WINTER 2002 ISSUE No. 91

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Journal of the International Map Collectors' Society

WINTER 2002 ISSUE No. 91

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Cover map: 'Hollandia Comitatus', by Nicolaas Visscher II, c. 1690. Courtesy Hans Kok.

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From the International Chairman's Desk

Another International Symposium is over, and what a great time it was!Such meticulous planning was well repaid, judging by the lavish praise accorded to Hans Kok, both during the few days we were in Amsterdam, and, so I hear, from letters of thanks later. Most of our overseas meetings are organised by a local committee, but since there is no Map Society in The Netherlands, Hans was on his own for all the early planning. Later, he met Rinus Osterman, who turned out to be a wiz at detailed organisation, and Rens Buchwaldt who helped with the programme preparation. Finally local sponsers rallied around and the end result was a resounding success.

We now look forward to Cyprus next year, and I am sure that it will be equally successful, though in a very different way, as all our symposia are. No two are the same, even when we are repeating a country, as we were in Amsterdam and will be in Cyprus. In 1984 I think there were between 30 and 40 participants, the then organiser is alas no more, the Director of the Cultural Foundation is new, and the island has changed very much since then. It may even by part of the European Union by the time we go there So I hope to see you all then.

I have been reading Nick Crane's *Mercator, the Man who mapped the planet*, and can heartily recommend it I now have a new insight into my own maps, although India (my personal interest) has hardly featured in the book.

SUSAN GOLE

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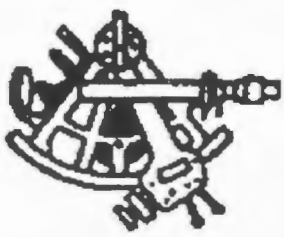
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To New Horizons:
The development of Dutch maritime cartography

We cannot determine exactly the point of time when Dutch charts were drawn for the first time. There is no doubt that written sailing instructions for navigation in the North Sea, the Channel and the Baltic did exist earlier than charts. We have to accept the fact that the written sailing-instructions are in fact the forerunners of the Dutch charts. For a long period sailing-instructions (called '*leeskaarten*' in Dutch) together with lead and compass, were the most important aids for the Dutch seamen during his conquest of the commerce to the coasts of northern and western Europe and the Baltic sea, an extensive area dangerous for navigation.

In the course of time, some pilots

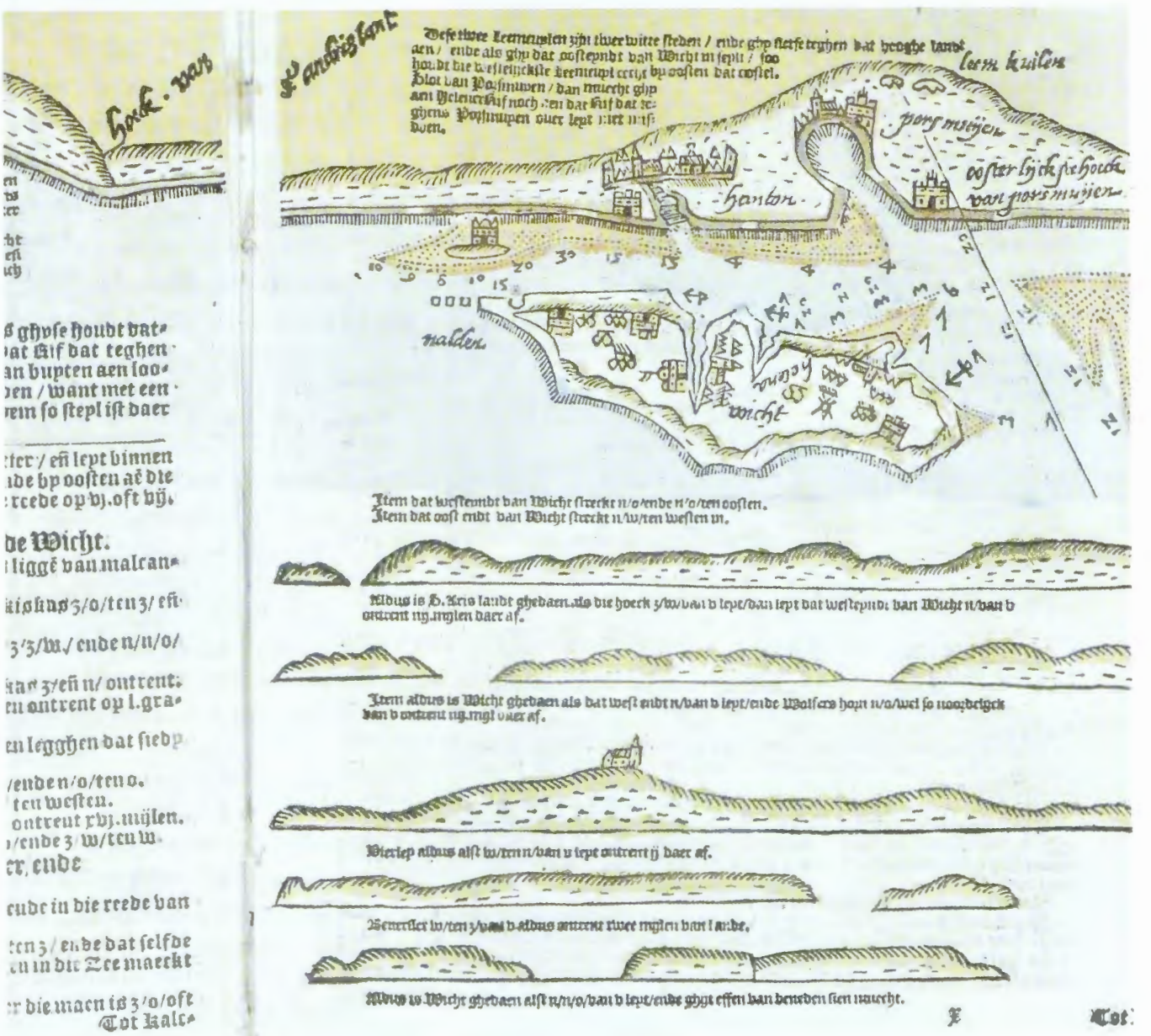
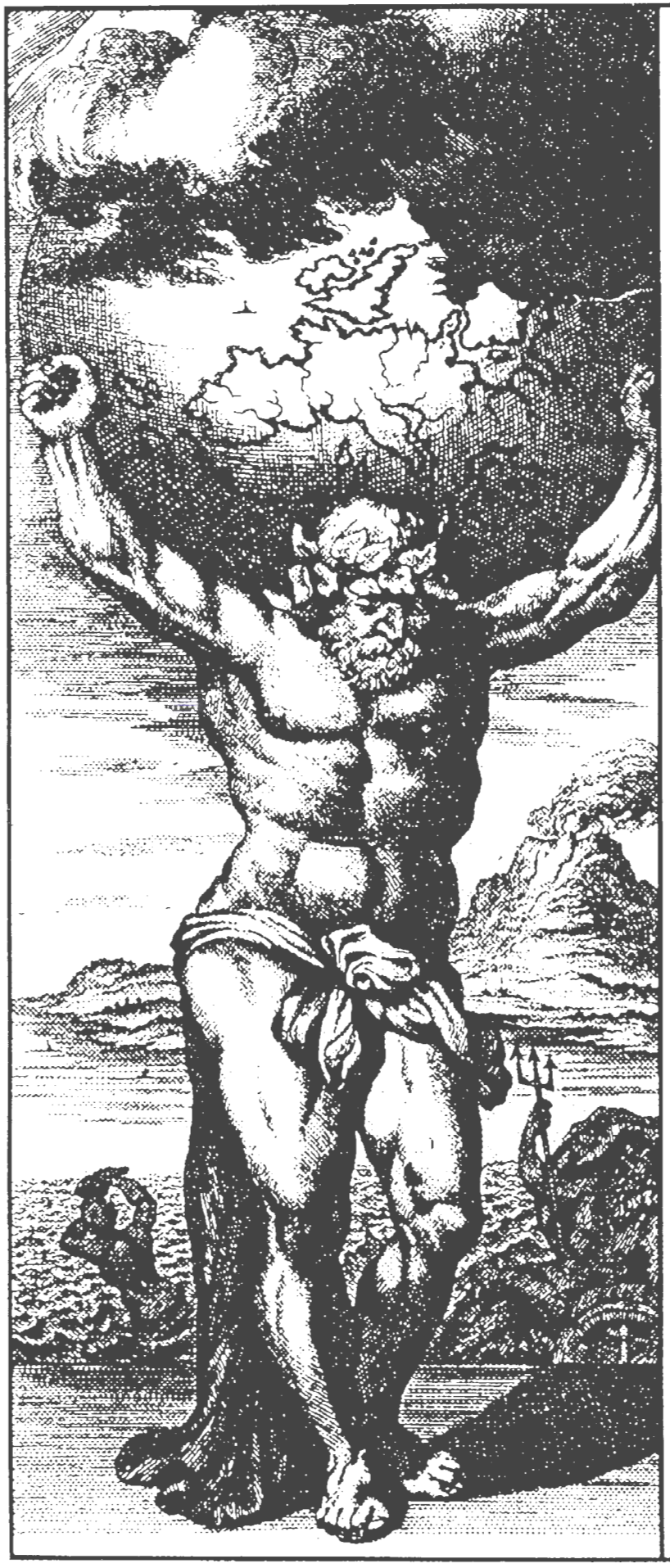


Fig. 1. Page with sailing instructions and coastal profiles in woodcuts in Govert Willemsz van Hollesloot's rutter Die Caerte vande Oost ende West Zee *(Amsterdam, 1594). (Maritiem Museum, Rotterdam).*



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made annotations of very frequented routes and wrote down the courses and distances between various harbours and capes. Such nautical annotations were already published in the first quarter of the 16th century, and in this manner other pilots could profit by these descriptions of coasts and routes. We have to do with very small booklets, whose contents covered a large area. The oldest existing rutter was published by Jan Seversz in 1532 (only known copy in the Royal Library, Brussels); another rutter by Jan Jacobsz of 1541 is in the UBA.

The oldest known example of Dutch chart-making is a wood-cut map by Jan van Hoirne, printed in Antwerp in 1526. This chart of the *Oosterscherzee* (the Baltic Sea) is only known from fragments. The chart, mentioned also in Ortelius' *catalogus auctorum* documents the already lively trade between the Netherlands and the Baltic Sea in the early decades of the 16th century. The preserved fragments show the coastlines of Holland, Germany and Denmark in a reasonable manner.

An enormous progress in the development of Dutch maritime cartography forms the work by Cornelis Anthonisz, a well-known painter and draughtsman, and a qualified engraver in wood and copper.

From the first edition of his *Caerte van oostlant,* published in 1543, no copy has been preserved. But we know a later edition of this chart, however, printed from nine sheets in woodcut. The only known copy is kept in the Herzog August Bibliothek at Wolfenbüttel.

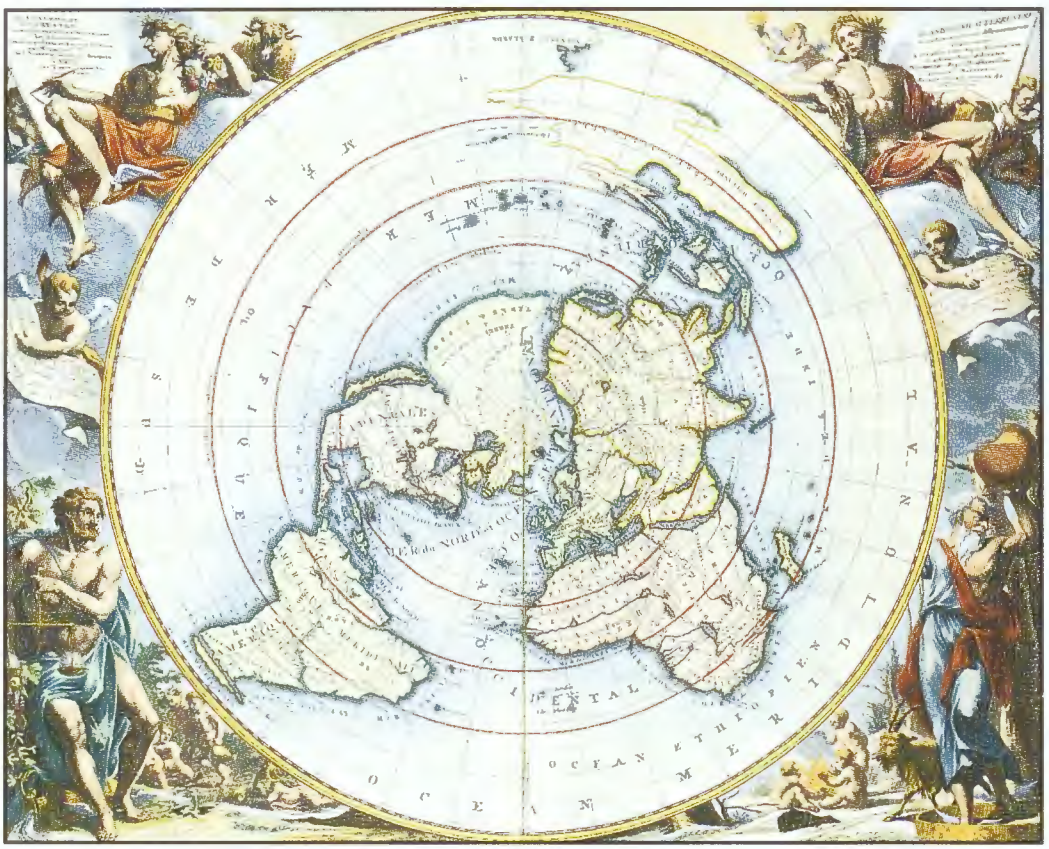
The chart is a creation destined for the Dutch navigation to the Baltic Sea. It shows the North Sea from the Channel to Southern Scandinavia with Denmark in the centre and covers also the greater part of the Baltic sea with its surrounding coasts. In a Latin legend the author explains that with the aid of a divider all distances could be measured and that the shallows, dangerous for ships, are indicated by dots and colours. Furthermore, Anthonisz. also promised in this legend to publish very soon a rutter for the Eastern navigation, in which he wanted to give all the information which couldn't be done satisfactorily in his chart.

This intention to publish a well-illustrated rutter with coastal profiles in wood-cut in combination with the chart is documented from a single copy of a third print published in Amsterdam in 1558 (preserved at Harvard University). The first part of this booklet in oblong format contains an introduction to the art of navigation; it covers 42 pages, forming the oldest known example of a Dutch instruction book about the art of navigation.

The second part, entitled *Hier beghint die caerte van die Oosterse See*, contains an extensive description of the navigation to the Baltic Sea. In contradiction to the earlier rutters which gave a description of the western as well of the eastern waters, Cornelis Anthonisz confined his text exclusively to the sailing-routes from Amsterdam to the Baltic. He took into account the vivid expansion of the Dutch merchant fleet and especially of the corn and salt trade. The numerous coastal profiles in woodcut, placed between the text, were valuable appliances for the seamen.

The economic evolution and the commercial rise of the Dutch republic can be seen in the development of Dutch

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marine cartography. We are indebted to Lucas Jansz Waghenaer from Enkhuizen, who concentrated all the then existing knowledge concerning 'eastern' and 'western' navigation in a revolutionary manner in his famous *Spieghel der Zeevaerdt* (Leiden 1584/85).

Instead of the usual small-format rutters with crude woodcuts, Waghenaer offered his readers a folio-format which was set in handsome typography in the Leiden printing office by Christoffle Plantijn and contained charts engraved in the finest copper-engraving by Jan van Doetecum.

Each of the two volumes of the *Spieghel* contains 23 charts. The index-sheet (based on Waghenaer's own general chart of Europe, 1583) on which the frameworks of Waghenaer's charts are drawn, demonstrates the logical structure of the contents and the extension of Dutch commerce and navigation in an impressive period.

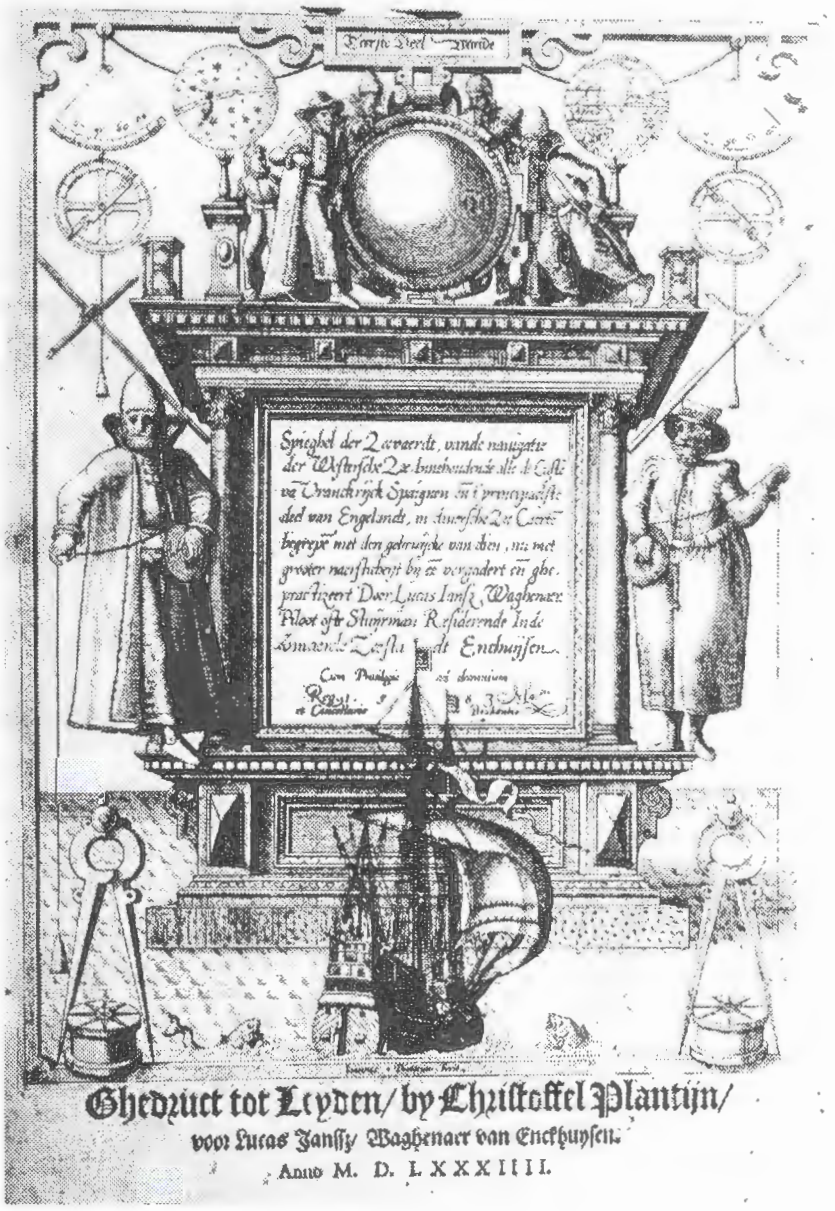


Fig. 2. Title page of Lucas Jansz Wagenhaer's Spieghel der Zeevaerdt *(Leiden, 1584). (Universiteitsbibliotheek, Amsterdam).*

Before providing detailed charts and descriptions of the individual sections of coastline in eastern and northern Europe, Waghenaer presented a map of Europe offering a survey of the Dutch trade area from the Canary islands to the region to the west of the White Sea.

Waghenaer obtained his material from various manuscript and printed sources, supplemented by his own extensive observations. A particular invention by Waghenaer was the combined drawing of the coastal profile with the line of the coast on the chart. This enabled seaman immediately to see with what kind of coast he had to deal during his course. Moreover, distinguishing landmarks on the coast are shown, such as towers of churches, castles, windmills, etc., useful for orientation.

The charts are drawn on a scale of about 1:400.000, accurate enough to show soundings. Estuaries and ports are shown on a larger scale, which indicates

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that these charts were used particularly for navigating entry to and departure from ports and rivers.

A further distinguishing mark of Waghenaer's charts was the standardization of symbols for buoys, sea-marks, safe anchorages, hidden and dangerous rocks, etc. These symbols were described and illustrated in his introduction.

Waghenaer's *Spieghel der Zeevaerdt* signifies a remarkable contribution to the art of navigation in western Europe. The work appeared in many later editions. In 1589 Cornelis Claesz took over the publication and printed a German edition. In 1596 a new edition was published with a new frontispiece and two new charts by Willem Barentsz engraved in the same year by Pieter van den Keere. This sea-atlas was from every point of view a spectacular achievement for its time and exerted a decisive influence on its contemporaries and on posterity.

The map content was also brought up to date according the newest nautical information. This can be seen on the Flemish coast where sandbanks were added to the copperplate in later editions.

In 1592 Waghenaer published his second pilot-guide, entitled *Tresoor der Zeevaert*. This pilot-guide is substantially different in character. Waghenaer had reached the conclusion that the folio-size used for his *Spiegel* was too large for seamen and he returned to a publication better adapted to their needs. The printing-house of Plantin at Leiden printed the first edition of 1592; four years later Waghenaer entrusted the publishing to Cornelis Claesz but kept the rights of ownership.

