

You loved your last book...but what
are you going to read next?

Using our unique guidance tools, Love**reading** will help you find new books to keep you inspired and entertained.

Opening Extract from...

Vargic's Miscellany of Curious Maps

Written by Martin Vargic

Published by Michael Joseph

All text is copyright © of the author

This Opening Extract is exclusive to Love**reading**.
Please print off and read at your leisure.

VARGIC'S

MISCELLANY OF
CURIOUS
MAPS

MICHAEL JOSEPH
an imprint of
PENGUIN BOOKS

— An Introduction from —

MARTIN VARGIC

*'A map is the greatest of all epic poems.
Its lines and colours show the realization of great dreams.'*

GILBERT H. GROSVENOR

I'm still only seventeen, but ever since I can remember I have been fascinated by maps and their elegant representation. I think that this passion stems from my interest in visual information, and maps easily convey an exceptional amount of information about the many faces of the world we live in. Looking at maps was and still is a way for me to explore and learn more about the world in the comfort of my own home. After all, every map is an infographic, though often an incredibly sophisticated and complex one. To me maps and the evolution of cartography represent the curiosity and passion for discovery so deeply ingrained into human nature.

Maps let us make sense of the planet. Our 'world' was much smaller and maps served a basic purpose of navigation around familiar lands. Those who dared to venture away from their homeland and returned back alive amazed others with their

stories about the vast unknown lying beyond the horizon. These examples of brave discovery were trailblazers for further exploration and the need to record it.

Complex and thriving empires formed, stretching for thousands of miles across the land and sea. The first circumnavigation completed by Ferdinand Magellan in the early 16th century overturned everything we thought we knew about the world. The development and evolution of intertwining human societies and cultures wasn't necessarily inspired by cartography but it was certainly supported by it.

Maps are still of great importance today, perhaps more so than ever due to advances in technology: aeroplanes, the internet and telephone communications have made things more accessible, but we still need maps to navigate the uncharted waters of further development. Trade requires

VARGIC'S MISCELLANY OF CURIOUS MAPS

navigation through air and across sea. Cheaper travel means that ever increasing numbers of people are undertaking their own explorations. With so much so easily at our finger tips we expect information to be readily available, and this includes maps, directions, and satellite navigation. It was only a few decades ago that orbital satellites showed us the first complete pictures of our planet and moved the frontier of discovery beyond the stars. We now take this leap in our stride.

Many courageous pioneers perished, but it was only because of their sacrifices that others could reach further. From the very beginning we've broken boundaries in maritime, arctic, aeronautic and space exploration. Maps have been an important but underestimated part of human society and development. They show familiar lands in a new way, and they feed an urge for discovery that open up previously unforeseen frontiers. Maps make the globe seem more manageable yet simultaneously unconquerable.

I believe that maps uniquely illustrate humanity's continuing courage and journey of exploration in a beautiful and underappreciated art form. As maps have moved into the digital sphere, this has created a new frontier in the art of cartography. The versatility of digital cartography in displaying information led me to explore how

maps can be used to showcase things other than just plain geography.

Employing the traditional map format to illustrate various aspects of our society, *Vargic's Miscellany of Curious Maps* is a tribute to the atlases of old but with a contemporary twist. I hope to take you on a unique journey mapping out the modern world.

My miscellany contains sixty-four individual maps, and although each map is unique they fall into three different sections – the 'large', the 'medium' and the 'mini'. There are nine 'large' maps, the maps of Stereotypes, Video Websites, The Internet, Literature, Music, Gaming, Disasters, Corporations and Sports.

Then the 'medium' maps are The Maps of Paranormal Activity in the USA, Common Foods, Extinct Animals and Separatist Europe. These maps are creations of my imagination, how these realms of human society would look if they were real, physical worlds on their own, with all their landmasses, oceans, islands, rivers, countries and cities. Each of these maps aims to provide a complex, yet concise overview about its subject. These abstract maps are interspersed with spreads of infographic 'mini maps'.

I hope you enjoy seeing our world through my maps.

— The Map of —

MUSIC

'Music is enough for a lifetime, but a lifetime is not enough for music'

SERGEI RACHMANINOFF

Music has been integral to societies and cultural identity throughout our history. Music unites: be it through the tribal drum dances of ancient natives or modern rock concerts. Expressions of rhythm and melody can be found in every known human culture, and evidence suggests that music has been around for more than 50,000 years.

