ICA IN MOSCOW

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Editorial

The dark wintry nights are now upon us and what better way to brighten up your days than with a little bit of cartographic cheer, brought to you in our new look Maplines. We have lots in store for you this issue, so much so that we have now colour-coded our pages to improve the layout. Our signature light Blue page banner remains for all our regular inclusions, but you will now see other colours to highlight features (Green) and news (Burgundy) stories.

Our brand new two-page feature of cartographic miscellany on pages 6 and 7, Omnium Gatherum, in its own signature Blue, is where you will find interesting snippets of map related news, including some handy tips for Freeland and Illustrator users. We would love to receive your photos, ideas or interesting pieces for future editions and any comments you may have on our new look.

Our Quiz is sponsored by Axes Systems, who in the previous issue of Maplines added the majority of those present rejected the option of paying much more for better rooms. This view was also partially reflected on the returned Symposium evaluation forms. University venues, per se, are not an issue, especially as most now come with swish conference facilities, but, for one reason or another, we were not allocated the rooms we had previously inspected, which was disappointing. However, rest assured that Fiona and her team are already on the case for next year and I am confident that they will find a highly suitable venue.

In the previous issue of Maplines I issued an appeal for volunteers to take on work for the Society and I am now delighted to welcome Peter Jolly as our new Corporate Liaison Officer. I remember this as my first proper job within the Society and I hope Peter enjoys the role as much as I did. He has already made his mark by championing the cause for Corporate Members to have better exhibition space at the Symposium and, as Chair of UK GEOForum, his connections with the wider world of GIS may encourage new members from that area. Welcome to the dizzy heights of office, Peter.

We must also welcome our new Marketing and Publicity person, Angela Baker, Community Programmes Manager with ESRI. Her role will be largely managerial, ensuring a coordinated release of information promoting BCS and its aims beyond our normal frontiers. As this is a new initiative for the Society, please be sure to help in any way you can because she is knocking on promotional doors! I hope this can significantly raise our profile in the wider world. Thanks, Angela, for taking this on.

I look forward to working with you on this.

I am also pleased to report that the construction of the new Society website is well under way and I am grateful to Clare Neal for assuming the role of Web Editor. She is currently building the new site with the assistance of her colleagues at Pondar. It promises to be much improved from our existing site, incorporating a Content Management System behind the scenes to enable Officers and Group Convenors to contribute directly. The aim is to launch the new website at next year’s Fellows Evening in February. Clare will kill me for broadcasting that!

On that note, the Fellows Evening for 2008 is being planned as I write. The date is set for 5th February and the venue is once again the splendid RAF Club in Piccadilly, London. The speaker is yet to be confirmed but is sure to be announced soon via the usual channels. Please can I encourage all Fellows who are within striking distance of the capital to attend, and don’t forget, you can bring a guest along too.

The Society is also keen to promote the education of cartography. With virtually no university courses on cartography in the UK, the Education Committee is keen to reestablish the importance of cartography in schools. I have long felt that we should promote maps and geographical awareness to children at a young age as an introduction to our discipline. We have already had several enquiries from geography teachers asking for help and I would like to think we could work with the Geographical Association to further these aims.

At this stage of the writing of my column I am usually racking my brains for news I may be forgetting to tell you. I appreciate that Maplines is a vital communication link between the membership and organisation of the Society, and so in order keep you all better informed, Council has agreed to issue a resume of Council and Executive Committee’s discussions in each issue of Maplines, starting next issue.

Until the next issue, permit me to be the first to wish you a Merry Christmas and a Cartographic New Year.

Mary Spence MBE BCS President

Members’ Offer

To order Mapping London: Making Sense of the City at the special British Cartographic Society offer price of £29.95 call 01235 465577 or email direct.orders@marston.co.uk and quote the reference code MAPS07. Offer ends 8 February.

Mapping London: Making Sense of the City by Simon Foxell, is a beautiful, compelling anthology of over six centuries of London maps tracing the mesmerising evolution of the city through its cartography and exploring the hopes and fears of its inhabitants as history unfolds. Including engaging and illuminating essays exploring the history and uses of the maps, this is a lavishly illustrated hardback book which is a perfect gift for all who love maps and cartography.

Visit the BCS website at www.cartography.org.uk

Visit the BCS website at www.cartography.org.uk
Maps on business cards:

This is a contribution to improving the quality of maps on business cards by setting out some guidelines and design principles when producing such maps. It refers to a report of the Design Group meeting as published in the December issue of Mapslines, 2006.

At the outset the cartographer must distinguish clarity of purpose from clarity of the completed graphic image.

