

# THE HISTORY OF CARTOGRAPHY

## Fall 2011 Newsletter

### Now Available Online

[www.press.uchicago.edu/books/HOC](http://www.press.uchicago.edu/books/HOC)

The University of Chicago Press has made all four books of Volumes One and Two of *The History of Cartography* freely available online. These books cover cartography in the ancient and classical world and medieval Europe (Vol. 1, ed. Harley and Woodward, 1987); the traditional Asian societies (Vols. 2.1 and Vol. 2.2, ed. Harley and Woodward, 1992 and 1994); and indigenous societies across the rest of the world (Vol. 2.3, ed. Woodward and Lewis, 1998). The books brought sustained attention to societies and cultures other than those on which map historians had generally focused. They demonstrated the validity of a socio-cultural approach to map history and encouraged much new scholarship. While many thousands of copies of these groundbreaking books have been sold, they are still not readily available to all map historians because of their cost. Online publication now makes this scholarship available to a wider audience.

The Press has converted all parts of each book—not only the chapters but

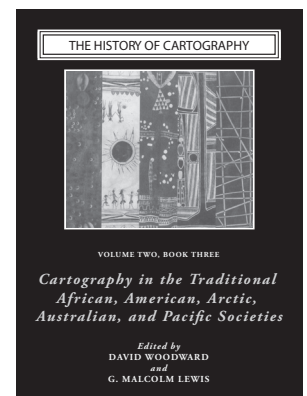
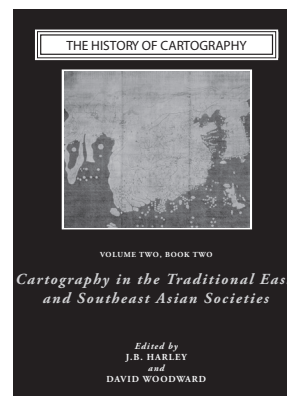
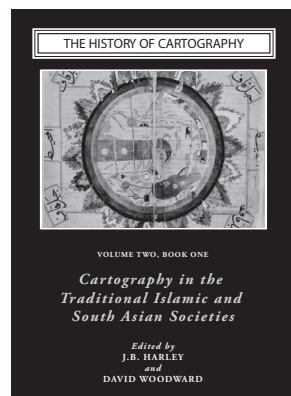
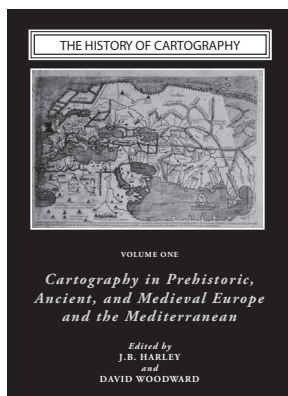


Back cover from the Nîmes-Avignon sheet (no. 40) of the Carte Michelin de la France, 1:200,000. Bibendum (the Michelin Man) is shown rolling a Michelin tire across the globe. The Michelin Company was founded in 1830 and became a leader in rubber manufacturing. At the turn of the century, the company began publishing travel guides that promoted Michelin products and provided a wealth of travel information that influenced the dramatic rise in popularity of the automobile. Michelin published its first map in 1904, and by 1909 the company had launched an ambitious project to produce and sell road maps covering all of France. By 1914, the company had begun to produce maps for areas outside of France. Buyers were enthusiastically appreciative of Michelin's innovative system of pleating, which allowed the user to view the map like one would turn the pages of a book rather than having to completely unfold each sheet. This image will appear in "Michelin," by Pascal Pannetier, in Volume Six.

Size of the original: 22 x 10.7 cm.  
Published by the Michelin & Cie., ca. 1923.

also the prefaces, indexes, illustrations, captions, and cumulative bibliographies—into PDF files that can be read online or downloaded. At the same time, a search function allows

the user to search individual files or across all files at once for specified keywords. Access to this site is available at [www.press.uchicago.edu/books/HOC](http://www.press.uchicago.edu/books/HOC).



