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The Relevance of Cartography

Dubai 2015, Georg Gartner

Where are we?

Data!

Data?

We are not short of data

Technologies!

Technologies?

We are not short of technologies

Data-driven and technology-driven approaches

determine the use.

the particular

need, demand, question, or problem

of a

human user

is often taken into account only when the system has been built.

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How can we **unleash the potential of spatial information**?

How can we make sure that spatial data is really **applicable for governments, for decision makers, for planners, for citizens** through applications, products, and systems, which are not forcing them to adapt to the system but are easy to use and efficiently support the human user?

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Maps and Cartography are key.

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Think of a world without maps..

How would we answer space-related questions?

How would we support spatial behaviour?

How would we enable spatial thinking, reasoning, decision making, planning?

How would we enable spatial awareness?

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Cartography?

maps are **perfect interfaces** between geoinformation and human users

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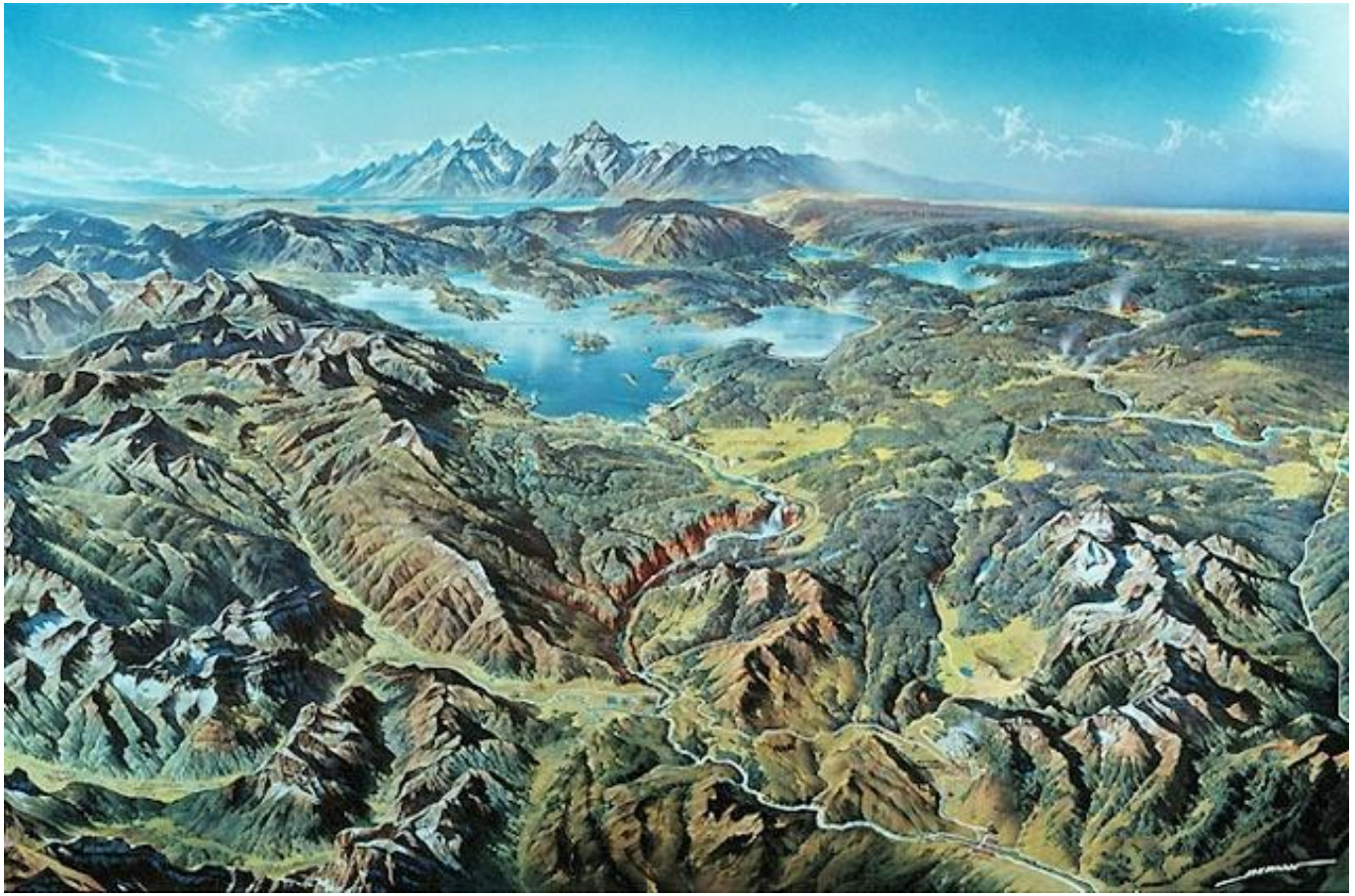

