiently await their answer.

Step 11

Show your gratitude in reply to this answer for his/her contribution.

Step 12

Adapt your description accordingly.

Step 13

Repeat steps 9 to 12 several times.

Step 14

Collect. Select. Decide.

Step 15

Spread the untranslatable words. Find some sympathetic comrades to help you. Try to contaminate the world.

How to have a fruitful transcultural dialogue

Step 01

Be intrigued and curious by what is going on around you.

Step 02

Listen to the tone of voice when someone is speaking, watch how and where he/she has positioned themselves, look at the expression on the face.

Step 03

Be ready to show that you are aware you don't know everything yet.

Step 04

Don't begin talking about differences, but rather similarities.

Step 05

Sometimes, say nothing at all and simply listen to what is being said.

Step 06

Be ready to see the humour in situations where differences in culture create misunderstandings.

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BRICOLEUR

FRENCH / NOUN
[bri.ko.lœʁ]

A person who constructs things through random experimentation, without following a precise plan. A *bricoleur* tries things out until he has worked out how to do something, coming to the result in a rather unconventional way. The word is commonly used for someone who fiddles with a lot of different materials and tools,

and it can be used in several working areas or disciplines: from painting to computer programming, from wrapping presents to repairing a washing machine, from making a table to publishing a book. *Bricoleur* is a noun that derives from the verb “bricoler” meaning to fiddle, to tinker. The term was first used in the sense

of describing a type of thinking and symbolization opposed to “engineering” by anthropologist Lévi-Strauss (1962). The engineer creates specialized tools for specialized purposes. The *bricoleur* is a “jack-of-all-trades”, who uses few, non-specialized tools for a wide variety of purposes. There is a loose connection between the *brico-*

leur and “primitive” societies, and the engineer and “modern” societies.

The *bricoleur* is the main character in this book, and one can follow his whimsical creation process throughout the pages. He brings logic into the illogical.

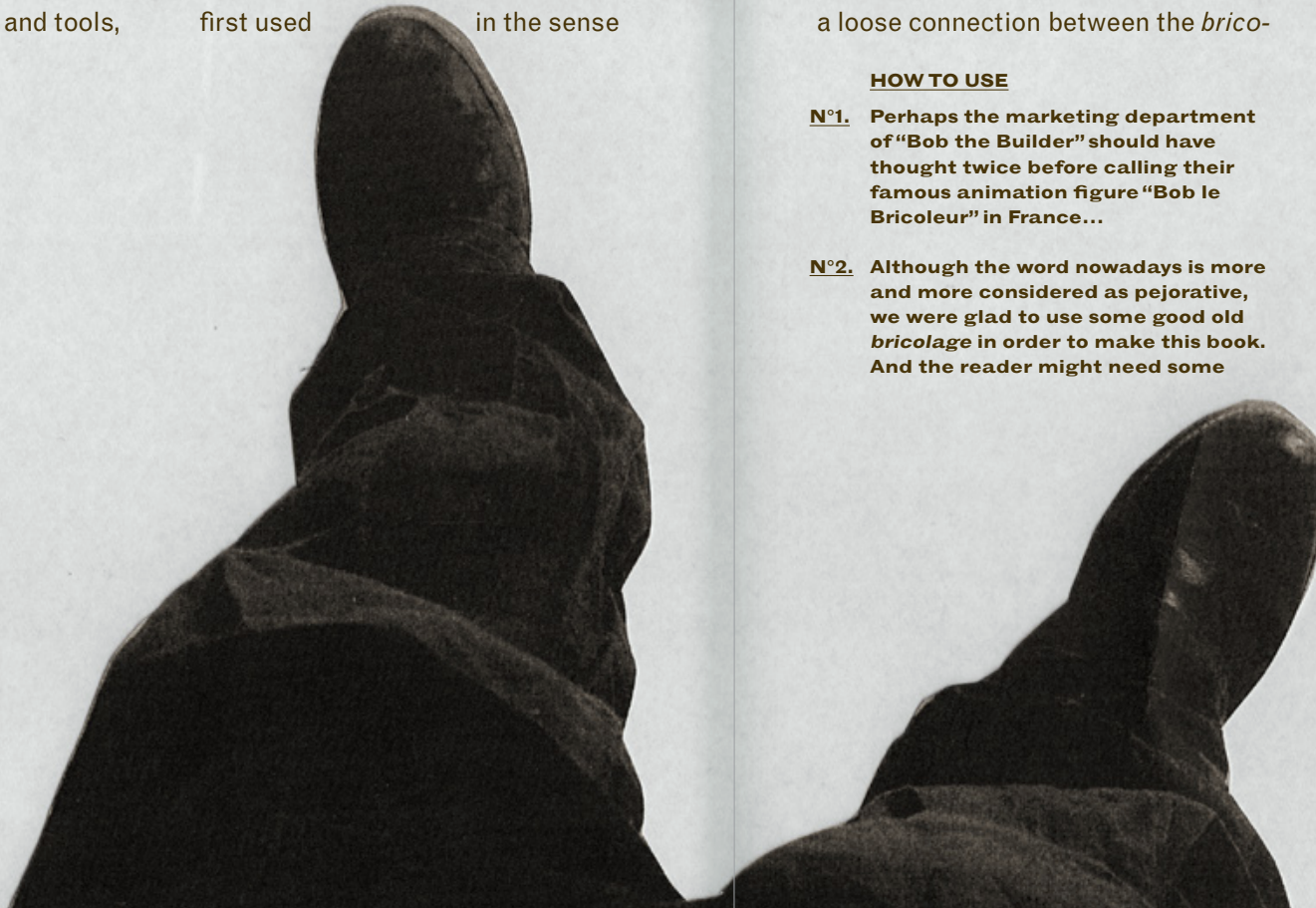
HOW TO USE

N°1. Perhaps the marketing department of “Bob the Builder” should have thought twice before calling their famous animation figure “Bob le Bricoleur” in France...

N°2. Although the word nowadays is more and more considered as pejorative, we were glad to use some good old *bricolage* in order to make this book. And the reader might need some

bricolage work in his brain in order to understand it.

N°3. If you are stuck for ideas – be it writing, marketing or house decorating – try to experiment as a *bricoleur*. Grab a few pieces of text or wood and randomly mess around with them until something sparks out of it!



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COTA

PORTUGUESE / NOUN
[ˈkɔtɐ]

Portuguese people use the term *cota* for someone who is somehow stuck in the past and cannot adapt to the present, let alone to the uncertain changes that the future might bring. *Cota* is someone who is conservative rather than old, who can't understand

the current social changes, is nostalgic about the good old times and considers the past as the only possible model for the future. In theory an older person could also name a younger one *cota* but generally it happens the other way around.

imperfect

HOW TO USE

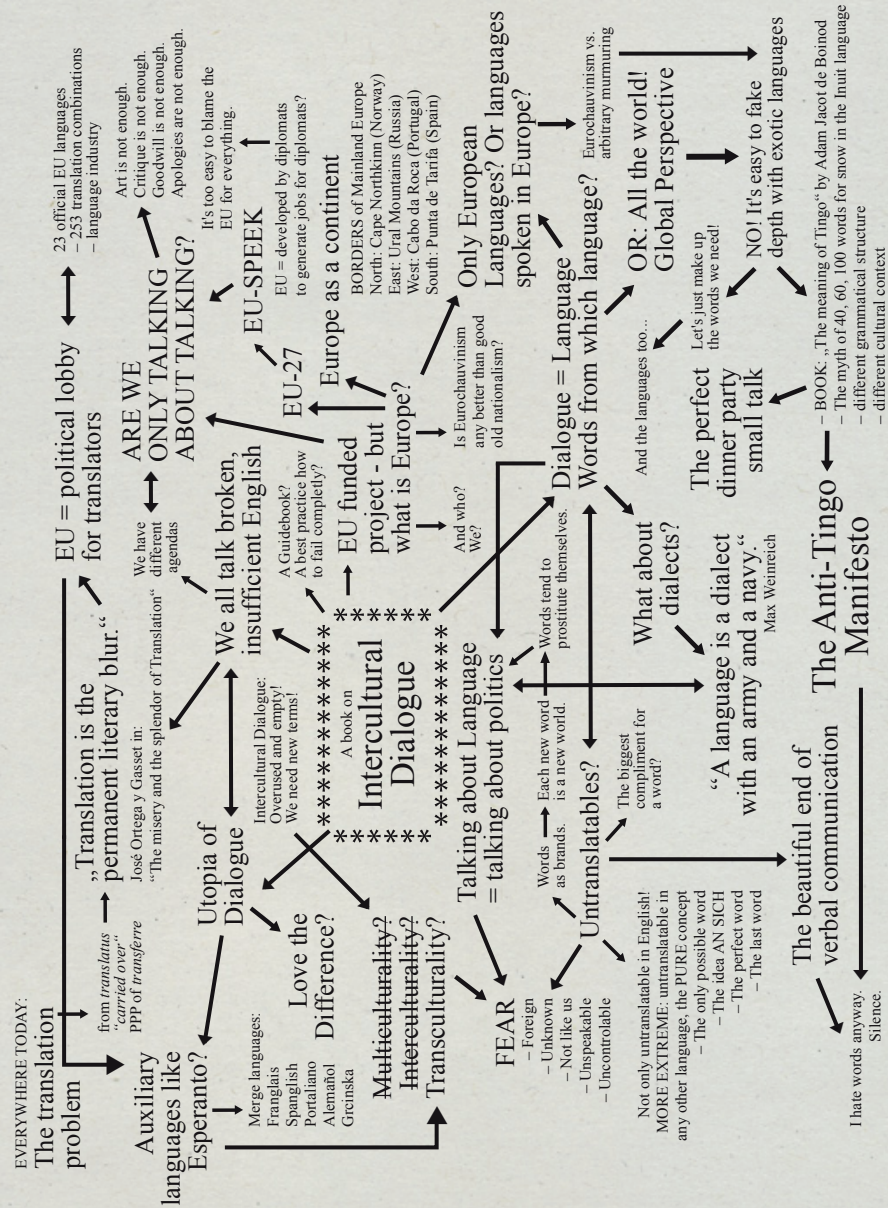
N°1. The world famous “Monument to the Discoveries” in Lisbon might evoke nostalgia in the minds of many Portuguese *cotas*, since it reminds them of the prosperous period of discoveries. It affirms that Portugal had an important role in the world while the present economical condition seems to be more insecure for a *cota*.

N°2. Portuguese teenagers often use the word to refer to their parents:

“My *cota* doesn't let me go out.” or
“I would have no problem telling my parents that I'm gay, if they were not such *cotas*...”

N°3. If you want to take your friend on a very risky, adventurous, dangerous trip and it's hard to convince him/her, you could say “Come on, don't be a *cota*, let's go for it!”





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TRUZZO

ITALIAN / NOUN
[ˈtruːts.o]

A slang word used in Northern Italy to describe a boy, usually a teenager, who strongly believes he is really up-to-date on the latest trends and fashion but is clearly not. Being a *truzzo* is all to do with personal behaviour; the way of dressing, behaving and talking. A *truzzo* wears fake reproductions of brands such as Dolce&Gabbana, could possibly have a modified car such as

the one in the film “Fast 'n' Furious”, and talks in a rude manner and much too loud. Of course a *truzzo* could also dress in true Dolce&Gabbana, but because he dresses and combines it in an improper or non-stylish way he is a *truzzo*! The word is often used for fun amongst friends, as a way to make each other slightly insecure about their look.