## 24th ICHC: Moscow

Volume Four editors Matthew Edney and Mary Pedley, managing editor Jude Leimer, and associate editors Sarah Tyacke (Volume Four) and Carla Lois (Volume Five) all had the pleasure of attending the 24th International Conference on the History of Cartography (ICHC) in Moscow last July. The venue was the splendid mansion Dom Pashkov (Pashkov House), which was built in the 1780s overlooking the Kremlin. Newly reopened in 2007 after extensive restoration, Dom Pashkov hosts not only the manuscript and map rooms of the Russian State Library, in which some ICHC map exhibitions were held, but also a wonderful eighteenth-century ballroom that served as the main conference hall. The magnificent views toward the Kremlin's gold domes occasionally distracted even the most diligent listeners from attending to the fine set of lectures prepared for the week! Many participants were contributors to volumes of *The History of Cartography*, not least the conference organizer herself, Liudmila Zinchuk (pictured at right with her balalaika, which was used to call the proceedings



*History of Cartography Project exhibit at the ICHC.*

to order). Along with Alexey Postnikov, *eminence grise* of Russian history of cartography (see page 6), and their many enthusiastic colleagues, the conference organizers arranged a smooth flow of papers, posters, exhibitions, and refreshment.

One of the themes of the conference was “Innovation and Tradition in Enlightenment Cartography,” which fit into the ambit of Volume Four. Pedley and Edney took the opportunity to reflect on the current status of the volume in their own presentations: Pedley on “Cartographers without Borders: The Pan-European Development of Reconnaissance Mapping in the 18th Century” and Edney on “When Cartography became ‘Modern’: The Historiography of Cartography’s Enlightenment Reformation.” Their papers were well received and offered a glimpse into what the encyclopedic nature of the volume could produce. Edney also took the opportunity to announce to the international community the online publication of Volumes One and Two (see front cover).

Zinchuk and her staff also made sure that the History of Cartography Project had time and space for its contributors to come together for an open house style meeting. About forty contributors were present. Edney and Pedley jointly briefed the attendees on the progress of the three encyclopedic volumes, a recent Volume Five meeting in Paris (see pages 4–5), and the Project’s financial health.

The Volume Four editors also enjoyed the chance to meet more closely with our colleagues from the University of Turin: Paola Sereno, Maria Luisa Sturani, and Paola Pressenda. Sereno contributed to Volume Three (“Cartography in the Duchy of Savoy during the Renaissance”);



*ICHC conference organizer Liudmila Zinchuk, playing the balalaika, a three-stringed instrument of Russian origin with a triangular body.*

both Sturani and Pressenda are Volume Four contributors (Topographical Mapping and Property Mapping in the Italian States, respectively). They are firm conference friends; their first attendance, at the 2005 conference in Budapest, where they presented a poster, initiated a most fruitful correspondence that has been sustained by meetings at subsequent ICHCs. Their Moscow poster addressed a research idea rooted in the cooperative approach and pan-European outlook of Volume



*Managing editor Jude Leimer and project director Matthew Edney with Jim Akerman (advisor and contributor to Volumes Four and Six), in Red Square.*

Four. Specifically, they proposed a “cross-institutional history of cartography” that explores the circulation of map-knowledge, mapping practices, and mapmakers throughout Enlightenment Europe. The proposed international research project would study the circulation of people, techniques, and ideas around the development of large-scale cartography during the period, particularly topographical and cadastral mapping. Edney and Pedley enjoyed a profitable meeting with this dynamic team to explore the possibilities of presenting some research results at the next ICHC in Helsinki in 2013 and to share ideas about how to move such a project forward.



*Catherine Delano-Smith, Agustin Hernando, and Paul Harvey, who have contributed articles in published and forthcoming volumes of The History of Cartography. Professor Harvey has attended all but four of the ICHC conferences since the biennial series began in London in the 1960s. To date, twenty-two conferences have been held.*



*Volume Four editor Mary Pedley and associate editor Sarah Tyacke at a coffee break between sessions at the conference venue, Pashkov Dom.*



*Christopher Ries (contributor to Volume Four) with editors and associate editors Carla Lois, Matthew Edney, Sarah Tyacke, and Mary Pedley.*



*Volume Four editors Mary Pedley and Matthew Edney at an informal meeting of volume contributors during the ICHC.*



*Editor Mary Pedley (center) pictured here with contributors Concepción Camarero Bullón (Volume Four) and Francesc Nadal (Volumes Four and Six).*



*Detail from The Town of Boston in New England, by John Bonner, engraved by Francis Dewing (Boston: William Price, ca. 1725). Boston merchant William Price was an American map seller who regularly advertised a stock of maps and prints. He became a publisher upon acquiring the plate of this 1722 map of Boston by Bonner, which he revised and reissued until 1769. The map will appear in “Map Trade in British America,” by David Bosse, in Volume Four. Size of the entire original: 43 × 58 cm; size of this detail: ca. 21.5 × 29.7 cm. Courtesy of the Newberry Library, Chicago (Vault Ayer 133 .B717 1722).*

## **Volume Four, *Cartography in the European Enlightenment***

Steady progress was made in the last six months, and now over 71 percent of the volume’s entries have been written and submitted for editing. We look forward to receiving the remaining entries, most of which should be delivered by December, with submission deadlines on only a small number extending into 2012. We cannot stress enough to our contributors the importance of having all the entries in hand as soon as possible. It enables us to complete translations and move forward with the editing stage, and it allows authors time for revision and correction before publication.

