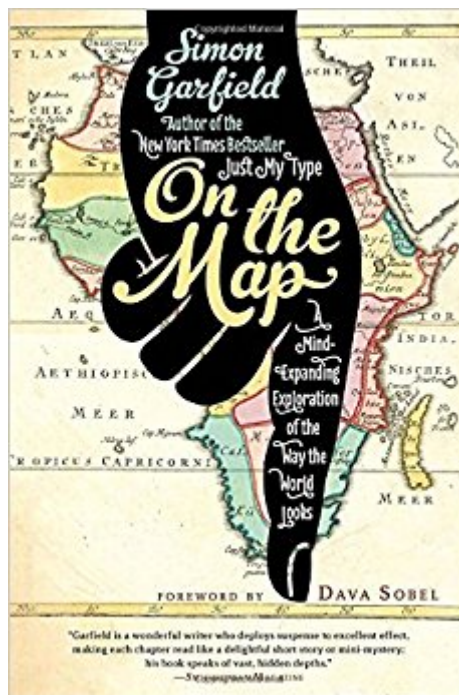




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On The Map: A Mind-Expanding Exploration Of The Way The World Looks (Ala Notable Books For Adults)



Synopsis

Cartography enthusiasts rejoice: the bestselling author of the *Just My Type* reveals the fascinating relationship between man and map. Simon Garfield's *Just My Type* illuminated the world of fonts and made everyone take a stand on Comic Sans and care about kerning. Now Garfield takes on a subject even dearer to our fanatical human hearts: maps. Imagine a world without maps. How would we travel? Could we own land? What would men and women argue about in cars? Scientists have even suggested that mapping—not language—is what elevated our prehistoric ancestors from ape-dom. Follow the history of maps from the early explorers' maps and the awe-inspiring medieval Mappa Mundi to Google Maps and the satellite renderings on our smartphones, Garfield explores the unique way that maps relate and realign our history—and reflect the best and worst of what makes us human. Featuring a foreword by Dava Sobel and packed with fascinating tales of cartographic intrigue, outsize personalities, and amusing “pocket maps” on an array of subjects from how to fold a map to the strangest maps on the Internet, *On the Map* is a rich historical tapestry infused with Garfield's signature narrative flair. Map-obsessives and everyone who loved *Just My Type* will be lining up to join Garfield on his audacious journey through time and around the globe.

Book Information

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Customer Reviews

Starred Review Garfield follows up the best-seller *Just My Type* (2011) with an engrossing,

endlessly fascinating history of maps. Following a foreword by popular-science writer Dava Sobel, he invites readers along on a trip through time and around the world that is enlightening and impossible to put down. The narrative dances from Marco Polo to Vinland, the first atlas (the world in a book), Lewis and Clark, the grids of Manhattan, and even the opening sequence of Casablanca. The people and places he has chosen to discuss are a collection of curiosities without peer, and even short visits with J. M. Barrie, the explorers Burke and Wills lost in Australia, and Winston Churchill's WWII Map Room are diversions not to be missed. The length and breadth of his scholarship are staggering, while the witty tone makes for the most convivial of literary guides. There are dusty archives, library echoes, and abandoned destinations, but also the most contemporary of surveys with brisk considerations of Google Maps and the MRI. Popular history is an overused term these days, but Garfield rewrites the definition by issuing an irresistible invitation to see the world, and delivering on his promise of the map as story, the map as life. --Colleen Mondor --This text refers to the Hardcover edition.

Praise for *On the Map* "Simon Garfield is charming company. His passion for the graphic carries the reader along [On the Map offers a world of revelation. On the Map] "USA Today "Mr. Garfield's book serves an immense need, connecting the latest geocacher with both the ancient art and modern science of the cartographer. Each may benefit from learning how the other approaches maps. Mr. Garfield uniquely provides that bridge. "Pittsburgh Post Gazette "There is a great deal that is good and charming and fun about this book. "Simon Winchester, *The Washington Post* "Garfield has a knack for creating high-spirited, erudite and user-friendly books on subjects that may seem crashingly dull to all but a few fanatics. [On the Map is a treasure: exhilarating, witty, compulsively readable and just plain fun. "Seattle Times "A collection of marvelous anecdotes that explore the role maps have played in shaping human culture since ancient times. "NPR.org "Garfield's new book details the evolution of cartography and why maps play such a vital role in our lives. [his reverence for the form shines through vividly. "Penthouse "Garfield's interest in the human side of mapmaking the personalities, anecdotes, curiosities is what makes *On the Map* such an enjoyable read. [vastly entertaining. "BookPage "Garfield is a wonderful writer who deploys