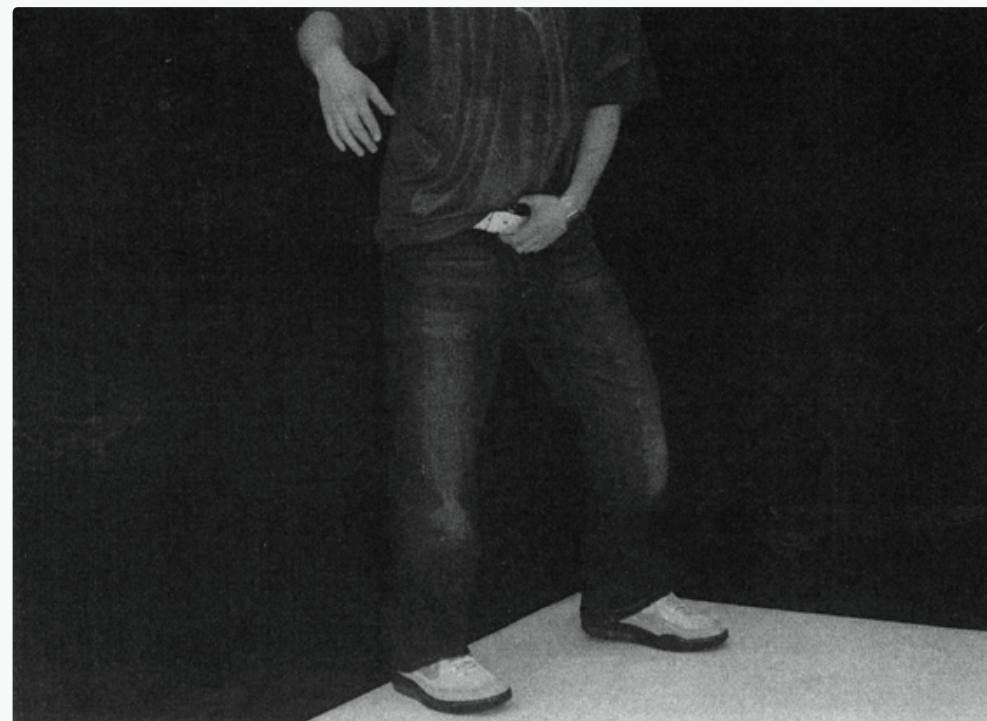
HOW TO USE

N°1. When one of your friends just bought flashy Versace sunglasses, you could say: “Sei proprio un *truzzo*!”, meaning “You really are a *truzzo*.”

N°2. You are a *truzzo* if you modify your car in a way to feign grandeur, if you “pimp your car” i.e. swap the original tires and the exhaust pipe with some un-proportionally big ones to show off.

N°3. For a *truzzo* fancy dress party, the ideal shopping experience would be any of the numerous malls and markets all around Asia where you can get all the fake designer brands. Failing that, go to your local street market, where you'll find the same stuff, just more expensive!

unordinary





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BERYE בריה

YIDDISH / NOUN
[ˈberje]

Refers to a truly energetic, skilful and talented woman. A *berye* is admired for her capability to solve problems in demanding situations in a very practical, fast, and effective way. She is down to earth and bound to succeed in the long term – a woman who sews an elegant evening gown from scraps of cloth, whilst simultaneously cooking dinner for 100 guests, and all in the space of 20 minutes. In Pop-culture terms a *berye* could be the female mixture of Winston Wolf (the character from Quentin Tarantino's film "Pulp Fiction", who can get a serious mess cleaned up in the shortest time, and

still manage to stay calm and have a coffee), and Erin Brockovich (single mother of three children who was key in constructing a spectacular lawsuit in the nineties). Although *berye* is a rather old-fashioned term, mostly connected to a woman's abilities to keep house and home clean and tidy, its meaning could be transferred to the 21st century for a woman who is both capable of focusing on her professional career and her family, something still considered as crucial in many European societies. Somehow it would be even more contemporary to expand on the term *berye* for a male.

HOW TO USE

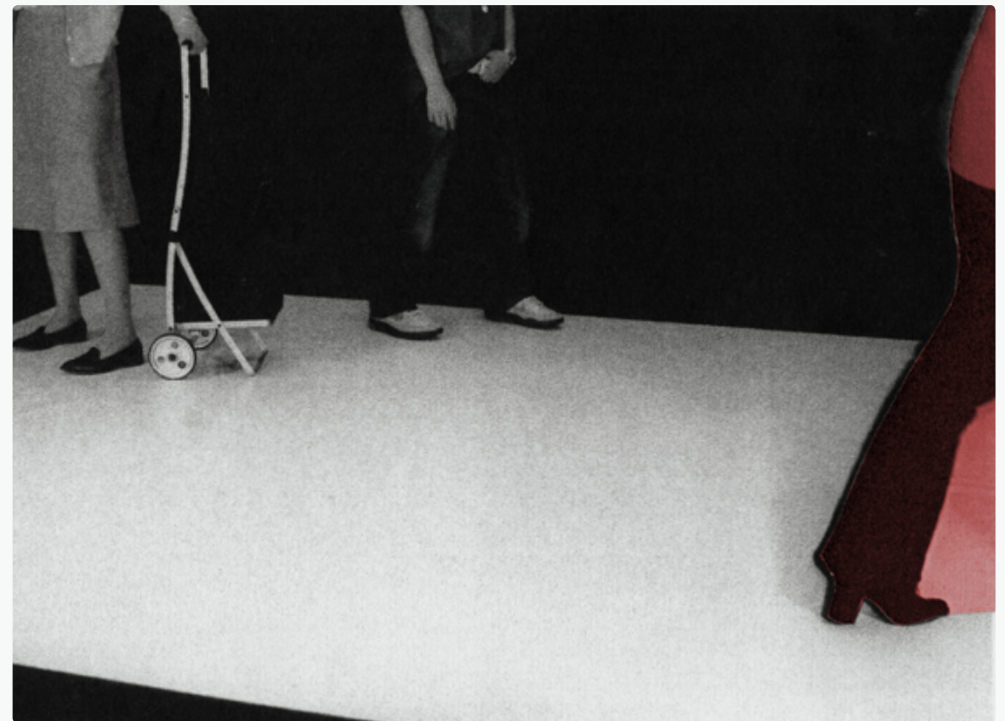
N°1. "She has raised two children alone and somehow managed to work full time! What a *berye*!"

N°2. The next time you write a lonely-hearts ad, describe yourself as a "contemporary *berye*" – potential partners will have their curiosity aroused!

N°3. "She is coaching two soccer teams at the same time! That's what I call a *berye*!"



invisible unthinkable unimaginable



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UFFDA

NORWEGIAN / INTERJECTION
[ʊfˈdɑ]

It can also be spelled *uff da*, *uff-da*, *uffda*, *uff-dah*, *oofda*, *ufda*, *oofda* or *ufta*. It's an exclamation of Norwegian origin imported to the Upper Mid-western states of America. It means "ouch!" or "I'm sorry that you are in pain", to show compassion and empathy for someone when they get hurt and have an irritating, uncomfortable feeling. In Norwegian, *uff* is an interjection used when something is scary, uncomfortable, hurtful, annoying, sad or boring. *Uff da* is most often used as a response when hearing something lamentable (but not too serious), and could often be translated as "Oh,

I'm sorry to hear that." The broader American usage would be baffling to most native Norwegian speakers. It tries to express something like "Your sentiments leak into me, we are still not one but separate, although we are closer." *Uffda* is often used as a term for sensory overload. It can be used as an expression of surprise, astonishment, exhaustion, relief and sometimes dismay. The term has been heard among men when a particularly attractive woman enters a room, or, depending on the tone of voice, when a particularly unattractive woman enters the room.

HOW TO USE

- N°1.** A friend smashes his head against the door by chance and is in pain, you would say: "*uffda!*"
- N°2.** *Uff Da* is an exclamation with flexible meaning depending on the context and emphasis put on it. Such as *Uff Da!* meaning "Oh no!" Or, if said in

a low and slow tone, *uffda* meaning "okay."

- N°3.** If a colleague or friend is telling you about some serious problems with the family, you could say *uffda* to try and console him.

uncompromising



■: A word that expresses that it's not really your day for talking. Instead of having a 'bad hair day', one could experience a 'bad tongue' day. In that moment, you feel alienated from the language you usually speak, as though you have to chew on every word just to be able to finally stammer or spit it out. Your mouth and thoughts seem to belong to two opposing people. In this case you would have ■ – analogue to the way one can say that he/she has the hiccoughs.

■: A legitimate and internationally recognised expression for 'sorry I'm late', which would turn you from the subject into the object. It expresses how you really tried your very best to be on time, and that you would have been, had not circumstances been against you. As if it was not you who was too slow, but the time itself that was too quick. You did the best you could at your own pace, so there is nothing to apologize for since you were not the one who was late – it was rather that everything else was early. When you finally arrive at your appointment, you could say "■", and everyone would automatically accept it.

■: A reassuring word that would be able to make you at ease in any situation, and puts things back into the right perspective. Not just "it's okay", but something more assertive and engaging. A word that describes the feeling that you belong somewhere, no matter what.



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LAGOM

SWEDISH / NOUN
[la: gom]

Not too much – not too little, not good – not bad, not big – not small, just right – although not perfect. Very commonly used, it epitomizes the lack of extremes in the Swedish language and culture where it is a positive thing to not stand out too much. The etymology of the word has for a long time been surrounded by folklore. People claim lagom comes from the Viking custom of sharing beer in a circle, where everyone makes sure that there is something left for the last person to drink. This is inaccurate: lagom is the old dative plural of the word 'law', and its implications are legal, meaning "according to the law", what is proper or appropriate. In a country where hierarchies and inequalities are supposed to be erased, everything and everyone is in harmony when it is just lagom, showing an ability to conform. In Sweden it is a taboo to talk about how

much you earn and what political party you vote for: this is where using the word *lagom* can come in handy. The cliché *lagom* Swedish family would be Mr. and Mrs. Svensson who never argue. In the weekend they happily (although not excitedly) drive to IKEA with their dog and two children in their Volvo, which has a sticker on the rear window saying: "*lagom är bäst*" – "*lagom* is best." The concept of *lagom* is however not only to be seen as something positive, or as something connected with a harmonious life, but being *lagom* often translates as being conformed to the norms and standards of the majority, to lead a life where originality and individuality suffers and one single common thought, or way of acting is considered preferable, while, in a society where *lagom* is the norm, other ways of expression holds no value.

HOW TO USE

N°1. The next time you buy cheese and you are asked about the quantity, try to answer with *lagom*. The shopkeeper probably won't understand, but will just smile and reply that it's up to him how much exactly. It should be not too much, and not too little, either. Be aware! In this case you might spend more than you had planned...