## **Volume Five, *Cartography in the Nineteenth Century***

A landmark in the planning and design of the nineteenth-century volume was the first face-to-face business meeting of project director Matthew

### **Funding Opportunities and Challenges**

For many years, we have sent a separate solicitation card to members of our mailing list that followed our newsletter later in the fall. This year, however, we are asking friends to make their year-end gifts in response to this call for support. Enclosed you will find a reply envelope for your convenience. You may also make a contribution online by visiting: [supportuw.org/giveto/histcart](http://supportuw.org/giveto/histcart).

**If you have supported the Project in the past, please renew your support. If not, please consider becoming a new donor. This is a critical time.**

In 2011 the History of Cartography Project received both news to celebrate and news that has caused some concern. In April, the National Endowment for the Humanities (NEH) Division of Preservation and Access awarded the Project a two-year grant, which began 1 July

2011. There was a great deal of competition for very limited funds, and we are honored to have been selected to receive funding. The award will help keep the Project operating. NEH, however, like all federal agencies, was charged with making careful use of scarce tax dollars and was only able to fund about 85 percent of our original request. We were not surprised to learn in July that our separate request to NEH’s Collaborative Research program, to support editorial work for Volume Four, was unsuccessful. This news presents some very real challenges to our target date for publication of Volume Four as well as our timeline for recruiting the first contributors for Volume Five.

Our exploration of alternate sources of funding has acquired a more urgent tone. In particular, to maintain the Project’s momentum, we are

seeking private support for key personnel and the crucial work they perform, such as editing, fact and reference checking, and acquisition of illustrations and permission to publish them.

The challenges will become all the more pressing when the current award from another major sponsor, the National Science Foundation, ends in August 2013.

Gifts at every level make a difference. We welcome small, personal gifts. We also welcome inquiries about sponsoring a specific area of need. The commitment to the Project’s mission shown by our many friends around the world sustains us in our work. We deeply appreciate the generosity of all those who can continue their support or who can make a first-time contribution in 2011.

Edney and Volume Five editor Roger Kain with the two appointed associate editors, Carla Lois and Imre Demhardt. Brief biographies of Lois and Demhardt are included in this newsletter. The meeting was held in Paris during the biennial international conference of the International Cartographic Association (ICA). Edney and Kain took the opportunity to brief Lois and Demhardt on the principles that underpin the encyclopedic design of the final three volumes of the *History* and the way they are structured around key cartographic contexts. The team identified upcoming conferences at which additional Volume Five editorial meetings could be held over the next three years, then began work on the primary goal for the day: reviewing the current list of Volume Five entries, topic by topic. A focused discussion helped identify the appropriate framework of world regions to deal with “big” topics such as property mapping, topographic mapping, and colonial cartography. In conversation, it was agreed that the nation-state basis used in Volume Four is not appropriate for the nineteenth-century volume. Furthermore, although by the mid-century mapmaking and map use were increasingly internationalized, this process had not run as far as it would by the twentieth-century, so Volume Six’s largely continental-scale treatment of topics is also inappropriate for the nineteenth century. Thus, for Volume Five, a rigid template of regions for separate discussion will not be applied to all topics; rather, the framework will be sensitive and specific to each topic.

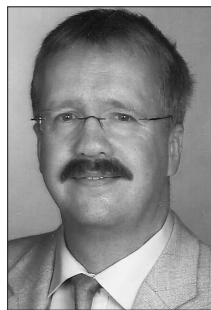
Following the Paris meeting, Kain worked through the topics to propose appropriate regions for each and forwarded the new structure to the associate editors for their comments. Kain also took the opportunity to review each entry to ensure its relevance to the volume and to confirm especially that the draft list of individuals and institutions are of appropriate standing for an international history. The objective is to discuss a draft list of topics and some suggestions for contributors at the October 2011 editorial meeting in Madison, after which the list will be

sent for the informed comments of the Volume Five advisory board. The advisors’ comments will be crucially important, not least in identifying topics that are currently missing from the list.