suspense to excellent effect, making each chapter read like a delightful short story or mini-mystery; his book speaks of vast, hidden depths." *Smithsonian Magazine* "A vivid foray into the romance of maps. [...] A fine, fun presentation of the brand of cartography that continues to whet our imaginations." *Kirkus* "Engaging" *full of little conversation pieces* *Janet Maslin, New York Times* "Enlightening and impossible to put down [...] The length and breadth of his scholarship are staggering, while the witty tone makes for the most convivial of literary guides." *Booklist* "Readers will enjoy this romp through 16,000 years of mapmaking." *Library Journal*, starred review "Delightful... If maps be the fuel of wanderlust, read on." *From the foreword by Dava Sobel, author of Longitudes* "There couldn't be anyone better to write about our love for maps than Simon Garfield, who is a master at unearthing strange facts and mixing them with a lively personal narrative...fascinating." *Giles Foden, Condé Nast Traveller (UK)* "Completely enthralling." *Daily Mail (UK)* "Garfield has a genius for being sparked to life by esoteric enthusiasm and charming readers with his delight." *Times (UK)* "Simon Garfield's new book is a rollicking sweep through map history, packed with curiosities and written with verve . . . On the Map will inspire you to take a trip to somewhere new, buy an antique globe to chart the rise and fall of empires, or just dig out a tatty orange Ordnance Survey Explorer map and let its filigree of contour lines evoke a long-forgotten walk in the rain . . . a great book." *Independent on Sunday (UK)* "A pub quizzer's dream . . . Rather than over-romanticise the experience of map-reading, Garfield allows his varied, expertly researched stories to speak for themselves, and in so doing helps us see that there are fewer things in life more useful, rewarding and beautiful than a map that does what it's supposed to. Perhaps if Apple had read the book a few months ago, today's iPhone users would have a much better idea of where they're going." *Daily Telegraph (UK)* Praise for *Just My Type*: "This is a smart, funny, accessible book that does for typography what Lynne Truss's best-selling *Eats, Shoots & Leaves* did for punctuation: made it noticeable for people who had no idea they were interested in such things." *Janet Maslin, The New York Times* "An engaging look at the world of fonts. [] *Just My Type* urges us to put on the brakes and take in the scenery as far as typography goes. Whether you're a graphic designer or a layperson with no background in this area, reading what Garfield has to say will change the way you perceive the written word forever." *The Los Angeles Times* "Reading Simon Garfield's *Just My Type* can transform your daily life into an endless quest for knowledge of the typefaces in which signs, books, magazines,

newspapers, etc. are set. • The Washington Post “Highly entertaining
Garfield takes readers on a rollicking tour of the world of typography, from book jackets to
road signs, TV shows to computers. • USA Today “A deliriously clever
and entertaining book • The Boston Globe “Informative, delightful
and essential reading for word geeks everywhere. • The Seattle
Times “Lively [] intriguing [] a cheeky book about the human side and
our reaction to fonts. • Seattle Post Intelligencer “This is a book for
typography lovers who just can’t get enough of their favorite fonts. In this well-researched book,
Garfield takes a look back at the history of typefaces and how they’ve influenced consumers
throughout the years. Using specific examples, Garfield shows just how powerful different fonts can
be. • Philadelphia Intelligencer “For typomaniacs [] who can’t
rest until they’ve identified a font, Garfield’s engaging history of letter design will be eye
candy. • NPR.org “Irresistible.” • The Huffington
Post “Garfield’s romping history (with multitype text) is zestfully
informative. • Booklist “Garfield dances across 560 years of typographic
history, sprinkled with fascinating anecdotes and vignettes, to infect you with his own inability to
walk past a sign without identifying the typeface and some curious factoid about it. Funny and
fascinating, irreverent and playful yet endlessly illuminating, the book is an absolute treat for the
type-nerd, design history geek, and general lover of intelligent writing with
humor. • The Atlantic “A thoroughly entertaining, well-informed tour of
typefaces • Kirkus “lively romp through the history of fonts.
Garfield’s evocative prose entices us to see letters instead of just reading
them. • Publishers Weekly “Whether you’re a hardcore
typophile or a type-tyro, there’s something here for you: be it the eye-opening revelations
of Eric Gill’s utter and complete perversity, or the creation of the typeface that helped Mr.
Obama gain entrance to the White House. • Chip Kidd “Just My Type is an
entertaining romp through the world of type design. Mr. Garfield explains the angst and the joy of
typography; this is a great book for design geeks to press into the hands of the uninitiated in hopes
of conversions, like missionaries with a religious tract.” • Audrey Niffenegger, author of The
Time Traveler’s Wife “With wit, grace and intelligence, Simon Garfield tells the
fascinating stories behind the letters that we encounter every day on our street corners, our
bookstore shelves, and our computer screens. As someone who’s worked with typography for over
three decades, I kept finding lots of surprises. So will anyone who cares about the culture of