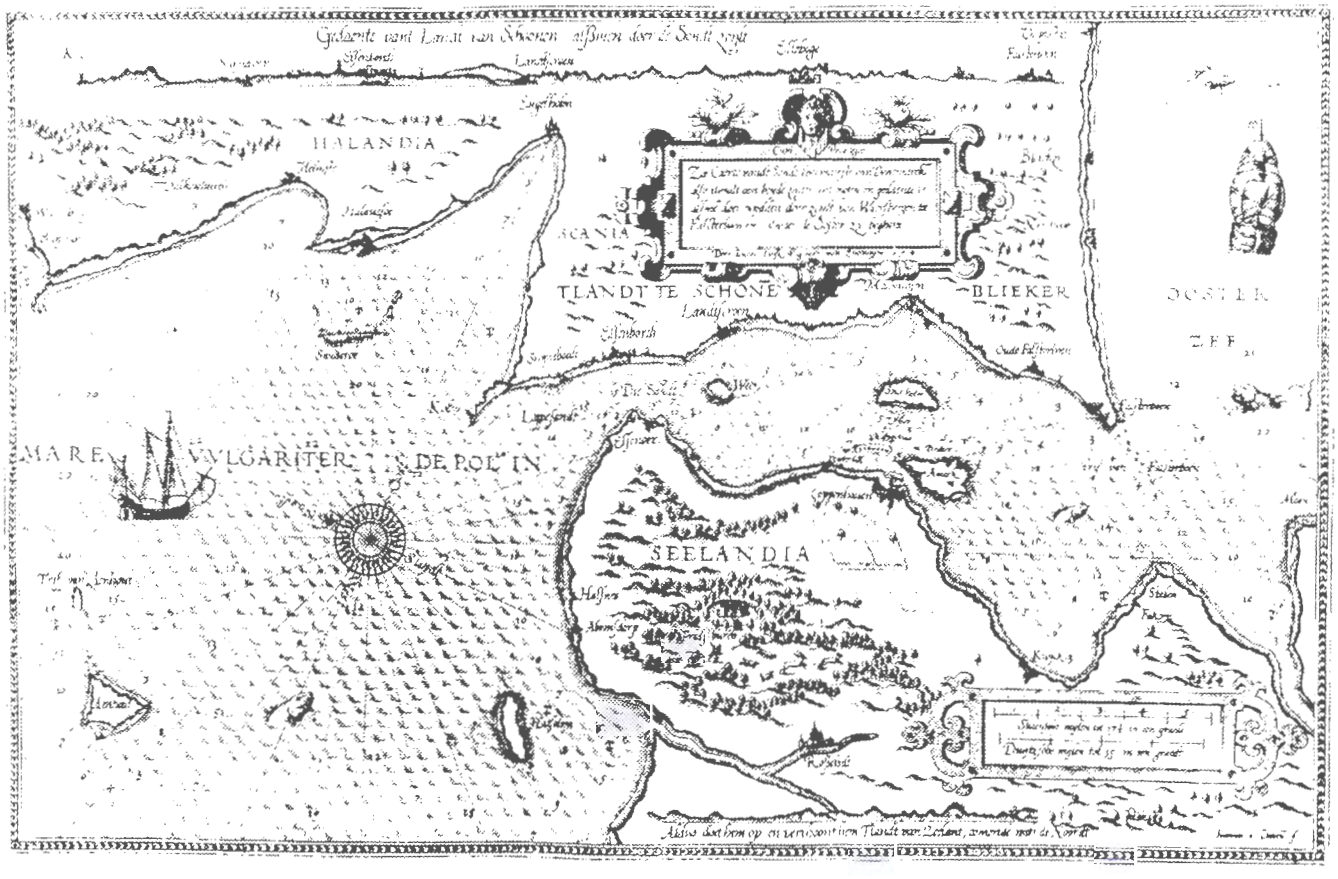
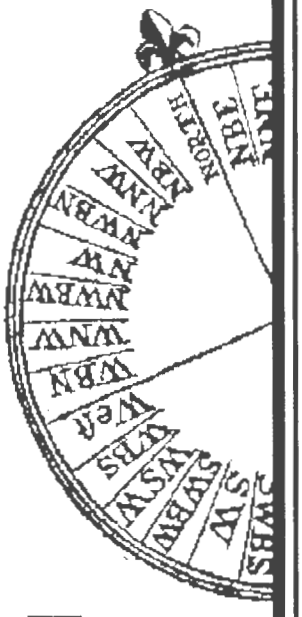


Fig. 3. Chart of the Sondt in Waghenaer's Spieghel der Zeevaerdt *(1584). (Universiteitsbibliotheek, Amsterdam).*





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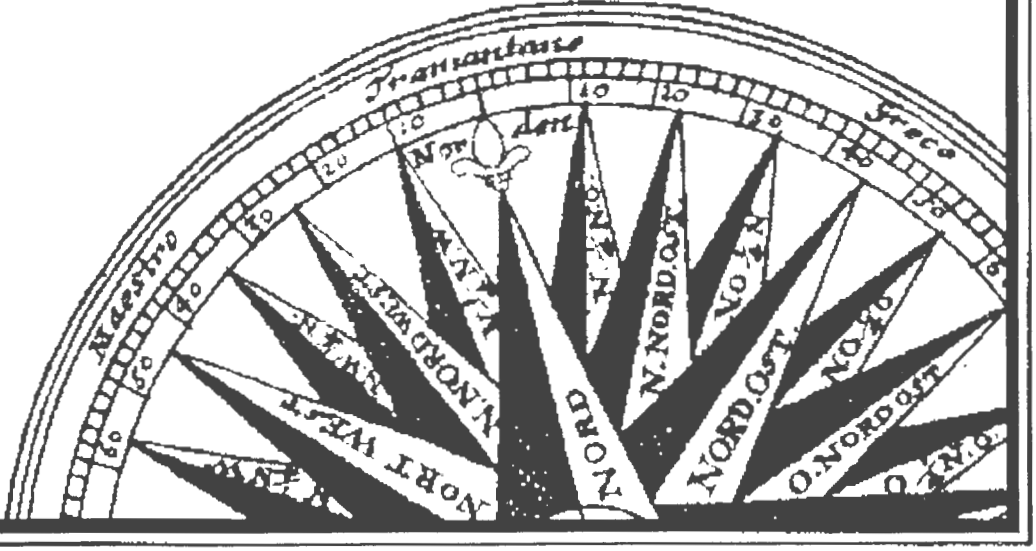




Fig. 5. Evert Gijsbertsz, Chart of the North Sea, 1601. Ms on vellum. (Biblioteca Nazionale, Firenze).

represented on the charts of the 'map writers'. While Waghenaer—with some minor exceptions in the later editions of his *Thresoor*—limited himself to the navigation along the European coasts, the other mapmakers usually depicted an entire continent or ocean, including the coasts that border them. An example is the chart of the Atlantic Ocean by Harmen Jansz of 1604 in Florence. In South America is shown a profile of Fernando de Noronha, with four Dutch ships at the roadstead.

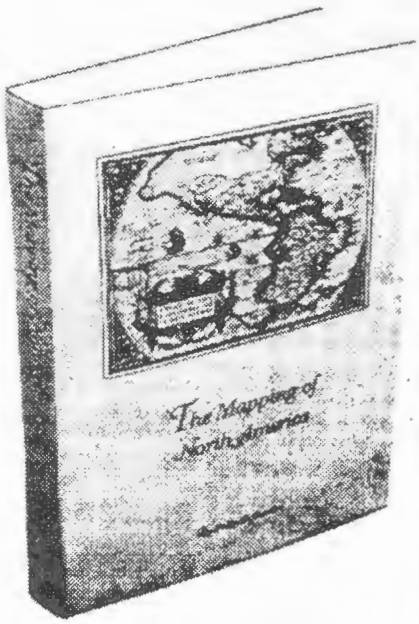
Within the North Holland school of cartography, two groups of mapmakers may be distinguished. The first includes those who had gathered the material for their charts primarily in the course of an active career at sea, as Waghenaer and Carolus did. In all likelihood, Cornelis Doedsz also had a maritime background. Members of the other group fall into the category of 'armchair travellers'—such as Evert Gijsbertsz and the brothers Harmen and Marten Jansz—who composed their charts with the help of material gleaned from other sources.

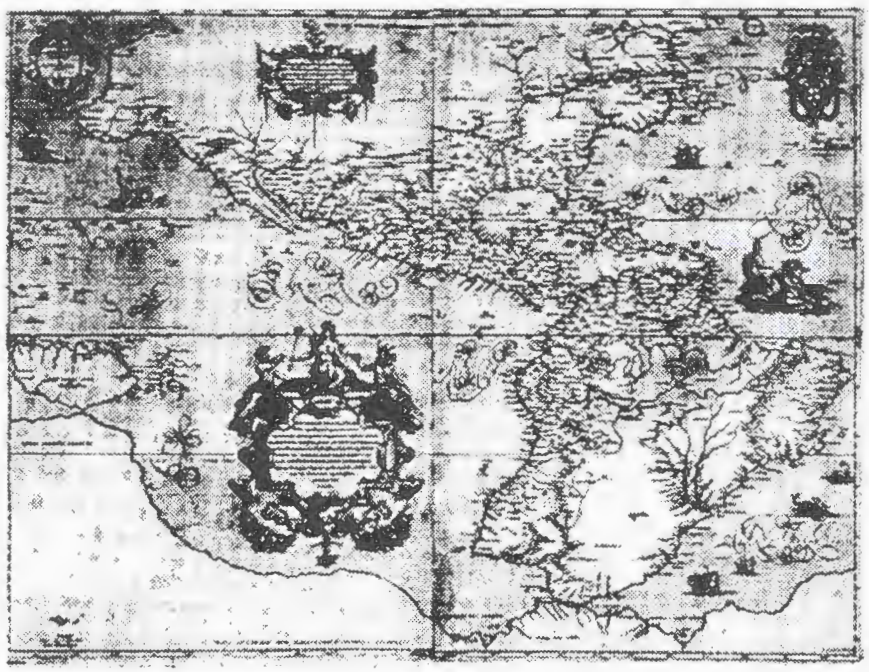
In 1614 Joris Carolus he acted as pilot on a voyage of discovery in search of a North-east Passage. He included the fruits of this voyage in a chart showing

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the Spitsbergen islands and also the southern coast of Edge island. Jan Mayen island was also identified.

In contrast is a chart by Evert Gijsbertsz in the Royal Libray at the Hague, which covers the New World southwards from Newfoundland to the Straits of Magellan. This map was composed with the aid of knowledge collected by others. This material was usually taken directly from Iberian sources, or from the work of Dutch scholars (Plancius, Van Linschoten), who in their turn used Iberian charts and written documents as sources of information.

Finally, there was a close and fruitful co-operation between the North Holland school of cartography and various publishing houses in Amsterdam, such as those of Cornelis Claesz, Willem Jansz [Blaeu], and Evert Cloppenburgh. Time and again, they published the charts of the 'map writers', though their firms also served as points of sale for the hand-drawn material. In this manner, they played a decisive role in the distribution of the products of this school.

An example is the chart of Europe published by Willem Jansz (Blaeu) in 1606 (I found the only copy in the RGS many years ago). In his Word to the Reader, Blaeu mentioned that he used Cornelis Doedsz' chart as his model.

Another example is Cornelis Doedsz' chart of Europe, engraved by Jodocus Hondius and printed by Cornelis Claesz on vellum. The only known copy of this 1602 chart, coloured and heightened with gold, is preserved in the BL Karlsruhe.The chart shows the extent of the Dutch trade area.The commercial character of this chart is particularly evident in the cartouches, which contain lists of the trade products that were available in each of the countries. Apart from the lists of products, 25 small inset maps frame the chart, depicting the major harbours and channels where the Dutch skippers and merchants traded.

This chart of 1602 is the latest point of my short essay on the early Dutch maritime cartography. Soon there were new achievments with the foundation of the Dutch East India Company. This will be the subject of forthcoming lectures.

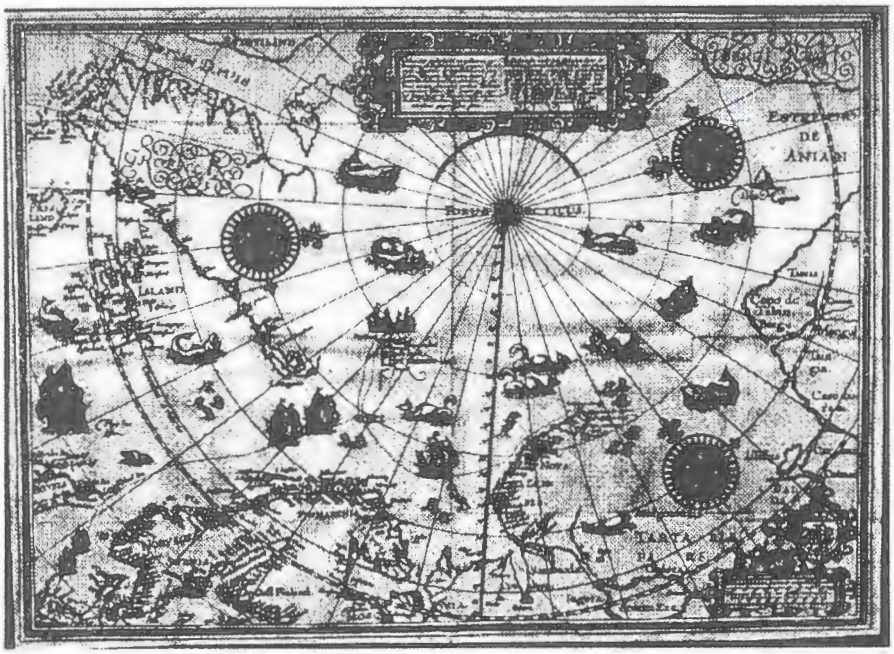
GÜNTER SCHILDER

Introduction to the Speaker by Hans Kok

Prof. Dr. Günther Schilder descended from the mountains of his native Austria to the wet- and flatlands of The Netherlands, where he arrived in 1974. He has since stayed in The Netherlands and holds the Chair in Historical Cartography at the University of Utrecht, a chair of which you will find no counterpart anywhere.

The number of books and articles he has published is legion, with emphasis on the discovery of Australia, the Dutch East India Company and related subjects of our Golden Age. His Opus Major is the on-going series *Monumenta Cartographica Neerlandica,* of which Volume 7 with related facsimiles will be going to press shortly. He is also the driving force behind Explokart, an ingenious way to research and publish on Historical Cartography without having a budget whatsoever. Explokart uses volunteers to perform much of the work under academic supervision. IMCoS is proud to have him as a Member of Merit.

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Three generations of Van Langrens: globe makers, engravers and a cosmographer

Introduction

In 1586 in Amsterdam a noteworthy cartographical event took place: the appearance of the first pair of globes – terrestrial and celestial – ever produced in the Northern Netherlands. In the 1580s there was no tradition of commercial mapmaking in this region. Until then map production here consisted almost exclusively of local manuscript maps and the manuscript charts by the so-called North-Holland school of cartographers. Shortly before the creation of the pair of globes, another pioneering cartographic work had appeared: the *Spieghel der Zeevaerdt* by Lucas Jansz. Waghenaer, published in Leiden in 1584-85, by Christophe Plantin.

The sea atlas of 1584–85 and the globe pair of 1586 are the first steps in a cartographic progress that went beyond the local level to an international one.

The publisher of this first Amsterdam globe pair, Jacob Floris van Langren, materialized out of thin air. He was the first of a family of globe makers, engravers, and cartographers. The members of the Van Langren family worked



Fig. 1. Van Langren's celestial globe of 1586, diameter 32.5 cm

for the next three quarters of a century in Amsterdam and Brussels, but they never received name and fame comparable to their colleagues Ortelius, Hondius, Blaeu, and Van den Keere.

The first Van Langren working in cartography was Jacob Floris van Langren, followed by his two sons Hendrik Floris van Langren and Arnold Floris van Langren, and Arnold's son, Michael Florent van Langren.

Note the use of the second Christian name 'Floris' throughout all generations. This was very unusual in those days, when everybody used a patronymic, a father's name, between the Christian name and the surname (if any). Contemporaries did not understand this practice very well and often treated the second name, Floris, as a patronymic – as Floris's zoon (or the son of Floris).

In 1956, Johannes Keuning gave a survey of current research about the van Langrens in an article in *Imago Mundi*. New research was undertaken in the seventies by R.J. Mulder (1903-1978), who concentrated on genealogy. Mulder left his collection of notes and manuscripts concerning Van Langren to the Geographical Institute of the University of Utrecht. He never published any of his research on the van Langrens, but his research formed the base for my knowledge about this family.

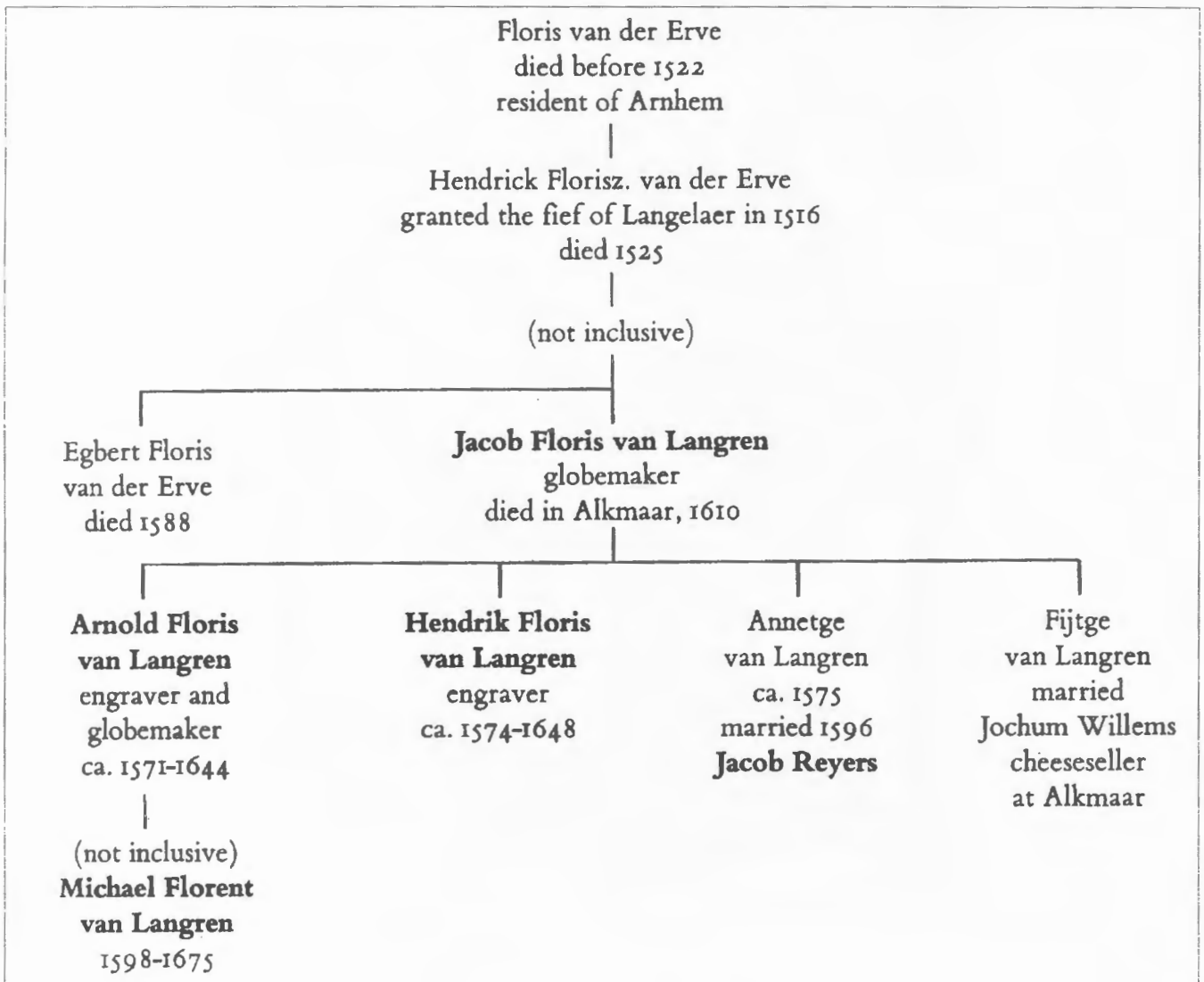


Fig. 2. Genealogical Table of the Van Langren family.



Fig. 3. Note referring to Jacob Floris van Langren on the map of the bishopric of Mechelen by Michael Florent van Langren (c. 1644)

Jacob Floris van Langren (before 1525-1610)

The first record of the family dates from 1585, when Jacob Floris paid his tax in Amsterdam. Little is known about his life before that year. On his globes Jacob Floris van Langren indicated that he was from Utrecht. But there is a statement by the son Arnold that both his father and his mother came from the city of Arnhem, the capital of the Duchy of Gelderland. In the same statement he calls himself 'Van Langelaer', after an estate near Barneveld in Gelderland. A second reference to the family appears on the map of the bishopric of Mechelen by Michael Florent van Langren, the son of Arnold, dating from about 1644.

The source of information on the map is given as follows: 'Ex adversarijs geographicis Jacobi Florentii van Langren' (which translates as 'from the geographical notes of Jacob Floris van Langren'). The map shows the bishopric of Mechelen with its new boundaries, instituted in 1559. Since Jacob van Langren was living in the rebelling northern provinces as of 1585 or earlier, we may conclude that he must have gathered the information for the map before that time. Perhaps the reason for his 'geographical notes' (which probably refers to a manuscript map) was to show the new boundaries of 1559.

The next bit of evidence also comes from Michael Florent van Langren. On the second state of his wall map of the Seventeen Provinces, he added the relatively insignificant rural estate of Langelaer with its name.