### Volume Five Associate Editors



**Carla Lois** is *Licenciada* in geography and received her doctorate in history from the Universidad de Buenos Aires (UBA) for a dissertation on the “discovery” of the Southern Hemisphere in Renaissance maps and science books. She is a researcher at the Consejo Nacional de Investigaciones Científicas y Técnicas (CONICET), works as associate professor of cartography at the Universidad Nacional de La Plata, and also teaches history of geographical thought at the UBA. She coordinates the working group *Historia y Epistemología de la Cartografía* at the Instituto de Geografía, UBA, and organized the first Simposio Iberoamericano de Historia de la Cartografía in Buenos Aires in 2006. Currently she heads an interdisciplinary and collective project on geography and visual culture. Lois has authored several articles on the history of Latin American cartography and has recently edited *Historias de la cartografía de Iberoamérica* with Héctor Mendoza Vargas (Mexico City: UNAM-INEGI, 2009). She brings exceptional Latin American and Hispanic competencies to the Project.



**Imre Josef Demhardt** was appointed in 2008 to the Virginia and Jenkins Garrett Chair in the History of Cartography and Greater Southwestern Studies at the University of Texas at Arlington. He was born and raised in Wiesbaden, Germany, where a Christmas present—the 1896 edition of *Andree’s Handatlas*—sparked his lasting interest in the

history of cartography. He studied medieval and modern history (MA 1987) and geography (MA 1991, PhD 1995) at Johann Wolfgang von Goethe Universität in nearby Frankfurt am Main. His studies of exploration, colonialism, and mapping have taken him to many corners of the globe, but most notably he has spent a total of more than three years in sub-Saharan Africa. He has co-curated exhibitions and is the author of numerous scholarly papers on post-Enlightenment exploration and cartography of Europe, Africa, and recently the Americas. The latest of his seven books, *Aufbruch ins Unbekannte* (Stuttgart: Theiss Verlag, 2011), is a collection of seventeen essays on major European explorers from Alexander von Humboldt to Sven Hedin as seen through their maps.

### Volume Six, *Cartography in the Twentieth Century*

Except for a half dozen entries, whose tardy contributors shall remain nameless, Volume Six is on track for publication in 2014. As of mid-August, editor Mark Monmonier had received manuscripts for 523 of the 529 assignable entries. Of these, 515 (98.5 percent)—up from 368 at the end of July 2010—had been edited, approved, and forwarded to the Madison office for further editorial processing. Nearly a third of all entries sent forward had been vetted by one of our associate editors (Peter Collier, Karen Cook, John Kimerling, and Joel Morrison). At Madison, managing editor Jude Leimer and her project assistants have completed fact and reference checking for 366 entries, up from 290 at the end of July 2010.

A busy summer was complicated by two contributors who missed their ultimate deadlines and had to be replaced—one by editor Monmonier, who recruited a coauthor for “Data Handling and Information Extraction from Remotely Sensed Data,” and the other by editorial assistant Claudia Asch, who collaborated with newly appointed Volume Five associate editor Carla Lois on “Boundary Surveying in Latin America.” Communications



“Every day the search widens,” a frame from the movie *M*, directed by Fritz Lang (1931). This cinemap shows concentric circles drawn on a map montage representing the investigative process used by the Berlin police to find clues regarding a serial killer. It combines both sound and image, and thus may well be the first audio-visual map ever created. The map will appear in “*Cinema and Cartography*,” by Sébastien Caquard, in Volume Six.

Copyright 2006, Janus Films.

with contributors and associate editors consumed much of Asch’s summer effort, while Monmonier authored two new entries, organized the volume’s composite entries and cross-references, planned an assault on the Introduction in the fall, and traveled to Madison in July to discuss illustrations and manuscript processing.

During the spring semester Monmonier spoke on “The Cartographic Recognition of the Great Lakes Snowbelts” at the Great Lakes Operational Meteorological Workshop and on “The Expansion of Imperative Cartography in the Twentieth Century and How Electronic Walls Might Reshape the Personal and Administrative Geographies of the Twenty-first Century” in the weekly geography colloquium at the University of California, Berkeley. He is the author of two book chapters published earlier this year: “Maps as Graphic Propaganda for Public Health,” in *Imagining Illness: Public Health and Visual Culture*, ed. David Serlin (University of Minnesota Press),

and “Reflection Essay: ‘Strategies for the Visualization of Geographic Time-Series Data,’” in *Classics in Cartography: Reflections on Influential Articles from Cartographica*, ed. Martin Dodge (John Wiley and Sons).