Most contemporary genres can be traced back to two distinct origins: the folk melodies of early medieval Europe which emphasised melody over rhythm, and pre-colonial African music traditions, which emphasised rhythm over melody. The first evolved into baroque, classical and modernist schools of music, and the second, particularly in the United States, developed into gospel and blues music and later into pop, rock 'n' roll and hip hop.

The Music Map represents the land of the history of music, if such a place existed. It

tries to show how different genres have evolved and transformed, how they were shaped by great composers and performers, and how they interlink. Different musical genres are represented by distinct country-like entities on the map, which gradually unfold outwards from the centre, sprawling from their origins and navigating changes.

Major music genres like pop, hip hop and rock 'n' roll are divided into their respective subgenres. The most famous and notable music artists, both individuals and bands, are shown as landmarks, along with their most successful albums and singles. Artists' territories are scaled mainly according to the number of albums they have sold, but also taking into account their significance and influence. Alongside these key artists and performers, the map represents more than four thousand others singers, bands and composers.

VARGIC'S MISCELLANY OF CURIOUS MAPS



— The Map of — CORPORATIONS

With the development of capitalism, major corporations have formed a crucial part of the modern economy. Innovative and ambitious, sometimes even surpassing entire countries in economic power, they have stood behind some of the greatest revolutions in lifestyle and technology since the industrial age, and have rapidly accelerated the spread of new technologies and inventions.

As of 2014, more than 30 million businesses exist in the United States, both privately and publicly owned. They control the extraction and distribution of natural resources, they produce power, run banks, prisons, hotels, hospitals, farms and factories; they build houses, manufacture cars, publish software, and essentially mould our consumer society. Corporate trademark logos like Apple, Adidas or McDonald's, are recognizable in almost any corner of the world. Employing millions, the largest corporations worldwide almost resemble nations within nations, owned and controlled by their shareholders. The world most of us live in is a corporate one.

The Map of Corporations conceptualizes how this corporate world could look if it was

real. The map treats major corporations as sovereign countries on a world map, and is divided into distinct regions representing different industries: (clockwise) fossil fuels, electricity, chemicals, healthcare, commodities, drugs, retail, food, machinery, construction, automobiles, aeronautics, military, software, consumer electronics, logistics, media, insurance, telecommunications and banking, while conglomerates are located at 300 of the largest corporations in the world, both public and private. Executives are represented as capital cities, and the rest of the cities represent trademarks, subsidiaries and major ventures. Small national flags show where the company is based. As well as corporations, the map also shows other land masses that represent the annual volume of illegal drug trade, illegal wildlife trade, firearms trade and human trafficking.

The Map of Corporations is to scale. The size of each corporate 'state' represents its annual revenue, while the area of the entire map represents the global economy. Four additional circular maps show a comparison of currencies in global trade, the most expensive projects ever built, the richest people and the richest celebrities in the world.



PUBLIC DEBT

- * In September 2014, United States public debt was around \$12.8 trillion, making it the largest national debt in the history of the world.
- * A selection of worldwide public debt as a percentage of national GDP:

