

Plates Destroyed

This limited-edition collection of 3,000 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 15 kg. EARTH will grace the museums of our descendants 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;

“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 only 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 demand luxury, this beautiful leather-bound edition is a “must-have” for the library or boardroom. In 500 years—when Earth's landscape has changed dramatically—EARTH will remain as our legacy.

For media enquiries, images and interviews, please contact Michelle Di Stefano at Millennium House on 02 9970 6850 or editor@millenniumhouse.com.au

Copies of EARTH will be available through Bateman.

RRP NZ\$6,000

EARTH

Publishing Phenomenon puts Planet into Perspective

The largest publishing phenomenon of our generation—the brainchild of an Australian-owned publishing company—will have its New Zealand debut in Wellington on December 2, 2008. EARTH, a 580-page Atlas that will never be repeated, weighs an enormous 35 kg (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, which are accompanied by 4 stunning gatefold spreads, each measuring over 2 metres in length. A team of 50 editors have collated informative geographical facts and carefully selected the best images from the National Geographic archives.

New Zealand's Involvement

Cartographers and contributors from New Zealand were vital in the creation of EARTH, helping to establish it as the most detailed and intricate atlas ever created.

Wellington cartographer, Roger Smith of Geographx, was one of many New Zealand contributors who helped create EARTH.

"Size aside, there are two main areas where EARTH stand apart from other world atlases. The most obvious point of difference lies in the huge volume of detailed descriptive text and the vast array of quite stunning photographs that accompany the maps. The second point of difference lies in the maps themselves, particularly the detailed hill-shaded relief imagery that sits beneath the cartographic artwork. This relief imagery is instrumental in defining the look, style and character of the atlas, and I am proud to tell you that Geographx was responsible for its production. It is a good feeling to know that we, here in Wellington, had input into practically all of the detailed map plates in this lovely book."



MILLENNIUM HOUSE

52 Balwarra Road, Elanora Heights NSW 2101 Australia Tel 612 9970 6850 Fax 612 9913 3500 www.millenniumhouse.com.au