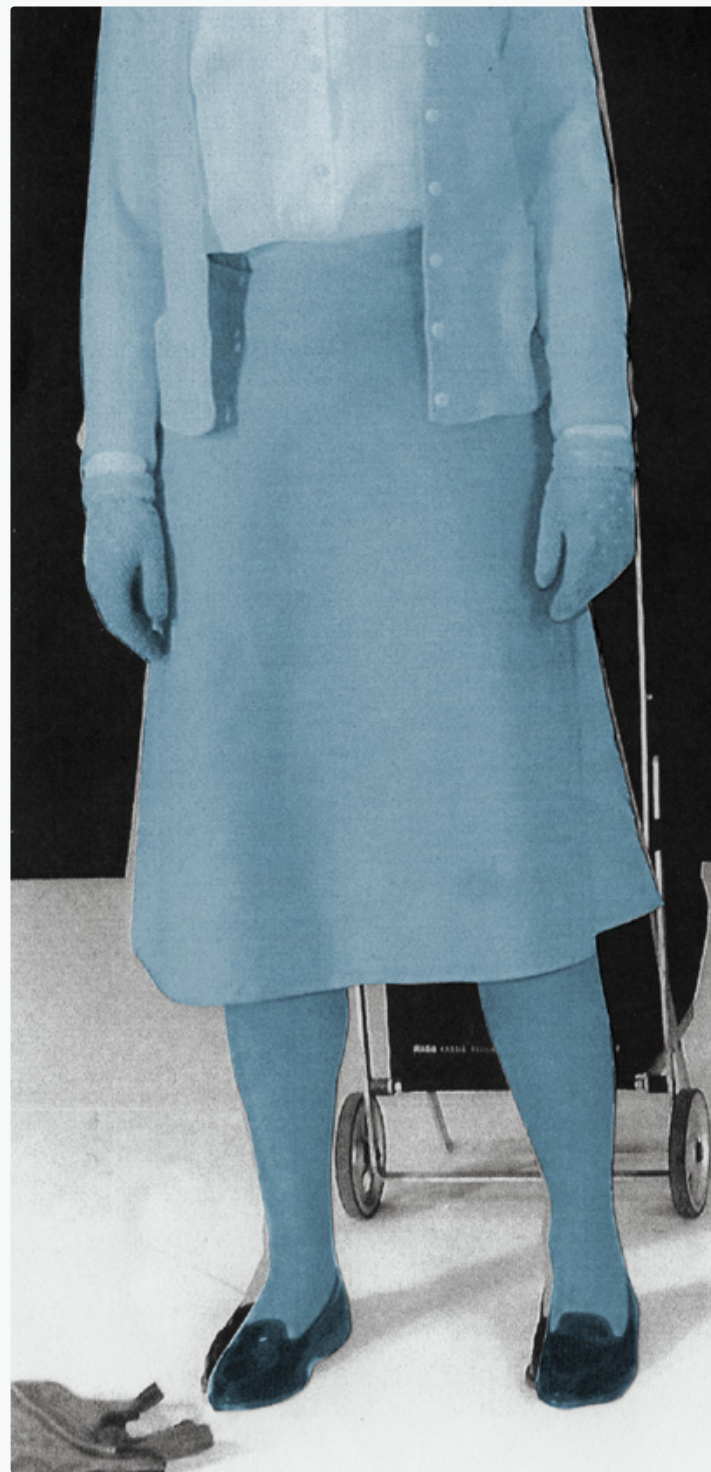
N°2. If it comes to the question of how

much you earn and you don't want to be specific, reply with *lagom*. It will make perfect sense to everybody and allow you to change the subject easily.

N°3. If you want to prevent someone from taking too big a risk, but you don't want to show any sign of choosing sides, use the concept of *lagom* to promote the golden mean.

unanswerable
unsown





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FROTTEUR

FRENCH / NOUN
[fʁɔ.tœʁ]

French term, derived from the verb “frotter” – to rub. A *frotteur* is someone who rubs him/herself secretly against strangers to attain sexual gratification. A *frotteur* is more often

a man than a woman, and he is mostly active in public spaces such as trains, elevators, malls, pop concerts: situations taking place in a dense and anonymous crowd context.

HOW TO USE

N°1. In common speech this criminal act is better known as “groping”. In Japan for instance, more than 4000 men are arrested each year for groping on public transport.

N°2. In some discotheques, especially those with a high percentage of young girls’ attendance, it might be a good idea to replace the non-smoking signs with “watch out- *frotteurs*!” signs.

N°3. The next time a person comes too close and invades your personal space, you could look him/her straight in the eye and say: “I don’t like *frotteurs*”, instead of getting anxious or running away. Surely he will be perplexed by your coolness and forget about his initial intentions.

unselfish



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YALLAH

يالله

ARAB / INTERJECTION
[jalˤˤɑːh]

Arab word with several different uses. Its origin is “Ya Allah” which means “my God”, but the Arab population pronounce it as one word, *yallah*. The term *yallah* gets its power from having the word God in it, which is part of the consciousness of people; you don't need to be religious to mention the word Allah, as it is part of their daily vocabulary. The relationship of the word *yallah* with God is merely etymological.

Yallah is used mostly to call someone, to tell him/her to come over or to go or hurry up. In other words: to spur him/her into action. However, it can also mean “okay”, “it's fine”, and “I agree”, “oh, well.” It varies its meaning from acceptance, to confirmation, to incentive. Often it is used in the repeated form *yallah yallah* and that implies a double emphasis or urgency, like “hurry hurry”, or “go go” or “come on, come on.”

HOW TO USE

- N°1.** If you want to leave a place but you are stuck in an awkward situation with a partner or friend, you could say: “*Yallah*, we're leaving.”
- N°2.** If you had hours of discussion on the design for a publication and you finally come to an agreement for the outcome, you could say as an expression of relief: “*Yallah*, let's go for it.”
- N°3.** If you want to cross the street quickly because you're late for work and

you are suddenly faced with a very cute but very long line of little ducks crossing the road in front of you, you could try to shout “*yallah yallah*” to them. You never know, they may understand Arabic...

- N°4.** If you missed an episode of your favorite show, or made a mistake etc., you can say “*yallah*”, meaning in this case “never mind, it's ok.”

■ : A word for that particular feeling that everybody else in a certain group knows something that you don't.

■ : A word for the exact point when you cross the line from feeling stressed or scared about something, to not being afraid at all — often provoked by a single and sudden thought.

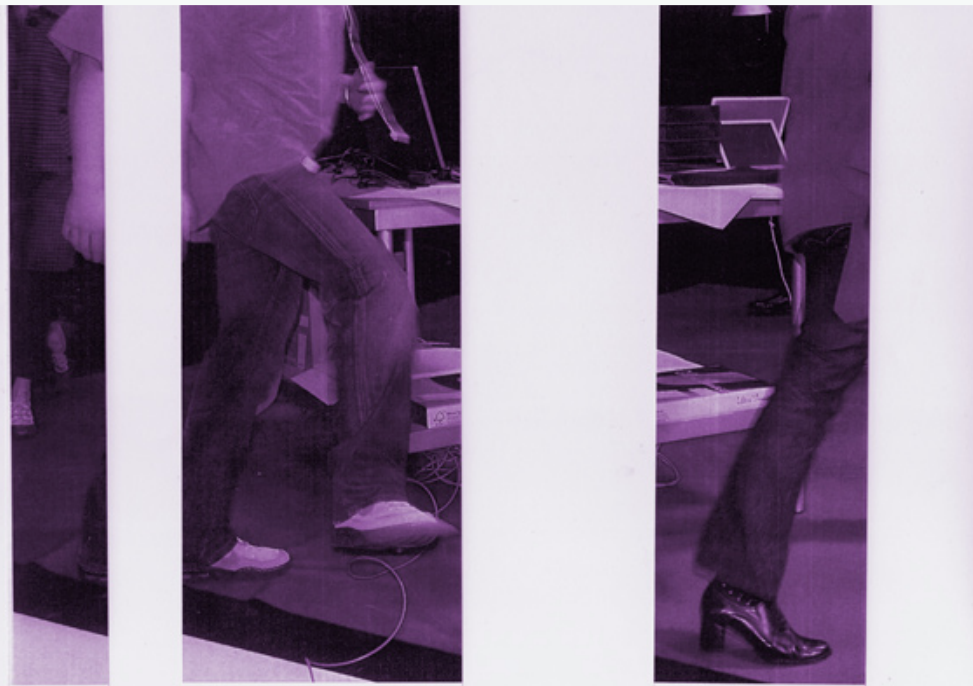
■ : Verb for the act of repeating the same dated stories to the same people as an excuse to spend time together.

■ : A word to be used when suddenly a very well-known word loses its meaning. It can happen spontaneously at random moments of awareness, or it can be provoked, for example by repetition of the word. It produces a confusing feeling of “displacement” as some very stable and unchangeable element in the working frame of your everyday life has suddenly become something absurd and untrustworthy

■ : A word for food that tastes better the more frequently you repeat it.



inexpressible



■■■■■ : Verb for when you log in to your Skype account, purely for the purpose of seeing whether a person is online or not and immediately log out if they aren't.

■■■■■ The word that describes how you feel after having seen a great deal of inspirational things – and then fear that there are not enough good ideas left in this world anymore.

■■■■■ : A word for the desire to uproot from a crowded, busy and stressful city, to the quiet, harmonious countryside. A word for the reverse would be similarly useful to have: longing to go from the (perhaps sometimes boring) countryside to the exciting city.

■■■■■ : The name for the situation where two persons meet for the last time in their lives, but both are unaware of it.



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MORRO

SPANISH / NOUN
[ˈmoro]

Literally means “snout.”

“Qué *morro!*” or “Vaya *morro!*” is an exclamation used when somebody shamelessly does something that is not right or fair, but it is still within legal boundaries.

It means taking advantage of a situation because it is tolerant or uncon-

trolled. Someone who has morro will cheat and betray on a small scale, in a petty way.

S/he will take advantage of the trust someone puts on him/her and turn it to his/her advantage. “Tener *morro*” is to be sassy, cheeky, to have a nerve.

HOW TO USE

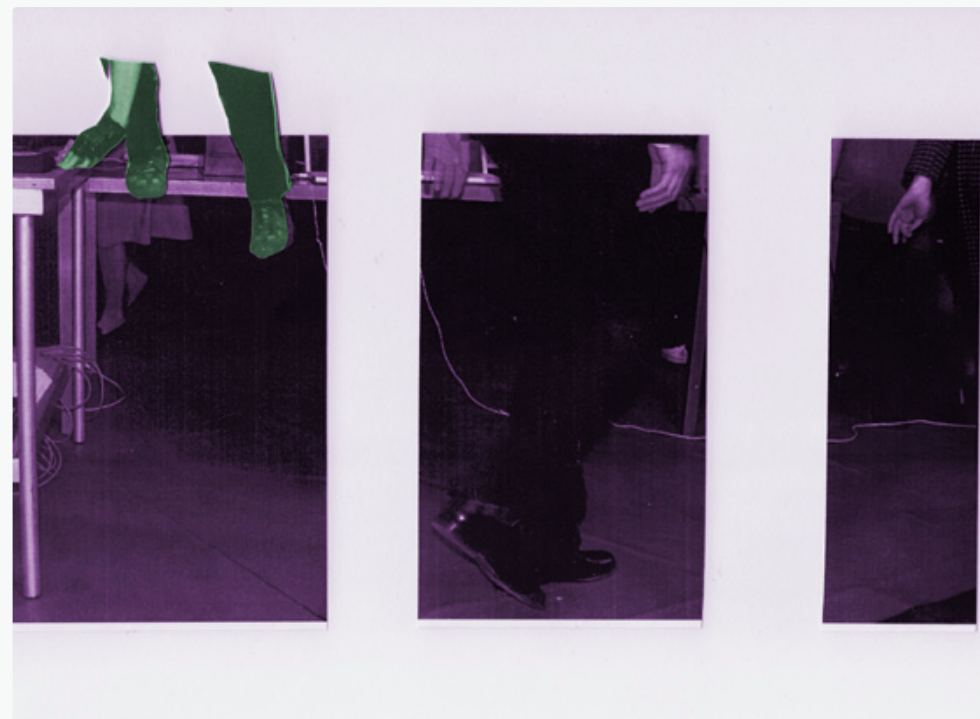
Nº1. Instead of waiting at the end of the queue for your turn, you will have *morro* if you go straight to the front.

