

ENCOMPASS

THE NEWSLETTER FOR DISCERNING ANTIQUE MAP COLLECTORS

Busy Scheduling At Jonathan Potter Limited

The start of any year is particularly busy for us at Jonathan Potter Limited as, during February, March and early April, we currently exhibit at Map and Book Fairs in Miami, Los Angeles, Edinburgh and New York. Each has its own distinct style and is invariably enjoyable, interesting, challenging and, usually, profitable.

Fairs are an ideal opportunity for us to "showcase" our business in a prime location in different cities around the world for a few days at a time during a period when the local collectors and dealers are primed to look and, hopefully, to buy. Fairs allow us to bring a cross-section of our stock to those new to collecting and to bring specific items of interest for those whose collecting tastes we already know.

Fairs are most enjoyable when we are constantly busy - even if we are not selling maps we want to talk to people about collecting maps and their developing interests. Fairs are also interesting when we meet new collectors, put "faces to names" and renew acquaintances with long-standing clients.

Fairs are challenging from the logistics side - we are often asked if we carry our maps with us! A glance at the "before set-up" photo shows the bulk of our weighty shipment - collected from London and delivered wherever by Hugh Best's trusty crew. This normally awaits us at 8am on set-up morning! We are also asked if it is really worthwhile to bring so much material. Fairs are not always profitable on sales alone, but the opportunity to buy from fellow dealers and from the visiting public, and also the possibilities of follow-up sales can compensate for a lack of immediate transactions. Furthermore, we believe that personal contact with our clients is the best way of maintaining good relations.



First thing Thursday morning in Los Angeles - lots of unpacking to do.

Before a fair any stock has to be re-priced with local currency labels and, of course, when returned to London, has to be "re-sterlinged". We then search our stock to offer those maps we have been asked for but which didn't make it to the right place at the right time. Fairs are hard work but we believe strongly in them and look forward to meeting clients who can't get to London.

Book fairs abroad have clearly defined parameters, but one of our biggest logistical problems "back home" will soon be upon us in June, when we shall exhibit at the London Book Fair at Olympia, the London Map Fair now at the Royal Geographical Society, and endeavour to keep our gallery open all in the space of four days. We are looking forward to meeting as many old friends and new faces as can get to these major International events. Come and see what we have to offer.

Of course, if you cannot get to London then, or just can't wait, let us know what you are seeking and look at our website where we now have several hundred stock items, our latest catalogue on-line and e-commerce facilities.

Although our gallery is closed at times (outside our normal working hours) don't forget our website www.jpmaps.co.uk remains open 24/7.



The finished booth at the Park Avenue Armory, New York, with our display in April this year.

A Plea For Your Help

At Jonathan Potter Limited we know how much our catalogues and newsletters are enjoyed by our many friends and customers all over the world. However, in the interests of the environment (we are making efforts to reduce our carbon emissions and tree usage in paper form) and in order to reduce costs, we will be mailing printed material only to those with whom we have had dealings or contact with in the last five years or so.

We are sure our clients will appreciate this and look forward to hearing from anyone who might feel they are not receiving that which they should. Please do remember to let us have your email address for regular electronic contact.



SOMETHING DIFFERENT

A REGULAR FEATURE THAT HIGHLIGHTS ITEMS OF INTEREST AND NOTE IN THE CARTOGRAPHIC WORLD

32811). **W. Stokes**, [London, 1868],

Capital Mnemonical Globe

30 x 7.5cm

Steel plate. Original colour

£ 2200

A fantastic and scarce cartographic curiosity in fine condition. Eight gores, joined at the equator and on draw strings through each pole, forming a globe and depicting the earth upon which a delicately etched human face appears. William Stokes, a self-professed Teacher of Memory, devised this cartographic aid to learning on the principle that, with the Greenwich meridian running down the length of the nose, by relating the positions of different parts of the world and its countries to facial features, the student may recall more easily that, for instance, Yemen lies at the edge of the left eye.

Hill, Cartographical Curiosities, p.19.