Function

Two formats are often encountered; firstly, the traditional business card and secondly, the small folded card or advertisement often found in racks in hotels and tourist bureaux. The business card most often comes with name, address and telephone number, whereas the others are more promotional. They often refer to restaurants, hotels, specialised shops or cultural destinations and the common thread is to identify the location of the establishment and show how to reach it. This primarily involves displaying the establishment in its spatial context of familiar or well known features, as the map must be designed to guide the recipient without the benefit of spoken advice. Therefore, the map designer must first confirm the purpose of the map, and for whom the map is intended.

Clarity

At the outset the cartographer must distinguish clarity of purpose from clarity of the completed graphic image. The first can be clear, but it is sometimes hard to discern from an examination of the completed image. Graphic clarity is not easy to define as it is highly subjective, though, as a guide, the less detail on a map the clearer it is, until the amount of detail is so small it reveals nothing useful. In short, the map must concentrate on the focus of interest and other elements intended to be distinct must look distinct and not be confused with something else.

Area covered

Two broad categories of map scale are usually identifiable. Firstly, the ‘local scale’ guides the user to a specific location in an area already identified or recognisable. The ‘regional scale’ covers a larger geographical area displaying a destination where the user is less familiar with the local geography.

The former usually employs a larger map scale than the latter though it should be stressed that business card maps do not necessarily need a consistent scale. They must, however, be topologically correct to allow the user to follow landmarks and crossroads in the correct order. The purist may object to the lack of an expressed scale, but this position is hard to justify given the function of the map. In practice, business card maps are read in conjunction with more conventional road maps which do have a stated scale. Sometimes the two ‘scales’ are used on a single card. It can also be assumed that the map user will carry occasional checks in the real environment to verify location and progress towards the destination.

North at the top?

The orientation of the map is often unconventional as North is not always at the top. Indeed, the map designer can use this to the author to determine the direction of any given landmarks or other detail. The use of an important axis, such as a major road, railway line or river, and the shape of the mapped area will also help indicate how to orient the map.

Content

The question of what features to include on the map is clearly important. The amount of detail must serve the purpose of successfully guiding the user to reach the destination, though the content must be minimised to maintain graphic clarity. The best will hold: strip away all unnecessary detail required to find the destination and include that which best helps the user, for example, following tram lines and landmarks, as seen on the example from Bern, Switzerland.

Text legibility

It follows, then, that any text must be readable and large enough to see by those with normal vision and in good light. Far too many business card maps have text which is too small to read unless magnified. One can forgive the designer who sacrifices map detail to present clear and correct to allow the user to follow landmarks and crossroads in the correct order.

Reflections on design principles

For too many business card maps have text which is too small to read unless magnified.

Ideally each map should be individually designed for its specific purpose. To employ an existing map, perhaps from a series, an atlas or a web site, is to run the risk of cluttering the map with unwanted, even fragmented, detail. Several business card maps from the Netherlands appear to have been based on a standard street map of the town in question. Produced by www.minicards.com, each has been sensitively customised to suit the corporate image of the client. Elsewhere, in central Bern, a designer has achieved an interesting range of client orientated designs by using a single base map with a few landmarks, and they range from conventional simplified maps to those more diagrammatic in style. Also, it is unwise to simply use an oblong from a map compiled for another purpose, even if the destination is identified by an arrow. One risks overlooking its name quite apart from the tricky interpretation of approach roads. Perhaps the Ordnance Survey’s business cards for senior members of its staff are the exception which proves the rule: some carry a reduced scale extract of the 1:50,000 map showing where to find their head office in Southampton.

A ‘Regional Scale’ business card map distinct names of roads and landmarks, though too much text may detract from the essential pattern of routes to be shown.

Size of final map

Such considerations require the author to know how large the final printed map will be in order that the content and text can be planned accordingly. Will the card be expected to carry information other than that of the destination name? Clearly this information is not always known. Improving the original location map of Silk Route dry cleaners works well on the trade card of the same size, but fails when reduced to that of a business card. Ironically, as the client admits, there are no short cuts.

Distinguishing components in the map

Once a skeleton framework has been created, the next task is to decide exactly how to depict each aspect of the content. It is important to question the relative importance of each component. One of the most important choices is whether to depict roads by double lines or single lines and whether to place names within the double lines. Careful use of colour is also important. Reversing the detail from the background, using light roads on a darker base, is sometimes effective, although map detail is usually dark on a white or light background. Coloured card may be striking, but will impact the appearance of any other coloured elements.

Directions to Bern Natural History Museum

using the aid of tram lines

Features

To verify location and progress towards the destination, two ‘scales’ are used on a single card. It can also be assumed that the map user will carry occasional checks in the real environment.