Cartography?

maps are **perfect interfaces** between geoinformation and human users

maps are efficient **systems to structure and order** information by spatial component

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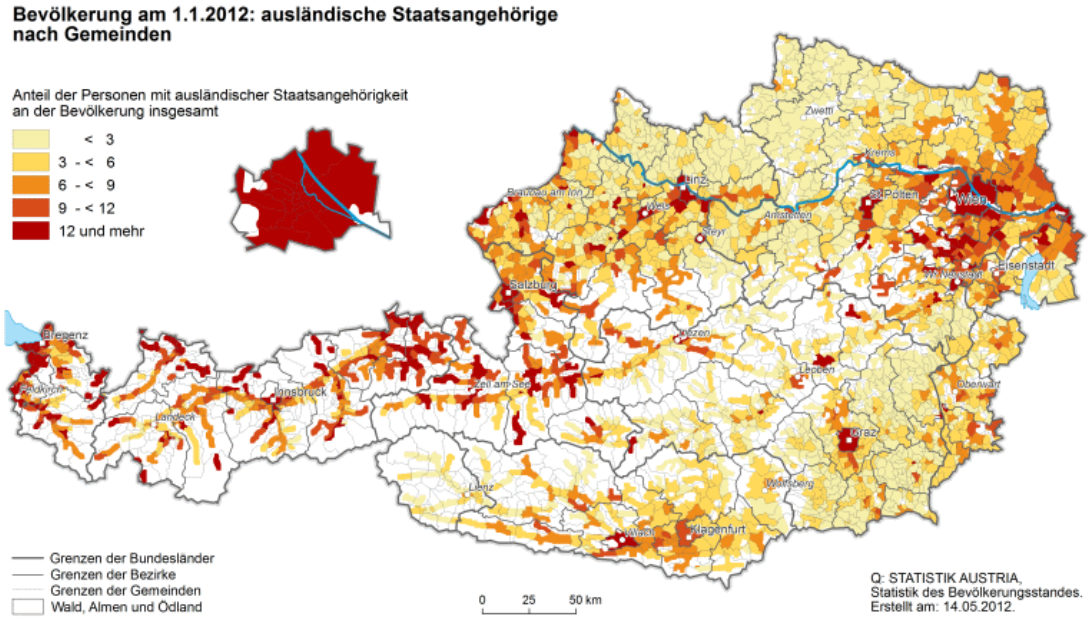
What Cartography is adding..

- to order



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What Cartography is adding..

