

SPRING 2014

CHR. WARD

L O N D O N

SPRING'S SPORTING
SUPERSTAR
**C7 ITALIAN RACING RED
CHRONOMETER**

TERRY O'NEILL

THE '60S PHOTOGRAPHER
ON SINATRA, THE STONES
AND RAQUEL WELCH'S
CHELSEA KIT

JOHN HARRISON

THE GENIUS WHO INSPIRED
OUR GREATEST WATCHES

PRIVATE WHITE VC

FROM THE TRENCHES
OF WORLD WAR I TO THE
CATWALKS OF TODAY

"TAKE A U-TURN AT GPS"

THE MAPMAKERS WHO
HAVE TURNED THEIR BACK
ON DIGITAL FOR THE
SAKE OF CRAFTSMANSHIP

ROGER SMITH

WHY BRITAIN'S GREATEST
HOROLOGIST ONLY MAKES
10 WATCHES A YEAR



The world in their hands

AS WE RELY MORE AND MORE ON DIGITAL MAPS, A NEW GENERATION OF MAPMAKERS IS HELPING TO PLOT A FRESH COURSE FOR TRADITIONAL CARTOGRAPHY, AS EDWARD REKKERS DISCOVERS

Less than a decade ago, if you were lost on the streets of a major city, you'd pull out a crumpled copy of the A-Z to be set right by its comforting orange and yellow roads. Today, you're more likely to whip out your smartphone and with a single finger swipe let Google Maps lead the way.

For centuries, maps have helped us understand and navigate the world – from Ptolemy's classical *Geographica* to the Henricus Martellus map most likely used by Columbus; from the 1569 Mercator projection – now often maligned for its northern hemisphere bias – to the politically, though perhaps not cartographically, correct Peters projection from 1974.

As explorers have scoured the world, our graphic representations of the planet have become increasingly refined. Today, it's unimaginable there remains any *terra incognita* to be charted. And, as technology has evolved, the arrival of Google Maps and GPS has turned us all into individual explorers, plotting courses through our urban existence.

As geolocation takes over the role of the humble map, cartography can transcend its original purpose and tell a story beyond navigation. This might explain why the rise of Google Maps – which could have sounded the death knell for its paper counterparts – has seen an accompanying flourish of maps, globes and atlases as beautiful, well-made objects. Artists and designers are the new explorers and cartographers.

In the 2012 book, *A Map of the World according to Illustrators and Storytellers* showcases this new generation of mapmakers. The editor Antonis Antoniou writes in the preface:

"Cartography can be an incredible form of escapism, as maps act as proxies for experiences, real or fabricated. Whatever their purpose or subject matter, even the most rudimentary of maps have an inherent beauty, an attraction in their way of ordering things."

So here are three artisan companies that bring you this escapism, ordering the world with their own beautifully crafted maps and globes.

Bellerby & Co. Globemakers
Peter Bellerby never meant to become a globemaker; all he wanted was a suitable present to mark his father's 80th birthday. When he couldn't find the decent-quality globe he was looking for, he decided to make one himself. After all, how hard could it be to stick a map on a ball?

"I'd anticipated it would take three to four months, which turned into 18 months. The ➤

"I'd set a little budget for my project, but before I knew it, I'd gone over three or four times. I had no choice but to set up a company or make the most expensive globe that's ever been made"



Bellerby and Co.'s handmade globes can cost up to £55,000

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whole thing was tortuous.” By the time his father received his gift two years late, Bellerby had taken on several commissions and his business was in full swing. “I’d set a little budget for my project, but before I knew it, I’d gone over three or four times. I had no choice but to set up a company or make the most expensive globe that’s ever been made.”

Bellerby had spent a frustrating year correcting the map he’d bought from a reputable company – from spelling mistakes to major cartographic inaccuracies. He then stripped it down to outlines and place names, teaching himself the Illustrator program along the way. “You should see the laptop I used. It’s got dents all over where I’d throw it across the room. These programs are so counterintuitive.”

“For the larger globes we now use fibreglass, moulded on the machines they use for Formula 1 cars”

Another issue was morphing the 2D map into ‘gores’ – the paper triangles that are applied to a sphere. “My original globe was plaster of Paris, which I knew we’d be able to bond paper to. For the larger globes we now use fibreglass, moulded on the machines they use for Formula 1 cars.”

