

20 Year Labour of Love

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

“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 only world atlas of this grandeur to ever be published.

“I am very proud to have produced this publication in Australia and to have it now hold itself high internationally as a new benchmark in cartography and publishing. Millennium House is honoured to have EARTH in some of the most discerning library collections in the United Arab Emirates. This region is both fiercely proud and protective of its history and culture while continuing to embrace the future, which is why this rare publication will be so at home here.

"EARTH is now and forever. Pour over the maps and revel in the beautiful images. Enjoy the journey of EARTH and with each turn of the page I hope you are compelled to dream of future journeys to exotic destinations and reminisce of past delights. Guard and cherish EARTH and keep it safe for many generations to come as this is not just my legacy, it is each of ours.”

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Following printing of the 3,000 copies, EARTH's plates will be destroyed, meaning only one in 2.2 million people can ever hold EARTH in their hands and travel the globe without leaving their library.

Leisurecorp, one of Dubai World's flagship companies, has sponsored a number of the Gold Edition copies. Commenting on the significance of this publication, H.E. Sultan Ahmed Bin Sulayem, Chairman, Dubai World said:

"Reaching for ambitious goals, like Gordon Cheers' EARTH, is the story of Dubai. Our tiny Emirate has spread its wings across the globe, thanks to the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

"Under his guidance, our people have reached out and created one of the most vibrant and exciting cities in the world. As you look through this outstanding atlas, we hope you will recognise the parallels it has with our company.

It represents absolute commitment to excellence. This atlas is a document that will last for future generations thanks to the unwavering focus of the publishing team on delivering the very highest quality possible. Most importantly, we share the goal of turning ambitious vision into a reality.

"I hope you enjoy EARTH. It is a remarkable atlas, giving a breathtakingly comprehensive view of our planet and of its resources."

EARTH takes cartography and publishing to a new stratosphere. More than 100 international cartographers, oceanographers and geographers have produced and collated 170 pages of maps and the editorial team have written over 350,000 words. Also included are 4 gatefold spreads, which each extend to 6 feet (1.8 m) across, one of which features Earth's city lights. A team of 50 editors and writers have amassed fascinating geographical facts and carefully selected the best images from the National Geographic and NASA libraries. In years to come, when the landscape of the world has changed dramatically, EARTH will remain as a legacy and a time capsule for all to view.

Limited-edition atlas, EARTH, to be unveiled at Sharjah Book Fair

With only 3,000 copies worldwide, the publishing phenomenon puts planet into perspective

Dubai, October 20, 2008:

EARTH, an enormous 19kg, 580- page atlas that will never be repeated, will be launched in the UAE at the Sharjah World Book Fair, being held at the end of this month.

The publishing phenomenon is the brainchild of Australian publishing company Millennium House. It was created by Australian Gordon Cheers, Managing Director and co-founder of Millennium House, and is billed as a time capsule of the Earth as it stands today.

EARTH had its world debut in Sydney on October 9, 2008, after which it left Australia for a tour of the world with its final destination at the Sharjah World Book Fair on October 29.

The collection of EARTH consists of 2 editions, blue and gold, totalling 3000 copies. Each copy is numbered with a signed Certificate of Authenticity.

The Blue Edition of EARTH consisting of 2,000 copies is hand bound in custom dyed Royal Blue leather with cover and pages gilded in silver and will be available at the Book Fair in Sharjah and major book retailers throughout the world.

The Gold Edition consists of 1,000 copies hand bound in gold leather with gold gilding and foiling. This edition will not be available in shops. It has been created for a select group of individuals, corporates and collectors. Both editions arrive presented in a leather bound preservation case ensuring that each copy of EARTH can be handed down for many generations.