- to explore

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Why maps are important

- to express and to interact

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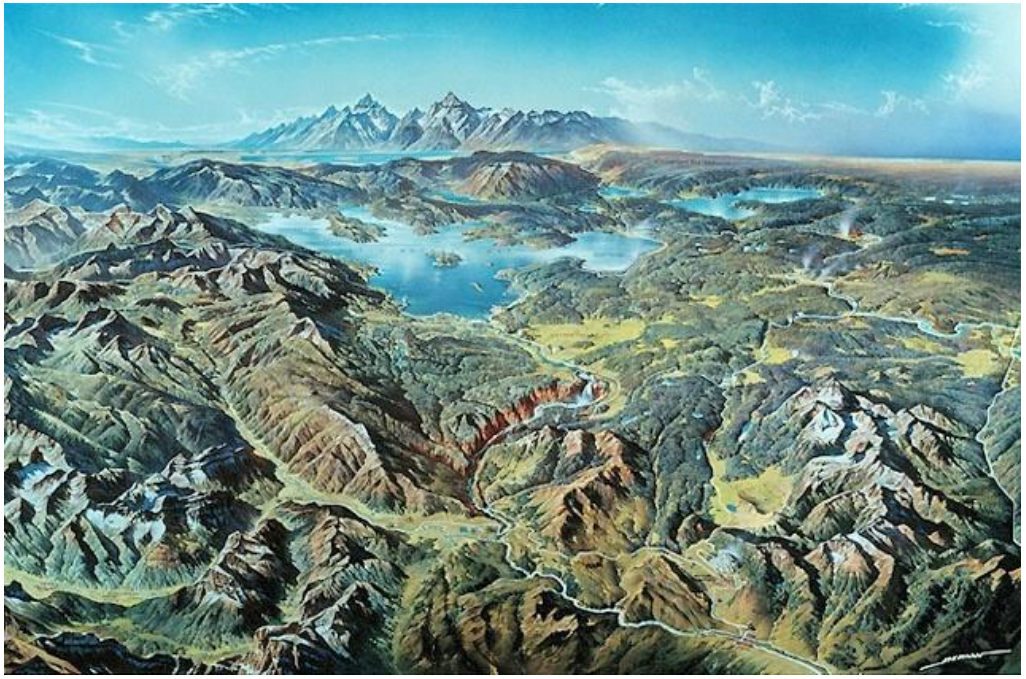
What Cartography is adding..

- to entertain



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What Cartography is adding..

- to make aware

Cartography?

cartography is about **efficient communication** of spatial information

by
creation and use of maps anytime, anywhere

Implications

cartography is about **efficient communication** of spatial information by creation and use of maps anytime, anywhere

User! Abstraction! Design! Cognition!

Implications

cartography is about **efficient communication** of spatial information by creation and use of maps anytime, anywhere

Data handling and management! GI Science!

Implications

cartography is about **efficient communication** of spatial information by creation and use of maps anytime, anywhere

Service-oriented Cartography, NeoCartography, WebMapping, Mobile Mapping and LBS

Strategies

- Research
- Education
- Organisations

Research

creation and use of maps anytime, anywhere

- → real-time
- → ubiquitous
- → media-adequate
- → personalised
- → well designed

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Education

International **Masterprogramme „Cartography“**
TU München, TU Wien, TU Dresden, Uni Twente

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Commissions

Commission on **Art and Cartography** Commission on **Atlases** Commission on **Cartography and Children** Commission on **Cartography in Early Warning and Crisis Management** Commission on **Cognitive Visualization** Commission on **Data Quality** Commission on **Digital Technologies in Cartographic Heritage** Commission on **Education and Training** Commission on **Generalisation and Multiple Representation** Commission on **Geoinformation Infrastructures and Standards** Commission on **Geospatial Analysis and Modeling** Commission on **Geovisualization** Commission on **GI for Sustainability** Commission on the **History of Cartography** Commission on **Map Design** Commission on **Map Production and Geo-Business** Commission on **Map Projections** Commission on **Mapping from Remote Sensor Imagery** Commission on **Maps and Graphics for Blind and Partially Sighted People** Commission on **Maps and Society** Commission on **Maps and the Internet** Commission on **Mountain Cartography** Commission on **Neocartography** Commission on **Open Source Geospatial Technologies** Commission on **Planetary Cartography** Commission on **Theoretical Cartography** Commission on **Ubiquitous Mapping** Commission on **Use and User Issues**

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Children Map Competition

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Geo4All

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International Map Year 2015

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International Map Year 2015

The main purpose of the International Map Year (IMY), to be launched at the 28th International Cartographic Conference in Rio de Janeiro, is **to expose the importance of maps and geographic information in human society.**

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What are the specific purposes of IMY?

- make maps more visible to citizens in a global context
- give all an opportunity to learn more about associated geospatial sciences
- show how maps can be used in society
- encourage all to experience how information technology can be used in acquiring and handling geographic information, and how it is possible to produce one's own maps
- demonstrate the necessity of a sustainable development of geographic information infrastructures.

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International Cartographic Conference

August 2015 Rio de Janeiro, Brasil