Overall appearance

Ideally each map should be individually designed for its specific purpose. To employ an existing map, perhaps from a series, an atlas or a web site, is to run the risk of cluttering the map with unwanted, even fragmented, detail. Several business card maps from the Netherlands appear to have been based on a standard street map of the town in question. Produced by www.minicards.com, each has been sensitively customised to suit the corporate image of the client. Elsewhere, in central Bern, a designer has achieved an interesting range of client orientated designs by using a single base map with a few landmarks, and they range from conventional simplified maps to those more diagrammatic in style. Also, it is unwise to simply use an oblong from a map compiled for another purpose, even if the destination is identified by an arrow. One risks overlooking its name quite apart from the tricky interpretation of approach roads. Perhaps the Ordnance Survey’s business cards for senior members of its staff are the exception which proves the rule: some carry a reduced scale extract of the 1:50,000 map showing where to find their head office in Southampton.
Welcome to our new collection of cartographical, geographical and just plain interesting snippets and facts.

We hope to make the contents of this spread varied and interesting. Short quotes, reviews, news and helpful tips. If you have anything you would like to see featured on these pages please send your contributions or suggestions to the Editors, details on page 2.

Many thanks to Alan Collinson for the Freehand/Illustrator tips and Peter Vujatic for his magnificent cartoon.

Reading maps?
Peter Vujatic, Chair of the BCS Publications Committee, and Professor of Geography at Canterbury Christ Church University, was a speaker at the History Weekend of the annual Folkestone Literary Festival. His talk, The Tidal Lands of Europe: maps, myths and European identities, explored a range of historic and contemporary cartographic representations of Europe through the ages. He focused on the way in which the news media employs maps to recycle myths of European history and identities to explain current issues; for example, the changing geopolitical landscape of Europe. The fact that a contemporary cartographer’s education must include an understanding of complex cultural representations of Europe work is critical in our understanding how maps work is critical in our understanding of cartography.

IF
If you can save your files when all about you
Are losing theirs and blaming it on Microsoft,
If you can trust your data when all men doubt you,
But make allowance for errors at the survey stage;
If you can wait and not be tired with waiting,
however long the spinning wheel of death revolves
Or being spammed, don’t deal in spam,
And yet don’t look too good, nor talk too wise:
If you can dream – and not make an iPhon your master;
If you can upgrade – and not make upgrading your aim;
If you can meet with InDesign and Quark Express
And treat those two competitors just the same;
If you can bear to see the map you’ve slaved over
cut in pasted cheaply on the PowerPoint screen,
Or watch the Freehand you gave your life to, broken,
And build your skills around the Illustrator theme:
If you can talk with crowds at Summer School,
Or walk with Committee – yet not lose the common touch,
If neither foes nor loving friends can hurt you
If both SoC and BCS count with you, but neither too much;
If you can fill the unforgiving minute
With sixty seconds’ worth of digitising done,
Yours is Google Earth and everything that’s in it,
And – which is more – you’ll be a Cartographer, my son!

With apologies to Rudyard Kipling
and many thanks to Tim Absalom.

Great minds of the past grapple with the big issues of today: #1 Charles Darwin.

At the recent BCS Symposium in Chester a group of like minded cartographers got together to discuss our common experiences and problems in moving from Macromedia Freehand to Adobe Illustrator software. As an act of public service to our industry, we are publishing a selection of tips to prevent too much frustration from disturbing the tranquility of cartographic studios across the nation.

The demise of Freehand has left the cartographers using it with little choice but to move to another programme. Here are a few tips for those moving to Illustrator. Here I am talking about exporting to Illustrator CS2. Although CS3 has shipped and even had an update, at first glance none of these problems have been addressed.

Exporting a Freehand document to Illustrator
The first problem is exporting a Freehand document into Illustrator. Freehand MX documents will open directly into Illustrator but the later Freehand MX versions will not, so a two stage operation is required.
1. Open the Freehand MX document.
2. Save as an Illustrator 7 document where it will be required. This will show the same title but will include the word [Converted].
3. Dialogue box appears asking if you want to update. Click ‘Update’.
4. A second dialogue box will appear asking about colours. Click ‘CMYK’ then ‘OK’.
5. Illustrator version of the map appears on screen.
6. Save as.
7. In dialogue box delete the word ‘Converted’.
8. Save.
9. You will be asked if you want to replace the existing, Click ‘Replace’.
10. CS2 dialogue box opens. Click ‘OK’.

Dealing with incomplete text boxes
Having exported the map from Freehand into Illustrator the first thing to be noticed is that the text boxes are incomplete.

Many of the text boxes will have been clipped and some of the text on a path may have been broken up into individual letters.

Inspection of the text boxes will reveal that the text is still present but not showing. However, if left unaltered the missing text will not print. The indication that text is missing is signalled by a pale red square after the text box. Some text boxes may have disappeared entirely leaving only the pale red box behind. All this text must now be rescued.
1. Select a text box
2. Pull the central right hand square until the whole word reveals itself.
3. If the red box does not disappear then there is more text on the same line or on a line underneath. Open up until the red box disappears.