Nº2. If something like food or money is shared amongst a group and a member of that group takes too big a portion or too much of it without having the right to, s/he has a lot of *morro*.

Nº3. When someone invites you to stay at their flat for a weekend but you end up staying a month without having agreed to it, you have much too much *morro*.

Nº4. When someone, i.e. an artist, presents a piece of work as their own and it is in actual fact a complete copy of somebody else's, that's to have *morro*.

uncontrollable



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JUFLI

SWISS GERMAN / NOUN
[jufli]

A Swiss-German expression for a person who works in a hurried, hasty way, which ends up in inaccurate, poor results. It is acknowledged that a *jufli* could deliver good work, but s/he fails due to their lack of attention to detail and rarely finds the right pace and timing for what s/he is doing. This waste of potential success adds a tragic depth to his character, but also

makes him very likeable. “*Jufli*-powder” is said to be an expression used for speed, and it is also an acronym for “Jugend-Fledermaus-Imperium” (“Youth-Bat-Imperium”), an attic connected to the zoo in Zuerich where children can learn more about the animals that generally divide public opinion...

HOW TO USE

N°1. If you want to express that a project failed because you were under stress from the lack of time available, you could say: “We had to do it the *jufli*-way!”

N°2. “He has many great ideas, but he is shooting too fast! That’s his *jufli* side, it’s a pity.”

N°3. “For this very precise job, we clearly don’t need a *jufli*.”

N°4. Recent health research tests have proven that *juflis* should consume more kiwis, salmon and orange juice to strengthen their concentration levels (omega-3 fatty acid, folic acid).

intangible inconceivable unintelligible



■■■■■: A word that expresses the feeling you get as you yawn. The moment when you are disconnected for a few seconds from the outside world and you can hear a pleasant internal sound, like waves rolling in the ocean.

■■■■■: A contemporary word that redefines the overly-changed with meaning "utopia" – containing both the sincere longing for a positive change and the awareness of the concept's historical background. A fresh word that combines both strong belief and common sense, allowing us to hope for a better future without appearing naïve or extremist.

■■■■■: A short word that can be used for a long silence in a conversation that should not be interpreted as uncomfortable. It's a concept for "we both accept that there is a natural silence now which enriches our conversation, so we don't need to fill it."

■■■■■: A word that describes someone who is perhaps not as close as a "friend", but closer than a casual "acquaintance". In the range of a "colorido", but then for friendly relations. Two main definitions are possible: Someone who was once a very good friend, but with whom you are now starting to lose contact with, does not automatically become an "acquaintance". Or the other way around: someone who was just an acquaintance and whom you now begin to see more regularly, doesn't turn into a "friend" immediately.



– PAGE 43, 47, 53, 89, 91, 92, 93, 99, 101, 103 –

EIGENWIJS

DUTCH / ADJECTIVE
[eɪxəʊeɪs]

One would translate *eigenwijs* into English as “opinionated” or “pig-headed”, but the word can have a positive connotation in the Netherlands.

An *eigenwijs* child does not cry and complain all the time, but is assertive: to be “independent-minded” or “going your own way” is encouraged.

HOW TO USE

You could call someone *eigenwijs* when:

N°1. S/he walks in a direction opposite to where everyone else is going. S/he is sure that this is the right thing to do and even though no one is following, s/he persists.

N°2. When the Internet connection is not working and someone wants to try and fix it on his own, even though he has no idea of how to do it. Calling the Internet provider would be much easier and logical, but he is confident that he will be able to fix it faster

and better in his own particular way. Often this kind of attitude will get on the nerves of other people and they will tell him “not to be so *eigenwijs*.”

N°3. In spite of it being obvious that it's going to rain in a few minutes, someone still refuses to take an umbrella when going out. His reasoning for this would be that it is too much effort to carry it around all day and there is always the chance that it will not rain in the end.

unusual
unconventional



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POLEGNAL ПОЛЕГНАЛ

BULGARIAN / PAST PARTICIPLE OF "POLYAGAM"
[poˈlɛɡnal]

Bulgarian term for having a short nap, but not necessarily admitting to it. Like lying down, but not completely. Lying somewhere, leaning on one's arm(s) or on some armrest/headrest of a couch, so that you are not lying with all your body. *Polegnal* is quite an old word which can be found in many Bulgarian folk songs to describe something in between relaxing on the sofa and real sleeping. In recent days, big companies started to find out that their employees could work more concentrated and efficiently when they were allowed to rest for 10 to 30 minutes during the day – some companies even dedicate a room especially for this purpose. Neverthe-

less, in most Western cultures it is still considered as being lazy to sleep at daytime, which makes the concept behind *polegnal* very attractive since it is not as obvious as a regular nap. The Bulgarian language seems to be rich in grammatical structures describing a not completely realised action (like "posednal" for sitting, but not totally), which adds an interesting and ambiguous comfortable scope to people's private lives. *Polegnal* can also be used as an adjective for objects that do not stand exactly straight: for example, this could be a stone, a tree, an old masonry, or anything else that should be standing upright, but isn't.

HOW TO USE

N°1. If your mother calls you around noon and wakes you up to chit-chat about her neighbours, tell her that of course she didn't wake you – you were just *polegnal*-ing a little.

N°2. If you enter an office space after lunchtime and can see an array of human bodies half slipping off their

chairs, you can assume that these people are *polegnal*-ing.

N°3. After a sleepless night and a demanding morning of work, you manage to go home to carry out some TV research. Luckily the sofa is kindly soft enough to take you to *polegnal*-dom.

LANGUAGE MAP of EUROPE in the Year 2209

Due to the breakthrough of the In-Ear-Translation technology, the dominance of only a few languages ended and a lingual heterogeneity of more than 300 languages (each spoken by more than 1 million people) took over.

Indicated are the areas with the dominant language - only in very few examples, the major language is spoken by more than 30% of the population.





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OTSUKARE SAMA

お疲れ様

JAPANESE / INTERJECTION
[otu-kāle-samæ]

Otsukare sama is mainly used on the work floor. “Tsukare” means tiredness. The expression is used as a kind of consolation, a sign of empathy with the person who has been working hard and is said with the intention of cheering him/her up, as s/he seems to be tired. Normally *otsukare sama* is used in a working environment, but it is also

used for any occasion that requires a certain kind of effort, whether it is a long car drive or an intensive course in Japanese. It could be described as “thanks for your work”, “you must be tired”, “you did a good job”, but usually it is used as a casual greeting word for “see you later.”

HOW TO USE

N°1. If you were supposed to finish a job and you worked like crazy but by the end of the day you still only finished half of it, you will feel much better if your boss tells you *otsukare sama* before you go home.

N°2. Even if you feel fresh and full of spark when sitting behind your desk playing computer games, it may happen that your work colleague passes

by and tells you *otsukare sama* as a sign of compassion or appreciation for what you are actually supposed to be doing.

N°3. Next time a policeman wants to fine you for incorrect parking or cycling without lights, tell him *otsukare sama* to make him realize that he's just tired and should better go home.

unknown unfamiliar



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FERNWEH

GERMAN / NOUN
[fɛrn.vɛː]

German word that is the opposite of “Heimweh” (homesickness) and literally means “an ache for the distance.” It is a more contemporary equivalent for the “wanderlust” (a German term which came with the advent of romanticism, and was subsequently adopted in English) and describes a wish to go somewhere far away. *Fernweh* is not necessarily linked to a specific place but rather a dream to leave an unsatisfying life behind for exciting new experiences in exotic, unknown parts of the planet. Thus the quest for adventurous new situations seems to play a more important part in the world of *fernweh* than the wish to flee

from an unpleasant European winter to the warm beaches of the Caribbean, but both meanings could be used. It is not clear if this aching for distance can still be relevant in a world where it takes only a few hours to change continent – the nostalgic connotation of *fernweh* seems to work better with 19th century scientific discoveries in the Pacific, with the image of a message in a bottle and Robinson Crusoe. Maybe *fernweh* could become more relevant again when interstellar travelling is possible – the distance to the nearest star Alpha Centauri is 4,22 light years, which can maybe legitimize a certain *fernweh*.

HOW TO USE

N°1. If you do the “travelling thing” for a while, or happen to be a bit of a nomad temporarily, due to work, you may find that when you go back home *fernweh* gets hold of you like a virus and you cannot get rid of it. You then may find yourself constantly looking for any excuse to go away, or distractedly browsing through airline websites.

N°2. If you are in a bad mood and people start asking stupid questions about it, tell them you have *fernweh*. They will stop asking.

N°3. If you cannot sit still and are easily bored, when your living conditions get too mundane and secure, you might suffer from a light form of *fernweh*.



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ONAKO

BOSNIAN / INTERJECTION
[o.ˈnǎ.koː]

Literally “in the way.” When pronounced colloquially, it sounds like “nako.” With *onako*, one means something in-between, neutral, or expresses a non-defined situation in general. For example used to describe a certain quality or mood (neither good, nor bad, sort of flat, not sure whether sad or happy) or action (being present but not actually doing the right thing, or

doing nothing at all, just standing). It can be an answer to almost any question, meaning “for no particular reason” or “nothing special.” In fact, it pretty much defines the bleakness of the suburban projects of the socialist era caught in the present Bosnian situation, being recognized but not really functioning as a state.

HOW TO USE

- N°1.** When someone is doing a certain job without any apparent aim, and somebody else asks him/her why he is doing that, he will answer *onako*...
- N°2.** If the question is “how are you?” *onako* would mean “so-so” or “nothing special.”
- N°3.** During the selection rounds for the “Monument de/construction project”

organized by the Sarajevo Center for Contemporary Art, a Bosnian artist proposed a monument with the word *onako* written in capital letters spread over the green lawn of the bleak Sarajevo suburb. The organizers were not able to translate the word to the international jury, thus this incredible, humorous, deeply moving and apt concept was never realized.



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TARTLE

SCOTS / VERB
[ˈtɑːtəl]

Scottish expression for when you have a word on the tip of your tongue but you can't catch it, especially relating to people's names. Handy to use when you find yourself in the embarrassing situation of conversing with someone whom you have been introduced to, but can't quite remember the name, making you hesitate to bring it up. *Tartle* also gives an expression to this state

of memory: people *tartle* when they recognize another's face, but cannot remember anything else about him or her. Those who are face blind *tartle* a lot: They have difficulties identifying people out-of-place, remembering names (especially common names), or finding people in crowds, including those that are close acquaintances.

HOW TO USE

N°1. You meet someone you've been introduced to but can't remember or are slow in remembering the name. In that case, your conversation partner could save you by saying: "Don't worry, we all *tartle* at some point."

N°2. If you momentarily forget the name of the person you're talking to, you would tell them "I'm sorry, I *tartled* there for a moment."

N°3. "...and I did *tartle* once whilst attempting to introduce my date to my father..."

incomprehensible





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FEIERABEND

GERMAN / NOUN
[ˈfai̯ɐ̯ˌʔaːbɐnt]

Literally a “party evening”, it describes the moment the working day finishes and free evening time begins. People also use it to describe the moment that a compulsory or committed period ends and turns into free time. Historically the term was used for the evenings before a holiday, and gradually it changed its meaning to the period of rest after a working day. Even though it is not necessary to celebrate when it's *feierabend*, the term reminds us not to take our daily work too seriously - which is sometimes

easier with a glass of cold beer in the left hand and a cigarette in the right. In communist East-Germany, the term “*Feierabendheim*” (“*feierabend home*”) was the official term used for “home for aged people”, which gives a very positive outlook to the end of our lives. The “feier” (party) element often isn't noticed by native speakers. You can also use the word to indicate that a disagreeable situation has gone far enough and you won't tolerate any more of it.