Cut into strips with a scalpel, the map is hand-painted using Sennelier watercolours. The greatest difficulty of all however, is attaching these strips to the sphere. “That’s a challenge we face every single day” says Peter. “It’s very easy to damage the paper, because you’re wetting and stretching it and it’s incredibly fragile.”

The painstaking process is

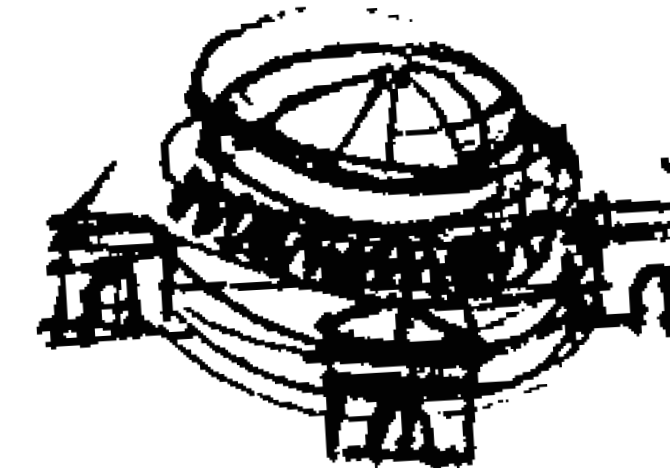
certainly paying off. Although Bellerby globes aren’t cheap – from £999 for a mini desk version to an eye-watering £54,000 for the 1.27m Nacele – they sell around the world. “We ship pretty much everywhere: Australia, China, India, the Middle East, Europe, South Africa, and our biggest market, America. We’re currently looking at getting some showroom space in New York.”

The company is making inroads in South America, too, with one of their current commissions.

“We’re doing an upside-down globe for a Brazilian firm at the moment. Globes are biased normally to the South Pole but this will have its bias on the North



Peter Bellerby started by attempting to make a globe for his father, a process that took two years



Wellingtons Travel began when founder Taige Zhang was looking to buy a beautiful London map. With none around he decided to design his own



Pole. Standard maps might be Eurocentric, but why should that be right? The universe doesn’t have a north or south, does it?”

So what does he think is the appeal of his globes? “I think people like the tactile-ness, they like having the real world in front of them. Google Maps is amazing and does a fantastic job – in fact, I use it all the time, but it’s not the same thing. We grow up seeing a globe in the geography department at school. And that’s something that stays with a lot of people.”

www.bellerbyandco.com

Wellingtons Travel Co. Echoing Peter Bellerby’s experience, Wellington’s Travel Co. started when Canadian IT

consultant Taige Zhang was looking for a present during his four-year sojourn in London.

“I wanted something more meaningful than a cup with ‘London’ written on it. I love travelling and maps, and what I really wanted was a leather-bound map as a souvenir and as a gift for people.”

Zhang found that, although those were no longer made, there was still a great interest in quality goods and craftsmanship. Quick to spot a business opportunity, he decided to create his own heritage map of London, updated with contemporary landmarks like The Shard and London Eye alongside the capital’s historic monuments.

He teamed up with designer/

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architect Anna Butler, whom he found on Gumtree. “To find the required style, we went to the British Library, where we referenced lots of maps. We also consulted books on British history and antique map dealers.”