Other evidence about the period before Jacob started making globes in

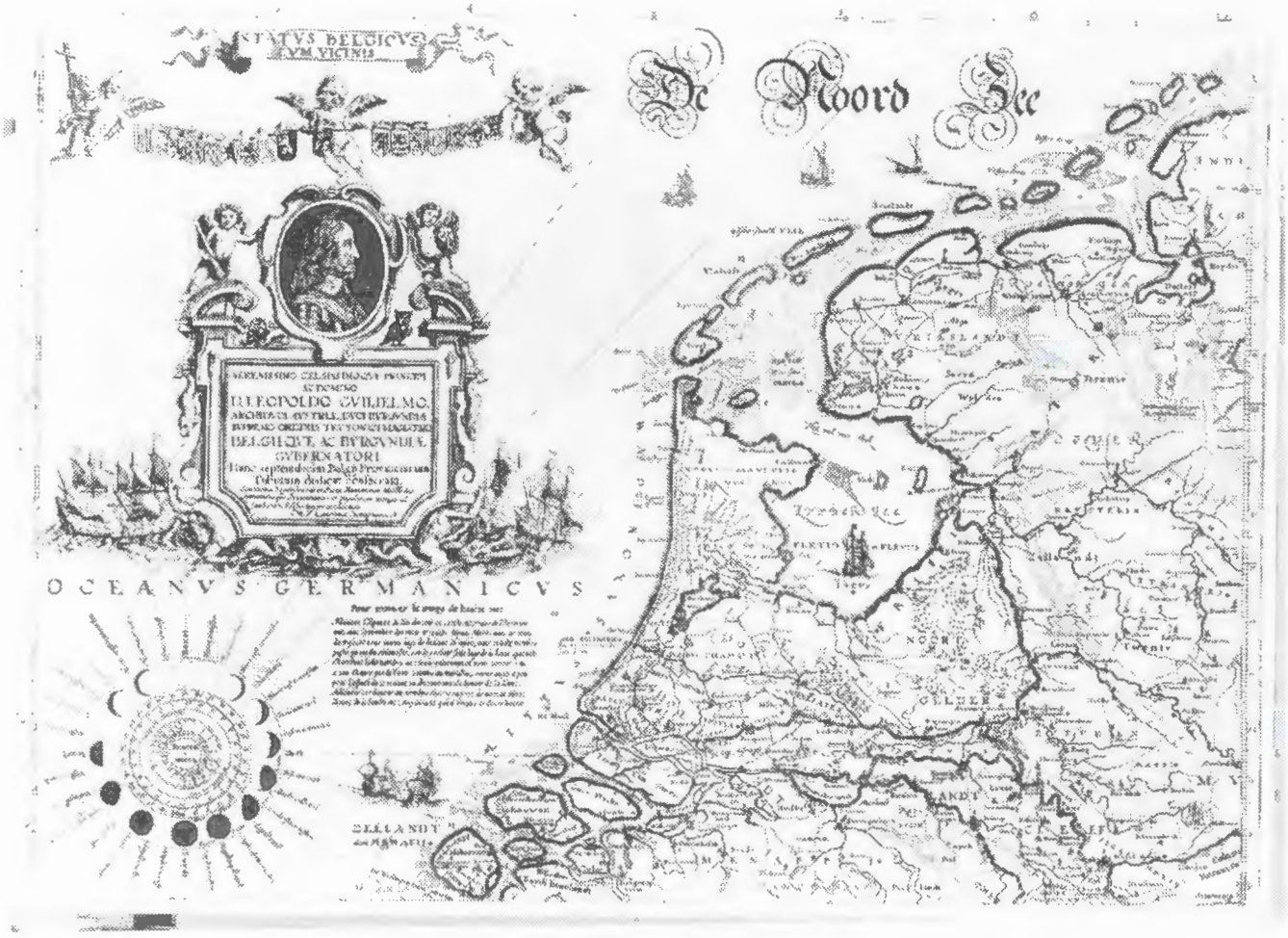
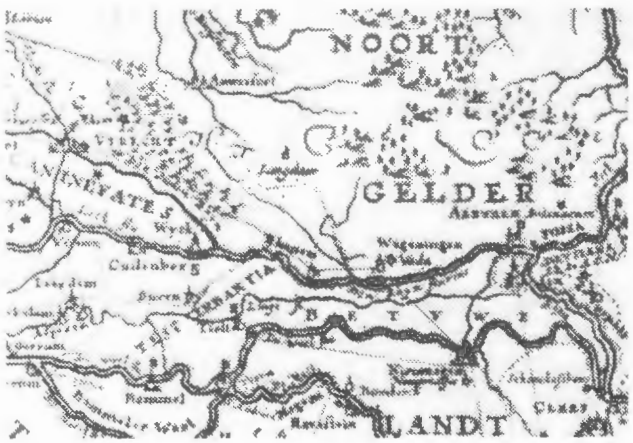


Fig. 4 a and b. Map of the Netherlands by Michael Florent van Langren, state with the addition of the manor Langelaer, with detail below.



Amsterdam comes from his rival, Jodocus Hondius the Elder. In 1597, he said that in the time that Mercator, Ortelius, Postel and Münster – thus, the mid-sixteenth century – were making their geographic descriptions, Van Langren was a 'soldier or hatmaker'. Although Hondius' intention was to denigrate van Langren, clearly what he meant by calling him a soldier was that van Langren had worked for the Spanish, who were the enemies of the northern provinces, as a cartographer.

This would also explain why nothing is known about Van Langren's work before he began making globes. Military work was secret. Hondius remarked further that the Van Langrens belonged to the Anabaptists, a radical stream in the Reformation movement of the sixteenth century. After the Union of Utrecht declared freedom of religion in 1579, many Anabaptists moved to the northern provinces. In general they were highly educated and included writers, poets, painters and engravers. The Van Langrens would have been among these Anabaptist immigrants (although that

does not agree with doing military work for the catholic Spanish).

The genealogist Mulder was able to piece together a plausible origin of Jacob Floris van Langren. He suggests Jacob is the son of Hendrick Florisz. van der Erve from Arnhem, who was given the estate of Langelaer near Barneveld as fief in 1516. In 1525, he was murdered not far from his property. He left behind a widow and eight minor children. From information found in the archives, only one of these children is known by its name, the oldest son, Egbert Floris, who inherited the estate from his father.

If Jacob is one of the other seven children, he must have been born before 1525, the year his father was murdered. In about 1570, Jacob married Betgen Arentsdr. from Arnhem, and his children were born from 1571 onwards. After his stay in Amsterdam from at least 1585 to 1599 they lived in Alkmaar, where Jacob died in 1610. It is odd, but not impossible, that he married and had children when he was over 45 years old, and that he died at an age of 85 or older.

Only a few items of Jacob's cartographic production are known to us:

- A map of the bishopric of Mechelen from about 1560, probably a manuscript sketch, published in print by his grandson Michael in 1644.
- A globe pair with a diameter of about one foot (32.5 cm), published in Amsterdam in 1586. For the celestial globe, the mathematician Rudolf Snellius was involved. A revised edition of 1589 is also known, on which the son Arnold is mentioned as engraver. Petrus Plancius is named in connection with the revision of the cartographic information.
- A terrestrial globe with a diameter of 21 inches (52.5 cm), published in Amsterdam in 1589. This is the larged printed globe up to that date. Arnold is mentioned as the engraver.
- A celestial globe with a diameter of one foot (32.5 cm), published in 1594 and based on the observervations of Tycho Brahe. Both sons, Arnold and Hendrik, are mentioned as engravers.

When Jodocus Hondius came to Amsterdam and planned the publication of a globe pair of his own in 1596, he came in conflict with the Van Langrens, who had a privilege for their globes. In my book *Globi Neerlandici*, I treat this conflict at length, and so I will give you only my conclusion, namely, that a privilege for a globe proved to be without any value. As long as you could show that your globe is slightly different from its predecessor, the privilege of the older one was not infringed.

Arnold Floris van Langren (c. 1571-1644), in Amsterdam

Arnold Floris van Langren, the engraver of the globes of 1589, was born in about 1571. Before 1592, he lived in Italy and Germany where he learned the skill of engraving. In 1590 he travelled to Denmark and stayed for six weeks with Tycho Brahe. Here he copied Brahe's celestial chart for the large celestial globe his father planned as a companion to the 1589 terrestrial globe. Because of lack of funds, this plan was never realised. After a visit to Brahe by Hendrik Floris van Langren in 1593, a smaller celestial globe with Brahe's information appeared in 1594.

Maps engraved by Arnold and Hendrik Floris Van Langren

1594 Hollandia / Henricus Florentius van Langren sculptor. - 1 sheet, 37.5 x 51 cm; copy of the 1565 map by Cornelis d'Hooghe. (Blonk 2000, no. 23).

1594 Typus Orbis Terrarum / Arnoldus F. ab Langren auth. et sculp. - 1 sheet, 30.5 x 46 cm. Published in *Biblia*. - Leiden: Jan Paedts Jacobsz. and Jan Bouwensz., 1594; after the world map in *Theatrum Orbis Terrarum* of 1587.

1596 *Orbis terrae compendiosa descriptio* / Arnoldus & Henricus Florentij à Langren fratres sculpserunt. - Antverpiae: apud Joannem Baptistam Vrient. 1 sheet 39.5 x 57.5 cm.; copy of Plancius' 1594 map

1596 Five of the six maps in: *Itinerario: Voyage ofte Shipvaert van Jan Huygen van Linschoten naer Oost ofte Portugaels Indien.* - Amsterdam: Cornelis Claesz., 1596, to wit:

a Typus orarum maritimarum Guineae manicongo / Arnoldus F. à Langren delineavit & sculpsit. - 1 sheet, 39 x 52.5 cm. The western coast of Africa, south and east of Sierra Leone.

b Delineatio orarum maritimarum... Terra do Natal / Arnoldus F. à Langren delineavit & sculpsit. - 1 sheet, 38 x 54 cm. Eastern Africa and the islands in the Indian Ocean.

c Delineatio omnium orarum totius Australis partis ... Americae / Arnodus Florentius à Langren author & scalptor. - 1 sheet, 39 x 55 cm. All of South America.

d ...Tabula orae maritimae Abexiae / Henricus F. ab Langren sculpsit. - 1 sheet, 39 x 52 cm. Includes all of Southwest Asia.

e Exacta & accurara delineatio cum orarum maritimarum tum etiam locorum terrestrium quae in regionibus Chinae / Henricus F. ab Langren sculpsit ao. 1595; Arnoldus F. à Langren delineavit. - 1 sheet, 39 x 52 cm. Includes all of the East Indies.

1598 Asiae nova descriptio / Henricus F. à Langren fecit. - 1 sheet, 38 x 52 cm. Possibly a copy of a map by Plancius. Illustrations are borrowed from a 1598 travel report by Willem Lodewijcksz.

1598 Bescriving vande lantscapen ende zeecosten van Picardie, Normandie en Bretaigne / Lucas Ioannes Aurigarius author; Arnoldus Flor. à Langren sculpsit. - 1 sheet, 19 x 55 cm. In an edition of *Thresoor der Zeevaert* by Lucas Jansz. Waghenaer.

159- [Map of the German Empire] / Henricus Fl. à Langren sculpsit. - 1 sheet, 35 x 48 cm.

159- Flandria [and] Zelandiae Comitatus / Arnoldus & Henricus Floren. à Langren fratres sculpserunt. - 2 sheets, attached to each other, but each with a separate title. Later state by Claes Jansz. Visscher. (Schilder, MCN VI, map 61).

159- Leo Belgicus / Henricus Florentii a Langren sculpsit. - 1 sheet, 35.5 x 43.5 cm. Later state by Pieter van den Keere. (Van der Heijden, Leo Belgicus, map 4; Schilder MCN, p. 65)

159- Nova et accurata totius orbis terrarum...tabula / recognita et aucta opera Henrici a Langren. - wall map, 173 x 230.5 cm.; successor to Plancius' 1592 wall map.

Now let us look at the life and work of Arnold Floris van Langren.

In a short period of time in the 1590s we see both Arnold and his younger brother by four years, Hendrik, employed as engravers of maps, among others for Cornelis Claesz., but also on their own account. Their names appear on fourteen maps dated from 1594 to 1598. These include maps for a Bible, five of the six maps for Jan Huygen van Linschoten's *Itinerario*, a wall map of the world, and maps of Holland and the world in folio size. Three maps show both of their names, five are signed by Arnold alone, and six are signed by Hendrik.

With the exception of the series of maps for Van Linschoten's *Itinerario*, the maps form a curious collection of copies of other maps. They offer nothing original, at least not in a geographical sense. It is interesting, however, that their copperplates were later used by several 'famous' publishers: Pieter van den Keere republished the Leo Belgicus and Claes Jansz. Visscher the map of Flanders and Zeeland. Originally consisting of two separate sheets – a map of Flanders and a map of Zeeland, which could be mounted together – these were re-published by Visscher as a two-sheet map with a decorative border.

Apart from this engraving work, Arnold and his brother Hendrik continued in publishing the large terrestrial

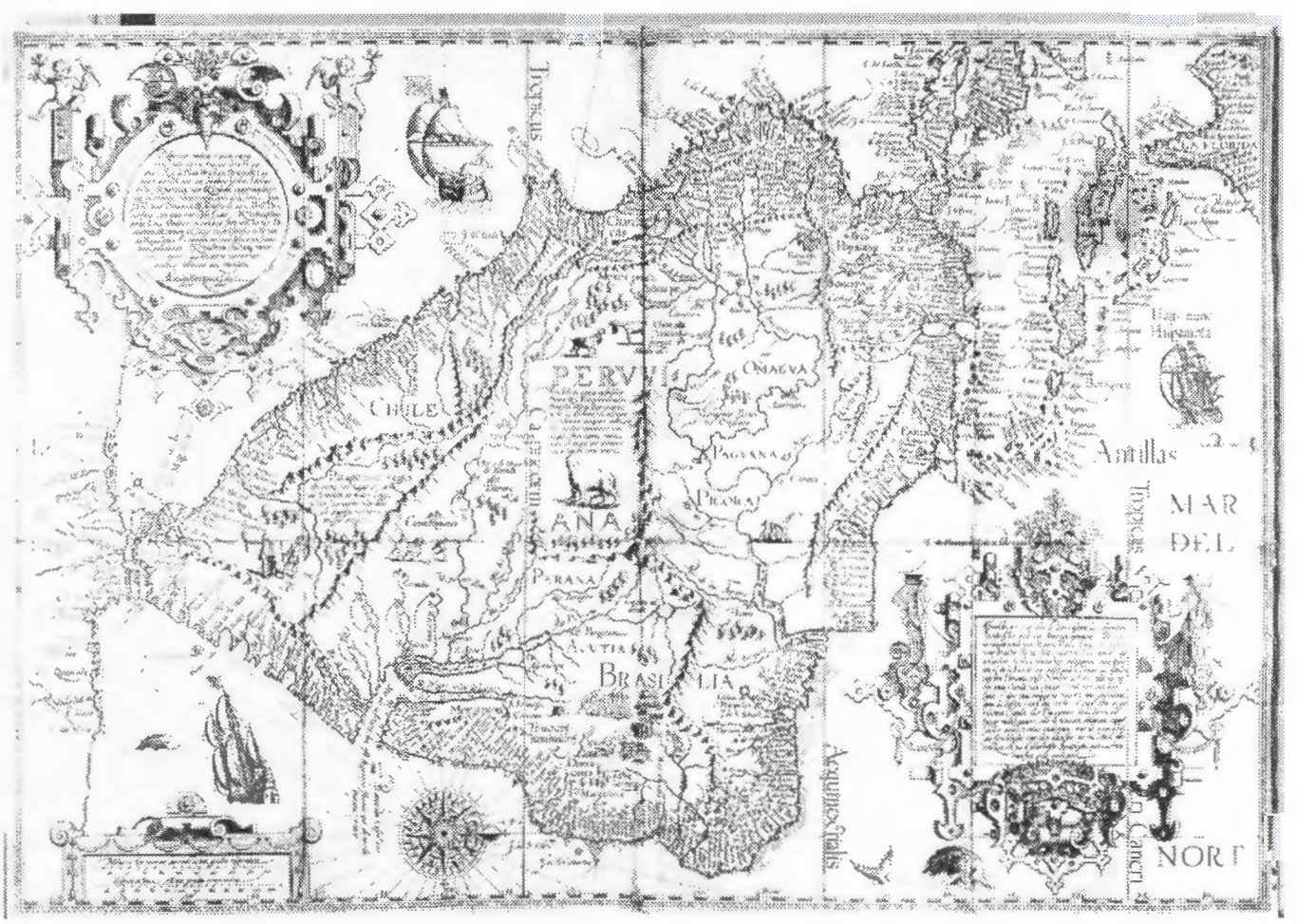


Fig. 5. Map of Southern America, signed by Arnold Floris van Langren as author and sculptor. The map was included in Van Linschoten's Itinerario.

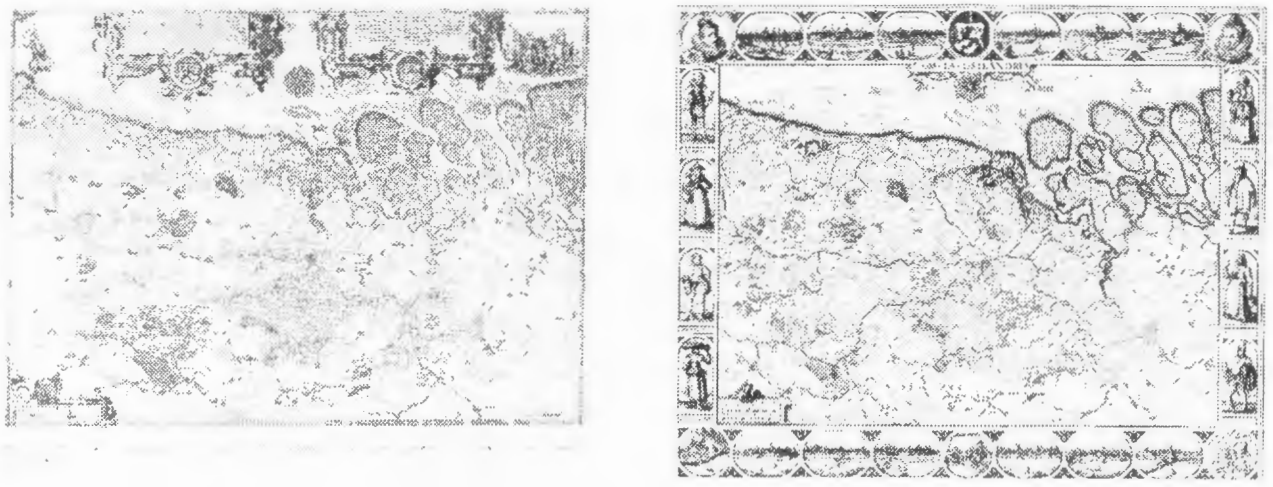


Fig. 6 a and b. Map of Flanders and Zeeland: first state by Van Langren (two maps, mounted together to form one larger map) and the later state by Claes Jansz. Visscher (map with decorative borders in two sheets).

globe. They often altered the copperplates for them, and so of the fourteen copies known today, no two are identical.

Shortly after 1600 Arnold Floris van Langren made a new, small terrestrial globe. In an exceptionally long text for such a small globe, Arnold addresses the readers:

> 'The fact that the description of this globe surpasses all previous ones – not excluding our own, the first that have appeared in these regions, and those of J. Hondius and Willem Jansz., for whom ours served as the example – in beauty and perfection in many aspects (which we may say without boasting) is of no surprise. After all, the many and varied explorations and sea voyages made by many people, but in particular our countrymen, within a short period, have led to discoveries in many far-away lands and places....' and so on.

Arnold, the elder son, was the more active of the two, but at the same time, his personal life left something to be desired. He was rather wild and reckless, according to his father. He had many debts, not only to his father, but to others as well. When his father died in 1610, the total sum each of the four children inherited was 1,273 guilders, which was

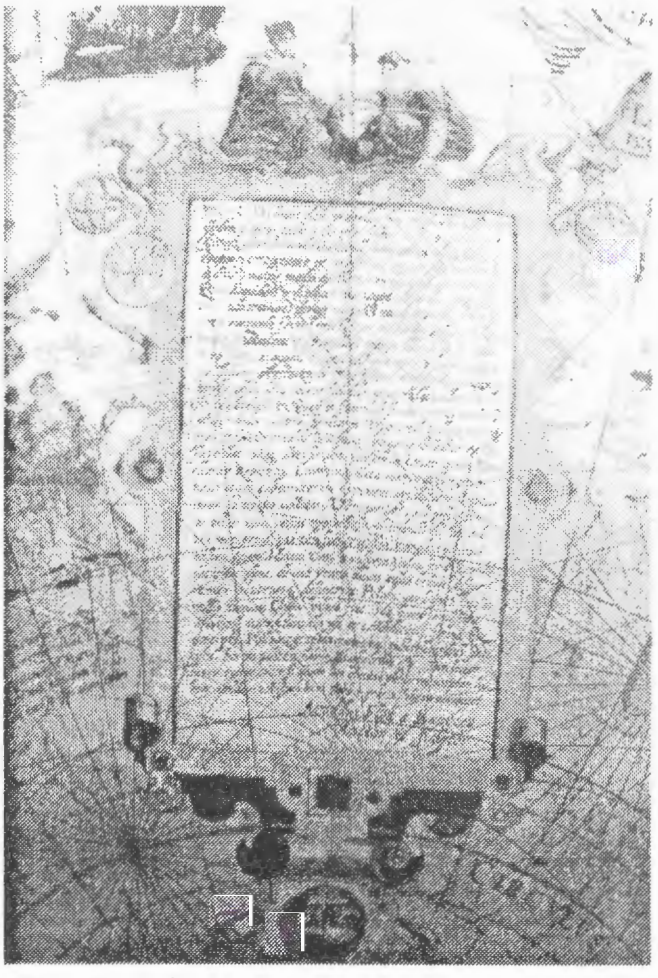


Fig. 7. Address to the reader on Arnold Floris van Langren's terrestrial globe of 32.5 cm diameter, c.1600

a sizeable amount considering that the yearly income of a labourer at that time was approximately 300 guilders. This figure also gives us some perspective on Arnold's debt of almost 3,000 guilders. Not surprisingly, Arnold's inheritance was taken in 1611 by his creditor. Arnold himself was long gone: in 1607 or '08, he fled his creditors in Amsterdam, leaving behind all his possessions, for the southern provinces, which were at war with the northern region. Later, more about this.

Hendrik Floris van Langren (c. 1575-1648)

Hendrik Floris van Langren visited Tycho Brahe in 1593 to gather data for a new celestial globe. The 1586–89 globe adapted by Snellius and improved by Plancius was abandoned, and completely new copperplates were engraved. Not only did Hendrik adopt the positions of the stars from Brahe's large globe, but he also engraved the figures of the constellations on the copper plates. He showed himself to be an able engraver at the age of 20. His brother Arnold had engraved the letters and his father, Jacob Floris van Langren, is cited as the author and publisher. In one of the Latin legends we find: 'Jacob Floris, citizen of Amsterdam, had this globe made after sending his son Hendrik to Denmark to copy down the stars according to the observations of the noble man Tycho Brahe. With a charter, accorded to the same Tycho Brahe and graciously relinquished by him.'

In the 1590s Hendrik engraved several maps with his brother, as mentioned before. There is a contract between Hendrik Floris van Langren and Lenert Rans of 19 November 1598, concerning



Fig. 8. Portrait of Tycho Brahe on the 1594 celestial globe by the Van Langrens.