Cloning
Cloning with Freehand was a simple operation. In Illustrator it is also quite simple but accomplished in a totally different way.
1. Select what it is you want to clone.
2. Go to the layers palette and notice the coloured square that has appeared at the right hand side of the named layer.
3. Move the cursor so that it is over this coloured square.
4. Press down and hold the ‘alt’ key. A white box with a cross in it will appear near the cursor. This indicates that you are in clone mode.
5. Still holding down the ‘alt’ key, move the cursor to the required layer. The thumbnail for that layer will show that the selection has been cloned.

The illustrations below show the process of cloning two items and bringing them together on a new layer, e.g. for creating polygons.

Cloning
1. Select the tool named ‘Clone’. Place cursor over the clone tool in the toolbar. The cursor will be a cross.
2. Click to select the object you want to clone. Place cursor over the point you want to clone and click.
3. Move cursor up to clone tool. The clone tool disappears when the clone tool has been created.

This file contains text that was created in a previous version of Illustrator. This legacy text must be updated before you can edit it.
• Choose update to update all of the legacy text now.
• Choose OK to update the text later.
• Choose Cancel to cancel opening the file.

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A Symposium Revisited

By all these lovely tokens
September days are here,
With summer’s best of weather
And autumn’s best of cheer.
Helen Hunt Jackson, September, 1830-1885

Chester in September. During the summer, the weather in the UK had been abnormally poor. And so it was with a heavy heart that I trooped northwards to Chester, looking forward to visiting a historic location in its own right. The campus was previously founded as Chester Diocesan Training College by a group of leading figures in the Church of England (including future Prime Ministers William Gladstone and Lord Derby) in 1839 as the UK’s first purpose-built teacher training college. The college’s original buildings were opened in 1842 just outside Chester’s city walls on the Parkgate Road site, the institution still operates today.

I was intrigued by what the next four days might hold. The Symposium itself had been much heralded as a new adventure, a totally new experience. How do you improve an already successful format? What more could be brought forward to a successful format? What more could be brought forward to a successful format? What more could be brought forward to a successful format? I was very impressed by the dedication to quality of cartography represented there. You could feel the heritage, the tradition and the way people really care about maps. I was also impressed by the way people were talking very openly and realistically about the challenges they face in modern cartography.

The exhibition was fabulous, the range of people really care about maps. I was also impressed by the way people were talking very openly and realistically about the challenges they face in modern cartography.


Finally, the last thanks must go to Fiona for so successfully organising the Symposium and the exhibition locally.

Roll on Symposium 2008!

Lynda Bailey
Maplines Editor

Encouraging attendance from outside of the Society, by GIS specialists and cartographers, attracted to the BCS by the Better Mapping campaign last year, was a main objective of this year’s event. This included running a special one-day workshop, see page 10, aimed at those with experience in GIS or map making but with little experience of cartography. Some of the Better Mapping participants from last year included many joining the BCS as new Corporate Members, and attending the Symposium for the first time, one of whom told me, ‘I was very impressed by the dedication to quality of cartography represented there. You could feel the heritage, the tradition and the way people really care about maps. I was also impressed by the way people were talking very openly and realistically about the challenges they face in modern cartography.’

The BCS looks forward to welcoming you again in 2008.
How to give an introduction to the basics of cartography in five hours? That was the challenge we faced in presenting a one-day workshop at the University of Chester as part of the BCS’s Better Mapping campaign. The day was aimed at those who work with maps or in GIS, but have no training or background in cartography and who were looking to get a basic grounding in the subject. We ran the day just before the BCS Annual Symposium, and it coincided with the opening of the trade show.

Nine delegates from varied backgrounds, including government organisations and private companies, attended the workshop. We presented the workshop as a series of short PowerPoint talks, practicals and discussions, all copiously illustrated with map examples from all over the world; from Minard’s map of Napoleon’s Russian campaign to Nancy Chandler’s psychedelic street map of Bangkok.

With only a short time to introduce the subject of cartography, the task was to get across some of the aspects of map-making which can best improve the quality of maps, with only a little work. So, we based the day around five aspects of basic cartography:

- design principles
- text placement on maps
- colour on maps
- statistical maps
- improving map output for GIS

There is no shortage of subjects you could cover in a day’s training (we all know that choosing the right map projection can be essential, for example), but these five are at the core of much cartography and could just be squeezed into a day.

PowerPoint presentations gave the theoretical background on what makes for good maps, with diagrams and map examples to emphasise the main points. The practicals were also designed to reinforce the theory. We dispensed with using computers – it’s just too time consuming to learn new software on a course like this – in favour of pencils, crayons and pocket calculators! The four practicals involved devising symbols for a small town plan, comparing text placement on two identical base maps, working out a colour scheme for qualitative and statistical maps, and exploring the best way to map a modest set of data. The delegates immersed themselves in the tasks with enthusiasm, and the silence of concentration during the practical sessions was uncanny. After all, colouring in maps always tends to go down well!