% Japan: 226%

% Zimbabwe: 202%

% Greece: 161%

% United States: 74%

% Russia: 7.7%

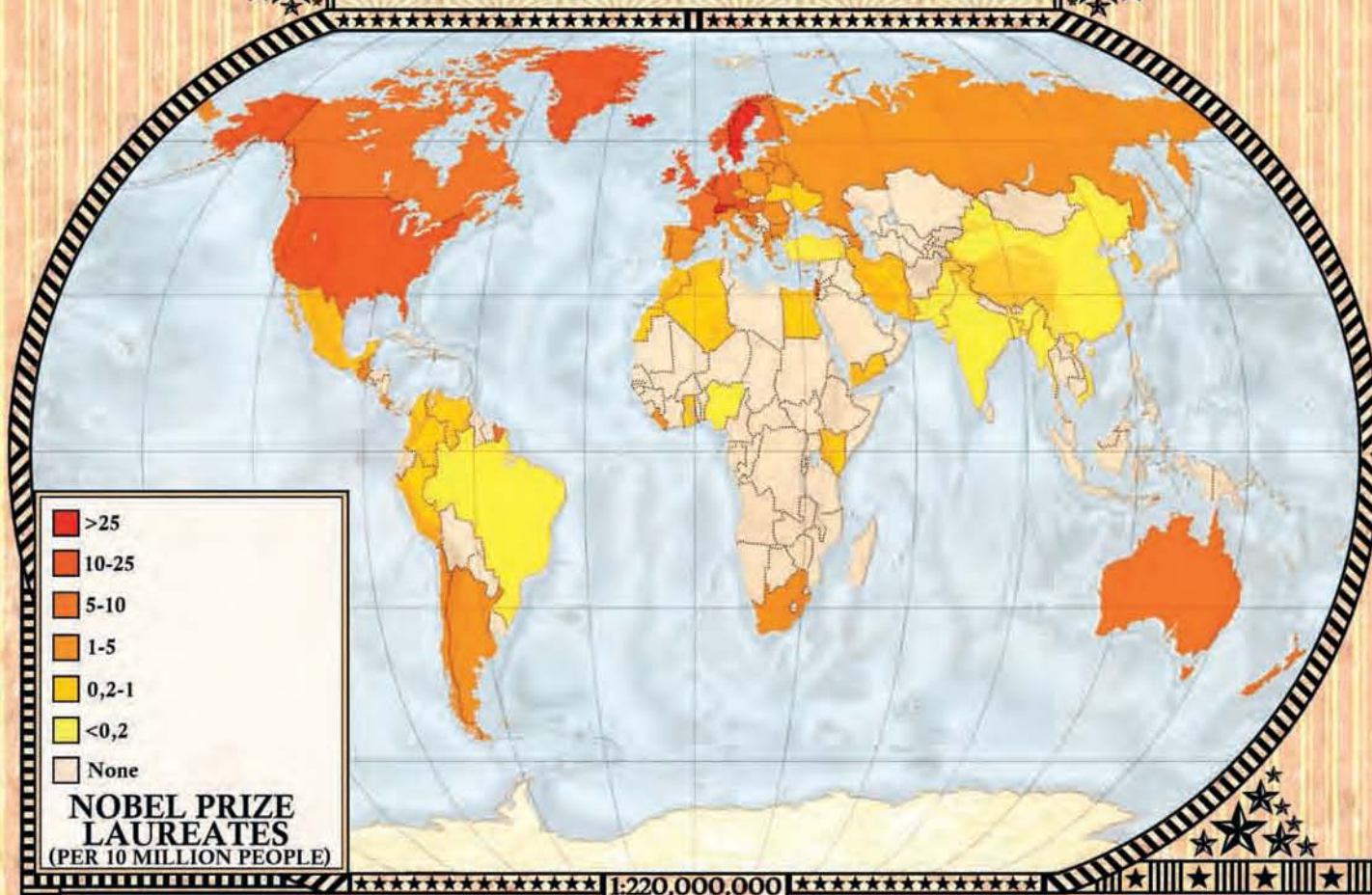
% Liberia is the lowest of all at 2.6%, around £294 per person

GOVERNMENT SYSTEM

- * The greatest recorded turnout for a democratic election was in May 2014 for the Indian general election, where 540 million of the 814 million eligible voters participated.
- * In December 2007, Bhutan held its first parliamentary elections, making it the youngest democracy in the world.

NEIGHBOURING COUNTRIES

- * The Canadian-American border is the longest in the world at 5,525 miles (8,890km), including 1,538 miles (2,274km) shared with Alaska.
- * Finland and North Korea are separated by only one country: Russia.
- * China has the most neighbouring countries, sharing its 13,761 miles (22,117km) of borders with 16 countries.
- * Bir Tawil, a plot of land bordering Egypt and Sudan, 795 miles² (2059km²) in size, is the only Territory except the east Marie Byrd Land (Antarctica) not claimed by any nation.



THE OLYMPIC GAMES

- ✦ Since 1896, the Olympic Games have been held 49 times in 41 different cities. 3 summer and 2 winter games were cancelled during the two World Wars.
- ✦ The 2014 Sochi Winter Olympics were the most expensive in history, costing more than \$51 billion.
- ✦ Michael Phelps has won the most medals in the Olympic Games history – 18 gold, 2 silver and 2 bronze.
- ✦ At the first modern Olympic Games, held in Athens in 1896, first place winners were awarded silver medals and olive branches, second place contestants were awarded bronze medals and third place finishers left empty handed.
- ✦ China did not win any medals in the Olympics until 1984. At the 2008 Beijing Olympics alone, they received 100 medals including 51 gold.