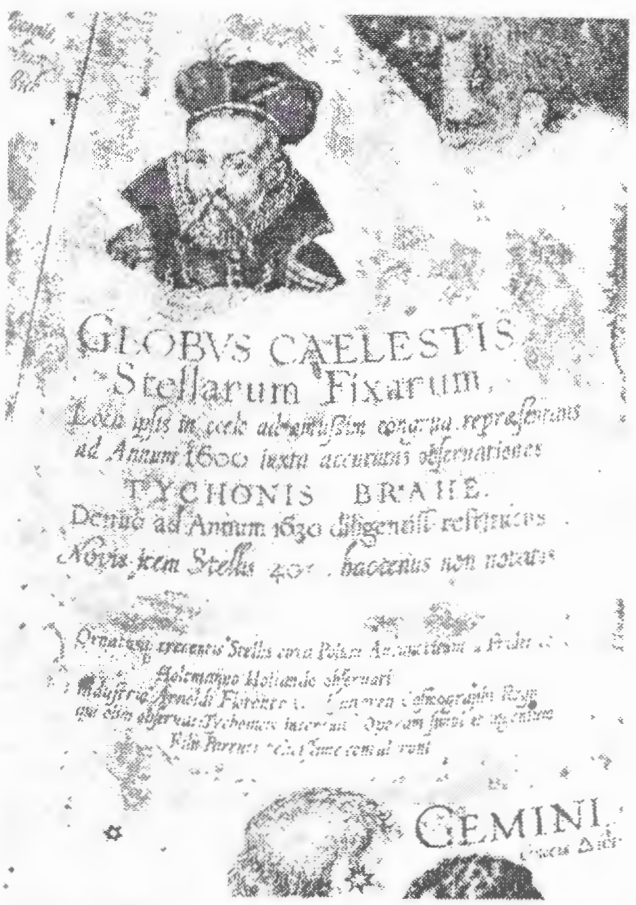


Fig. 9. Title cartouche, with portrait of Brahe, on the 1630 celestial globe by Arnold Floris van Langren.

the production of a large wall map. In this contract, it is explicitly stated that the map will be as large as Plancius's large map, but it would be 'more correct and cut more deeply' than the Plancius map, moreover, decorated with 'much more curious figures than ever has been done before'. Open reference is made to Plancius's map as a model; changes related only to the engraving and decoration, not to the geographical content. This is typical of the work of the Van Langrens. The copies are frequently much more beautifully decorated with illustrations than were the originals. About the 1596 world map, which was copied from the Plancius map engraved by Jan Jansz. van Deutecum, Rodney Shirley says the following: 'The overall engraving by the brothers Arnold and Hendrik van Langren is even finer than that of the earlier map by their fellow craftsman, Jan van Doetecum'.

That Hendrik was involved in the globe production as well is seen in a notary contract he made after his brother fled to the southern Netherlands. Hendrik had been left alone with the business in Amsterdam. Perhaps it was Hendrik's inability, but no doubt also his brother's financial irresponsibility (his brother was also his partner, after all), which resulted in Hendrik's inability to carry on alone. Help was quickly found in the person of Jacob Reyersz., who was married to Hendrik's sister, Annetge. Jacob wanted the agreement to be legally binding; no doubt he did not want to run the risk that Hendrik might flee as well. On 1 February 1608, Hendrik and Jacob went to visit a notary. Hendrik promised to make 600 small globes, 300 terrestrial and 300 celestial; 48 of these had already been finished and sold. The costs, which included printing, making the spheres and horizons, the colouring and the brass rings, would be borne by both men. Hendrik, who was responsible for all of the work, would receive one guilder per globe from Jacob's share of the profits.

It is questionable whether the 300 pairs were produced after 1608. No cartographic work by Hendrik Floris van Langren or Jacob Reyersz. is recorded after this date. Hendrik is not mentioned again in the profession after 1608; we may assume that he did no further engraving work. In 1642, he moved from Amsterdam to Alkmaar, where he died in 1648.

Arnold Floris van Langren (c. 1571-1644), in the Southern Provinces

Arnold Floris van Langren fled from his creditors in Amsterdam in 1607 or '08 to the southern Netherlands, leaving behind most of his belongings. The governors of the Spanish Netherlands seem to have been very glad somebody came back from Amsterdam. They probably did not know his reputation, and so in 1609 appointed him as 'Royal Spherographer' with a salary of 200 guilders a year. In Antwerp, and later in Brussels, he again began to manufacture globes. But he could not do much, since he had left Holland so abruptly, and was forced to leave behind all of his 'instruments of spherography, many prepared globes, maps, suitcases, boxes and such household things which he needed very much'. In 1610, he requested an advance of one year's salary, so that he could have his instruments and materials sent from Holland.

Arnold Floris van Langren's difficult financial circumstances were responsible for a unique situation in the history of globe production. Since the copper plates of the globes remained in the possession of Hendrik, it seems unlikely that Arnold had ever been able to make use of those plates. However, in 1610, with his other belongings, Arnold had obtained some completed globes and printed gores from Amsterdam. With the gores, he was able to make complete globes during the first years.

Modifications and additions have been applied on these globes in manuscript. The process of pasting gores onto the sphere could easily result in damaged gores. As a result of such losses, the supply of printed gores decreased irregularly. At a given moment, the supply of certain gores would be used up. In normal circumstances this was not a problem because the globemaker had the copper plates and could make new prints, or have them made. Arnold did not have the copper plates in his possession. Thus, at a certain point, he must have been unable to make complete globes even though he still had a number of printed sheets. He solved this problem by engraving new plates for the missing gores. By cutting and pasting he was able to make complete globes using both new and old gores. He made it even more difficult for himself by completely revising the map of the new gores. The next phase in the development of the large terrestrial globe consisted of the globe made up of completely new gores.

The fourteen extant large globes of the Van Langrens can be grouped into three types as follows:

1. The ones made up completely from old glores. These were made in Amsterdam and in Arnold's early years in Brussels.
2. Composite globes, made from old and new gores, and
3. Globes made up completely from newly engraved gores.

I assure you, when I was working on my globe bibliography, this was a very complicated matter to figure out, and was possible only with dozens of photos of each of the extant globes.

After the death of Archduke Albert in 1621, Arnold was mentioned as 'spherographer' to the King of Spain. In this time he revived the old idea of making a large celestial globe to accompany the terrestrial one. This time he achieved his goal.

A remarkable painted version of the celestial globe is preserved in the National Maritime Museum in Greenwich. The year for which the positions of the stars were calculated is 1625. For the printed globe itself, the year was 1630. Therefore, it is quite possible that the manuscript globe in Greenwich was a prototype which preceded the printed gores. It is likely that the years 1625 and 1630 are more or less the years of publication.

In addition to making globes, Arnold also undertook other projects. In 1628, he received the sum of 480 pounds for being employed in secret matters. Also in 1628, he corrected maps from Ortelius's atlas for Balthasar Moretus, as well as engraved new copies, for the new edition of the *Theatrum Orbis Terrarum* prepared by Moretus. The negative comments about Van Langen's work by Balthasar's cousin, Theodorus Moretus, who studied mathematics in

Prague, brought the project to an untimely end. A new edition finally appeared in 1641, but Arnold is not mentioned on any of the maps.

Michael Florent van Langren (1598–1675)

Michael Florent van Langren (1598–1675), Arnold's son, was already a creditable cosmographer and mathematician in the 1620s. He was involved in many projects, ranging from a map of the moon with names of lunar features to the improvement of the sewer system of Antwerp.

I will discuss here only those of his projects which show his significant inventions.

Michael and his friend, the humanist Erycius Puteanus (1574–1645), were both closely involved in the construction of Arnold's celestial globe and a new edition of the terrestrial globe. Neither father nor son knew Latin so they relied on Puteanus for the Latin notes on the globe. After finishing the celestial globe, Michael intended to publish an improved version of the terrestrial globe along with Erycius Puteanus. The most important of the changes is the addition of what is now known as the 'international date line', a modification that must be credited to Puteanus. He had become seemingly obsessed with the problem that the day had to begin somewhere on the earth. In August, 1632 he introduced this concept to the scholarly world in a booklet in which he proposed a 'Circulus Urbanianus', named after Pope Urbanus VIII (1623–1644). This circle consisted of the meridian going through Rome and the one through the antipodal point of Rome. The meridian running through the antipodal point marked the beginning of the day and was called 'Linea Archimerina' or 'Dachbeginsel' (beginning of day).

Michael Florent van Langren was the first to place this on a globe. The concept was then completely forgotten and only in 1865/66 did a map again include a date line, after its necessity had been recognized in the nineteenth century.

Maps by Michael Florent van Langren

c. 1625 [Map of Brabant]. – 1 map in 4 sheets, ca. 75.5 x 89 cm.

1626 Fossa s. Mariae s. Eugeniana dicitur. – 1 sheet, 58 x 81.5 cm.

1644 DESCRIPTIO DIOECESEOS ARCHIEPISCOPATUS MECHLINIENSIS Ex Adversarijs Geographicis Iacobi Florentij van Langren / Michael Florentius Langrenus Cosmographus et Math. Regis; Richardus Collus letteras in aes incidit. - 1 map in 2 sheets, 51 x 91 cm.

1644 Luxemburgensis ducatus et Trevirensis archopiscopatis / Auctore Mich. Florent Langreno, 1644. – 78,5 x 99 cm.

c. 1644 Dioecesis Episcopatis Gandensis ... / Michael F. Langrenus Math.

1647 STATVS BELGICUS [Title of second state]. û Dedicated to Leopold of Austria by Michael Florentius Langrenus, 1647. – 2 sheets, 81.5 x 56.5 cm (later extended to six sheets, 81 x 110 cm). – Van der Heijden 1998, map 114.

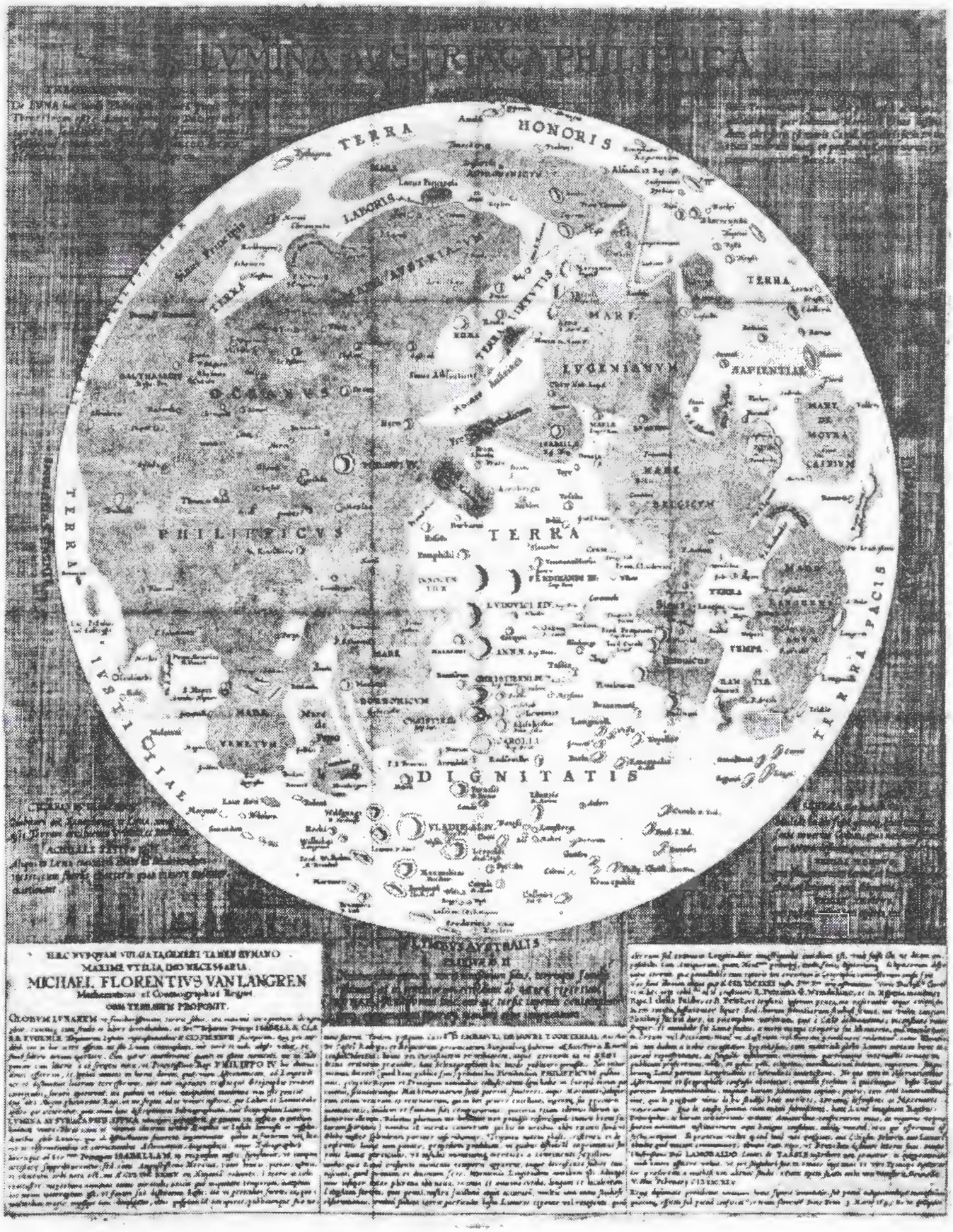


Fig. 10. Engraved map of the moon by Michael Florent van Langren, 1645.

Beginning in the 1620s, Michael also worked on the publication of a method to measure longitude by observing the moon. Financial problems and political troubles caused the failure of this project. The only results were some pamphlets

and two maps of the moon: a manuscript accompanying the application for a patent and an engraved map, published in 1645 as an appeal for support.

The special feature of these maps are the names of the different phenomena on the lunar surface. This is the first comprehensive system of selenonyms ever published. In 1651, this system was surpassed by those of Giovanni Battista Riccioli.

Michael was also involved in various hydrographic projects in the southern provinces; he described harbour improvements in Mardijk and Oostende, and an improvement of the sewer system in Antwerp, and he developed a plan of digging a canal between the rivers Rhine and Meuse, the so-called Fossa Eugeniana. For this last project he drew a map in 1626. Copies of this map were included in the atlases by Hondius and Blaeu. Around the same time, Michael made a four-sheet wall map of the province of Brabant. This map was used in the preparation of the maps of three of the Brabant quarters in the atlases by Blaeu and Hondius.



Fig. 11. Notation of the scale on the wall map of Brabant by Michael Florent van Langren, c. 1625.

On several maps, Michael introduced map scales as representative fractions: on the wall map of Brabant he wrote (translated from the French): 'The true distances between the places shown on this map are 140,000 times further than here'. Comparable texts are found on his map of the region of Mechelen at the scale of 1:114,500 and of the Fossa Eugeniana at a scale of 1:143,000. It took two centuries and the introduction of the decimal system before it was normal practice to express map scales as representative fractions.

Jacob van Langren II

To be complete, a few words now about the last of the Van Langrens who was active in mapmaking, namely Jacob van Langren, the engraver of the *Thumbnail Map for English Travellers*, 1635, and some other maps. Most likely, this Jacob was the second son of Arnold Floris van Langren. However, according to another source, Arnold's son Jacob was an officer who distinguished himself during the Siege of Louvain in 1635, the same year he engraved the map. Thus maybe the engraver Jacob is a yet unknown family member, or not related at all.

Conclusion

The story of the Van Langrens is

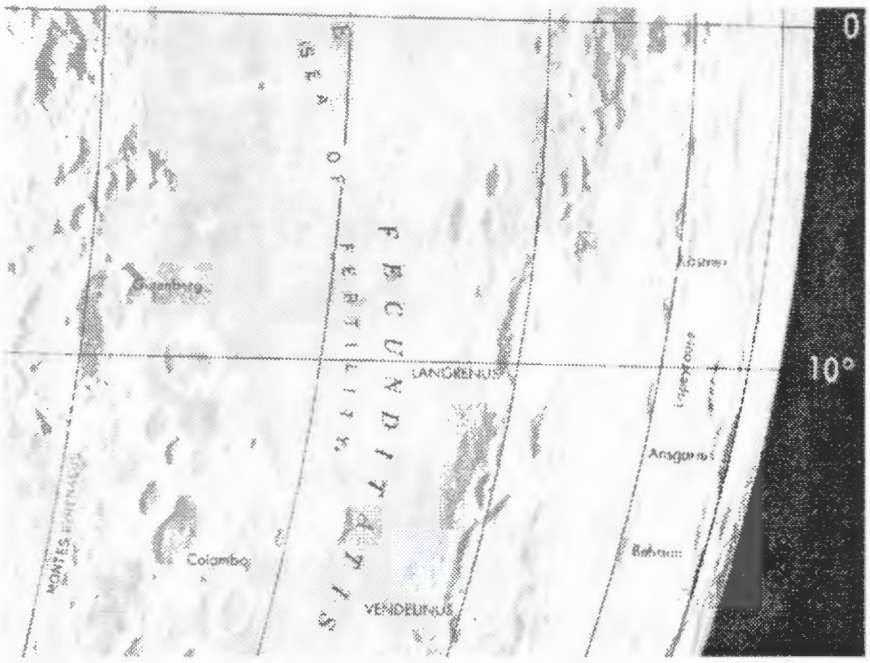


Fig. 12. Crater "Langrenus" on the moon (from The Times Atlas of the Moon*).*

more or less a story of missed opportunity and, ultimately, of failure. Although skilled engravers and globemakers, they lacked the business instinct necessary to win in any competition with Hondius and Blaeu. Secondly, they were of the wrong religion. As long as they were alone as globe publishers in Amsterdam, everybody paid attention to them, but as soon as Hondius came onto the stage, the love for the Van Langrens quickly faded. In the literature on cartography they are mostly neglected. In my *Globi Neerlandici* I tried to give them the place they deserve, though they will never be as famous as Hondius and Blaeu. However, one small honour given to the Van Langrens has never been granted to their competitors: Because of his involvement in the mapping of the moon, Michael Florent van Langren is immortalized on the moon: one of the craters is named Langrenus.

Note

This article is mainly based on chapters 3, 4.2, and 7.3 of my *Globi Neerlandici: The Production of Globes in the Low Countries* (Utrecht: HES, 1993). Michael's lunar map was earlier subject of two of my articles, one in Dutch, 'De maankaart van Michael Florent van Langren (1645)' (in *Caert-Thresoor* 2 (1983) 3: 36–39) and one in German, 'Das "Plenilunium" des Michael Florent van Langren: Die erste Mondkarte mit Namenseinträgen' (in *Cartographica Helvetica* 11 (1995): 44–49). The use of scales as representative fractions is discussed in my article 'Het verhoudingsgetal als schaal en de eerste kaart op schaal 1:10000' (in *Kartografisch Tijdschrift* 21,1 (1995) = *Nederlands Geodetisch Tijdschrift "Geodesia"* 37, 1 (1995): 3-5). In these chapters and articles you will find further references.

I would like to thank Ed Dahl for editing my text.

PETER VAN DER KROGT

Introduction to the speaker by Hans Kok

Peter van der Krogt was born in 1956. He completed an education in Physical Geography and studied Cartography thereafter. His dissertation was on the production of globes in the Low Countries, a well-received publication indeed. As a long-time researcher of renown he has been with the University of Utrecht for most of his career. He has published numerous articles as author and co-author. His major undertaking at present is the extensive effort to update, improve and re-style the well-known Atlantes Neerlandici, originally compiled by Professor Koeman. When ready in due time it will be known as *Koeman's Atlantes Neerlandici by Peter vander Krogt*, no doubt. He also contributes heavily to the on-going research project Explokart at the Utrecht University, led by Prof. Schilder.

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How *not* to get to the Spices
The Alternative Routes
A Marketeer's Retrospective Perspective

It is impossible to travel back in time in order to put yourself in exactly the same position as decision-makers were, say, four hundred years ago as they planned further voyages of exploration. However, one can still hypothesize about the types of questions that were raised, the information available at the time, and have a fair idea about the then existing economic and political environment. It was with that in mind, that I decided to review the attempts by the Dutch to find sea routes to the spices other than the one developed by the Portuguese via the Cape of Good Hope. The present analysis is in the form of an after-program review that marketers undertake when events turn out to be not quite as had been anticipated. Some unkind souls would call this exercise a post-mortem.

To begin with, let me give you a simple definition of the term *marketing,* that I have found useful. Marketing is not a science, but a sum of knowledge about commerce and what works in a given marketplace, at a given point of time, and what doesn't. Now, the Dutch didn't invent marketing, but they have spent a great deal of time in improving it. I will be using a number of marketing terms and acronyms here—we call them buzzwords—so by the end of this article you will have a new vocabulary with which to impress your friends, or confuse your enemies.

Prince Henry the Navigator, who was not a Dutchman as you all know, started the ball rolling with the voyages

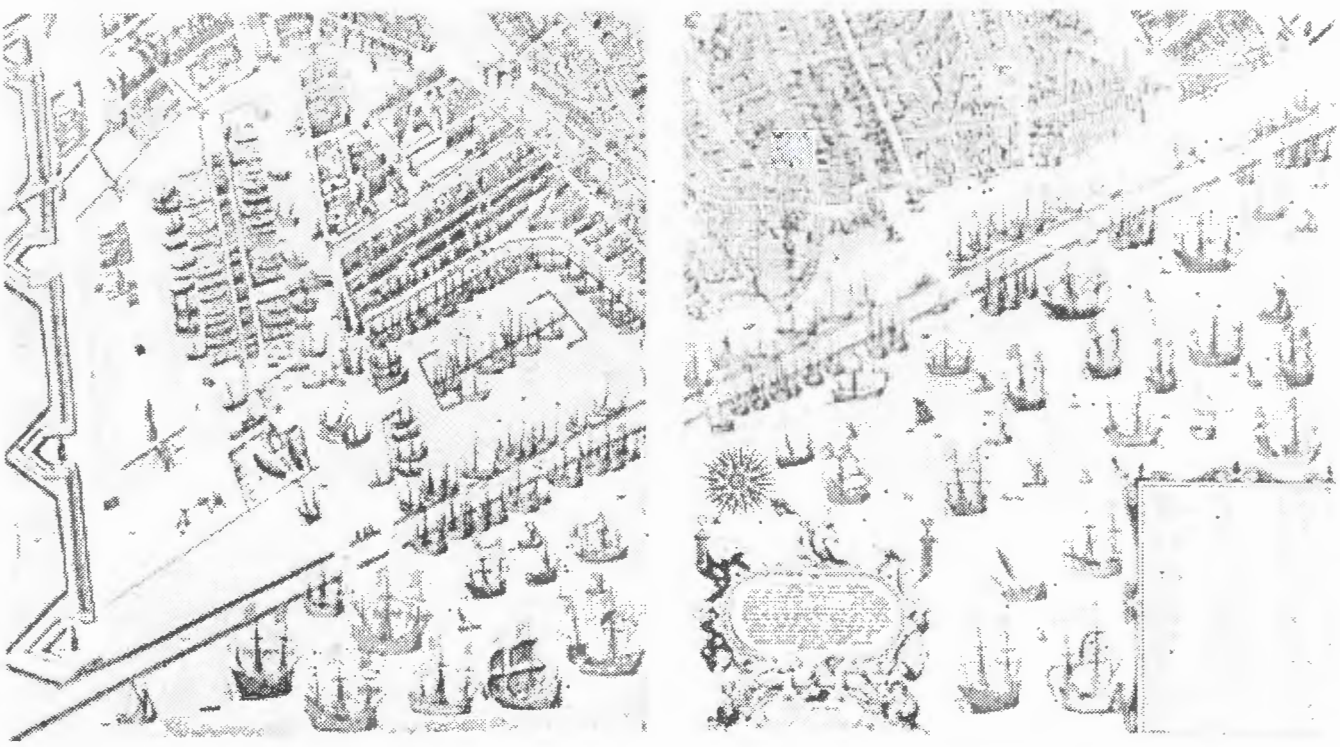


Fig. 1. View of Amsterdam Harbour, c. 1590, showing thriving business, a wealth of ships and shipbuilding.. (Courtesy Amsterdam Universiteits Bibliotheek.)

of discovery. It took the Portuguese nearly 100 years (1419–1511) to unlock the puzzle of the route to the East Indies from the first hesitant voyages along the northwest coast of Africa to the taking of Malacca by Albuquerque. And, as the Portuguese went (mostly) East, and the Spanish went West, the Pope split the world in half and gave equal shares to the two. The Portuguese and the Spanish had yet another 100 years of monopoly (1511–1600) of those discoveries including a virtual stranglehold of the spice trade.