BCS President Mary Spence was able to spend some time with the group, contributing personal knowledge and anecdotes, and she introduced examples of ‘work in progress’ to show how a poor map, with some thought and the application of the design principles we were explaining, can be made a lot better. It’s often the case that the best way to teach someone about making maps is to give a little theory and then back it up by looking at map examples.

The day was successful; we hope the delegates went home a little the wiser about maps and map-making. Running the workshop from 10.00am to 4.00pm, with the opportunity to visit the trade exhibition at lunchtime, meant a tight schedule. In fact, we overran at the end, spending much of the last half-hour gathered around a table, looking at maps. However, the day helped to spread the word about cartography, and perhaps the day can be run again.

Giles Darakes and Alex Kent
Island Life

The Isle of Man Survey, which is the Island’s Mapping Service, has had a very busy year in 2007. As the provider of mapping and spatial data across Government, we have been contributing towards the completion of a new Core GIS. This is part of a Governmental e-services initiative, which, it is hoped, will revolutionise the way GIS data is handled within IoM Government and in the broader Island community.

On the commercial front, we have published two maps this year, both of which have been well received. In April, the 9th edition of the 1:25,000 scale Outdoor Leisure Map was published. Aimed at the Outdoor pursuits market, this map is now in its 25th year and continues to be well received. We have also published it electronically for the first time, and it is being tested by the Island’s search and rescue teams as part of their weekly GPS-based training exercises. The Island’s Cartographer, Rob Clynes, has been invited to be ‘rescued’ during a forthcoming night exercise, and so the accuracy of the map detail is being monitored with great interest in the Mapping Office!

A brand new map was also produced in the autumn, and has now reached the shops. The 1:100,000 scale Photomap ‘does exactly what it says on the tin’. It consists of mapping on one side, backed with a stunning aerial photograph of the island on the other. The main reason for publishing was to offer tourists an up to date road map of the island and to publicise our aerial photography which we also market through Get Mapping.

‘Let us look at the map, for maps, like faces, are the signature of history.’

Will Durant (1885-1991)
Impressions of the day...

Saturday 22nd September 2007 was a warm autumn day that set the Putteridgebury campus on the eastern edge of Luton at its best. At around midday some sixty former students of the Diploma in Geographical Techniques gathered with their partners to celebrate the fortieth anniversary of the first enrolment to the course. Greeted by the Pro-Vice Chancellor, Andrew Slade, formalities were kept to a minimum allowing ample time to renew friendships, make new ones and commiserate on the changes to both people and the campus over the past forty years.

The teaching staff present were also surprised to learn about the direction their former students have taken with their careers. By working with graduates of the course they have learned of those who have remained in geographical fields of work, and of those who have left them far behind. However, what has been most satisfying for the staff is the knowledge that the course has really prepared them for their lifelong careers.

It was about this point that the University Alumni Office began to distribute forms to the attendees, entitled From Quills to Computer Mapping, which sought to gather various post-college details about each of the graduates.

Professor Chris Coggins, who holds the Visiting Chair of Waste Management at Southampton University, is helping to compile a book regarding the returned forms. He knows that in addition to a lecturer in theology and this year’s President of the Trades Union Congress, he will see that former students have gone on to be surveyors, town and regional planners, a Green Party councillor, Local Health Authority managers, school administrators, actors and hospitality organisers, not to mention cartographers, data and image analysts and statisticians.

Geography, as a subject, prided itself on the breadth of training which it offered, and the Diploma in Geographical Techniques proved just that. For those who were involved with the experiment it was a gratifying success.

David Cooper

The atlas as a star

It isn’t often that cartography makes the front page news. So to actually see and hear maps and their makers being featured on national and international TV and radio, local radio, numerous websites, and in national and on-line newspapers was exciting for the HarperCollins World Atlas team based in Glasgow. The fact that this was all a direct result of the publication of the new 12th Edition of The Times Comprehensive Atlas of the World (ISBN: 978-0-00-723670-1 £150) was particularly satisfying.

The HarperCollins Publicity team, together with the Atlas team in Glasgow, had put together an extensive media campaign and a press pack which was issued to dozens of media organisations. The pack contained stories behind the maps in the atlas: dramatic changes to the environment caused by, amongst other things, climate change; the phenomenal growth of cities; extraordinary developments in China; and ‘ghost towns’ abandoned because of natural disasters and changing economic conditions. It also contained a CD of images to illustrate these stories and left readers in no doubt about the authority, beauty and tradition of the atlas. The latest in a line of Times atlases stretching back to 1895.