### Madison staff

The History of Cartography Project has always enjoyed the ability to attract and retain excellent staff. During the summer of 2011, we unfortunately said goodbye to two members of our team: Jan Manser, our financial specialist, and Joel Longsdorf, who assisted with general office work.

Jan, who joined our staff in 2005, retired from her position as Project financial administrator in June, following a long career of university and state service. Joel had assisted with office tasks and library errands since 2009, but moved to Milwaukee in August. His position has been filled by Stephen Wyman, a fourth-year

student pursuing a BA in geography and philosophy, with certificates in German and GIS. The administrative position remains open while we restructure the job responsibilities. With best wishes for the future, we extend our thanks to Jan and Joel for their many contributions to the Project. Warmest welcome to Stephen.



This photo of Alexey V. Postnikov, author and advisor to several volumes in the series, was taken at the ICHC in Moscow, July 2011. Dr. Postnikov was also able to visit with Project staff at the Madison office last May while in residence at the University of Wisconsin, conducting research and writing with the support of the 2011–12 David Woodward Memorial Fellowship in the History of Cartography.

### Woodward Fellowship Application Deadline: 2 December 2011

The University of Wisconsin–Madison (UW) Institute for Research in the Humanities and the History of Cartography Project are now accepting applications for the David Woodward Memorial Fellowship in the History of Cartography. The annual fellowship, generously sponsored by Art and Jan Holzheimer, gives scholars an opportunity to further their research in the history of cartography in a stimulating academic environment and with access to all campus libraries and facilities. A stipend of \$7,000 supports travel and a two-month residency at the university.

For the 2012–13 fellowship, we are especially interested in receiving



While in Venice, March 2011, Volume Four editor Mary Pedley took advantage of the opportunity to meet author and advisory board member Vladimiro Valerio to discuss mutual interests in eighteenth-century cartography.

proposals to support a visiting curator who will plan and design a map exhibition of about forty items to be installed at the UW's Chazen Museum of Art. This will provide an excellent opportunity for a scholar in the arts or museum studies to engage with maps as works of art or for a map historian to learn the process of exhibition design. Proposals for general research on subjects related to the history of cartography are also welcome.

Complete information and application instructions are available at <http://www.geography.wisc.edu/histcart/#fellow>.

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## *The History of Cartography*

**Volume One (1987)**  
*Cartography in Prehistoric, Ancient, and Medieval Europe and the Mediterranean*  
ed. J. B. Harley and David Woodward

Awarded Best Book in the Humanities by the Professional and Scholarly Publishing Division of the Association of American Publishers.

**Volume Two, Book One (1992)**  
*Cartography in the Traditional Islamic and South Asian Societies*  
ed. J. B. Harley and David Woodward

Awarded the 1992 R. R. Hawkins Award for Best Scholarly Book by the Association of American Publishers.

**Volume Two, Book Two (1994)**  
*Cartography in the Traditional East and Southeast Asian Societies*  
ed. J. B. Harley and David Woodward

**Volume Two, Book Three (1998)**  
*Cartography in the Traditional African, American, Arctic, Australian, and Pacific Societies*  
ed. David Woodward and G. Malcolm Lewis

Awarded the 1999 James Henry Breasted Prize by the American Historical Association.

**Volume Three (2007)**  
*Cartography in the European Renaissance*  
ed. David Woodward

**Volume Four (in preparation)**  
*Cartography in the European Enlightenment*  
ed. Matthew H. Edney and Mary S. Pedley

**Volume Five (in preparation)**  
*Cartography in the Nineteenth Century*  
ed. Roger J. P. Kain

**Volume Six (in preparation)**  
*Cartography in the Twentieth Century*  
ed. Mark Monmonier

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### Annual Call for Financial Support Inside

In this issue of the newsletter, you will see our exciting announcement that Volume One and Volume Two (Books One, Two, and Three) are now available online, and you can read about the substantial progress we are making on the series. You will also find information about our current financial position and ways to support our work. Financial support from individuals plays an absolutely essential role in keeping the History of Cartography Project moving forward.

Please consider making a donation now. **This will be the only call for support to our mailing list this year.** With that in mind, we have enclosed a reply envelope for your convenience. Gifts may also be made via our partner, the University of Wisconsin Foundation, at [supportuw.org/giveto/histcart](http://supportuw.org/giveto/histcart). Private funding makes a great deal of difference to a project such as ours. Thank you for any assistance you can provide.