

“The fine craft of hand binding books is becoming lost in our technological age. This, together with our dependence on electronic technology means that EARTH may very well be the first and last world atlas of this grandeur to ever be published.

“To have produced this publication in Australia and to have it now hold itself high internationally as a new benchmark in cartography and publishing makes me a proud Aussie indeed.”

Perfect for the map enthusiast, the collector, the armchair traveller, or for those who thrive on luxury, this beautiful leather bound edition is a must have for the library or boardroom. In 500 years when the earth’s landscape has changed dramatically EARTH will remain as our legacy.

*“Only in the year 2008 did the environment become just right for a group of creative primates to publish this great book.*

*Read it with care and then, in the knowledge that Earth is the only home our children and grandchildren are going to inherit, I beg you to treat it with the care it deserves” David Bellamy, Botanist*

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Copies of EARTH will be available for viewing at Borders Bookstores

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# EARTH

## **Publishing Phenomenon puts Planet into Perspective**

An Australian owned publishing company is the brainchild of the largest publishing phenomenon of our generation that will have its world debut in Sydney on 9 October 2008. EARTH, a 580 page Atlas that will never be repeated, weighs an enormous 35kg (boxed) and is billed as the Gutenberg Bible of our time, a time capsule of the Earth as it stands in 2008.

## **Painstaking Craftsmanship**

EARTH takes cartography and publishing to a new stratosphere. More than 100 international cartographers, oceanographers and geographers have produced and collated 355 maps including 4 x 4 ½ page gatefold spreads, including one of Earth from the sky at night measuring over 2 metres in length. A team of 50 editors have collated stunning geographical facts and carefully selected the best images from the National Geographic archives.

## **Plates Destroyed**

This limited edition collection of 3000 copies consists of 2 editions. Following printing, EARTH's plates will be destroyed, meaning only one in 3.3 million people can ever hold EARTH in their hands and travel the globe without leaving their armchair. The limited edition EARTH is bound by hand with painstaking detail to ensure preservation including a leather bound cover, pages gilded in silver, and a preservation case bound in leather, weighing 15kg, EARTH will grace the museums of our ancestors in 500 years time becoming an investment with exponential value.

## **20 Year Labour of Love**

EARTH has been a 20-year professional dream for Gordon Cheers that led him to create his own publishing company, Millennium House, known internationally as one of the most authoritative reference publishing houses in the world. Cheers says of this remarkable achievement;