HOW TO USE

N°1. If you want to tell your workaholic workmate that the time to finish today's work has come, throw his computer monitor to the floor and scream: “Now it's really *feierabend*!”

N°2. The phrase “Let's make *feierabend*” is extremely popular, especially at the end of the week in anticipation of the liberating evening to come.

N°3. If you receive a professional call whilst making dinner, you could kindly tell that person to call again tomorrow, since at that moment you are having *feierabend*.

N°4. A mother might scold her children who are running around the house: “Now is *feierabend*! Sit down and stay calm, or leave the house and run around outside!”

unmanageable



**Unfinished
alternative
list of**

**languages
spoken in
Europe**

Albanian	Cantonese	Finnish	Italian	Montenegrin	Slovak
Algerese	Castilian	Flemish	Japanese	Nynorsk	Slovenian
Alsatian	Catalan	Franco-provençal	Kalmyk	Occitan	Somali
Amharic	Chinese	French	Komi	Oïl	Spanish
Arabic	Cornish	Frisian	Korean	Pashto	Svan
Aragonese	Corsican	Friulian	Ladin	Polish	Swahili
Armenian	Creole	Ga	Latgalian	Pomak	Swedish
Arvanite	Croatian	Gaelic	Latvian	Portuguese	Swiss German
Asturian	Cyriot Greek	Gagauz	Lebanese	Punjabi	Syrian
Austrian	Czech	Galician	Leonese	Romani Chib	Tamil
Basque	Danish	German	Lingala	Romanian	Tatar
Bengali	Dutch	Greek	Lithuanian	Romano-Serbian	Thai
Berber	Eastern Lombard	Griko	Luxembourgian	Romansh	Tigrinya
Belarusian	Egyptian	Gujarati	Macedonian	Russian	Turkish
Bokmal	Elfdalian	Hakka	Maltese	Ruthenian	Ugric
Breton	Emiliano-Rom- agnolo	Hebrew	Mandarin	Saami	Ukrainian
Bulgarian	English	Hindi	Manx	Samogitian	Urdu
	Erzya	Hungarian	Mari	Sardinian	Venetian
	Estonian	Icelandic	Mingrelian	Serbian	Vietnamese
	Faroese	Igbo	Mirandese	Shelta	Walachian
	Farsi	Insubric Lombard	Modern Scots	Sicilian	Walloon
	Filipino	Iranian	Moksha	Silheti	Welsh
		Iraqi	Moldovan	Sinhala	Yiddish
		Irish	Monegasque	Sinti	



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GOESTING

FLEMISH / NOUN
[ˈgʊstɪŋ]

Flemish noun with clear references to “gustar” (Spanish) or “goûter” (French). Desire, lust, an irresistible longing for, a pleasure or joy in... It is always connected to the good, Burgundian, sensual pleasures in life: eating,

drinking, sex, movement...

One can never only have a little bit of *goesting*. If you have it, you have it a lot and it is irresistible. The longer you have to wait, the more the sensation increases.

HOW TO USE

N°1. You can **HAVE** *goesting* in a piece of fresh warm apple pie. It means that the mere idea of it provokes such a strong desire, it is as though you can taste it before even seeing it.

N°2. You can also **GET** *goesting*: at first it is not there, but slowly you start to feel it: you begin to long for something more and more. If your *goesting* goes unfulfilled, it may take the shape of an almost physical pain.

N°3. When you are comfortably sitting inside in the warmth and it's raining outside, it's completely legitimate to say: “I have **NO** *goesting* to go out.”

N°4. There is a Flemish expression that goes “you can not always get your own *goesting*”, meaning you cannot always have it as you would personally like to have it.



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FIKA

SWEDISH / VERB OR NOUN
[fi:kɑ]

Fika is an excessively used Swedish verb that roughly means “to drink coffee”, nowadays accompanied by something sweet on the side.

Fika is also used as a noun, referring to *fikabröd* (all pastries like cookies, cake, biscuits) and coffee combined. Tea or lemonade could be the beverage taken while you *fika*. However, strictly speaking, *fika* implies coffee. Nowadays there are coffee shops (*fikaställen*) in Sweden where you can order some sort of vaguely overpriced *fikabröd* and get the coffee for free. Coffee is drunk in large quantities in the Nordic countries (or at least in Sweden and Finland). Compared to the espresso-like, smaller shots you get in some places, a Nordic coffee cup is often fairly enormous, but often a lot milder. This

allows for a long *fikapaus* – 15 minutes is probably the minimum. Most Swedish working places have allocated *fika* breaks during working hours of about 15 minutes, normally placed before and/or after lunch. There is even a Swedish website that writes about the best *fika* places around the world. The word is an example of the back slang used in the 19th century, in which syllables of a word were reversed, *fika* deriving from kaffi, an earlier variant of the Swedish word kaffe (coffee). When planning a workshop or professional activity in Sweden, you first have to schedule the *fika* before any other aspects of the workshop. It is really important so that people feel comforted, especially when dealing with employees from the public sector.

HOW TO USE

- N°1.** You can say “let’s *fika*!” to someone when you want to take a break from work, or even when you want to go on a date.
- N°2.** When you have to solve a problem but you know the solution is not going to come up right away, you can say “let’s take a *fika* and think about it.”

- N°3.** If you join a new working environment and you find it a bit cold or unwelcoming, in your next staff meeting propose to have an afternoon *fika* every day. Your boss will be happily impressed by your team-building spirit and friendliness.

unnameable unreachable illogical



unaffected invulnerable unbeatable untiring



– PAGE 73, 75, 77, 79, 81, 83, 89, 91, 92, 93, 97, 99, 101, 103, 105, 106, 107, 108, 109 –

COLORIDO

PORTUGUESE / ADJECTIVE
[Kulu'ridu]

Colorido/a is used to refer to someone with whom we have an emotional relationship that may be on a regular basis, but is not a long-term commitment. It could be someone we don't know very well, but it could also be someone that we have known for a long time, and/or are close to. The frameset and limits in terms of the level of friendship, sexual exchange, tenderness and other aspects of any emotional relationship are usually undefined with a *colorido* friend. If we

are referring to standard relationships, a *colorido* friend could be defined as someone who is between the status of a "friend" and a "boyfriend/girlfriend." It is an emotional relationship that is understood as carefree, non-committed, and that doesn't assume responsibilities. Having a *colorido* friend makes people happy. Normally, people have a *colorido* friend because they don't like or know how to be alone, so they need someone "to play with", to make their life more fun or enjoyable.

HOW TO USE

N°1. It is most likely that you enjoy seeing your *colorido* friend unexpectedly, thereby keeping the mystery and excitement alive. When asked by a friend about the future of this relationship, you will say "I hope we can keep it like this and we don't become a boring couple."

N°2. When someone you know challenges the advantages of such relationship, you could say "I like the freedom of being single without having to give up the good things about being with

someone, and without the responsibility and all the bad stuff of a long-term relationship; that's why I'm happy with having a *colorido* friend."

N°3. If you need to be clear and straight about your choice you could say, without having to get too deep into the whys and why nots, "It's cool. Me and my *colorido* friend just meet and have a great time. No questions, no deep talks or feelings. I have my friends for that."

unavoidable insurmountable



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MAGARI

ITALIAN / INTERJECTION
[ma'ga(:)ri] = maybe [ma'ga:ri] = I would like..

Italians use *magari* for something in between a wish as in “if only” or “hopefully” and an exclamation as in “don’t I wish...” This ambiguity, typical for the Italian language and culture, leaves a lot of room for interpretation

and it covers the entire spectrum of future possibilities, with a comical twist. When used as a response to an invitation, it's not really sure if one means: “yes, I'd love to” or “nice idea, but no way.”

HOW TO USE

- N°1.** When someone who you are not sure whether you like or not asks you out on a date, you could say *magari*.
- N°2.** When the clerk of your bank asks you if you have a fixed job while trying to get a credit card or a loan from them, you could say *magari*.

- N°3.** If you haven't got the heart to communicate to someone a clear “NO”, you can always soften it with *magari....*



**How to give the
untranslatable word
a new dimension**

Step 01 Settle down comfortably at your living room table and open this publication at any random page.

Step 02 Choose a word that takes your fancy.

Step 03 Analyse the relationship of the word with its surrounding visual context. Look at the shapes, colours, thickness, spacing, and how they inter-relate with each other. Analyze how the page is constructed. Transform this network of information into a drawing, a composition.

Step 04 Once you have established your visual network – extend your analysis to the relationship of the word to the page in the book – then to the room you are in. Imagine this as a spider's web: begin in the middle, then expand and inter-connect outwards. In this way you increase the levels of your drawing/map. Attach additional materials of different sorts and colours: sheets of paper, thread, pins, adhesive tape, paperclips, etc. At any time you should still be able to refer back to the original first word and trace your way back to it.

Step 05 Extend your analysis of the relationships of the word on that page and in the room in which you are sitting – to the house where you live. It is likely that your tools and material will now take on bigger proportions.

Step 06 Extend your analysis to the relationships of the word on that page in the room of the house – to your city. At this point you might have to consider phoning some friends to lend a hand. You can expect a lot of attention, maybe even from newspapers and television. Take care that you don't get into any trouble with the municipality, however.

Step 07 Extend your analysis to the relationships of the word on that page in the room of the house in your city – to your country.

Step 08 Extend your analysis to the relationships of the word on that page in the room in your city in your country – to the whole world. Mobilize volunteers, construction workers, and advertisement companies everywhere.

Step 09 Get hold of some enormous ladders and cranes. Perhaps an airplane or even a space shuttle. Extend your analysis to the relationships of the word on that page on that book on the table in the room of the house in your city in your country in the continent in the world in the whole of the universe.

Step 10 You could now try to do the reverse, starting from the universe to get to that one original word.



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TITCHADESH

תתחדש

HEBREW / INTERJECTION
m. [titxa'deʃ] f. [titxad'ʃi]

Titchadesh is used to congratulate someone after they have bought something new. You would say *titchadesh* for a male and *titchadshi* for a female. It means something like “good for you”, “it’s great you bought something new, enjoy it...”. In a more advanced use of the word, it is also adequate for things

such as a new haircut or a new job. It is a blessing parallel to “wear it in good health”, but it literally means “renew (yourself).” There are those that say that this blessing should not be made in reference to shoes or clothes made of leather, because it is not proper to wish for the death of another animal.

HOW TO USE

- N°1.** What do we say to someone wearing new clothes? “*Titchadesh!*”
- N°2.** There is a custom to say to someone wearing new clothes “*tevale v’titchadesh*”, which means: “May you wear out (this garment) and buy a new one.” It is therefore a wish for long life.
- N°3.** The standard answer to *titchadesh* is a simple “*toda*” – thank you.