Almost as one, the media seemed captivated by the effects of climate change and places being abandoned. The idea that people somewhere (in this case in Bishopbriggs, Glasgow) were having to constantly redraw maps to keep up with the changes happening in the world also caught their imagination. They wanted to know more…

Publication day, 3rd September. Time for Jethro Lennox the atlas’s Senior Publisher Editing and Dave Mumford, Collins Newsroom Co-ordinator, and myself to put our recent media training to the test. Telephone interviews with newspaper journalists were followed by numerous demands for live and recorded TV and radio interviews to elaborate on the stories and to talk about the atlas and how it was made. Starting at BBC Television Centre in London for an early appearance on BBC Breakfast, interviews followed for News 24, BBC World, the World Service and Radio 5 Live. A quick dash to ITN for a feature with Lawrence McIntyre their Environment Editor for the lunchtime news broke up the day, as did a couple of hours spent with the BBC’s Dave Shulman at the Royal Geographical Society.

Meanwhile Jethro was dashing between appearances. In fact he ‘broke’ the story in an interview the previous night which was used throughout the day across the whole BBC network. He was kept busy by Sky News, Passion for the Planet Radio, Northern Ireland Radio and an appearance on Simon Mayo’s afternoon show on Radio 5-Live. The atlas itself featured ‘in person’ as Jethro was filmed carrying it down Oxford Street for a report by France 2 TV.

So what did people want to know? The idea that maps have to be regularly redrawn to reflect the physical changes to the Earth seemed to captivate the media. The fact that having to redraw maps at the small scales in our atlases indicates really significant changes on the ground was not lost on people. The story of settlements having to be abandoned because of changing economic conditions, mines running out, for example, or natural disasters, Plymouths, the capital of Montserrat in the Caribbean was abandoned after being buried in volcanic ash, also attracted several questions. The amount of change, the most dramatic examples of environmental change, and the rate of change, ‘are changes happening faster than in the past?’, were all high on interviewers’ agendas. More off-the-wall questions which kept us on our toes included, ‘What shape of country do you like best?’, ‘Which is your favourite map in the atlas?’, and ‘We have been talking about updating the Janet and John books earlier in the year, do you think?’. In response to this, Dave pleaded that he was too young to have read them so couldn’t comment! Perhaps the most bizarre question came from Simon Mayo to Jethro on BBC 5-Live. On seeing the size of the atlas he asked Jethro if he would drop it for him. Perhaps too caring for this beautiful new object, Jethro was reluctant. Simon then took it himself and dropped it from a height onto the studio desk, to give the listeners an idea of its size and weight!

The amount of interest, and the way the story continued throughout the day was extraordinary. Its global reach was also significant. My last duty of the day was a live telephone interview for the Australian Broadcasting Corporation Breakfast programme, I’d already been booked in with CNN for the next day, and interest continued from around the world in the following days including Arab TV, Hungarian radio, German TV, newspapers in Switzerland and China, to name but a few. Perhaps we shouldn’t be surprised by the international interest in what is, after all, a truly international product. But I do think many people were surprised, and very excited by the amount of attention the story got. For an atlas and its makers to have their story last throughout the day and then to be headlined on the BBC 6 o’clock and 10 o’clock news must make this a hugely successful publicity campaign and publishing event in anybody’s book.

Mick Ashworth
Editor in Chief, World Atlases
Collins Geo/HarperCollins Publishers

GEO-NATURAL – FACT NOT FICTION

Natural relief and land cover base-maps for cartographers, authors, publishers and the media.

Better than contours, more realistic than DEMs and more natural than a satellite image. GEO-Natural bridges the gap between symbology and photo-realism.

There is a great deal more to landscape than just its height. What about features such as deciduous or coniferous forest, deserts, paddy fields, croplands etc? Inclusion of these features would greatly enhance a reader’s understanding of the landscape, especially if they could be clearly and consistently identified.

However, the use of satellite images or air photographs has greatly increased the quantity of geographical data available to us, but any attempt to investigate or interrogate such data is fraught with pitfalls. At best you will always remain pretty pictures. If photo-realism is not the answer, is there a way of ordering data in such a way as to look natural whilst maintaining cartographic credibility?

The task is to combine DEM data with land cover data in such a way as to create a natural looking base-map upon which cartographic detail can be added without conflict.

GEO-Natural is just such a solution. Relief and land cover combined to create a natural landscape that looks real but has all the hallmarks of a traditional map base. In this case almost 100 categories of land cover have been identified and separated out, each of which can be enhanced or subdued as required. Rivers and lakes can be added and the images can be re-projected to fit under any existing artwork. The incorporation of relief adds the finishing touch to GEO-Natural, the latest product from Geo-Innovations. For more details contact alan@geo-innovations.co.uk

Alan Collinson FRGS

TIMEs Atlas launch

Times Atlas launch Dip Geog
A personal view

were incorrect. The technical organisation ofsessionswas good, although several of the rooms were often bulging at the seams and visibility of screens was also a problem. Session chairs did a good job at keeping speakers to time, allowing ample opportunity for questions. The abstracts were distributed in hard copy fashioned together with a CD-ROM of the full proceedings.