IQ

- ✦ The first IQ scale was developed by Alfred Binet in 1903.
- ✦ IQ average test scores in developed countries are increasing roughly by 3 points a decade.
- ✦ Some research has shown that breastfed children are likely to have higher IQ scores than children who were not breastfed.
- ✦ Marilyn vos Savant has the highest recorded IQ in the world at 186.

THE NOBEL PRIZE

- ✦ Since its inception in 1901, the Nobel Prize has been awarded to a total of 835 recipients: 791 men, 44 women and 21 organizations.
- ✦ Adolf Hitler, Benito Mussolini and Joseph Stalin were all nominated for the Nobel Peace Prize.
- ✦ The average age of all Nobel Prize laureates, in all 6 categories between 1901 and 2014, is 59 years.



MOST VISITED SITES
BY ALEXA.COM

1. Google.com	101. Google.com	201. Google.com	301. Google.com
2. Facebook.com	102. Facebook.com	202. Facebook.com	302. Facebook.com
3. YouTube.com	103. YouTube.com	203. YouTube.com	303. YouTube.com
4. Twitter.com	104. Twitter.com	204. Twitter.com	304. Twitter.com
5. LinkedIn.com	105. LinkedIn.com	205. LinkedIn.com	305. LinkedIn.com
6. Instagram.com	106. Instagram.com	206. Instagram.com	306. Instagram.com
7. Pinterest.com	107. Pinterest.com	207. Pinterest.com	307. Pinterest.com
8. Vine.com	108. Vine.com	208. Vine.com	308. Vine.com
9. Bing.com	109. Bing.com	209. Bing.com	309. Bing.com
10. Yahoo.com	110. Yahoo.com	210. Yahoo.com	310. Yahoo.com

LARGEST INTERNET COMPANIES

1. Google	\$100.000.000.000
2. Facebook	\$80.000.000.000
3. Amazon	\$70.000.000.000
4. Microsoft	\$60.000.000.000
5. Apple	\$50.000.000.000
6. Twitter	\$40.000.000.000
7. LinkedIn	\$30.000.000.000
8. Instagram	\$20.000.000.000
9. Pinterest	\$10.000.000.000
10. Vine	\$5.000.000.000

WEBSITES BY LANGUAGE



TIMELINE OF INTERNET HISTORY

1969	First packet-switching network
1971	ARPANET launched
1973	First email sent
1979	First web browser
1980	First web server
1981	First web browser
1982	First web server
1983	First web browser
1984	First web server
1985	First web browser
1986	First web server

NSA SURVEILLANCE

1. NSA	\$10.000.000.000
2. NSA	\$10.000.000.000
3. NSA	\$10.000.000.000
4. NSA	\$10.000.000.000
5. NSA	\$10.000.000.000
6. NSA	\$10.000.000.000
7. NSA	\$10.000.000.000
8. NSA	\$10.000.000.000
9. NSA	\$10.000.000.000
10. NSA	\$10.000.000.000

INFORMATION TECHNOLOGY COMPANIES BY REVENUE

1. Apple	\$127.000.000.000
2. Microsoft	\$110.000.000.000
3. Google	\$100.000.000.000
4. Amazon	\$80.000.000.000
5. Facebook	\$70.000.000.000
6. Twitter	\$60.000.000.000
7. LinkedIn	\$50.000.000.000
8. Instagram	\$40.000.000.000
9. Pinterest	\$30.000.000.000
10. Vine	\$20.000.000.000

THE MAP OF THE INTERNET

Minor Representative/ CEO/Founder/Owner
Product/Feature



MICHAEL JOSEPH

UK | USA | Canada | Ireland | Australia
India | New Zealand | South Africa

Penguin Books is part of the Penguin Random House group of companies
whose addresses can be found at global.penguinrandomhouse.com.



Penguin
Random House
UK

First published 2015

001

Text copyright © Halcyon s.r.o., 2015

The moral right of the author has been asserted

Designed by Couper Street Type Co.

Printed in Italy by Printer Trento S.R.L.

A CIP catalogue record for this book is available from the British Library

ISBN: 978-0-718-18114-7

www.greenpenguin.co.uk



MIX
Paper from
responsible sources
FSC® C018179

Penguin Random House is committed to a
sustainable future for our business, our readers
and our planet. This book is made from Forest
Stewardship Council® certified paper.