

De Agostini's family and the Cartography

120 years of cartography in Italy



L'Antica Cartografia



They are still there people that use the geographical maps to travel but the navigator is always popular more and more. *Why?*

They are passed over 120 years from when Giovanni De Agostini has introduced the modern cartography in Italy.

The taste of the beautiful one and the legible one brought to represent, also in a map in black and white, the whole nature and the morphology of the ground with help of symbols and the different characters, every with its meaning. The cartographers realized very valid geographical maps.

In the reader, reading it, has been the vision of the whole territory, and it recreated in the mind the world that surrounded us. With to spend some years these cartographers disappeared and also in the reader not have anymore the knowledge of the cartography.

With the new technology is simplified the way of arriving to destination.

Perhaps don't we appreciate the various deviations that brought us to discover along the road new things travelling anymore?

Opening a geographical map, if you know how to read it, you can already know, with imagination, the trip that you will do.

It is had to choose well as to do for using to the best the information and the technology that every day is renewed.

We also have to return to the point of departure, reflecting on as our predecessors they intended the cartography

and we don't have to cancel how much of good wisdom it have given our culture.

They are had to unite the knowledge of the past with the wonder of the new technology.

This is the desire that has brought to the realization of the event.



Average

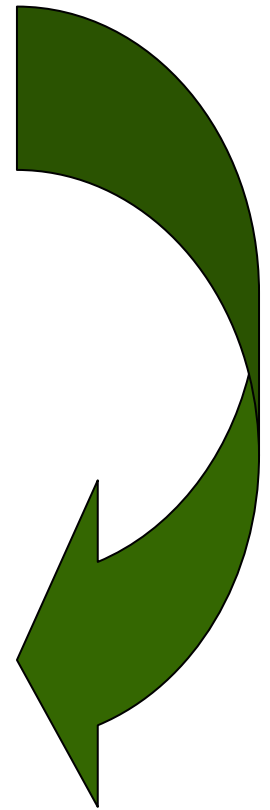
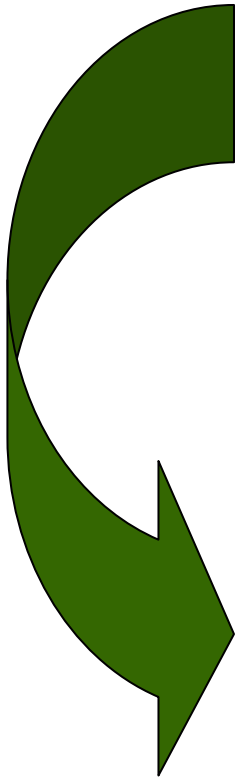
It stamps Italian and correspondents of headings
foreigners Custom & Society
Culture, Trips and leisure time, Actuality, Book industry,
Photo (printed paper, TV, radio, internet)

Institutions

Local Municipality, Italian Institutions in general,
Local Social Persons

Potential visitors

Young, families, boys in age to drain.
Curious, studious, intellectual, collectors generally.





Objective

- 1) To emphasize the Italian cartographic tradition.
- 2) To sensitize the citizens and the institutions so that this patrimony of knowledge doesn't lose.
- 3) To improve the cartographic technique with more and more modern and precise tools.
- 4) To increase the knowledge of the cartography. Emphasize Italian cartographic tradition.

Strategy

- To communicate in strong and clear way.
- To stimulate interest of the media about object and to establish a continuous flow of communication through interviews, send press releases and the involvement at event.



The idea

To propose in a central location,
but above all suggestive,
a virtual run through the presentation of the historical geographical maps,
of the material of job and the phototeca belonging the “*Antica Cartografia*”.
To accompany the visitor in one area expressly devoted to the cartography up to reach
the most *actual* and *modern* world.



Giovanni De Agostini sr. (Pollone 23 August 1863 – Milano 21 November 1941)

It was one of the first person to introduce in Italy the cartographic technique and to arouse. The application for a science that, investigating the physical phenomenon's of the earth in his manifold cosmography also studies, not to say above all, the life and the evolution of the people.

It is the name in the tradition of the geographical-scientific works that they appeared in Italy since 1893 and it celebrate abroad, to signature De Agostini. A name this, that, for universal recognition, it wanted to mean, since his to appear in the specific geographical field, seriousness of intentions, precision of technique, fruit of studies genially deepened.

To 26 years old, Giovanni De Agostini, graduate, goes to Berlin, student in geography of the Kieppert, a luminary of the cartographic science, known for his jobs smaller about Asia and on the Aegean sea. Shortly after he goes to Gotha to frequent, near cartographic institute, the most important from Europe, the course directed by Justus Perhes, author of the greatest atlas in this time. Ample horizons open to its knowledge and, before concluding the course, published in the printers Stollberg, a geographical wise man and ethnographic on the Tierra del Fuego (der Feuerland). Returned in Italy he frequents Geographical Army Institute of Florence and Idrographic Navy Institute of Genoa. During this period it edits his *Limnologic Atlas* of the Italian lakes, work that gives the start to a whole series of scientific publications and the creation of special Institute, first to Rome and then to Novara. Among his principal works, over all *Limnologic Atlas*, remembers the *Calendar Atlas*, the *road map of Italy* scale 1:250.000 for the TCI, the *map of Somalia* scale 1:400.000, *Italia Viva*, the *Bel Paese* and *Imago Italiae*.