The Dutch, on the other hand, had an equally heroic if perhaps less glorious build-up of seafaring knowledge whilst engaged in fishing in the North Sea and carrying cargo in and around the Baltic. So while the Spanish and Portuguese were exploring, conquering and plundering the new lands, the Dutch were busy making money and gaining market share in the transportation business.

The poet Joost van der Vondel ably described the goals of the Dutch in the last two lines of a poem written in 1639:

> *Wherever profit leads us, to every sea and shore,*
> *For love of gain, the wide world's harbours we explore.*[1]

In fact, the success of the United Provinces was so great and came so suddenly that it caused quite a stir in that *other* maritime nation, England, as we can discern in this quote from Sir Josiah Child, in his *Discourse of Trade:*

> *How came it to be that two low-lying and relatively uninviting provinces in the North Sea formed the core of a Confederation which became the principal seafaring nation of the world within the lifetime of a single generation?*[2]

Sir Josiah could have benefited from marketing's decision-making process.

Before embarking on a new venture or program, the marketeer tries to define the lay of the land as it is at that moment and what recent events provide new opportunities. We call that: *current condition*, and in the last decade of the sixteenth century, it would look something like this:

Changes in Economic Environment:

- The United Provinces were in the middle of the 80-year war with Spain (1568–1648).
- Antwerp, then the number one commercial centre of Europe, had been captured by Alessandro Farnese, Duke of Parma, in 1585, and, as a result, a number of wealthy Calvinist traders took their skills, capital and databases to Amsterdam.
- There had been five years of bad harvests in Northern Europe, from 1586–1590.

Changes in the Channels of Distribution

- The joining of the Portuguese crown with the Spanish crown in 1580 meant that access to Lisbon, the primary source of spices for the United Provinces, was increasingly denied.
- Spain also declared embargoes against the Dutch in 1585, 1595 and 1598.
- The failed harvests meant that the Dutch needed to go further afield to procure grain, so they began to sail into the Mediterranean.

Improvement in Delivery Systems

- The Dutch had developed a more efficient cargo vessel called a *fluit*, in English known as the fly-boat or flight.
- There was a gradual, but significant, increase in the number of cargo vessels built locally, at a lower cost, and with a risk-sharing co-operative ownership system, known as the *rederij*.

Development of a Competitive Advantage:

- More efficient and inexpensive ships with greater carrying capacity, manned by smaller crews, meant lower operating costs.
- The large number of ships involved in the fishing and cargo trades also meant that there was a significant supply of trained manpower, and the attraction of a life at sea probably was higher than the prospect of digging peat, one of the few employment alternatives available.

The fall of Antwerp meant the rise of Amsterdam and a dramatic increase in trade, shipbuilding and advances in technology. And the thrust into the Mediterranean added geographical knowledge including new maps such as those drawn up by Willem Barents, as well as acquired experience in longer voyages.

So, in the last decade of the sixteenth century, as the price of spices was spiraling higher and higher, someone in the marketing department of the United Provinces must have sat down and done a **SWOT** review.

SWOT, you ask?

Simply a marketing buzzword meant to remind the marketeer that he should first analyze what the **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats are that should be taken into account before launching a program.

The first thing a marketeer does when faced with the SWOT question, is to draw up a chart, looking something like this:

S	O
W	T

Now a clever marketeer will draw the chart in a way that the Strengths and Opportunities are always more numerous and visibly larger than the Weaknesses and Threats thus enhancing the chances of the plan being approved by management.

Under **S**trengths the marketeer would have mentioned the large fleet of ships costing less to build and to run, and the availability of trained manpower including reserves. *And,* the special advantage of the *fluit.*

Falconer[3] described it as follows:

A large, flat-bottom'd Dutch vessel, whose burthen is generally from four to six hundred tons. It is distinguished by a stern remarkably high, resembling a Gothic turret, and by very broad buttocks below.

Broad buttocks indeed; there is more than just a small hint of jealousy that creeps into Falconer's definition, as other nations lost cargo business to the thrifty and enterprising Dutch.

As **W**eaknesses, he would probably note the problems of sickness, usually those of a highly contagious nature, such as tuberculosis or even plague, brought on board by sailors, and those, such as scurvy, acquired on long voyages as they were deprived of vitamin C.[4] Also,

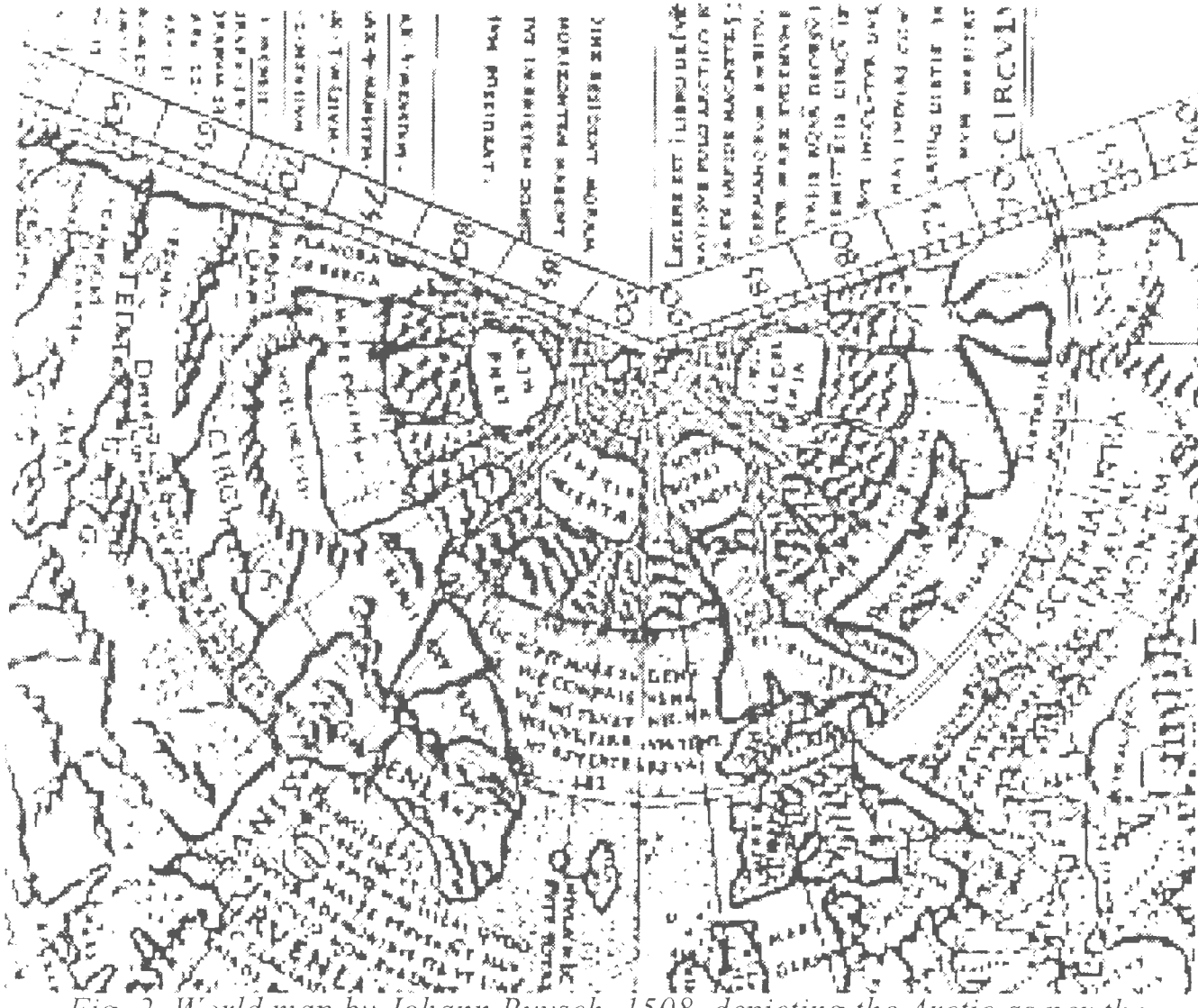


Fig 2 World map by Johann Ruysch, 1508, depicting the Arctic as per the Inventio Fortunatae *and descriptions by Cnoyen.*

when considering expansion of trade routes, shipowners were reluctant to embark on any trade that implied only one-way carrying of cargo, with a return voyage in ballast.

There was no question that the **O**pportunity was the main driver because of the possibility of a new and profitable business by going directly to the source and eliminating the middleman.

And lastly, in assessing the **T**hreats, he had to consider the fact that the Portuguese and Spanish 'monopolists' were not about to give up their lucrative business without a fight, so threat-avoidance had to be high on the agenda.

It is likely that the marketeer, or marketeers then summarized their thoughts in simple terms of:

Strategy

- Get a significant slice of the spice trade pie.

Tactics

- Leverage competitive advantage(s).
  Large number of ships; trained crews; low costs.
- Explore alternative routes.
  Find a short cut to the spices; avoid the Iberian strongholds.
- Use 'orderly marketing' techniques; i.e. let us not end up competing with ourselves.

The next question had to be: *How are we going to accomplish this?*

Well, what the financial community calls a gamble, the marketing department calls a calculated risk, and that would suggest a decision not to put all the eggs into one basket.

Execution

- Hedge. Several eggs in several baskets.
- Follow existing paths.
- Improve on known paths/develop alternatives. Seek shorter routes via:
  - NE
  - SW
  - NW

The Passages

Northeast Passage

The English had actively sought the Northeast Passage from the middle of the sixteenth century. The theory was simple: sail over the North Pole to the Strait of Anian, dividing the Western Hemisphere from Asia, and it is a straight line south to the spice islands. Starting with the voyage of Willoughby and Chancellor, and continuing with Borough, Jenkinson and Pet and Jackman, the English sponsored more than a dozen voyages between 1553 and 1580.

The English surely reviewed the maps extant at the time to gain some reinforcement from geographers. They could very well have examined the Ruysch map of 1508 with its odd depiction of the Arctic, the Zeno map of 1558 showing open water to the East, but the most compelling map had to be

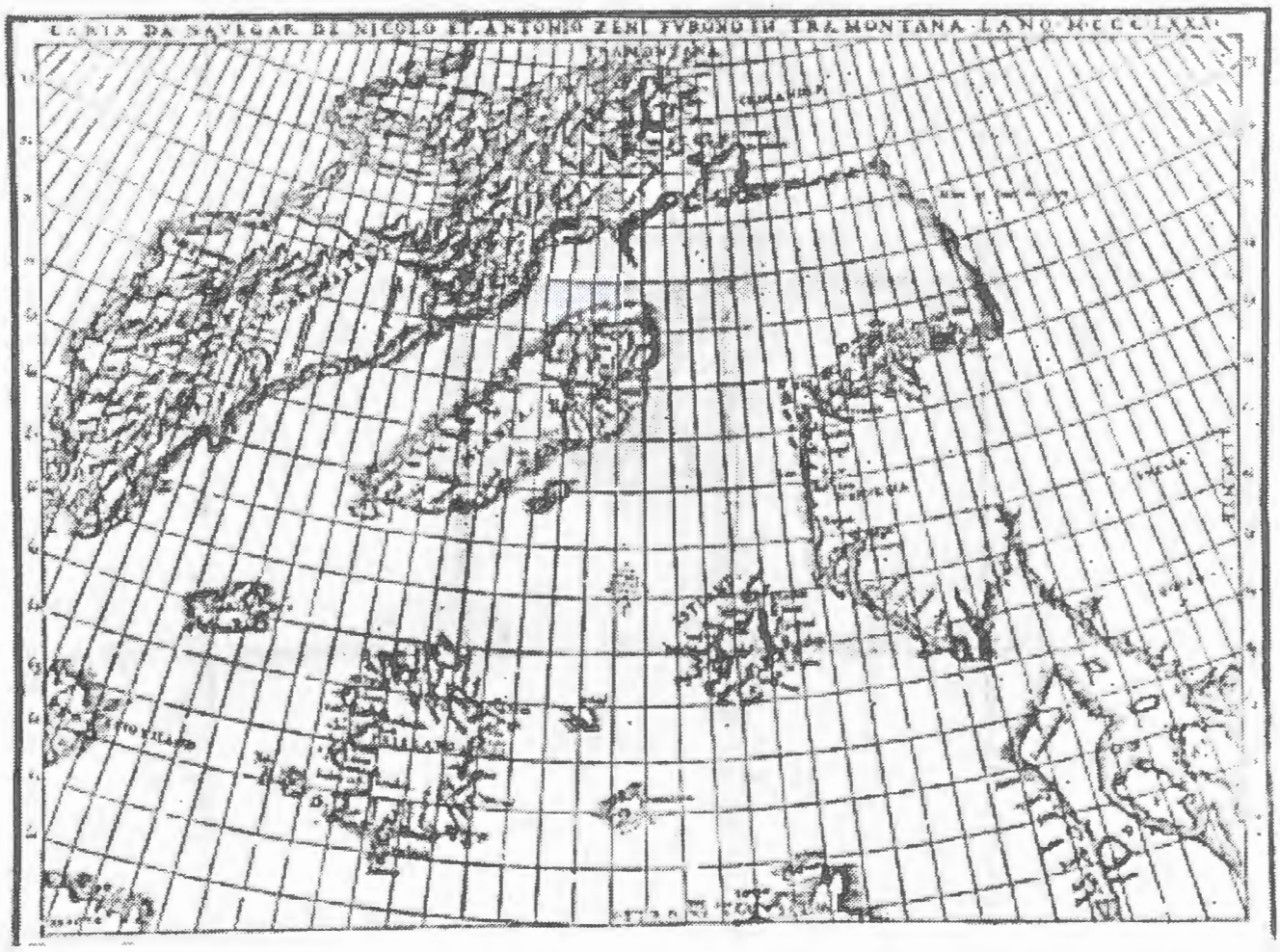


Fig. 3. Navigation chart of the North Sea regions by Zeno, 1588, showing an open sea to the Northeast. (Courtesy Bill Ginsberg.)

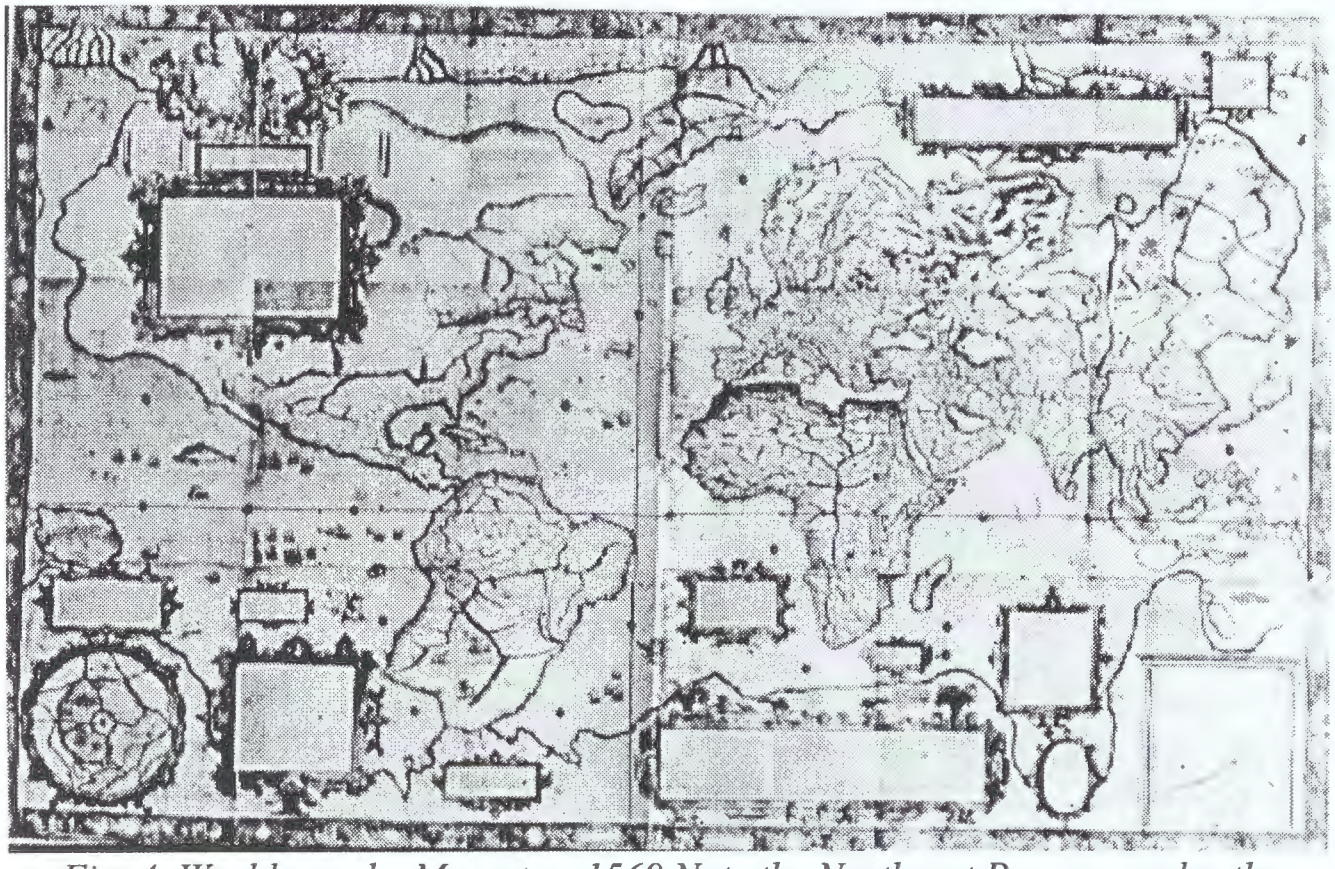


Fig. 4. World map by Mercator, 1569.Note the Northeast Passage under the cartouche in the upper right hand corner.



Fig. 5. Inset with detail of the Arctic according to the Inventio Fortunatae*, and descriptions by Cnoyen.1569.*

Mercator's large format world map of 1569 for two reasons. The first was that the map clearly showed the passage from Europe to Asia, north of the Continental landmass and south of the Arctic 'landmass', and second was the very clear depiction of the Arctic regions included in the inset in the lower left corner of the map.

The information for producing the inset came from a fascinating source, or rather, two sources, the *Inventio Fortunatæ* and the travels of Jacob Cnoyen, a Dutchman.[5] (I have here borrowed liberally from the two articles by E.G.R. Taylor published in *Imago Mundi*, vols. XII and XIII, mentioned in the endnotes.)

The *Inventio Fortunatæ* was allegedly written by a Minorite English priest somewhere around 1360, and a copy was given to King James III, who proba-

bly lost it. However, a number of manuscript copies circulated through Europe, and somehow came into the hands of Gerard Mercator and Abraham Ortelius, both of whom used the information contained therein to draw their maps of the Arctic region. The other source was one Jacobus Cnoyen of Hartzevan Buske, as Hakluyt ably rendered S'Hertogenbosch into English. Cnoyen was credited as having traveled the world . . 'like Mandeville, but described what he saw with better judgment'. As Mandeville is known as one of the more prolific (armchair) travel writers, we can only wonder how far afield Cnoyen really traveled. Then again, he could have come across the *Inventio* and embellished it a bit.

Essentially, the description of the Arctic went something like this:

- There are four islands, or countries, bordered by huge mountains; two of the islands are uninhabited, one of them is populated with beings only four feet tall, i.e. pygmies, and one is reputed to have the healthiest climate in the North.
- The Arctic pole consists of a black magnetic rock, 33 miles (or leagues) in circumference.
- There are a total of 19 'channels' between the islands, drawing water inwards, ending in a whirlpool which drags everything down to the centre of the earth and presumably regurgitates it elsewhere in some other ocean.

The description is clearly illustrated in the Arctic inset in Mercator's 1569 world map. The level of interest in the Arctic was such that Mercator was encouraged to produce a folio-sized plate of that map that was published posthumously by his son in 1595, Mercator having passed away the previous year.

The explorations by the English yielded trade with Russia, and not much else. The voyages, however, intrigued the Dutch, privy to much the same information as the English, and in the last couple of decades they too joined the search for the Northeast Passage.

There were two notable efforts by the Dutch to find the Passage; the first by Olivier Brunel, a tradesman-adventurer who had travelled overland to Siberia and then made a coasting voyage to the river Ob. Brunel met an untimely end in 1585 when an open boat he was using to return to his ship from a trading visit on shore capsized, and he and his boat crew were all drowned. It appears that the easternmost point he ever reached was the Kara Sea, just beyond Novaya Zemlya.

The other, more significant voyages were undertaken by the navigator Willem Barents, who had previously produced a number of updated charts of the Mediterranean, in 1594, 1595 and 1596/7.

Barents's first two voyages, in company of Jan Huygen van Linschoten, just back from his long sojourn in Goa, yielded few results, but there was an appreciation that the voyages should depart in late Spring, in order to arrive in the North by early Summer when the ice was less plentiful.

Barents's third voyage was his most successful and equally his most unfortunate. In 1596, he sailed North and discovered and surveyed the East coast of Spitzbergen, discovered Bear Island, and



Fig. 6. Map of the Arctic regions by Willem Barents, with the Polar Regions cleared of the finctional lands.(Courtesy Amsterdam Universiteits Bibliotheek.)