reading and writing and this most ubiquitous of design forms." —Michael Bierut, Partner, Pentagram Design, New York "There is even a photograph of a quick brown fox literally jumping over a lazy dog. What a clever, clever book." —Lynne Truss "Did I love this book? My daughter's middle name is Bodoni. Enough said." —Maira Kalman "Mapping out the historical intricacies of the ampersand and the short-lived interrobang, the serif and the sans serif, Simon Garfield reveals an invisible world behind the printed word. From Trajan's Column to the ubiquitous Helvetica to the latest typefaces, like Dirtyfax, the lives of the designers and the letters they've created have never been more clearly detailed with so much flair." —Jessica Kerwin Jenkins, author of *Encyclopedia of the Exquisite*

I'm a map addict, history and geography jock, and a fan of Simon Garfield's writing. Put those all together and you've got a five star review of Garfield's latest book, "On the Map". British author Garfield has a wide-ranging oeuvre of titles. He's written about everything from WW2 wartime Britain to the music industry to the joys of stamp collecting (while also discussing personal matters) to a book on fonts, and, finally, to this book on maps. The verb "to map" can be used in many different ways. Of course, the most popular way is "to map" geographical places, but you can also "map" diseases, family histories, economic development, and much, much more. Garfield writes about all these in his new book, but primarily focuses on mapping geographical places. He traces the development of maps from prehistoric ages, paying close attention to the various expeditions devoted to mapping what was then thought to be unknown. Expeditions like Lewis and Clark in the US northwest, the various expeditions to the polar regions, and the expeditions to find the China from Europe by going west. Garfield points out that by 1492, most geographers knew the world was round; the exact size and what lay where was still the missing component. Simon Garfield is a lively writer, and he addresses both history and geography in his book. He writes about all the places that appeared on early, post-Columbus maps that simply didn't exist. A range of mountains in west Africa and several non-existent islands in the Pacific were the result of mangled streams of information. And the state of California was shown as an island in many early maps of the area. One of the most interesting things is to take a look at early maps of any area and see how detailed the shorelines were but how blank or underdeveloped the internal areas of countries and continents were. The book also has a really cool front and back piece; a map of the world with a super-imposed map of the type of the London tube system. Garfield's book is full of little-known facts and explanations of well-known facts that would be of interest to most any map-addicts. It's a super read.

Don't judge this book by its cover. Highly illustrated - but with small, black and white maps! The reading is a bit dry, too. I'll finish it, but the rave reviews that Smithsonian Magazine gave this are overrated. If I'd seen this in a book store (and not on-line) I would not have bought it.

On the Map is a very readable, entertaining look at the history of cartography and the use of maps with today's technological advancements. The book's target audience is very wide which means the writing style is casual and a vast array of subjects are discussed, including the maps of Ptolemy and Grand Theft Auto. Garfield almost always reproduces the particular map he is discussing, but these images are grayscale and often cropped, so you will probably want to view the maps online instead. I read the first eight chapters straight through and the historical development of mapmaking was well covered. After that though, the book became a series of largely unrelated chapters that profiled individual mapmakers, traders, explorers, thieves, etc. The short "Pocket Map" sections emphasize the lack of cohesion in the last 3/4 of the book. The good news is that because the later chapters are standalone stories, a reader can easily skip past any uninteresting chapters without losing any broader understanding of the book or missing important information. This makes a long book much shorter and more enjoyable for most readers.

Good for what it is. Whetted my appetite for more geographic stories. I'll check out more travel writing because a lot of them are pretty funny.

I liked the book, but not for the reasons I thought I might have had early on. At first, I was disappointed because the book wandered far away from what it might (should) have said. I set it aside for a few months and re-read it. On the second reading, I realized the book was only slightly less execrable than I thought originally. After careful thought, I stretched and sighed and slumped in my office chair. Then I realized this book was far too awful to think about. For that, I will not burden you with persuasive arguments to support my thinking, nor will I entertain any arguments either pro or con. Read the book, or don't read it. And don't forget I told you so!

Starts out great, with a lot of interesting and downright weird maps and stories about them. The later chapters, such as on "brain mapping," seem like filler. Also, the pictures could have been bigger or clearer.

The historical part of the book was fairly good, but not as authoritative as, say, a Smithsonian article. I really liked the ancient history of maps and was enthralled until we got to mapping the brain. From there on, the book was 'thin,' and I actually didn't finish the last two chapters other than a light scan to see if there was something there I wouldn't want to miss. I would recommend this book to anyone who has an interest in history.

Saving this for the beach, it looks great!

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