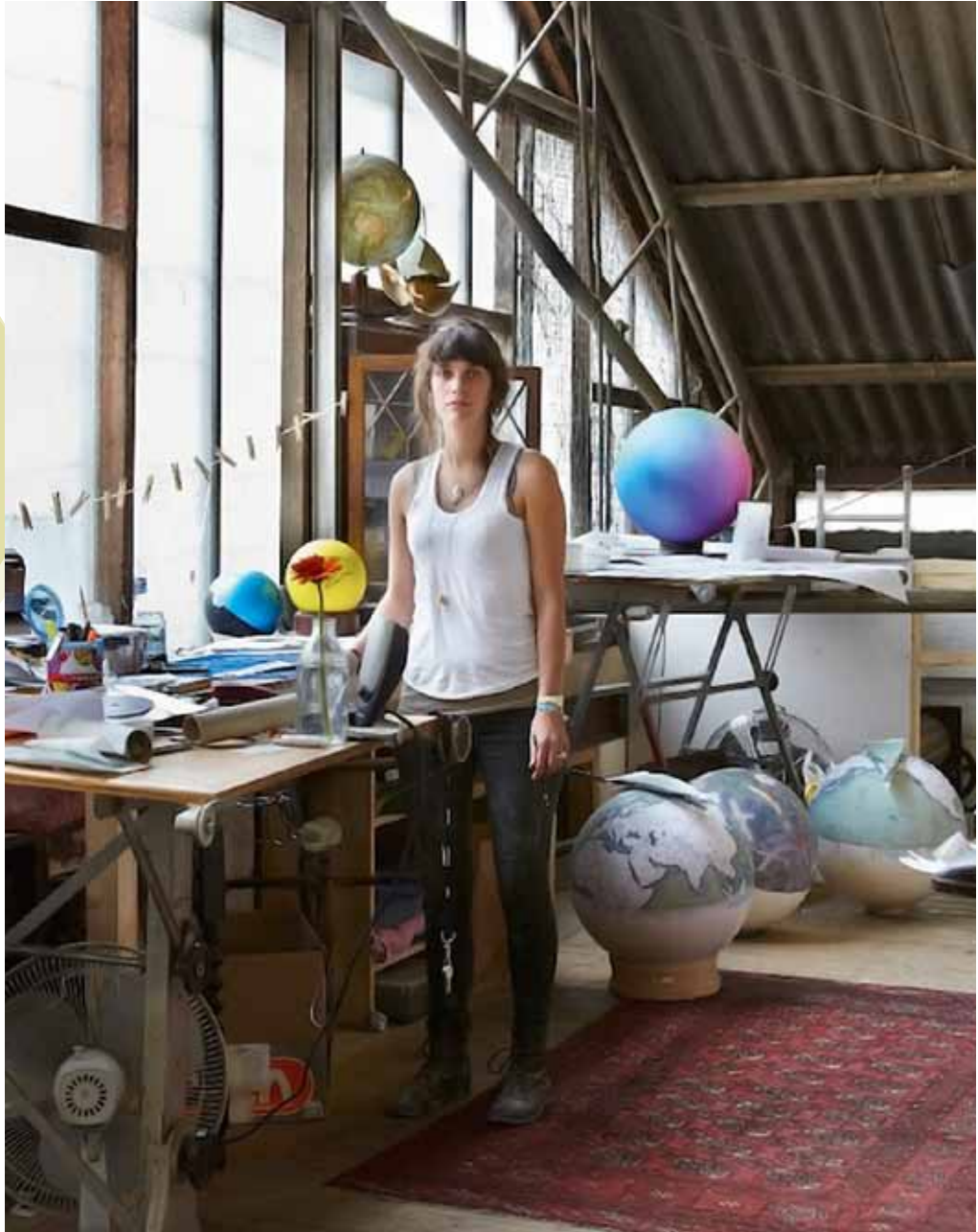
The beautifully illustrated, 1800s-style map, with quirky details such as carriages, cyclists and rowing boats, took three years to complete. “We worked together on the design, but Anna created most of the artwork,” explains Zhang. “She used Google Earth to get the perspective of the buildings right.” Butler switched to computer drawing when her paper sketches turned out too hard to manipulate digitally.

After many luxury prototypes, ➡➡

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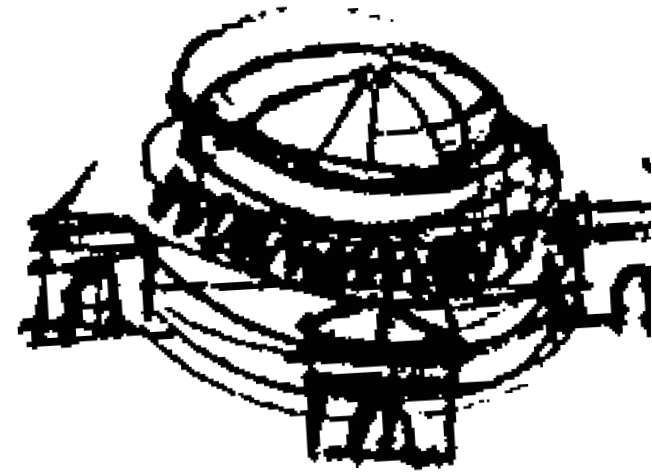
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