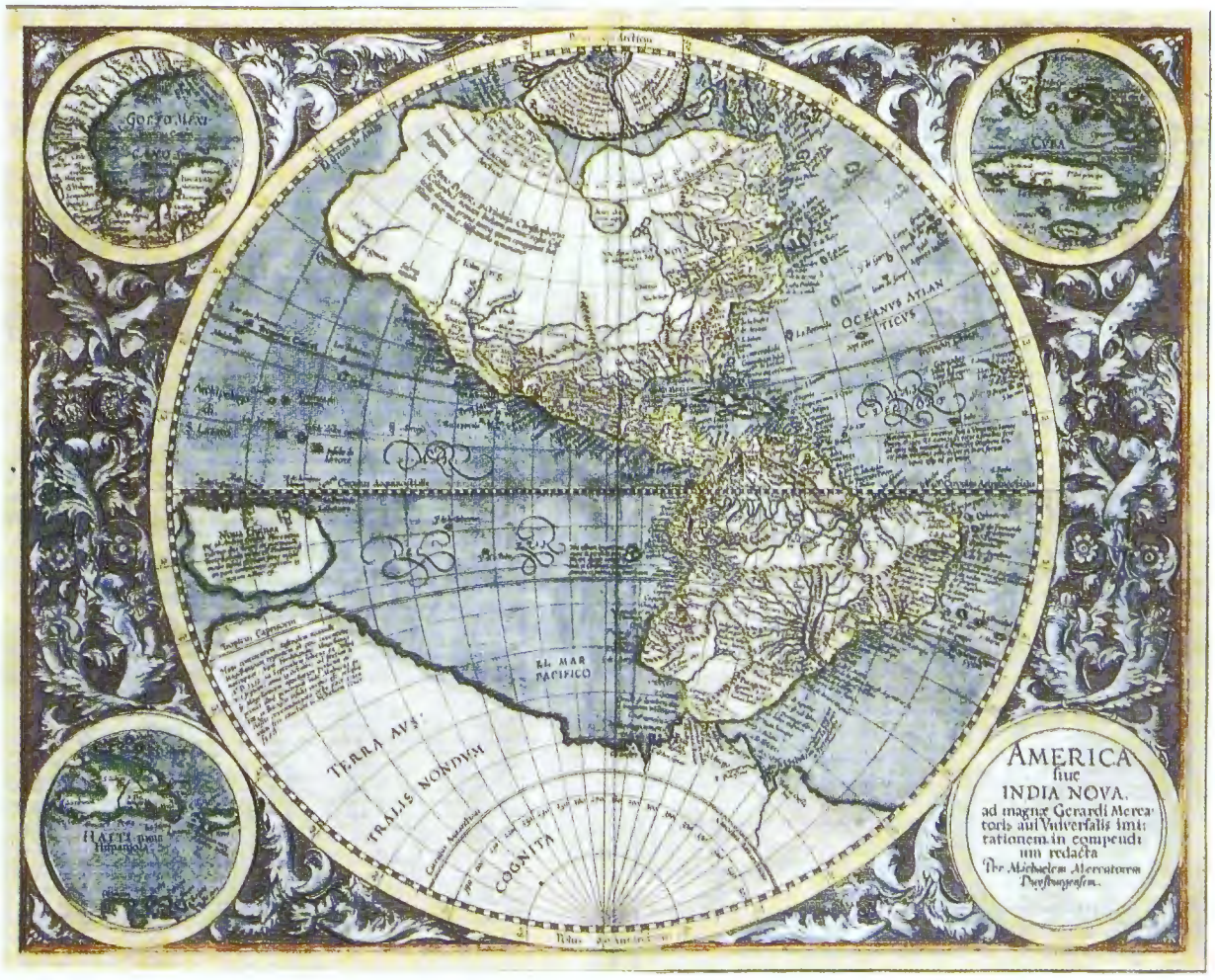
mapped the entire western coast of Novaya Zemlya. After rounding the Northern tip of Novaya Zemlya, Barents's ship was trapped in the ice and destroyed, whereupon he and his crew were forced to winter there. It is believed that this was the first time that Europeans had wintered that far North, and the discovery of scurvy grass as well as their success in killing polar bears and seals provided sufficient nutrition to keep everyone alive and in relative health.

The following spring, Barents and his crew set out in open boats to return to the Netherlands. Unfortunately, the exhausted Barents did not make it, but the bulk of his crew did, a tribute to Barents and to the Captain, Jacob van Heemskerck.

Barents's legacy is the beautiful chart of the Arctic, published posthumously in 1598, where Novaya Zemlya's west coast is shown with a greater degree of accuracy than before, and from which the 'mythical' islands, channels and other information from the *Inventio* have been removed.

Mercator, or rather Mercator's son Rumold, updated the copperplate of the Septentrionalium map, but only up to the point of erasing the southern coast of one of the four Arctic islands, including the new information on Novaya Zemlya and Spitzbergen, but leaving the rest of the map unchanged, just in case.

A little over a decade later, Henry Hudson was also hired by the Dutch to find the Northeast passage. In 1607 he attempted unsuccessfully to sail North between Greenland and Spitzbergen and in 1608, he tried to force his way East of



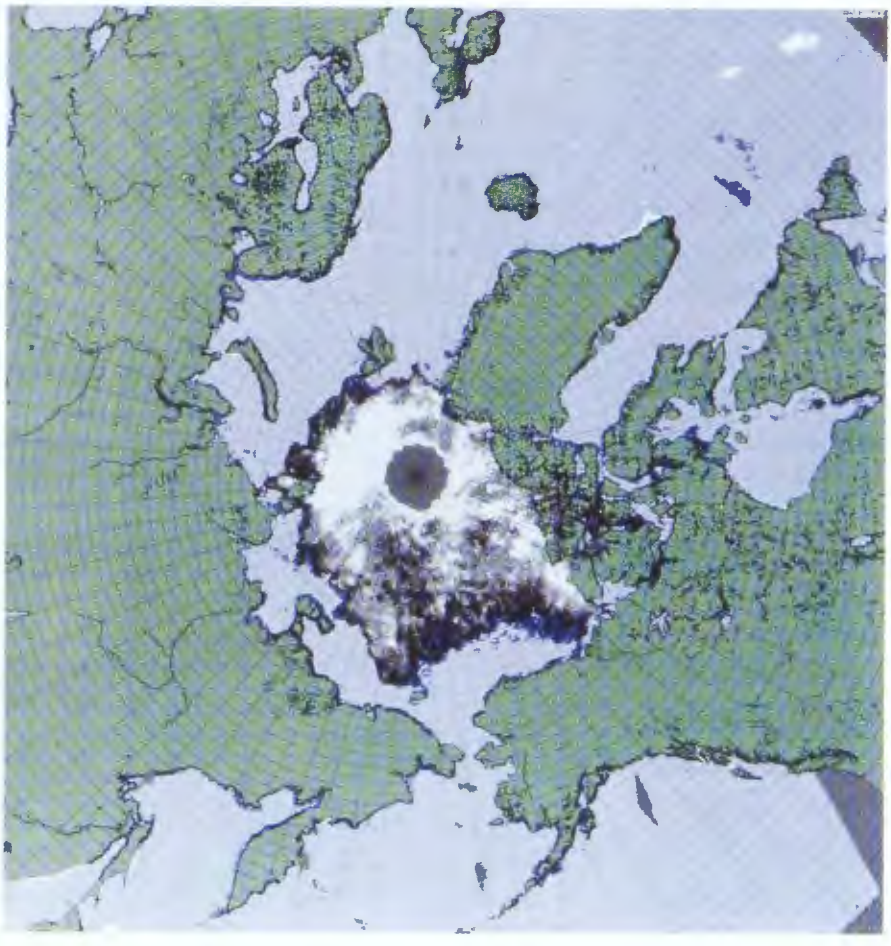


Fig. 7 (above). America, sive India Nova, by Mercator.Note the Northwest passage over the Americanlandmass and under the Arctic lands.(Courtesy Amsterdam Universiteits Bibliotheek.)

Fig. 8 (left). The Arctic today. False-colour satellite image of the Polar ice cap. Both the Northweast and Northwest passages are clearly discenrible. Novaya Zemlya is totally ice free. (Courtesy www.seaice.com)

Spitzbergen, ending up on the southern tip of Novaya Zemlya. Here his crew threatened mutiny, so he headed off to find the Northwest passage in warmer waters, where New York now stands. He sailed up the river that now bears his name, but soon discovered that there was no passage.

When a marketeer takes the opposite direction to the one he was briefed to follow and succeeds, he might get a bonus and perhaps a promotion as well. If he fails, he will surely be fired, as was Hudson when he returned to Europe.

The **Northwest Passage** was not one that the Dutch spent any time on, other than the unsought and failed Hudson attempt; it remained the province of the English and the French, who made numerous trials. Certainly when one examined the maps of the time, there was plenty of encouragement from the geographers, like Mercator, who showed a clear path under the Arctic and above the American land mass.

The **Southwest Passage** was another matter. It was well known that the Portuguese navigator Fenão de Magalhães, or Ferdinand Magellan as he is known in English, had found a passage that now bears his name, at the southern tip of the American landmass. Magellan had cleared the passage in 1521, and his ships sailed across the Pacific to the spice islands where he lost his life in a battle with natives of what we now call the Philippine Islands. But one of his ships made it back, completing the first circumnavigation, and showing there was a viable second path to the spices. Francis Drake also sailed through (literally) in his 1577–1580 circumnavigation, setting a record for passage of 18 days that was to stand for a long time.

In 1598, two separate expeditions were sent by the Dutch to attempt the straits, the first Captained by Olivier van Noort and de Weert and the second by Jacques Mahu and Simon de Cordes.

Van Noort's expedition (his previous experience had been that of pub keeper) left Rotterdam with four ships and 240 men. Of the fleet, but one ship and 45 men returned in 1601, with little to show for their pains.

The second fleet consisted in five ships and 494 men and sailed out in 1598 only to run into trouble immediately with fevers on board. The ships stopped in the coast of Guinea, crossing the Atlantic only in 1599. It took four months and over 100 lives before a crossing could be made of the straits, and once through, the ships were scattered and blown back by a storm. After a series of mishaps, de Weert decided to go back home, reaching the Netherlands with three dozen crew members from the original contingent of 105. They were the lucky ones. Of the other ships, one was captured by the Spanish in Chile, the second was lost to the Portuguese in Tidore, the third sank with all hands, and the fourth shipwrecked on the coast of Japan, with only six seamen able to walk; one of these was Will Adams, who was forced to spend the rest of his life there. Few of the remaining sailors scattered and stranded in various parts of the world ever saw the Netherlands again.

And now, the reckoning. In a marketing program review, the proof of the pudding is in the P & L, otherwise known as the Profit and Loss Statement, a curious nomenclature as the result is

either one or the other, but not both. Lacking precise financial data after four centuries, we'll rely on a BOE, or back-of-the-envelope calculation, which should be good enough.

And the bottom line is that the voyages had little return to show. On the Balance Sheet, our research would indicate that there was a wholesale loss of assets both in ships and in men.

But, as they teach us in marketing school, **there is no such thing as a marketing failure!**

When things turn out differently from plan, we call it **a test!**

Despite not having returned to the United Provinces with shiploads of spices, the northern voyages did open up Russia as an additional market, and the geographical information was useful to those engaged in fishing in the North Sea, and the narratives stimulated the growth of the whaling industry.

Insofar as Southern navigation was concerned, again, geographical knowledge was improved, and the Netherlanders developed a great deal of respect for the straits of Magellan.

And finally, the conclusions were drawn:

- It is probably best to cut one's losses on the alternate routes.
- Timing may not be right.

Quite right! The Northeast Passage was completed successfully in 1878–79 when it was navigated by Adolf Erik Nordenskjöld (A keen map collector). The Northwest Passage only was traversed in the early 20th century when Roald Amundsen made it through in 1906–07.

The explosion of interest and participation in the spice trade also stimulated the growth of the printing and cartographic trades, a continued source of pleasure for map and book collectors to this date.

And, seen from today's point of view, if you want to negotiate either of the Northern passages, all it takes is a few clicks of the mouse to navigate the Internet, and false-colour satellite images are immediately available in websites such as www.seaice.de.

NOTES

1. *Dutch Merchants and Mariners in Asia, 1602-1795,* Variorum Reprints, London, 1988
2. ibid.
3. Falconer, W. *An Universal Dictionary of the Marine . . .*London, 2nd edn, 1771.
4. Fitzgerald, J.H. (Guest Curator) *Quest for the Indies: Routes of Exploration,* Historical Association of Southern Florida, 1992 (Exhibit Catalogue).
5. *Imago Mundi* Vol XII 'John Dee and the map of North-East Asia', by E.G.R. Taylor. Stockholm, MCMLV. *Imago Mundi* Vol XIII 'A letter dated 1577 from Mercator to John Dee' by E.G.R. Taylor. Stockholm, MCMLVI. Reprint edns, N. Israel, Amsterdam, 1965.

JASON HUBBARD

Introduction to the speaker by Hans Kok. Jason Hubbard is a graduate of the University of the Americas in Mexico, and holds a Masters in Business Administration. He was raised in Mexico and spent a total of 30 years in Latin America (Mexico, Panama and Brazil), where he had his first business experience in the pharmaceutical and cosmetics industries. Jason then went to work for Polaroid Corporation where he spent 25 years, as a self-described "marketeer", living and working in Latin America, the Far East, Europe and the United States. In the map world Jason is a collector (of Japan) and a researcher. He has published in Imago Mundi, has co-authored a carto- bibliography of the European maps of Japan and has published a number of times in Map Forum.

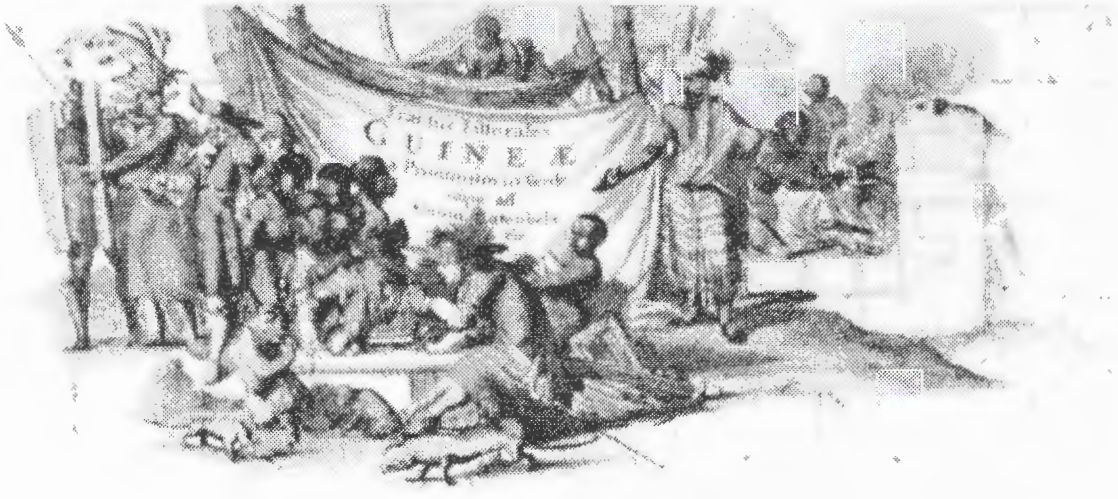
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Since the appearance of Waghenaer's *Spieghel,* political and economical developments had given new impetus to Dutch maritime enterprises. Waghenaer had assiduously collected new hydrographic material about areas which were not included in the *Spieghel.* This material he must have received from Dutch navigators, a fact which clearly illustrates the expansion in the Dutch fishing and trading areas in the 1580s. The *Thresoor* is the earliest Dutch publication to contain charts and sailing-directions for the north of Scotland and the groups of islands situated to the north of that country and also for the south of Ireland, parts of the White Sea and the Baltic.

The charts are engraved on a uniform scale but oriented differently, in order to utilise the oblong format of the plates as well as possible. As in the *Spieghel,* harbours and estuaries are depicted on a larger scale and in greater detail than the intervening coasts. The sailing-directions are considerably expanded and numerous coastal profiles and landmarks are inserted in response to the needs of pilots.

The Dutch edition of 1602 is amended by an interesting appendix and two charts on the navigation to Brazil and a report on the so-called second Dutch voyage to the Indies by Van Neck and Warwijck. The chart of Sunda Strait has our special interest.

Cornelis Claesz published also Waghenaer's last pilot-book, entitled *Enchuyser Zeecaertboeck.* Waghenaer reverted to the old style of simple pilot's pocket-book in octavo format, giving sailing descriptions concerning not only the western, eastern and Mediterranean navigation but also to Western Africa and Brasil. The work is only provided with two smaller maps, added more in honour of his native town of Enkhuizen than as aids to navigation.

The appearance of a Dutch guide to navigation in the Mediterranean Sea must be seen in the light of the development of Dutch trade at the end of the 16th century. As the number of Dutch trading voyages through the Strait of Gibraltar increased after 1590, there was a growing desire and need for a pilot-book with Dutch charts and text. The well-known pilot Willem Barentsz met this demand in 1595, when his first printed pilot-guide for this area, entitled *Nieuwe Beschrijvinghe ende Caertboeck vande Midlandtsche* Zee, was published by Cornelis Claesz. Willem Barentsz based it primarily on Italian descriptions, incorporating his own experiences and material collected by other captains.

The atlas contains ten maps with numerous inset-maps of harbours. Cornelis Claesz entrusted the engraving to Jodocus Hondius and Pieter van den Keere, the most proficient engravers of this period.

Following the fall of Antwerp in 1585, which ushered in a period of economic and cultural regression for the southern Netherlands, the economic centre of the world moved to the northern Netherlands. At the turn from the 16th to the 17th centuries Amsterdam began to develop into the main trade metropolis.

In the further development of Dutch chart-making the work of Petrus Plancius has to be mentioned, as he was one of the leading personalities in the field of car-

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tography and navigation in this period. Plancius co-operated closely with Cornelis Claesz, who was at the time the greatest publisher of works relating to the art of navigation, cartography, geography and voyages of discovery. We are indebted to these two extraordinary men who, in close teamwork as scholar and publisher, brought a large world map and the oldest series of printed Dutch sea-charts to the market.

Very soon Amsterdam spread her wings outside Europe. The driving force behind the first few voyages to East Asia was Petrus Plancius. It was, for instance, he who provided the impetus for the exploration of the north-east passage to China.

The Dutch made a significant contribution to the charting and exploration of the northern polar regions. Although the Dutch voyages of discovery in 1594–96 did not achieve their real objective of finding a north-east passage, they did provide a greater knowledge of the region as far as Vaygach and added new discoveries in the northern Arctic to the map.

The public was informed of the cartographical result of the famous third voyage by Willem Barentsz and the adventures experienced by the publication of Gerrit de Veer's journal and the polar map, both of which were published by Cornelis Claesz in 1598.The route taken by the ships from Amsterdam to Spitsbergen and Novaya Zemlya appeared on the map.

At the end of the sixteenth century, Dutch trade and navigation started to push beyond the coasts of Europe, increasing the demand for more extensive geographical and nautical knowledge. In that early stage, the Dutch were completely dependent upon the geographical and hydrographical knowledge of cosmographers, mapmakers, and seafarers from Spain and Portugal.

Plancius' large wall map of the world of 1592 was almost completely based on Portuguese and Spanish material which Plancius managed to acquire from the royal Spanish cosmographer Bartolomeu Lasso. Plancius obtained from him not only 25 sea charts 'comprising all the sea coasts of the whole world', but also 'secrets of the navigation of the East and West Indies, Africa, China and other such countries'.

With the aid of Lasso's charts, Plancius and Cornelis Claesz were able to publish a series of charts showing nearly all the coasts of the world as it was then known. Plancius' maps differ from De Lasso's charts in that Plancius paid the requisite attention to the inland regions. The chart of southern Africa is an example.

Plancius' maps are the oldest printed Dutch charts of coasts outside of Europe that were available to Dutch seafarers at that time. There was great interest in this Dutch set of charts, and sales were brisk in seafaring circles. This is demonstrated by the fact that most of the maps are known to have gone through a second and third edition.

Before Amsterdam assumed the monopoly of the production of charts, the output of chart-makers in North Holland must be mentioned, as they were an important stimulus for the early development of Dutch portolan charts. Members of this school, who were engaged in making world maps and charts, were concentrated in the towns of Edam

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Fig. 4. Cornelis Doedsz, Chart of the Indian archipelago and Far East, 1598. Ms on vellum. (National Museum, Tokyo).

and Enkhuizen. As trade centres and harbours, these towns at the Zuiderzee provided good conditions for the development of a cartographic workshop devoted to the production of aids to navigation. In addition to the famous Lucas Jansz Waghenaer who can be titled the 'father' of this school, various chart-makers, known as *caertschrijver*s (chart-writers) were engaged with the production of portolan charts, among whom we may mention Cornelis Doedsz, Evert Gijsbertsz, Jan Dircksz Rijkemans, Claes Pietersz, Joris Carolus and the brothers Harmen and Marten Jansz. While sufficient information about Waghenaer's work is available in form of printed pilot-guides, knowledge about the production of the other representatives of the North Holland School was till recently fragmentary. Only part of their cartographical work has been printed, while the greater part consists of manuscript charts on vellum which have been dispersed throughout the world.

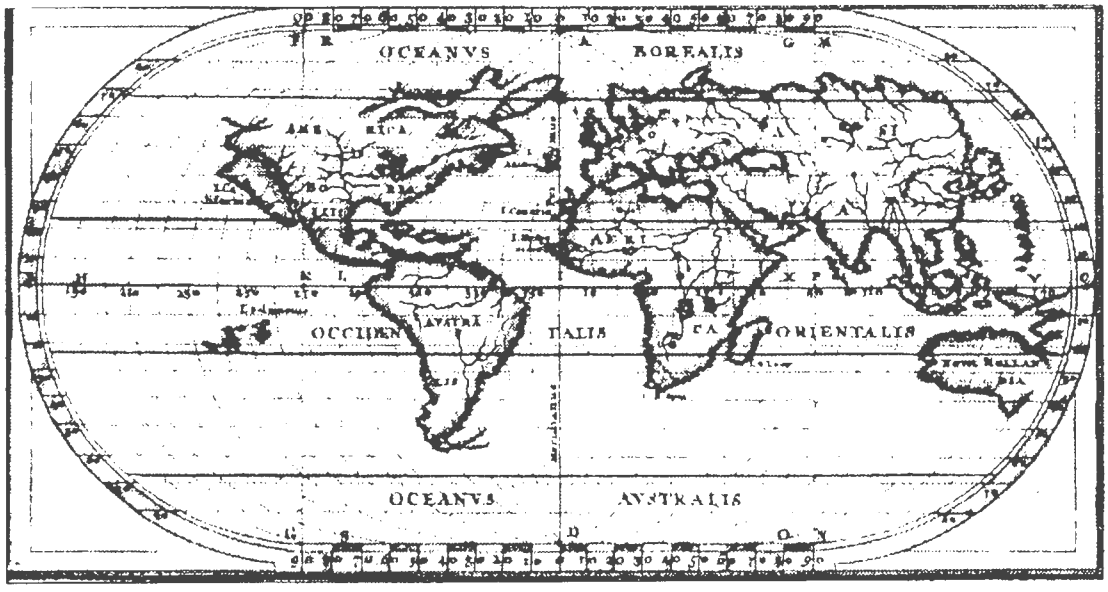
Let us consider briefly the general characteristics of the North Holland school of cartography. The extant map materials of the 'caert-schrijvers' may be divided into two categories. The first comprises charts that are functional in character and were used as navigation material by the seamen on board Dutch ships. These charts are characterized by a plain map image; with the exception of a gracefully drawn compass rose, decorative elements were left out.