The technical and map exhibitions were held in a venue a pleasant 15 minutes walk from the conference site. The technical exhibition, though not extensive, did fetch a reasonable amount of interest. The international map exhibition was extensive, and very interesting, though fairly conventional. There was a booth with several computers for electronic submissions which may have had some greater innovation, but unfortunately I did not have time to pursue this. The UK contribution included an interesting array of 40+ maps and atlases, although by my second visit many of the atlases had disappeared from the table.

A key part of ICA conferences is the Commission meetings, where those with a particular interest can discuss issues of common concern and plan the activities of the Commission for the next four years. Unfortunately I did not have time to pursue this. The Red Square instantly impresses with the wall of the Kremlin dominating one side and Saint Basil’s Cathedral to the south. It is amazing that four cathedrals remain within the walls of the Kremlin given the dominant communist regime existed for so long. Most Moscovites were friendly and, despite some warnings, we felt quite happy wandering about.

Moscow also has a superb, extensive underground system, where those with a particular interest can discuss issues of common concern and plan the activities of the Commission for the next four years. Unfortunately I did not have time to pursue this. The Red Square instantly impresses with the wall of the Kremlin dominating one side and Saint Basil’s Cathedral to the south. It is amazing that four cathedrals remain within the walls of the Kremlin given the dominant communist regime existed for so long. Most Moscovites were friendly and, despite some warnings, we felt quite happy wandering about.

A Reflection

The Russian capital was awash with cartographic achievement and to meet many with a passion for cartography and it was the perfect arena to share new ideas. The cartographic research presentations were inspiring and stimulating and gave me a unique opportunity to learn and make new friends from around the world.

The international exhibitions are a major feature of ICA. These showcase the latest technical developments in the cartographic industry and also display the best examples of cartographic products, which compete for a series of international prizes. The exhibition venue was located within the awesome All-Russian Exhibition Centre, consisting of over 400 buildings, which at 2,375 km² occupies an area greater than Monaco. The range and quality of maps on show was simply stunning. There were contributions from 27 countries, but with its strong and vibrant cartographic tradition, Russia scooped a considerable number of awards at the closing ceremony, including first prize in the Atlases category for the Atlas of Moscow.

So many new ideas and potential authors also proved fruitful for the Cartographic Journal. Ken Field (Editor) and I had the honour of attending a special reception given by Igor Levitin, the Russian Minister of Transport. Meeting Milan Korecny, immediate Past President of the ICA, upon his arrival, the Minister presented a set of first day covers in celebration of the recent Russian exhibition on the seabed beneath the North Pole, before jointly cutting a cake. It was encouraging to see such a notable person at a cartographic function, although the Minister’s influence could not prevent a frenzied storm bringing about a swift and rather turbulent end to what had been a memorable afternoon.

There was also time to enjoy one of the special delegate bus tours of the city which provided just a taste of the immense cultural and historical wealth that Moscow has to offer. Seeing the sights of Red Square, the Kremlin and the striking Stalinist Gothic skyscrapers, often known as the ‘wedding cakes’, certainly whetted the appetite for future visits to Moscow.

ICG 2007 was a truly inspiring experience. To witness such quality in cartographic achievement and to meet people with a passion for the subject was simply fantastic. If the ICA’s mission is to promote the discipline and profession of cartography in an international context, it was clear to me that ICG 2007 had been a great success.
**Calendar**

21 January 2008
The Geography, Earth and Environmental Science (GEES) Subject Centre, in association with the Centre for Active Learning for Geography, Environment and Related Disciplines (CeAL) is hosting a National Conference for Support Staff. University of Gloucestershire, UK. Further info can be found at www.gees.ac.uk

23rd – 24th January 2008
DGI Europe 2008
The 4th Annual Defence and Pan-Government Gathering of the International Geospatial Intelligence Community, QE II Conference Centre, Westminster, London, UK. For further info see www.wbr.co.uk/dgieurope/

31st January 2008
The 2008 Annual UK GEOForum Lecture The OneGeology Project, Ian Jackson, BGS, Christopher Ingold Chemistry Lecture Theatre, Chemistry Building, UCL Tiling 17:30 for an 1800 start, for further info contact Peter Jolly on pjolly@eastuk.com

5th February 2008
BCS Fellows Evening RAF Club, Piccadilly, London. For more info contact admin@cartography.org.uk

14th-16th July 2008
Land, Landscape and Environment, 1500-1750 Early Modern Research Centre, University of Reading, England. For further info see www.earlymodern-lit.blogspot.com/2007/10/land-landscape-and-environment-1500.html

1st – 4th September 2008
Society of Cartographers 44th Annual Summer School, University of Aberdeen, UK. For further info see www.soc.org.uk

3rd-6th September 2008
British Cartographic Society 45th Annual Symposium and Map Curators’ Workshop Presentation, workshops and social events, Harven House Newport Pagnell, UK. (to be confirmed). For more info contact Bob Lilley, bob.lilley@ordnancesurvey.co.uk or 01865 287119