- N°4.** “Jason got a sexy new laptop. You could watch movies in widescreen on this thing if you wanted to. Ooooh! *Titchadesh* honey!”
- N°5.** “I finally decided to buy this camera. It had just the right features for me, great value for money and it was exactly what I needed.” Your friend will reply to you: “*Titchadesh!*”



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PROLLIG

GERMAN / ADJECTIVE
[ˈprɔliɡ]

Adjective of “Proll” (member of the proletariat). Used originally in a pejorative sense meaning a lower class person's behaviour. Its political connotations were then transferred to fashion and lifestyle: a lack of taste, a pretentious manner, a focus on lower-order needs. Later on and through a somehow ironic appropriation, *prollig* experienced its rehabilitation and became also an appreciated expression. Being *prollig* could be the ironic

legitimation for many diverse things: excessive usage of cabs, sunglasses in discotheques, the use of a strong sounding sociolect talking about money, shirts with strange text on them. A mainstream highlight of being *prollig* was the collective flying of German flags at the Soccer World Championship in 2006, which was accompanied by a wide discussion on national pride and the right to show solidarity.

HOW TO USE

N°1. “I don't like your shoes, they are a bit too *prollig*!” (i.e. if they look like plastic spaceships)

N°2. The next time you want to convince your friends to eat out in a cheap, greasy and run-down restaurant in the suburbs, tell them “*prollig* is the new cool.”

N°3. A new electronic music group emerges that mixes folklore alpine melodies with fat urban beats. They could be starting a new genre called “*Alprollig*.”

impossible



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MORBO

SPANISH / NOUN
[ˈmor.βo]

A non-stereotypical kind of perversion, sensual but not necessarily sexual. Something – an object, a situation, or a combination of the two – that causes an excitement not corresponding to conventional tastes. The object of *morbo* evokes certain images,

memories or thoughts that, in an obscure way, provoke excitement or “turn you on.” It could be classified as a perverted interest in unpleasant things by some, but it can also be used to describe fascination for objects or situations in everyday life.

HOW TO USE

(To give, produce or have *morbo*)

Nº1. My sister gets *morbo* through the very twee flowery wallpaper in the house of my grandmother.

Nº2. “Oh well, whatever gives you *morbo*!” means: “Oh well, whatever turns you on!” Could also be: “whoever gives

you *morbo*!” It’s about being turned on in an unconventional way. I.e. “Women with harelips give me *morbo*!”

Nº3. People get *morbo* when an accident takes place in front of them, everybody wants to watch.

incalculable irrelevant unrelated



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MERAKI

μεράκι

GREEK / NOUN
[me'raci]

Meraki derives from the Turkish “merak.” Greeks have always had feelings and emotions that nobody else has articulated. This is a word that modern Greeks often use to describe doing something with soul, creativity, or love – when you put “something of yourself” into what you’re doing (positive of course), whatever it may be – a mix of love and style and enjoyment. It’s the passion for perfectionism and the obsession, the ultimate personal care during a creation. But it’s exclusively used when referring to one’s own creation. A *meraklida* is a person who has

HOW TO USE

- N°1.** One can do different things with *meraki*. I.e. cooking or preparing a meal, but also making a piece of furniture, arranging a room, choosing decorations, or setting an elegant table.
- N°2.** If asked about your culture within an international group of people, you may want to tell them about family, typical dishes and soul all in one: “My mother has a lot of *meraki* for cooking gambas al ajillo, making pumpkins soup and baking chocolate cake.”
- N°3.** Next time a dear workmate is about to depart to greener pastures, you’ll

meraki, which is described as a passion, a special taste. The *meraklis* demand the best, and relish it.

Meraki can also be used with the meaning of “sorrow for not accomplishing something” or yearning.

Meraki is the desire, the sadness of someone who is not satisfied. It is a common Greek word but is used better in songs, in the popular “rempe-tika tragoudia” songs.

Meraki is one of those untranslatable words that have been adopted by successful companies to add or stress a unique character to their branding.

tell your other colleagues who don’t seem to have the time for a proper good bye: “I am not going to do a quick arrangement for his leaving party, it is a very special occasion to me and all of us, and I can only do it with *meraki*...”

- N°4.** When, after a long period of routine or boring jobs given to you by your boss, he finally gives you the chance to prove yourself in something interesting, you’ll reassure him by saying “I am really excited about this new assignment, I feel I can put the best of myself into it, I will do it with *meraki*.”

unchangeable



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PERTU

HUNGARIAN / NOUN
[pertu]

Drinking a toast to the decision to use the familiar form of address is a rather old-fashioned ritual that Hungarians call “to drink *pertu*.” After you have crossed this rite of passage, you can feel comfortable using “te” with the person whom you have clinked your glass with.

The word comes from “per tu” in Latin and refers to the delicate distinction between formal and informal language, like the “tu” and the “vous” in French, and in that sense to the levels of inti-

macy in a relationship. In many countries the guidelines on how to change the way of addressing people depend on the social position – it’s offending to offer *pertu* when you are clearly younger, of lower status, or if you happen to be a woman. The ritual to drink *pertu* is often executed while locking arms together, a position which finds its equivalent in German and Polish “to drink Brüderschaft”, and one that is often followed by a kiss on both cheeks.

HOW TO USE

- N°1.** If you need a good excuse to order another round of strong alcohol, *pertu* will be your friend.
- N°2.** “Are we already on *pertu* terms?” could be a sharp question if somebody is pretending to be a very close friend, despite you both having known each other for only a very short time.

- N°3.** You may resort to a “let’s drink *pertu*!” taking your chances with someone who is being really uncooperative and unreasonable in an argument. This may not only solve the problem but make you friends forever!



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GÖNÜL

TURKISH / NOUN
[.-nlü]

Heart, inclination, desire, will. *Gönül* is the source of feelings such as love, missing, passion, longing. It is one of those words that mean “heart” but its meaning is linked to special occasions to do with strong and deep emotions, with a very visceral touch. *Gönül* relates to that vital energy that is at the core of your inner self. It has a wider social meaning as well: when you say *gönül*, you consider the hearts of all beings united and collected in your heart and have a deep wish for their well-being.

“With *gönül*” means ready, voluntary.
 “From *gönül*” means to be ready to do something from the heart, sincerely.
 “Without *gönül*” means resisting, without will.
 “Links of *gönül*” means to be hooked to something/someone emotionally.
 “To steal someone’s *gönül*” means to convince someone or to make someone fall in love with you.
 “To touch the *gönül*” means to be deeply hurt, to be saddened.
 “To caress the *gönül*” means to favour, to flatter.

HOW TO USE

N°1. “I wouldn’t mind taking care of your lovely baby this evening, you know that, I say it from *gönül*.”

N°2. “It all started very casually a few months ago, just going out and having fun, but now Charlie and I have grown links of *gönül* and cannot be without each other...”

N°3. “You could convince me of anything if you keep caressing my *gönül* like that...”



- PAGE 91, 92, 93 -

SKETCHY

ENGLISH / ADJECTIVE
[ˈsketʃ i]

The slang word *sketchy* is used when a situation is dubious, unsafe, creepy, or has an air of uncertainty. It frequently implies a sense of menace. A person that gives you a bad feeling can also

be *sketchy*. Generally speaking, *sketchy* is something or someone that you wouldn't want to be associated with.

HOW TO USE

N°1. When you are a visitor in a new city, your host may tell you: "Don't go to that part of town alone, a lot of robberies happened there - it's a *sketchy* neighbourhood."

N°2. When you are going to cross an old rickety bridge between two ridges your partner may warn you: "Be cau-

tious! I wouldn't trust that bridge, it looks pretty *sketchy*."

N°3. "I don't trust him, he's very *sketchy* in the way he goes about his personal life."

incapable intolerable unkind uncouth



Original translation

German	Alles was überhaupt gedacht werden kann, kann klar gedacht werden. Alles was sich aussprechen läßt, läßt sich klar aussprechen.
English	Everything that can be thought at all can be thought clearly. Everything that can be put into words can be put clearly.
French	Tout ce qui peut être en somme pensé, peut être clairement pensé. Tout ce qui se laisse exprimer, se laisse clairement exprimer.
Spanish	Todo aquello que puede ser pensado, puede ser pensado claramente. Todo aquello que puede ser expresado, puede ser expresado claramente.
Italian	Qualunque cosa si possa mai pensare, si può pensare chiaramente. Tutto ciò che è esprimibile, è esprimibile chiaramente.
Danish	Alt, hvad der overhovedet kan tænkes, kan tænkes klart. Alt, hvad der lader sig udsige, lader sig udsige klart.
Finnish	Kaikki, mikä ylipäänsä voidaan ajatella, voidaan ajatella selvästi. Kaikki ilmaistavissa oleva voidaan ilmaista selvästi.
Croatian	Sve što se može misliti, može se misliti jasno. Sve što se može izreći, može se izreći jasno.
Lithuanian	Visa, kas apskritai gali būti maštoma, gali būti maštoma aiškiai. Visa, kas gali būti išsakoma, gali būti išsakoma aiškiai.
Dutch	Alles wat überhaupt gedacht kan worden, kan helder gedacht worden. Alles wat zich zeggen laat, laat zich helder zeggen.
Polish	Cokolwiek da się w ogóle pomyśleć, da się jasno pomyśleć. Co się da powiedzieć, da się jasno powiedzieć.

Translated back to English by an online translation engine

Everything which at all be thought can, can clearly is thought. Everything which express lets itself, lets themselves clearly express.
Everything that can be thought at all can be thought clearly. Everything that can be put into words can be put clearly.
All that can be thought all in all, can be apparently thought. All that is allowed to express, is apparently allowed to express.
All that that can be thought, can be thought clearly. All that that can be expressed, can be expressed clearly.
Anything you could ever imagine, you can think clearly. All that can be expressed, can be expressed clearly.
Anything that can occur could be clear. Anything that can predict, can predict clear.
Anything that would even be thinking, can we think clearly. All the difference in may be expressed clearly.
All you can think, can think clearly. All that can be pronounced, it can be pronounced clearly.
All things in general may be maštoma may be maštoma clearly. All that can be expressed, can be expressed clearly.
Anything at all can be thought can be thought clearly. Everything is saying late, can clearly say.
Whatever is in general think, is to think clearly. What we can say it is clearly said.

Portuguese	Em geral tudo o que pode ser pensado o pode ser claramente. Tudo o que se deixa exprimir, deixa-se claramente.
Romanian	Tot ceea ce poate fi în genere gândit, poate fi gândit în mod clar. Tot ceea ce poate fi în genere exprimat, poate fi exprimat în mod clar.
Swedish	Allt som överhuvud taget kan tänkas, kan tänkas klart. Allt som som låter sig uttryckas, kan uttryckas klart.
Slovak	Všetko, čo vôbec možno myslieť, možno myslieť jasne. Všetko, čo sa dá vypovedať, dá sa vypovedať jasne.
Slovenian	Vse, kar je sploh mogoče misliti, je mogoče misliti jasno. Vse, kar je mogoče izreči, je mogoče izreči jasno.
Czech	Vše, co se vůbec dá myslet, lze myslet jasně. Vše, co se dá vyjádřit, dá se vyjádřit jasně.
Hebrew	כל דבר אפשר לחשוב אפשר למחשבה בבירור כל דבר שיכול להאמר יכול להאמר בבירור
Russian	Все то, что вообще может быть мыслимо, должно быть ясно мыслимо. Все то, что может быть сказано, должно быть ясно сказано.
Turkish	Düşünülmesi mümkün olan hersey acıkca düşünülebilir. Dile gelen hersey acıkca dile gelir.
Japanese	思考されうる全てのことは明確に思考されうる。言語化されうる全てのことは明確に言語化されうる。
Arabic	كل الأفكار يمكن التفكير بها بوضوح كل شيء قابل بالامكان قوله بوضوح
Maltese	Dak kollu li jista' jinhasseb, jista' jinhasseb caramente. Dak kollu li jista' jitqiegħed fi kliem, jista' jitqiegħed caramente.