As an example I would like to show Cornelis Doedsz chart of the Far East of 1598 (now in the National Museum at

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Tokyo). This chart, together with two other anonymous charts, was very probably used on board the ship *De Liefde,* the first Dutch ship which arrived in Japan in 1600. The map image itself is completely based on the printed chart in Van Linschoten's *Itinerario* of 1596.

Another example is Doedsz' chart of the Atlantic Ocean of 1600, one of the few examples preserved in a Dutch collection. Thirty years later such outline charts of the Atlantic with the coasts of Ameria in the west and the west coasts of Europe and Africa in the east were known as *West-Indische Paskaarten* (West Indies portolan charts). These so-called 'overzeilers' were intended in particular for the long distance voyages to regions in Africa and America. Once the coast was in sight, navigation could be continued with the aid of sailing instructions and other detailed manuscript charts.

Besides these functional charts, there is a category that I would call 'office' maps. With their attractive design and colouring, they were used as decoration on walls and as a source of information in the offices of the rich shipping magnates and merchants. A few of them have found their way into collections and have thus been preserved. With the miniature paintings which appear on them, these charts are among the most beautiful portolan charts produced in the Golden Age.

As an example I am showing Evert Gijsbertsz chart of the North Sea dated 1601. This vellum chart, which is surrounded by a wide decorative border of garlands, shows a number of curious miniatures, such as Neptune, sea monsters, compass roses, etc. In the top left corner is the English coat of arms, in the bottom left that of Denmark. There are two small paintings; in Holland you can see the wine-drinking Bacchus, god of wine; in Norway, a bear hunt. On the other hand, the coastlines of the North Sea are shown in great detail. I am not able to mention the source, because there is today not a single printed chart which shows the area in this way.

I would also like to mention two charts of the Indian Ocean and Far East, both drawn by Evert Gijsbertsz and both dated 1599. One, preserved in the Mitchell Library, Sydney, was not intended for navigation on board ship, but fulfilled a decorative function with its superabundance of illustrations.

In this chart Gijsbertsz achieved a masterpiece of decorative effect. The geographical contents are based entirely on Portuguese sources. Four of the five paintings on the inserts are copied from Van Linschoten's *Itinerarlo.* For the representation of the Indonesian archipelago and the Philippines, Gijsbertsz turned to the work of the Portuguese cartographer Vaz Dourado of 1580.

The chart in Paris is entirely different in character from that in Sydney. It is a true sailing chart, on which the ornamentation is of minor importance. It is one of the earliest Dutch outline-charts from the Cape of Good Hope as far as Japan. We notice a completely different representation of the Indonesian archipelago and the Philippines, where Gijsbertsz didn't follow Vaz Dourado, but the much more correct model of the engraved chart in the *Itinerario.*

Another distinctive feature characteristic of the North Holland school of cartography concerns the area that is



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2002 IMCoS Meeting in Amsterdam

I was feeling very pleased with myself, having arrived early at the symposium venue, in the West-Indies House. I had managed to get there on my crutches albeit with three stops on the way. There was still time, before the opening session, to enjoy a cup of coffee and listen to the music coming from the street organ in the courtyard. Susan Gole strode purposely through the door, smiled, said 'Good morning' and sat down at my table. I soon found out that I had been selected to write the Amsterdam report for the IMCoS Journal, and Susan wasn't accepting any lame excuse!

IMCoS had returned to Amsterdam, the site of the first International Symposium twenty years ago. At the Amsterdam Historical Museum, 120 participants, from 20 different countries

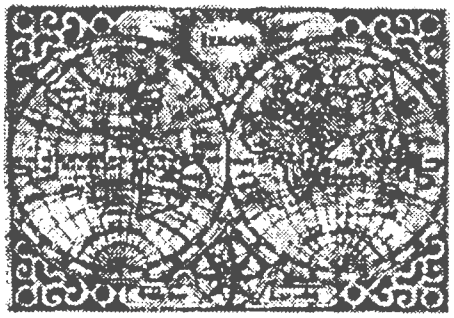


Hans Kok welcoming participants to the 21st International Symposium

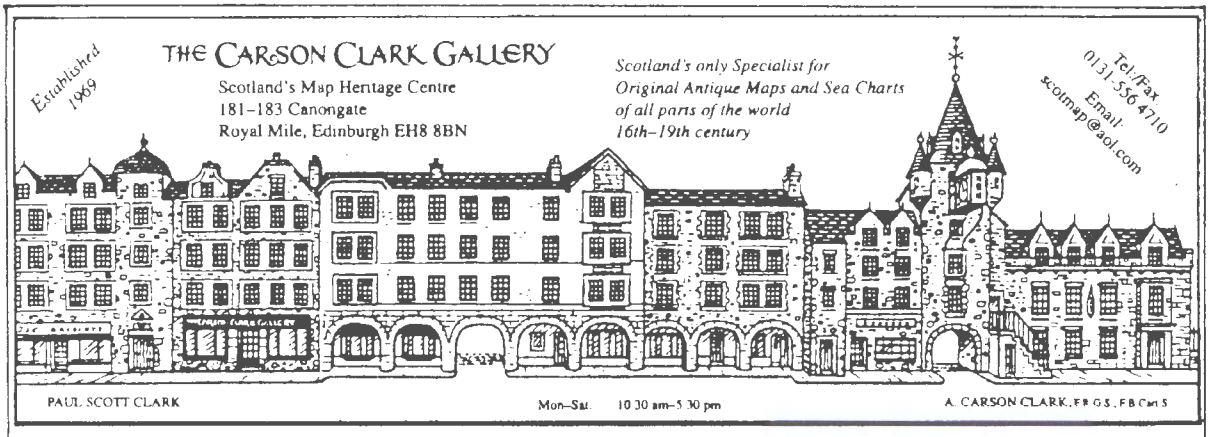


Assembling on the first day in the courtyard of the historic West Indies House.

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registered for the 21st IMCoS International Symposium. We were presented with a conference bag that contained the symbols to create an instant Holland: miniature clogs, a sample bottle of gin, windmills and tulips. The last two were only images on the cover of a photo-guide book of the country, so there was no temptation to smuggle the tulips through Australian customs. We were also given copies of the two classifications of maps: decorative, with reproductions of W. Janz's 1608 Map of Holland and J.H. van Linschoten's 1595 Map of S.E. Asia; and navigational, a city guide map of Amsterdam. After the registration, we were given a guided tour of the museum. The welcoming reception was a time to catch up with old friends and make new ones.

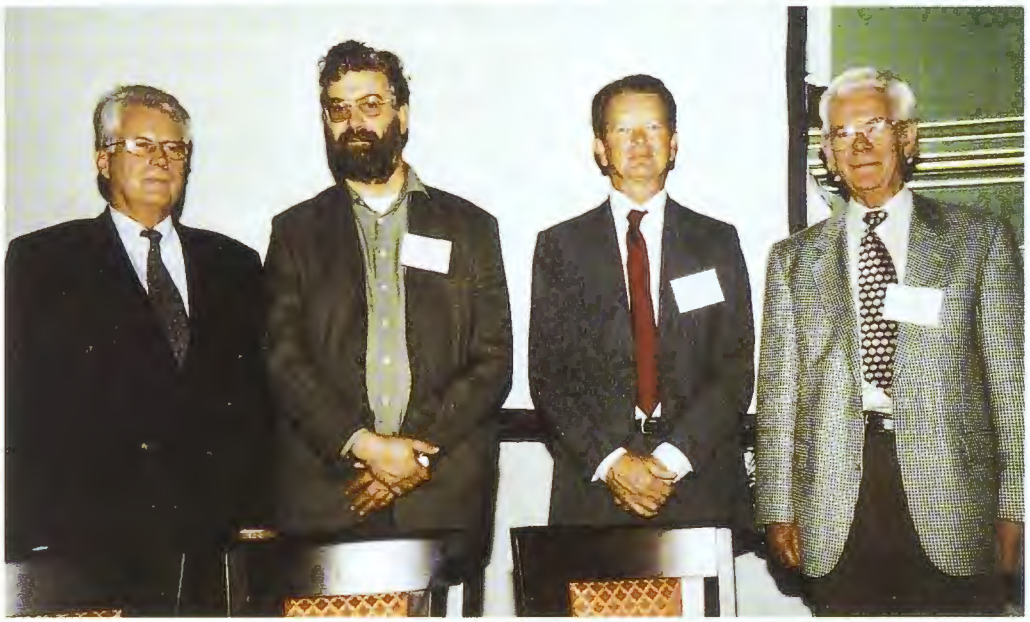
At the beginning of the first day we were welcomed by Hans Kok, our symposium organiser, who gave a brief history of the building. It was from here that Peter Stuyvesant was given his commission to purchase Manhattan Island from the American Indians. The connection with New York was also mentioned by our President, Roger Baskes, in his opening speech.

The theme for the first day was the reclamation of the land from the sea and the lakes. In the Netherlands, land reclamation began c. 800 AD and currently half of the country is below sea level. We were given an excellent introduction to the problems and how they were solved. The modern Dutch characteristics of cooperation and tolerance grew from the need to work together. There is not much point in trying to drain your piece of the swamp, if your neighbours aren't also draining theirs! Memories of the extensive flooding in Europe just months before the symposium reinforced the importance of water management. Water boards were formed to build and maintain flood defences, and to control water levels. At the conclusion of the morning session, we were given ample time to visit the exhibits of maps and books displayed by the major sponsors of the symposium.

For the afternoon tours of water boards and windmills, we were split into two groups. Group A went to visit Leiden, where the Rijnland Water Board was the first to operate, in 1255.

'Arriving later than expected at Leiden, we went straight to the old Hoogheemraadschap House, the 'old' premises of the Water Board of Rijnland, where we were welcomed by the Director, and guided round this beautiful 16th century house. It has magnificent portraits of the Water Board Directors and with its fine reception rooms conveyed a strong sense of the power and importance of these people. We then went on to the new premises where there was a fascinating exhibition of more than 50 plans of Water Board works from the earliest times. Hans Kok had provided the all-important descriptive translations and a number of us felt that the plans and descriptions would make a very appealing book; the plans will, in any case, be on the internet before the end of 2003. We ended up at the three splendid windmills at Strompwijk, dated 1672. The lovely weather we were enjoying meant that the sails lacked the necessary wind to make them turn – but this provided an unexpected bonus when the Director of the Museum mounted the treadmill and

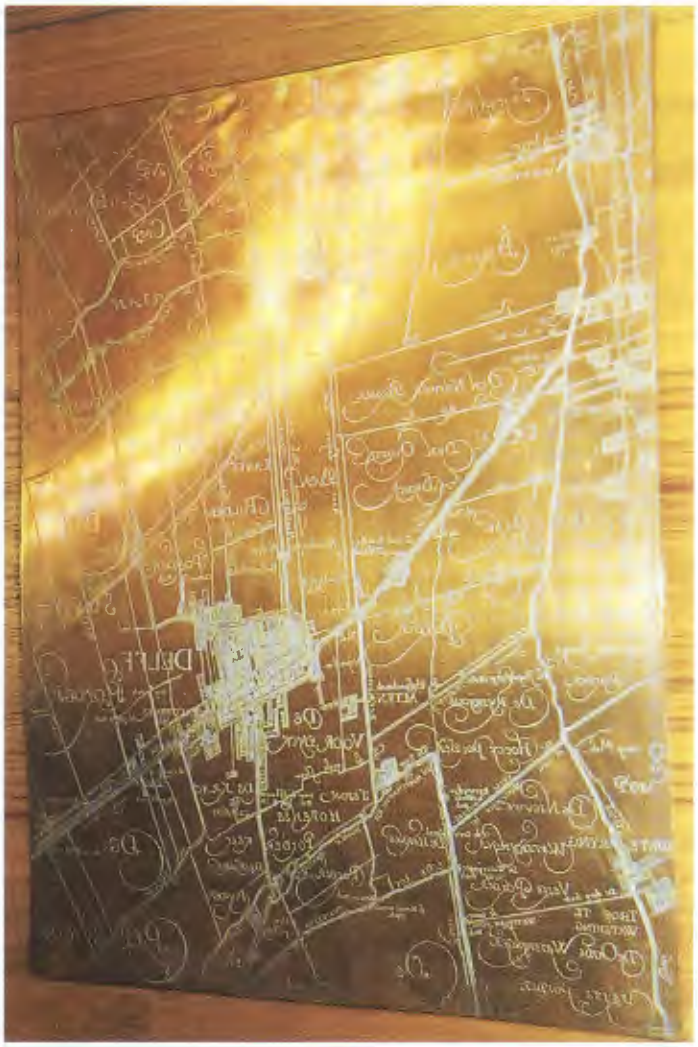


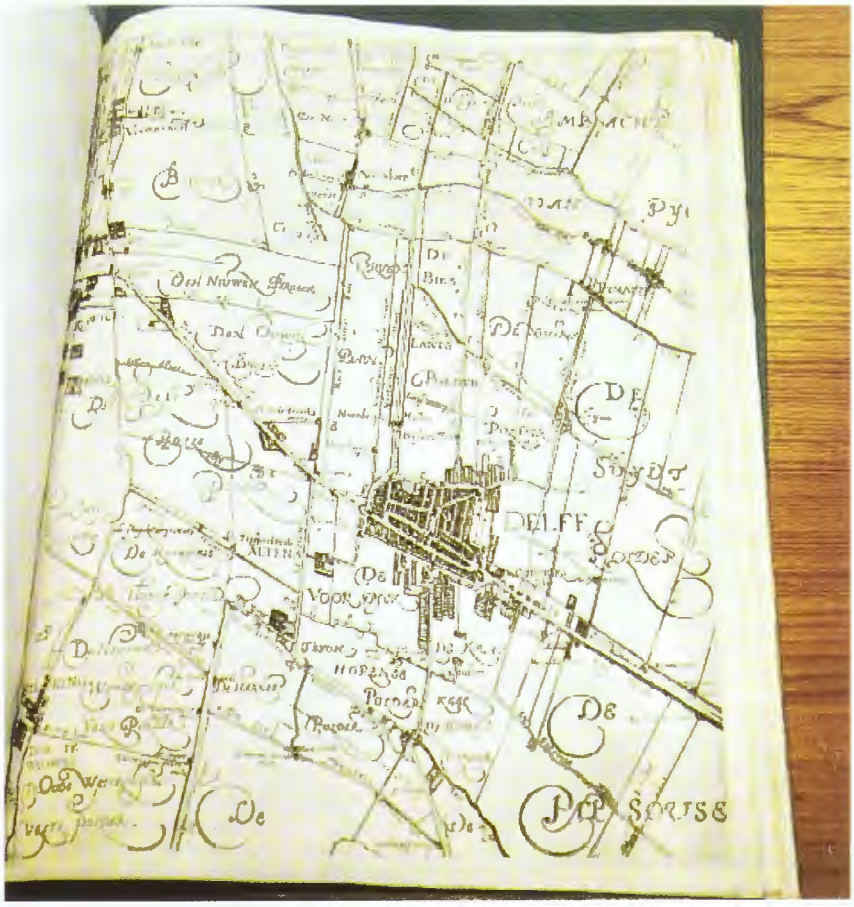




Speakers at the symposium (from the left): Top, Day 1: D. De Vries, Marc Hameleers, J.J.J.M. Beenakker, A.A. Verveen. Above. Day 2: Günter Schilder, Pieter van der Krogt, Jason Hubbard, A.A. Verveen Left: G.J.D. Wildeman, C.J. Zandfliet, W.F.J. MörzerBruyns.

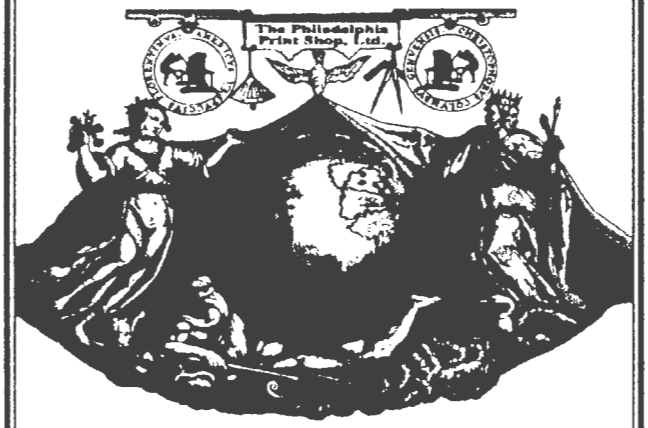






Top: The main windmill at Aarlanderven, site of the visit by Group B. The Slingerland family still live in it, and our guide was their eldest daughter.
Above: One of the copperplates for the large map of Delfland on view at the Water Board. It was engraved in 1640.
Left: The printed map on display, with the modern town of Delft in the centre.

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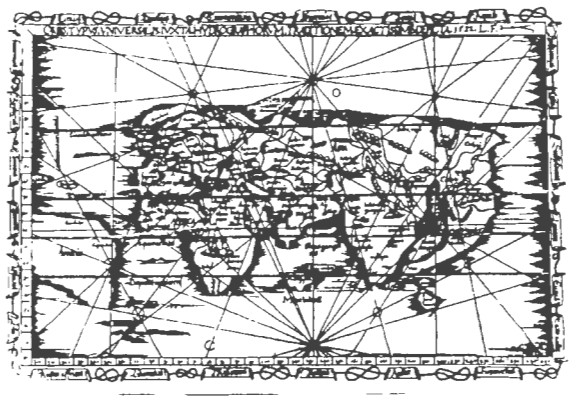
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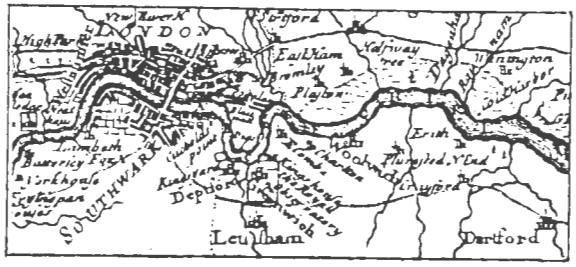
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single-handedly turned the great sails for us. His grandfather had been the miller and he himself had been brought up in this very mill.' (Group A account supplied by JW.)

On the Group B bus, I tucked into my lunch box as I chatted to my traveling companion and watched the neat countryside roll past, on our way to Delft. The original building of the Delfland Water Board was constructed in the 15th century. It contained maps from that time of the neighbouring water boards. These maps were used to check on the boundaries of each board. There was also a large wall map of the local area 'THOOGEHEEMRAED SCHAP van DEFLIANT', printed in 1711 from 25 copperplates. As we toured the building, our group had to dodge the signing ceremony for a major joint venture, between government and private enterprise, for flood control. On our way back to Amsterdam we inspected the lower windmill of a gang of four. I decided to sit and enjoy the sunshine whilst most of the group took the opportunity to enter the windmill and inspect the living quarters.

The theme for the second day was the beginnings of Dutch exploration and map making. A condensed history of the Netherlands explained their rise to dominate world maritime trading. In 1250 the area was a collection of islands, so boats were used for transport. They also needed to trade as the land couldn't support the people. Between 1350 and 1750 the Dutch dominated trade in western Europe. The fight for independence from Spain meant that Spanish and Portuguese ports were closed to Dutch ships and the Dutch could no longer obtain Asian spices. This forced the Dutch to explore new areas for trade routes to Asia. Jason Hubbard stole the show with his humorous marketing perspective on the Dutch attempts to find a new trade route to Asia by the Arctic North East passage, and then by rounding the tip of South America. The Dutch traders may not have recognised the marketing terms of SWOT analysis (Strengths and Opportunities, Weaknesses and Threats) and BOE calculations (Back of the Envelope) but they would have been familiar with the practicalities of the problems and how to solve them. I was particularly interested in the maps that Jason used to illustrate his talk, with the drawings of the fanciful islands, as the search for the NE passage was a topic of which I had little previous knowledge. I was also intrigued by the presentation on the van Langren family, who were overshadowed by more famous map and globe makers. Amongst their achievements: the son Hendrik, engraved the original Leo Belgicus copperplate and the grandson Michael was the first to add the International Date Line to a globe. The early development of Dutch map making was another interesting presentation. Written sailing instructions for the North Sea, the Channel and the Baltic Sea were the forerunners of Dutch maritime maps. Also Waghenaer's charts were the first to have the coastal profile on the outline of the coast.

Following the morning session, we travelled to the Westfries Museum at Hoorn. It was one of the six chambers of the VOC (the Dutch East India Company) and Cape Horn was named after the city. At the museum, we were entertained by



Hans Kok, organiser of the 21st Symposium, with his two main assistants. On theleft Rinus Osterman, and on the right Rens Buchwaldt.



Our new represntative for Sweden, Leif Akesson, with his wife Karin.



Participants from Finland, Stig Soderstrom and his wife Anita.

music and stories from the VOC era. On the museum tour, I managed with my crutches to climb the stairs to the first floor. However, I had to admit defeat when I encountered the tight circular stairway that led to the exhibition of 'Maps from Holland to Tokyo'. I had to be content with seeing the map that Vermeer used as a backdrop in his painting. The title of the map was 'Land-Carte ende water-Carte van Noort Hollandt ende West-Vrieslandt' and was printed in 1575 by Joost Janz. Sadly, this map is in desperate need of restoration and is one copy of only two known in the world. A very pleasant time was then spent in the museum courtyard soaking up the late afternoon sunshine, drinking wine and chatting with old friends and new acquaintances.

The theme for the third day was Dutch exploration and navigation to the spices. Jan van Linschoten, whilst secretary to the Bishop of Goa, gained knowledge of the trade routes to the Spice Islands. It took the second voyage to Asia, before the Dutch made a profit in 1598. The VOC was the world's first public limited company when it was started 400 years ago. Its creation was made possible by the spirit of cooperation that had started much earlier with dike building and land drainage. Examiners were appointed by the VOC to maintain standards of navigation for the ships' officers. The VOC also distributed navigation equipment and manuals to the officers for each voyage. Plancius was the first cartographer of the VOC and he secretly obtained charts from Spain. At the end of each voyage, the VOC chart makers obtained new sailing information from the ships' officers. Maps were also made in Batavia (present day Jakarta). Large quantities of working maps could be quickly made, with an early version of the photocopier. Pinpricks were made along the lines on a map template. Then charcoal dust was rubbed through the holes of the template, onto a blank piece of paper. The final presentation dealt with the VOC trading in the Asian region, where Batavia was the VOC equivalent of present day Singapore. The bankrupt VOC was taken over by the Netherlands government in 1799. The company had lost too many ships and cargo, in the war with Great Britain.