**BCS Administration Report**

**Subscriptions for 2008**
Membership renewal forms accompany this issue of Maplines. Please ignore the payment part of the form if you pay your subscription by Standing Order or have asked for an invoice. Members have a choice of three methods of payment: Personal cheque payable to The British Cartographic Society (or for overseas members a Sterling Draft payable in London.) Visa/Mastercard/Delta credit cards, accepted providing that the standard card and cardholder details are included. Standing Order (Forms are available from the Administration Office.) Receipts will be sent out as usual but please note that your current membership card will not normally be replaced unless it has been lost or damaged. Members have been asking about the possibility of paying by Direct Debit. We are discussing this with our bankers and the Charity Commission. Members will be advised by e-mail or letter if any changes are to be made. Which brings me on to...

**E-mail**
Another plea for e-mail addresses. At present we hold e-mail addresses for 20% of the membership and in order to provide the level of service expected by our members we need to complete this part of our membership database. We will of course continue to post information to those members who do not have access to e-mail. An e-mail message from you will enable us to complete our records and check e-mail addresses already held. So please e-mail a message to admin@cartography.org.uk. Just say hello! You can be assured that your e-mail address will be maintained in accordance with the Data Protection Principles set out in the Data Protection Act 1998.

**New members**
The Society has pleasure in welcoming the following new members who have joined since publication of the August 2007 edition of Maplines.

**Corporative Member:**
NTP Sterling Limited.

**Small Corporate Members:**
Latitude Cartography Limited, Walking Distance (Maps) Limited.

**UK Members:**
Mr R P Armitage, Mr S C Boggio, Mr K Freeborn, Mr M Lubikowski, Mrs C A Morgan, Ms L A Sutcliffe, Mrs E Swain, Mr R W Tumer.

**Overseas Members:**
Mr S Andrew (Canada), Mr M G Gomaa (Egypt).

**Associate Members:**
Dr D I Bower, Mrs C Everington, Mr J M Head, Ms D Wildridge.

**Fellows:**
At the meeting of Council held in November Fellowship status was awarded to David Fairbairn. David has been a member of the Society for almost thirty years and is the new Secretary-General and Treasurer of the International Cartographic Association.

You have considered applying to become a Fellow of The British Cartographic Society? There are currently 119 Society Fellows entitled to use the post-nominal designation FBCart.S. For further information contact the BCS Administrative Office, the address is given at the end of this report.

**Advance Notice**
The 12th Annual Fellowship Evening and Launch of The Society’s New Website: The annual Fellowship Evening will be held at the Royal Air Force Club, 128 Piccadilly, London W1J 7PK on Thursday 5 February 2008. We will also take this opportunity to launch the Society’s new website. The evening will start at approximately 6.15pm with the traditional Wine Reception for Fellows and their guests, followed by our Guest Speaker (watch this space) and end with a superb Supper. Although at the time of writing details have yet to be finalised we hope to keep the cost of the evening to no more than £50 for the full evening and £25 for the Reception and Lecture. Individual priority listing invitations will be sent to all Fellows during December and on this special occasion the evening will be open to our Corporate Members. Numbers for Supper will be limited so please book as soon as possible to ensure a place. This will be our second year at the RAF Club and if the success of last year is anything to go by it will be an evening not to be missed. Visit the RAF Club website (www RAF club.org.uk) for further details of this superb venue.

"Working in the Map Industry"
This full colour four-page A4 introduction to a career in cartography replaces the old “Careers in Cartography” booklet. Approximately 1000 copies have been distributed to over 250 schools, universities and careers offices throughout the UK. Copies can be obtained from the Administration Office at the address below. The Careers pages on the Society’s website will continue to give more detailed information, including qualifications, courses, employers etc, and will be updated continually.

And finally....
By the time you read this report the Festival Season will have arrived. May you all, wherever you may be, have a peaceful and prosperous 2008.

Ken Altheide
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EVENT DETAILS WANTED
Please send all contributions to the Editors, see page 2.

**Visit the BCS website at cartography.org.uk**
And see the rivers how they run...

Our quiz this issue is very simple. Just identify the European city shown and tell us the water that is pictured here. The winner will receive, thanks to our sponsors, Axes Systems, a copy of National Geographic’s Mapping the World: An Illustrated History of Cartography by Ralph E. Ehrenberg and The Map Book by Peter Barber.


Images 2, 3, 5, 6, 8 © Ian Britton, FreeFoto.com; 1 © Kay Hirst 2007; 4 © Lynda Bailey 2007; 7 © Martin Lubikowski 2007

Congratulations to Gerry Zierler, winner of our ‘fiendish’ August names quiz.

August’s answers were:
1. Robin, Haiti
2. Mozambique
3. Mount Costello, New Zealand
4. Esfahan
5. Thirty three (33)
6. South Australia
7. Esfahan
8. South Australia