- PAGE 95, 96, 97 -

GANBARU

がんばる

JAPANESE / VERB
[gan-bôru]

It is difficult to translate one single word away from its grammatical context, in particular if it belongs to a language system such as that of Japanese, which is so different from the European ones. However, we could try to explain its use as “hold on, hang on, try hard whatever happens.” The word partly incorporates the Oriental mind process that has a vision of not only

thinking in results or final goals. The “do your best” is meant as “do what you can”, and even though this will mean something different from one person to the next, it is the true and sincere effort in itself that is the nevertheless the most important. *Ganbaru* is more important than the attainment of a final goal.

HOW TO USE

N°1. If you see a bunch of marathon runners in the sweltering heat who are at least four hours behind the leaders, you could shout “*ganbare ganbare*” as a refreshing encouragement like “don’t be defeated, you can do it”, and “Gooooooooo!”

N°2. *Ganbaru* seemed to be a key value in post-war Japan, because it fitted perfectly with the vision of an egalitarian society, where everyone aspired to become middle-class and the ideal was to all become the same. For that everyone just had to persist

and give the best of themselves for the sake of everybody else.

N°3. If you were taking an intensive course in Japanese, you could impress your teacher in the first class by saying: “*Watashi wa eigo o ganbarimasu*”, which means, “I am trying to learn Japanese as hard as I can.”

N°4. If you were sad for some reason, your Japanese friend might tell you *ganbare*: “Hang in tough”, or “Hang in there.”

unfathomable





– PAGE 99, 101, 103 –

DUGNAD

NORWEGIAN, WITH EQUIVALENTS IN THE REST
OF SCANDINAVIA AND ESTONIA / NOUN
[ˈdʌːɡnɑːd]

Refers to voluntary, shared work that benefits the community, always unpaid. Mostly used on a local basis, such as in a village, or even just a neighbourhood. You undertake work you would otherwise ignore or pay someone to do. Very often it is hard physical labour. Rather ditch-digging than paper fold-

ing, rather building a community centre than knitting pullovers for the homeless. In Norway, the jointly-owned property gets maintained thanks to a good *dugnad* spirit, referring to a socialist past. For instance every year children have an Earth Day at school when they go around picking up litter.

HOW TO USE

N°1. As an active response to the alarming state of our ecological systems, *dugnad* might become a must for all of us everywhere.

N°2. If you are out in the cold trying to make a hole in a frozen lake so that birds and fishes can survive, while other people are having hot chocolate inside, you can be proud since you are doing real *dugnad*.

N°3. The names of some organizations that are based on social design and sustainability consider *dugnad* as an important part of their philosophy. Their names are quite significant: “CoolPeopleCare”, “Massive Change”, “We are what we do”, “Sustainable everyday”, “Futurelab”, etcetera.

inexorable



– PAGE 38, 50, 51, 53, 57, 59, 60, 61, 67, 69, 73, 79, 81, 83, 89, 91, 92, 93, 95, 96, 101, 103 –

JANTELOVEN

DANISH / NOUN
[ˈjandəˌlouˈən]

The word is strongly connected to social rules in rural Denmark (and also in other Scandinavian countries). You can say “it’s *janteloven*” as a comment if someone is reacting negatively towards a third person’s success in achieving their ambitions. It is espe-

cially related to breaking out from a lower social order or status into a higher one, for example when coming from a farming background and achieving a career in the big city. You never say it out loud, the rules are always unspoken.

unorthodox

HOW TO USE

N°1. If you are the only one amongst your friends who managed to complete a degree at University, and your friends say: “Well, a degree sucks anyway”, you could call this envious *janteloven*.

N°2. When you decide not to go out to party but to read a philosophical essay instead to deepen the content of the article you are writing and your friends say that you are unsociable or that you are arrogant, you could call their behaviour *janteloven*.

N°3. The expression comes directly from the book: ‘A refugee crosses his tracks’ (1933) by Danish author Aksel Sandemose.

Ten Commandments describe *janteloven*:

1. Do not think you are someone special.
2. Do not think that you are as much as us.
3. Do not think that you are smarter than us.
4. Do not think that you are better than us.
5. Do not think that you know more than us.
6. Do not think that you are more than us.
7. Do not think that you are good at anything.
8. Do not make fun of us.
9. Do not think that anyone likes you.
10. Do not think that you can teach us anything.



- PAGE 103 -

TUBLI

ESTONIAN / ADJECTIVE
[ˈtupli]

There is always an element of truth in every cliché, and so as a general rule Estonians are not accustomed to praising the achievements of others too highly. But strangely enough, the opposite seems to be true when it comes to the small word *tubli*. This adjective of wide and flexible application can express a range of positive personal qualities and behaviours - from “good”, “orderly”, “strong”, “capable”, “hard-working”, “persistent”, and “productive”, to “setting an example or acting as a role model to others”, “behaving properly”, or “having will-power.” When Estonian parents

want to tell their children that they are pleased with their behaviour because it shows their well-educated upbringing, they would say “*tubli poiss*” – “that’s my little boy!” But one could use *tubli* also for praising a healthy meal (“*tubli ports*”) or to express your care and concern for another person (“*ole tubli*”). Estonians say about their country “Eesti on väike, aga *tubli*.” (Estland is small but *tubli*). The importance of being *tubli* in Estonian society is made visible by a study saying that 70% of all children fear that they are “not *tubli* enough.”

HOW TO USE

- N°1.** If your children don’t listen to you anymore when you tell them to behave, try it with “be *tubli*, now”, it may work.
- N°2.** If you have to promote yourself for a new job, it’s always important to mention that apart from being hard working and serious, you are also *tubli*.

- N°3.** If your business in the entertainment industry is suffering from negative comments and bad rumours spread by the competition, try re-branding with a name such as *tublisbest*. You are sure to attract curious new customers!

unflinching
imprudent



– PAGE 105, 106, 107, 108, 109 –

SISU

FINNISH / NOUN
[ˈsisu]

A perseverant willpower, a long-term dedication to reach a goal, persistency to overcome any obstacles. As a central expression for describing the virtue of maintaining a Finnish nation under centuries of Swedish and Russian cultural and military domination, “*Sisu*, Sauna and Sibelius” became the stereotypes for Finnish-ness. In different situations, *sisu* could be a certain kind of attitude or courage, the ability to fight against a superior enemy, or survive in a cold and hostile nature.

When talking about a character, *sisu* has ambivalent connotations, referring more to a kind of stubbornness – a “*sisupussi*” would be somebody who is fractious and persistent at the same time. Finnish role models for *sisu* would be long distant runners like Paavo Nurmi and Lasse Virén, the latter reaching world fame when winning the gold medal for the 10,000 meters in the 1972 Olympic Games in Munich, despite falling on the track.

HOW TO USE

- N°1.** The next time you want to say “He’s got guts!” use “He’s got *sisu*!”
- N°2.** If you are embarrassed about having failed many times before reaching a goal, you could say “I didn’t have the *sisu* to do it.”
- N°3.** Finns don’t necessarily feel comfortable in the company of people from more talkative cultures, and the continental, supposedly regulated drinking habits are often mentioned

in contrast to the traditional Finnish binge drinking. The Finnish *sisu* forgives all this – while Finns may be lacking in many aspects, at least they have *sisu*!

- N°4.** Many companies or institutions try to convey positive characteristics onto their products: a Finnish truck manufacturer (stamina!), a brand for pastilles (long lasting good breath!) and the Finnish nationalistic organisation Suomen *Sisu* (Finnish!).