32666). **Perreau**, [Paris, c.1880],

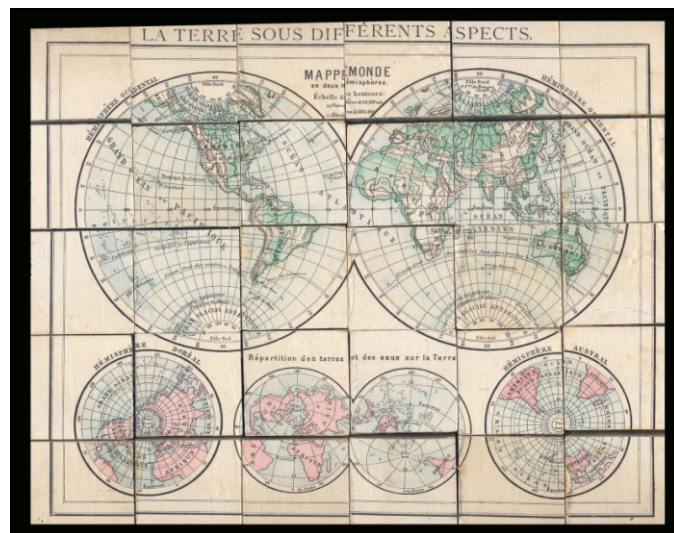
A Fiendishly Difficult (Sort Of) Set Of Map Puzzles

Each 26 x 22cm

Lithograph. Original colour

£ 2600

A magnificent set of map puzzles housed in their original box. Each of the three layers of the box contains a set of puzzles on cubes - thus each layer contains six puzzles - the whole comprising a total of eighteen puzzles. Each individual puzzle comprises 30 pieces. The maps include a mappemonde, two of America, one of Asia, one of Africa and thirteen of Europe and parts. The wooden box is covered with an embossed burgundy buckram, a fastening clasp and three (of four) studs on the lid. The interior of the box bear the label of "Perreau Fils Au Paradis Des Enfants" - the largest nineteenth-century Parisian shop dedicated to games and past times. A wonderfully ephemeral memento of childhood.



A Fascinating Pair Of Celestial Charts By Allard

- Featured as item 225 in the Summer 2008 Catalogue



Notes on Collecting Antique Maps

– Part Of A Lecture Given By Jonathan At The Miami International Map Fair, February 2008

In addition to those who buy a single map of their home area, where they work or take their holidays, there are others who aim to build a collection. A collection need not be an exhaustive grouping of every different printed map of one region but could comprise, for instance, five or ten examples of the most significant, or decorative, maps in the cartographic development of an area. We list below a brief summary of some of the more popular categories of collections.

1.) By area.

This, the most obvious geographic theme, allows the collector the greatest scope. Limits on the collection's size can be set by his, or her, purse, the amount of space available for display, or, the time available for map shopping. An exhaustive collection of a popular area might require a large outlay, whereas a selective collection could be a fraction of the cost. By focusing on a particular area the geographical knowledge and social development can be seen.

2.) By an individual mapmaker.

A collector might chose to focus on the work of one particular mapmaker, or look for one example from a variety of different mapmakers. These could be selected for their historical importance or for their particular styles of presentation.

3.) Of a particular period.

Certain styles and features are often typical of specific periods in mapmaking. Woodblock maps of the sixteenth century are distinctive, as are the finely engraved copperplate maps of the Dutch "Golden Age of Cartography" and can be found at most price ranges depending on the area shown. Less expensive, but arguably more interesting, are the finely produced and detailed maps of the later periods.

4.) Displaying particular features.

Collectors can be attracted to the bizarre as much as to correct cartography so maps showing, for instance, California as an island have always been very popular, as are those showing the discovery of Australia or the American mid-west. Ignoring cartographic detail, maps displaying such features as sea monsters, battle scenes, or with figured borders may be considered.

5.) By theme.

Thematic collecting might include maps showing the development of railways, geological or scientific features. Sea and star charts, canal and road maps, town and battle plans, cartographical curiosities are all good subjects for a specific focus.



By way of example, our maps of the terrestrial paradise (items 73 – 77) form a small thematic collection in their own right.

6.) Individual significance.

Maps can be identified as the first to show certain features - whether discoveries, the establishment of national boundaries, the founding of new settlements, and so on.

7.) Appearance alone.

Many collectors buy maps simply because they like them. Their interest in the area shown may be slight or passing, but the character and style of the map's appearance, perhaps decorated with elegant scrollwork, banners, ribbons, cherubs, mythological beings, animals, birds and so on, can overwhelm the cartographic content.

8.) For investment.

Antique maps, like most areas of antiques, should not be viewed as ideal short-term investments. Despite this there can be no doubt that as more collectors come into the marketplace and good quality stock becomes harder to find, price appreciation is inevitable. The antique map market is still very much "unsophisticated" when compared with stamps, silver, or old master prints, but it has been noticeable how, in recent years, better quality maps of the more popular areas have appreciated at a greater rate than lesser items.

Any other reason.

Alternative reasons to collect are innumerable; perhaps maps on strange projections, or in rarely found languages – Armenian, Hebrew, Russian, Arabic, Welsh, for example. Miniature maps, originally produced for pocket atlases, are often preferred and may be kept in an album rather than framed and displayed. We can advise you on the merits of what may be available, and you must go for what you like.