Ruly symbolizes lexicographers’ constant striving to enhance the quality of their dictionaries. The complete colour scale on the left side of Ruly’s body represents the ideal dictionary on multi-dimensional levels such as perfect balance in terms of space allocation, selection of lemma signs, rate of completion, part-of-speech distribution, data types, conventions, textual condensation, etc. The incomplete scale on the right-hand side is the dictionary in progress, which should be compiled to the norm in order to meet the desired standard of excellence. Ruly’s right arm is reaching for the sky and the raised fingers indicate the authority of the dictionary. These fingers are also pointing backward, symbolizing the prescriptive era in dictionary compilation. The left hand points downward, emphasizing the need to reflect the actual language usage on the ground by the target users, and thus a more descriptive approach towards dictionary compilation. Here the fingers point forward to suggest a more user-oriented approach to future dictionary compilation. The serious facial expression and in particular the focused eyes, reflect not only Ruly’s dedication to the task, but also a degree of frustration with the lack of user-friendliness and slow progress that is still characteristic of so many dictionary projects.

text: D.J. Prinsloo
concept: D.J. Prinsloo & Gilles-Maurice de Schryver
artwork: Giovanni Plozner