The application for the cartographic studies had then an alive and effective proliferation in the family.

In 1923 his brother father **Alberto Maria De Agostini (November 2nd 1883 - Turin December 25th 1960)**, Salesian missionary, almost to conclusion of that brother edit in Gotha, he writes a book of investigations and surveys performed of people on the Tierra del Fuego, the first one of a numerous series (around 60) that it will continue for over forty years in which religious apostolate and scientific search have progressed of equal footstep.

Notable the cartographic production on the Patagonia.

His child **Federico De Agostini (Rome August 25th 1905 - Milan March 26th 1960)** enters in the fatherly company in 1926 and immediately begins to collaborate with his father. It directs in Venezuela the consignment become famous with the discovery of the tallest fall of the world, the Salto Angel; it represents Colombia to *Consulta Panamericana sobre Cartografia* and public numerous atlases, geographical books, mural and road maps. Returned in Italy, deep Institute for Geographical Searches and Cartographic Studies. Among his principal works Encyclopaedia *Imago Mundi* must be remembered on the states of the World, Encyclopaedia *Italgeo* on the Italian regions, the *road map of Italy* scale 1:200.000, the series of mural maps for the schools in Arab and Spanish and the series of scholastic atlases for the Arabic world.



The dynamics

- We suggest to times the carrying out of the presentation to the press in the afternoon from 4 pm and inaugural event from 6 pm to 20 pm. Rigorously on invitation.
- The guests will be welcomed and guests to visit the show accompanied from personal on purpose prepared.
- We propose to maintain exposition for a period than at least fifteen days to give the possibility to a greater number of people to visit the show.
- To sensitize the schools to driven visits and learning of base.
(from the class to the geographical paper also with personalized visits)





Video projector
VIDEOPROIEZIONE



Example projection of map from “Google Earth”



Set

- The personalization already from exterior of the location with possible illumination of the logo and the name of the event.
- A suggestive space and a run suggested by lights that they put in prominence reliquaries realized in plexiglass.
- More reliquaries also in glass to expose machineries (example ancient viewer for 3D photo) or other equipments of file.
- Bright screens for projections filmed in loop.
- A part of the preparation is devoted to the future, to the maps of projected Google and in movement on which the guests can walk.
- Central lounge area.
- A section devoted to the digital cartography and the modern Gps.



Catering

A sideboard of welcome to offer to the guests rigorously selected with service to passage.

Italian Buffet

- *Mortadella di fegato
- *Lonza stagionata
- *Salame crudo crespone
- *Salame di testa in salsa verde
- *Peperoni in agrodolce
- *Strudel di verdure
- *Bis di crème con pane speciale
- *Carpaccio di filetto di cinghiale marinato
- *Zucchine al limone con castelmagno al tartufo
- *Zuppa contadina di legumi e cereali
- *Insalata d'orzo e frumento con verdure crude
- *Torta salata integrale alle verdure
- *Pan mein
- *vini
rosso e bianco di San Colombano D.O.C.
produzione biologica .

local sideboard/Japanese Buffet

- *Kushi con pollo fritto sotto salsa di soia
- *Kuchi con verdura cotto
- *Potage di verdure
- *Omelette
- *Salsiccia di salmone
- *Nigiri Salmone
- *Nigiri Branzino
- *Nigiri Tonno
- *Roll california di salmone
- *Roll insata di gamberi
- *Roll philadelphia
- *Roll spicy tonno
- *Roll fritto di gamberi
- *Piccolo Bara-chirashi sushi
- *Piccolo Bara-chirashi di anguilla
- *Sorbetto alla prugna
- *Tiramisu fatta con fagioli
- *vini
Bellussi / Muller Thurgau / Gewurztraminer



The guests

- The media, surely the institutions, the trends setter, all the collaborators, the publishing houses that they have worked for the realization of the maps from *L'Antica Cartografia* in these years.

We foresee the presence of around 200 people.

- A desk of reception to welcome them and to record the presences.
It is anticipated at the end of the visit the delivery of the briefcase it stamps to the journalists and a homage to all the guests.



Activity of Mass Media Relation

Phase 1

- Preparation of the present concept to the show.
- The details of the costs.
- Preparation of the press releases, the participants' profile.
Brief explanation of the history of the family De Agostini.
(Giovanni De Agostini sr, Alberto M. De Agostini, Federico De Agostini,
Giovanni De Agostini jr.)
- Organization of the press conference of presentation of the show in the first afternoon of the opening ceremony day directly in location.



Activity of the Mass Media Relation

Phase 2

- Dispatch of the invitations.
- Dispatch of the press release pre-event.
- Involvement of the press.
- It verifies details event.



Activity of the Mass Media Relation

Phase 3

- Supervision during set and constant presence in the event.
- Management interviews.
- Dispatch of the press release post-event.
- Pursuance of the activity of office press and critique in a book.