undeniable · irreplaceable · unquestionable



unblemished

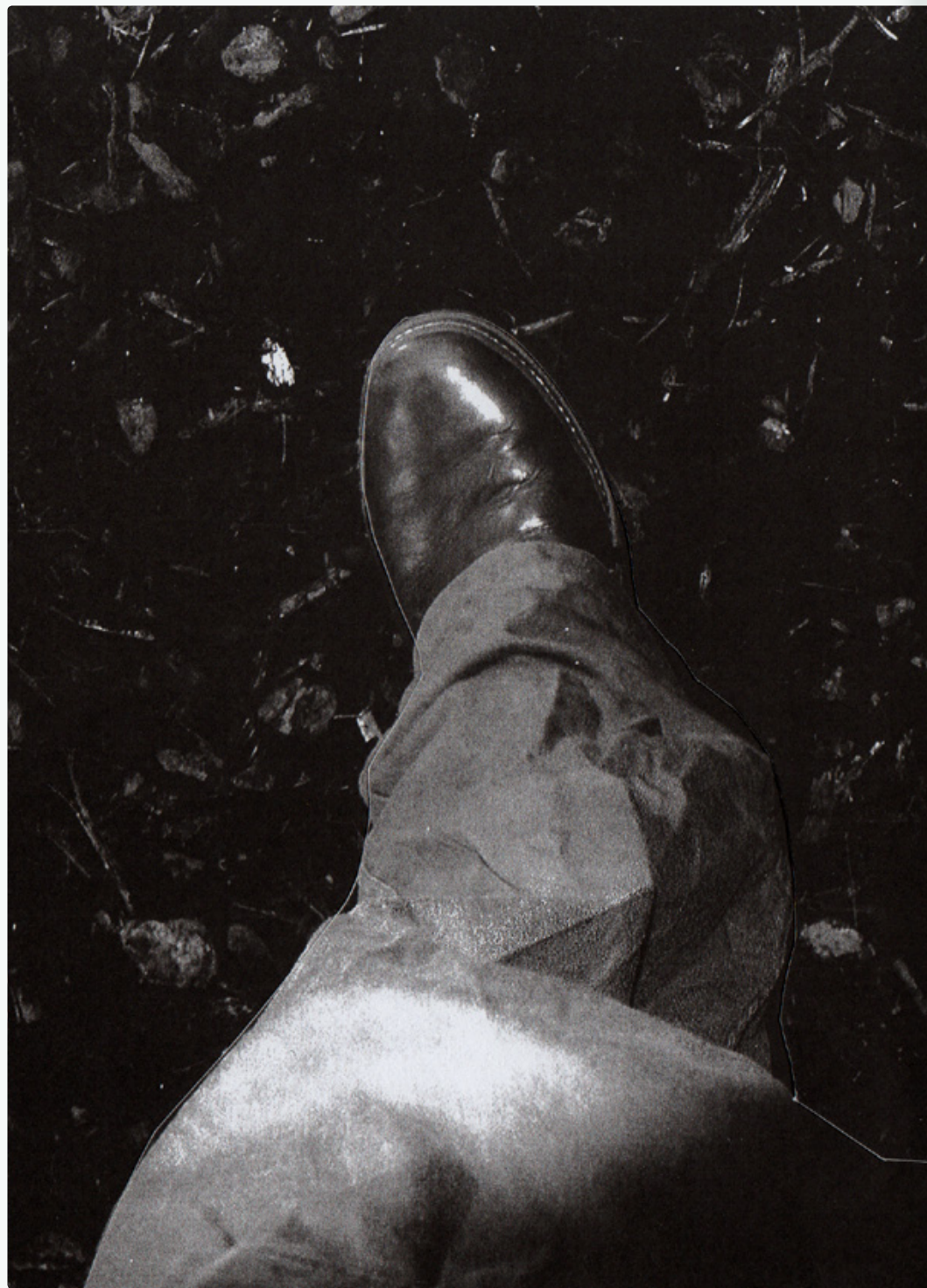


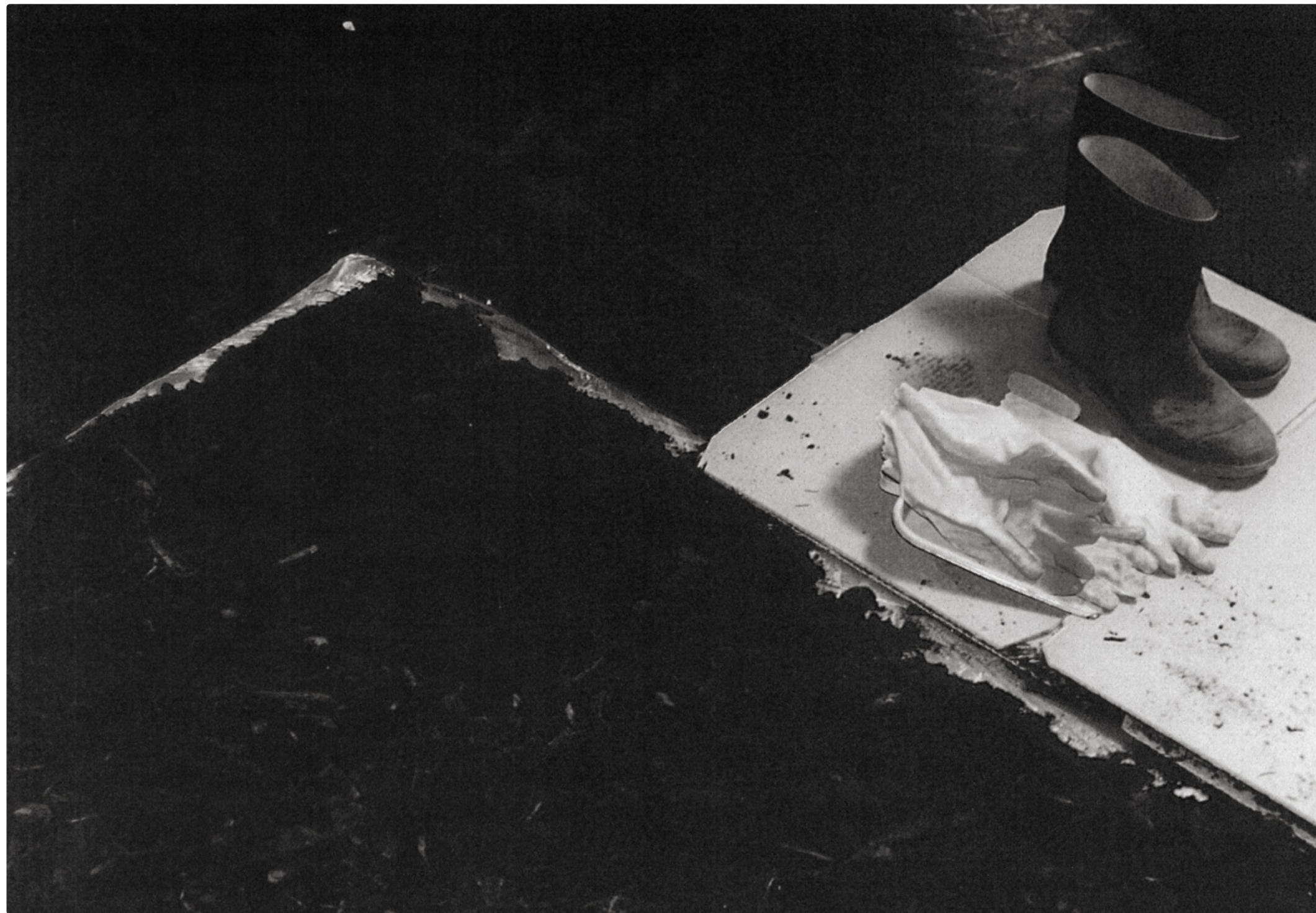


All right,
great,
“intercultural dialogue”,
very beautiful,
“the untranslatable”,
but what if you never got out of your country / province
/ city / village?
what if you never got in touch with people who speak
another language?
what if you don’t want to get in touch with people who
speak another language?
what if it is too difficult for you to learn another
language?
what if you think you are too old for to learn one? or
not clever enough? or too lazy?
what if you can’t read this text because your English is
not sufficient?
what if you can’t read this text because you can’t read?
what if you are not at all interested in how other people
think? what if you are not interested in other cultures?
what if you are not interested in others?
what if you don’t believe in dialogue (anymore)?
what if you don’t have access to the world of “com-
municators”?
what if you are blind to words? What if you have a
stutter? what if you can’t speak because your power of
speech has been overcome by emotions? what if your
words are always misunderstood? what if you experi-

ence dementia and slowly words loose their meaning?
what if you can’t speak? what if you don’t want to
speak? what if you don’t dare to speak?
what if you have to monitor every word you speak
because it might be used against you? what if you get
killed because of what you’ve said? what if you get
killed because you haven’t said anything?
what if you have an accident and you lose your capacity
to speak and you have to learn everything again from
the very beginning - starting with “I am”,
what if you forget what “I am” means,
what if “I am” doesn’t mean anything to you because
you are not allowed to be who you are?
what if you can only speak your language in secret?
what if you have the urge to throw-up every time you
hear a particular language because for you it’s con-
nected to violence and oppression?
where are we then with “intercultural dialogue”?
who is this “intercultural dialogue” for?
only for the ones who can speak?
only for the ones who have the words?
what if there was an intercultural dialogue between
those people of the world without words?
what if we stopped talking about what we are unable to
talk about?
what if we stopped trying to translate the untranslat-
able?







More special words

Words that you've never heard of

Words that make you laugh for no specific reason

The first words of a child

Words if you can't yet read

Words in foreign countries

The words you always wanted to say but never said

Words that fail

Memorable words

Magic words

Someone's last words

Words nobody dares to say anymore

The word you once forgot but have now remembered, and use all the time

Words as weapons

New words

Cool words

Shocking words

Words squeezed out as though from a tube of toothpaste

Erased words

Unreadable words

The words that you didn't fully understand as a child (but did not dare to ask what they meant at the time), only to find out later that their meaning was the complete opposite of what you thought it would be

The first words in a first encounter

Words you hate

The words you should never have said

Words you bite back just in time

Your favourite word

The word with the beautiful sound and dirty meaning

Words as healing plasters

Hollow words

Holy words

The word that makes you one of us

The words somebody will have to say, but we don't yet know who

The words you were teased with

Words that make you sick

Words you can hide behind

The first word that arrives in your head when you awake in the morning

The key word that immediately makes you understand everything

Words in graffiti

Words on the net

Words in a diary

Handwritten words from a loved one

The word with the ugly sound and beautiful meaning

Words that everyone misuses

Words that everyone pronounces wrongly

Words that stick in your throat

The word you can't find

The words you were always looking for

The words you will never forget

The words you've already forgotten

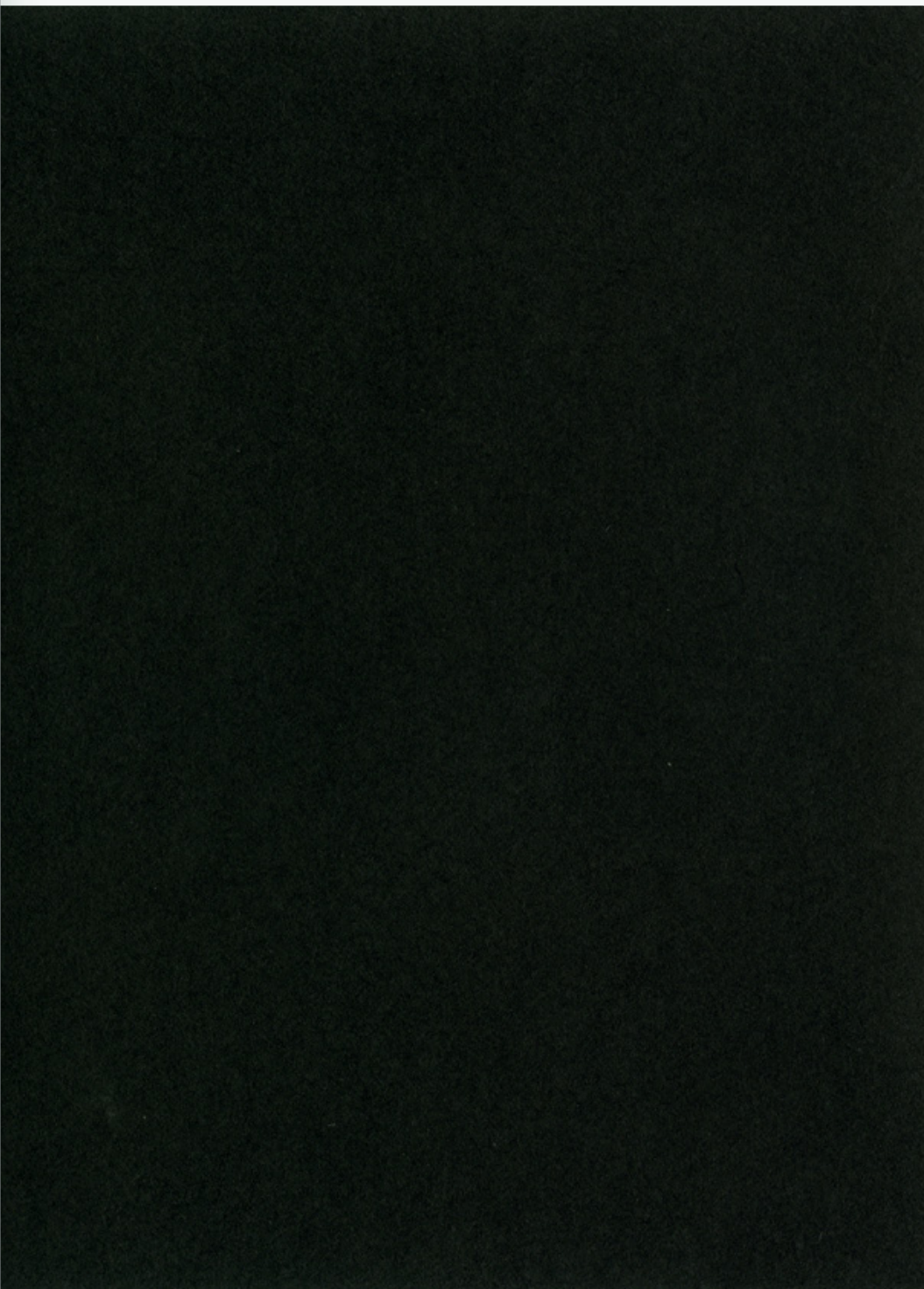
Words that don't exist

The words that saved you

Your words

Words that are not what they seem

Words, whispered in your ear



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A project by

Yolanda de los Bueis (content)

Elisa Marchesini (visuals)

Christoph Schwarz (content)

Sarah Vanhee (concept & content)

Graphic Design

Remco van Bladel

Copy Editing

Madeline Fairhurst

Performers

Or Avishay, Floris Beijersbergen, Xavier Fontaine, Lisa Groothof, Niki Hadikoesoemo, Setareh Fatehi Irani, Øystein Johansen, Shani Leiderman and Olivia Reschofsky

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Hein Drost

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Sander Marsman

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Publisher

Onomatopée
Kanaalstraat 8, 5611 CT
Eindhoven, The Netherlands
+31 (0)40 - 202 78 85
info@onomatopée.net
www.onomatopée.net

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