Our Chairman, Jenny Harvey, showed that she had mastered the marketing jargon in her summary of the programme, before she officially closed the symposium. A canal boat tour, with lunch onboard, was a fitting way to travel to the Netherlands Maritime Museum. Awaiting us, the museum's map treasures, as well as an exhibition to mark the VOC 400 year anniversary. I was surprised to learn that Denmark and Sweden had their own East India companies, which mainly traded in tea. That evening the symposium dinner was held at the Hotel The Grand, a former town hall of Amsterdam. This was the end of my 2002 IMCoS symposium. The optional three-day tourist trip started at 9 am the next morning.

I would like to thank Hans Kok and his committee for the smooth running of an excellent programme. All the presentations were interesting and informative. Hans cleverly used his dry wit to link the presentations, and to chide us for not being ready to start on time. Also, on behalf of the small group with restricted mobil-

ity, I would like to thank Eva Kok for taking us under her wing and ensuring that we always travelled on the easiest pathway.

DAVID WRIGHT

Introductions to the Speakers made by Hans Kok before each paper (those for the three papers reproduced here are at the end of each article).

Monday September 30

Prof. Dr. A.A. Verveen: 'Introduction to the Dutch water level control system'

Prof. Bert Verveen was born in 1930 in the Dutch East Indies. He spent the wartime in a Japanese camp and returned to the Netherlands after the war. He completed his studies at the University of Amsterdam with a dissertation in the field of Neuro-physiology. For the major part of his university career he was active as a full Professor of Physiology at the University of Leiden. His interest in Biology led him to undertake a study of boa constrictor snakes, of which a full-grown pair may be seen wandering through his private home. The impact of the sea on the Netherlands has also been close to his heart and is the underlying factor in today's presentation.

Drs. Marc Hameleers: 'Plugging the holes on the map'

Marc Hameleers, born 1954, was the first student at the University of Utrecht to study Historical Cartography. He remained with the University for another six years after completion of his studies. He has been with the Municipal Archives of the City of Amsterdam for the last 12 years as conservator of the Cartographical Department. He has published extensively on various subjects: a book on Maps of Westfriesland. In cooperation with Dr Peter van der Krogt and Dr Paul van der Brink he produced a book on the History of Cartography. His special interest lies with poldermaps and maps of the City of Amsterdam. A new publication is due to appear on the market this week.

Drs Dick de Vries: 'Reclamation of the Haarlemmermeer'

Drs Dick de Vries only recently retired as a Curator of Maps in the Library of the Leiden University. He studied at the Free University of Amsterdam to become a historian. The step to Historical Cartography was quickly made in view of his special interest in 'Maps with a History'. This means both the map's history and its relevance as a source of information to history in general. After his studies at Amsterdam, he spent three years in the services of the Library of the Province of Friesland, then moved to Leiden. The famous Bodell-Nijenhuis Collection was in his care until his retirement.

Dr J.J.J.M. Beenakker: 'Damned or dammed: changing the land since the Barrier Dam of 1932'

Dr. Jan Beenakker was born in 1946, and now lectures at the University of Amsterdam. He studied Historical Geography and ha been s with the University since 1980. His dissertation dates from 1988 and was on the subject of the History of Water Control in West-Friesland. He has various publications to his name as articles and books. His main subjects are Historical Development of Landscapes and Historical Cartography of town plans.

Tueday, October 1

Prof. Dr Albert (Bert) Verveen: 'Short overview of Dutch History' (see above)

Wednesday, October 2

G.J.D. Wildeman: 'Preparations to get to the Spices'

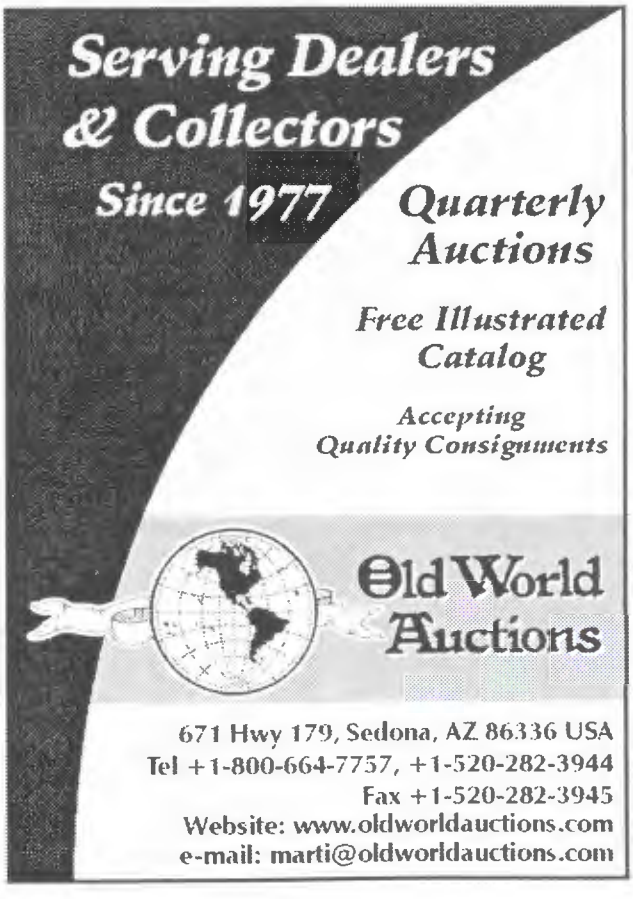
Diederick Wildeman was born in 1960. He attended the Nautical Academy for the Merchant Navy, qualifying as navigation officer. Later he attended the Academy for Librarians. He joined the Netherlands Maritime Museum in 1987 and is now Librarian and Curator for Manuscripts and Rare Books. He has a number of publications to his name, mainly on voyages and early voyages of discovery.

W.F.J. Moerzer Bruyns, FRIN: 'Navigating to the Spices in the period from 1600–1800'

Willem Moerzer Bruyns was born in 1943 He attended the 'Zeevaartschool', the Nautical Academy for the Merchant Navy to become a navigation officer. He is a Fellow of the Royal Institute for Navigation and is with the Netherlands Maritime Museum since 1969. His present position is Senior Curator of Globes, Maps and Instruments. He has produced a great number of articles on these subjects as author or co-author of several publications.

Dr C.J. Zandvliet: 'Map-making for the V.O.C. in the Far East at Batavia'

Dr Cees Zandvliet was born in 1953. He studied History at the University of Leiden and later attended the Higher Academy for the Archives. He was Head of the Department for Maps and Drawings at the General National Archives at The Hague and joined the Rijksmuseum at Amsterdam in 1996. He is presently heading the Department of Dutch History at the Rijksmuseum. He has multiple publications to his credit on various subjects. In this respect special mention needs to be made of his book *Mapping for Money* on the map-making activities by the V.O.C. at Batavia/Jakarta.











Top: At the Dinner Dee Longenbaugh from Alaska and Tom Sander from Washington, with Kazumasa Yamashita from Japan, and (head only) Gimpel Wajntraub from Israel show how truly international our Society is.
Above: The first IMCoS International Symposium was organised by Malcolm Young and Werner Lowenhardt in the Audubon Room at the Krasnapolsky Hotel in Amsterdam in 1982. Caroline Batchelor, our former Membership Secretary, contacted Werner as soon as she reached Amsterdam, and invited him and his wife to attend the Dinner.
Left: Lefki Michaelidou rounds up the evening with an invitation to all members to attend the 22nd International Symposium in Cyprus next year.

International News & Events

2003 22nd International Symposium
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2004 23rd International Symposium
Italy, possibly Verona and Florence

2005 24th International Symposium
USA, Denver, Colorado

2006/7 25th International Symposium
Feb 2007, Guatemala

2007 October

2008 Probable: New Zealand

* * * * *

Cyprus 2003

The registration forms for Cyprus have been included with this issue of the Journal. I can highly recommend the five-day pre-symposium tour as the island is steeped in history and local colour. Nowhere else in the world can be seen such beautiful painted churches, well preserved as they were deep in the Troodos hills, protected from the sun by a double roof, and from enemies by their inaccessibility. For those who enjoy fine Roman mosaics, this is the place to come. There are beaches in plenty, and the travel agent can arrange accommodation either before or after our symposium for sun-lovers (even in October the sea remains warm enough to bathe). We will also visit a monastery, which has its own library as well as wine production and tasting.

The shorter tours will be an option for those with less time, as they cover the same ground but in two parts.

Get your completed form back as soon as possible, as this helps the organisers, and don't forget to book your hotel direct with the travel agent. I have seen the three recommended hotels, and they are all of a good standard, close to each other, and close to the location of the symposium.

Columbus, Cook & Co in Emden

A cartographic history exhibition of the kind held in the Johannes a Lasco Library in Emden (Ostfriesland, Germany) augmented by 47 nautical instruments dating from the 16th to 19th centuries, is a great rarity. It took place from 8 August to 22 September 2002 in the library of the reformed Protestant community of Emden, which was originally established in 1599. Since 1933 the library in the Great Church has been named after the reformer and Polish nobleman Jan Laski. The nautical instruments, owned by Monika and Ingo Meyer-Hassfurther, were shown here for the first time, together with the sea charts and travel accounts from the collection of Emden resident Michael Recke.

A detailed 192-page catalogue of outstanding graphic quality, priced at 15 Euro, deserves special recommendation and will also be much appreciated by friends of nautical isntruments.

OSWALD DREYER-EMBCKE

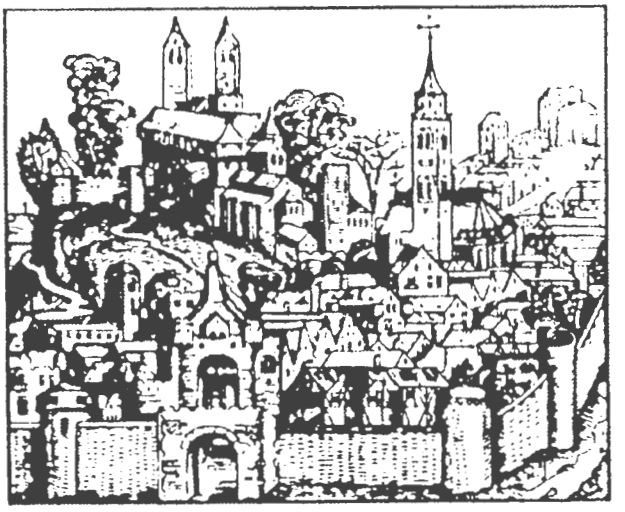


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New International Representatives

Sweden

After being our representative for Sweden since 1981 Gunnar Skoog suggested that he should be replaced. Gunnar has been a familiar figure at so many of our meetings, as he joined the Society in its first year. We hope to see him at many more in the future.

He is replaced by Leif Akesson, another member of long standing, and known to many members at so many of our interntional events along with his wife Karin.

Germany

Drago Novak has also represented his country since 1981, and attended so many of our meetings, both abroad and in UK. As he is no longer living in Germany, we have a new represntative there, Rolf Langlais. Rolf and Ursula have been active at our events, writing them up for the journal, and taking part in all activities. We welcome both these new representatives to our growing list of countries.

Letters to the Editor

Madam

It is possible that communication difficulties may have caused the confusing caption to Oswald Dreyer-Eimbcke's illustration of a portion of the 1989 map of Moscow on page 37 of the Autumn 2002 *Journal*. 'Upravl Geod I Kartogr.' is an incomplete and garbled version of the usual complete author statement: Glavnoye Upravleniye Geodezii I Kartografii. This, in English, is: Main Administration for Geodesy and Cartography. And the source of the illustrarion ought to be credited to the Staatsbibliothek zu Berlin.

What should be the correct citation for 'Baedekar's Ostfildern' I cannot guess – except that Baedeker (with 'e' and not 'a' as final vowel) is the correct spelling.

FRANCIS HERBERT
f.herbert@rgs.org

(Editor's apologies, the errors are all hers, not the writer's)

Madam

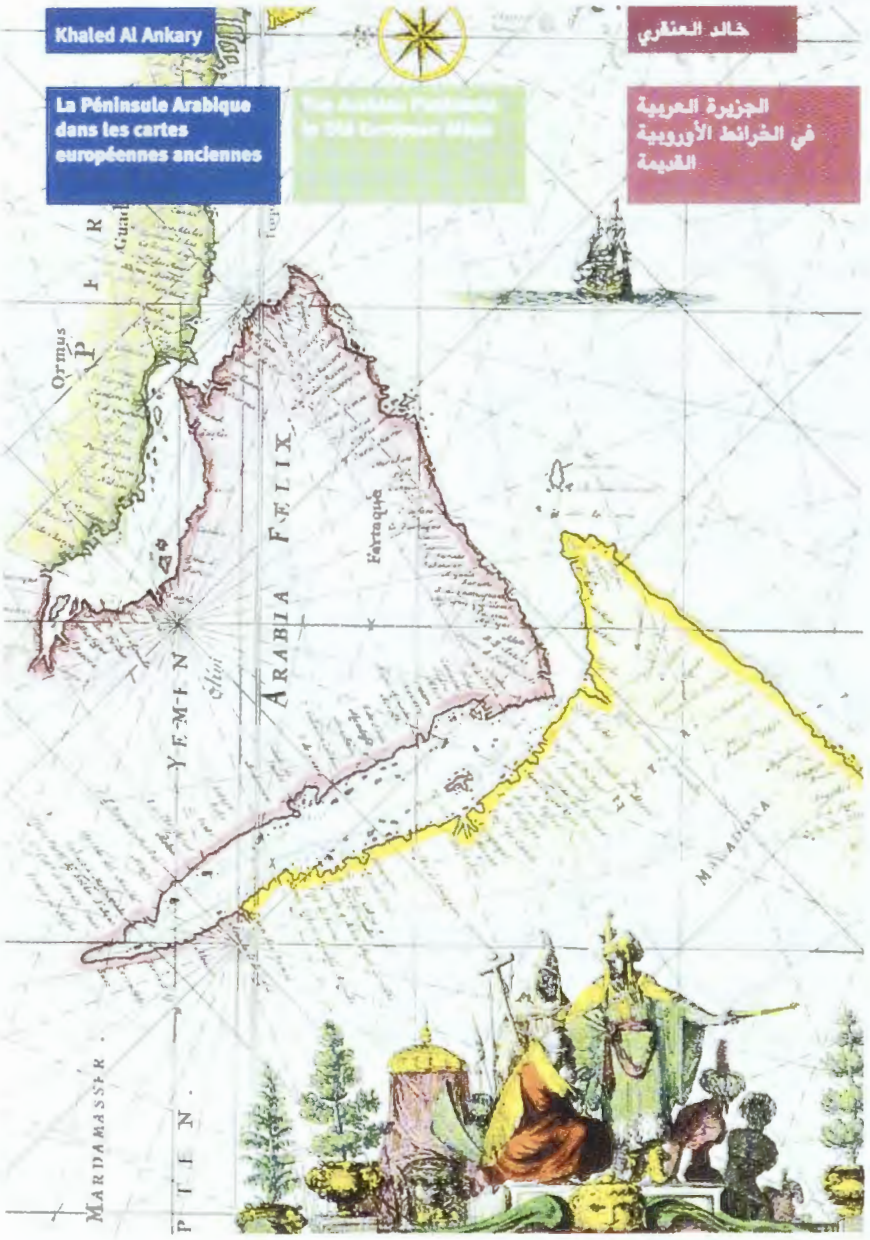
In connection with the enquiry by Sandy Murray in the *IMCoS Journal*, Autumn 2002, about any available information on the cartographer Carli Pazzini (p.63) I am able to provide the following:

Vincenzo Carli Pazzini was a publisher in Siena, Italy. He published Bartolomeo Borghi's *Atlante Geografico* (102 maps), 17881800 (engraved by Agostino Costa). If I am able to find out anymore about him I will let Mr Murray know.

Valerie Scott Editor of the revised edition of *Tooley's Dictionary of Mapmakers* Vols III and IV.

Another correction: In the article on map fairs (page 2), Portland, MAINE is the correct location of the Map Fair being held in conjunction with ICHC 2003 in Cambridge, Massachussetts 15-17 June (hosted by Harvard Map Collection) and Portland, Maine, 18-20 June (hosted by Osher Map Library). Apologies for suggesting it might be the other side of the continent!

Do please write in about anything that interests you in any of the articles here, or generally about maps. Or, as above, about our errors! Anything that interests you is likely to appeal to other members too.



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UK Events

London Collectors' Evening

Daniel Crouch of the Shapero Gallery has agreed to host the meeting this year.
Date: Tuesday 25 February 2003
Place: The Shapero Gallery, 24 Bruton Street, London W1J 6QQ
Time: 6.00 pm

Please inform Caroline Batchelor (Tel: (0)1372 843425) if you would like to attend. As usual refreshments will be served and there will be a small fee for entry.

Visit to Liverpool

Date: 11–12 April 2003
Place: The Athenaeum, and Liverpool Record Office
Time: 5.30 pm on 11th April
Title: The History and Growth of Liverpool as seen through Maps
The AGM will be held on Saturday afternoon.

June Weekend

Date: 7–8 June 2003
Place: Olympia, London
Saturday 7th: Papers in Hilton London Olympia hotel, followed by members' privileged entry to the Map Fair. There will be a Buffet Dinner at the hotel (opposite the fair site).
Sunday 8th: IMCoS International Map Fair.

Visit to Oxford

Date: Saturday 30 August 2003
Place: Exeter College, Oxford
Time: to be announced
Title: The Development of Printed Maps of Oxfordshire

Maps and Society Lectures at the Warburg Institute, Woburn Square, London WC1H 0AB at 5.00 pm.
Dec 5. Brian Leigh Dunnigan: 'Frontier iconographies: Mapping and imaging developing urban space in colonial North America'.
Jan 23. Prof. Mike Hefferman: 'From Russia with love? A Tsarist map of France and the Paris Exposition Universelle of 1900'.
Feb 13. Dr Jeremy Johns and Dr Emilie Savage-Smith: 'The Book of Curiosities: A newly discovered series of medieval Islamic maps'.
March 20. Edwina Proudfoot: 'John Geddy's map of St Andrews (1580). A post and futire framework.'
May 1. René Tebel: 'The significance of the ship image on early modern maps from the 10th to the 17th centuries.
May 29. Dr Daniel Connolly: 'The performance of history in the itinerary map of Matthew Paris.'

New Membership Secretary

We welcome Patrick Whitten as our new Membership Secretary. Patrick has been a member of IMCoS for ten years (and is no relation to our Treasurer Tim Whitten, although they both live in Devon, but on opposite sides of the river Exe). His interest in maps is general, with a genuflection towards the Balkans. He will be leading the drive to expand IMCoS membership.



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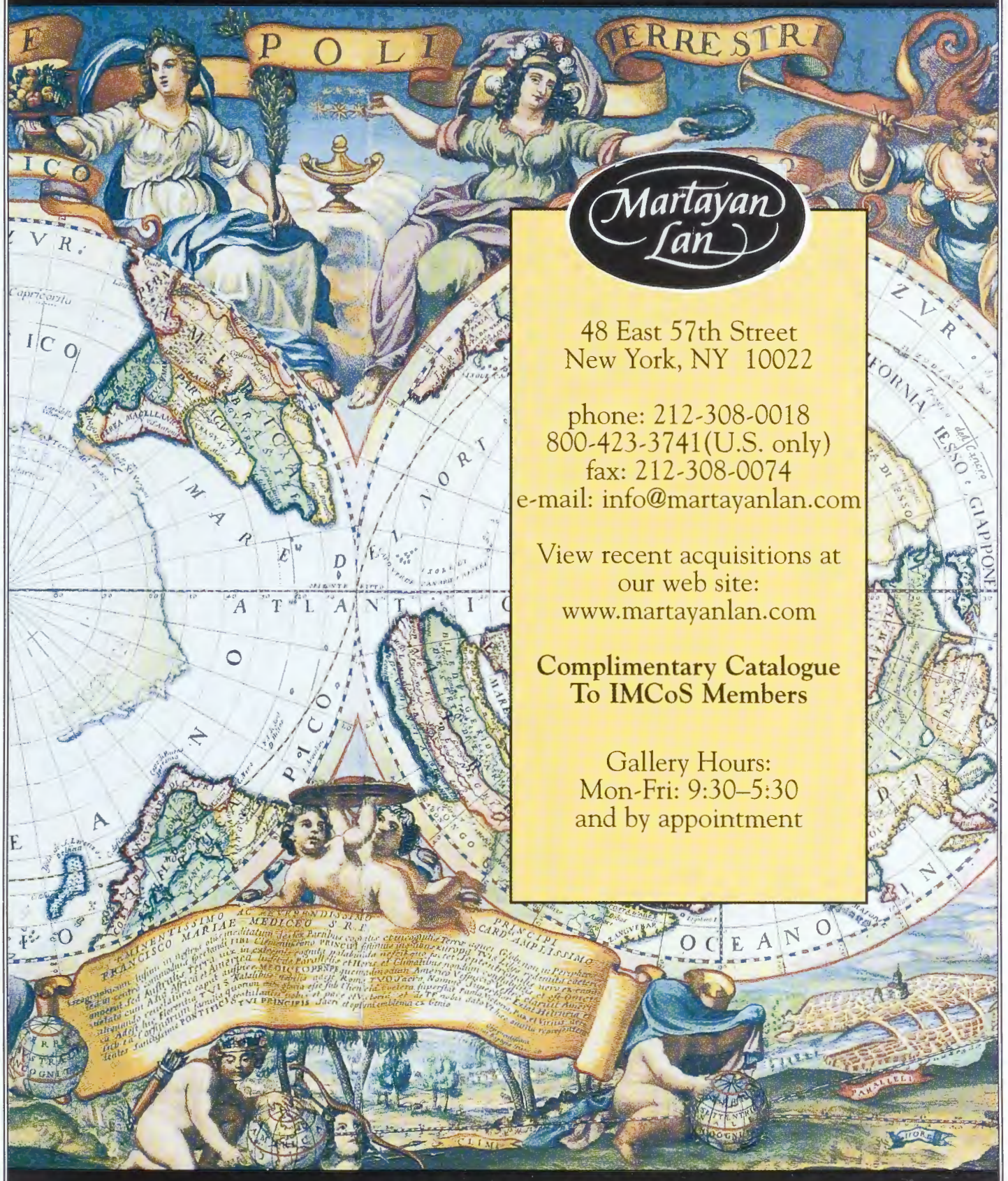
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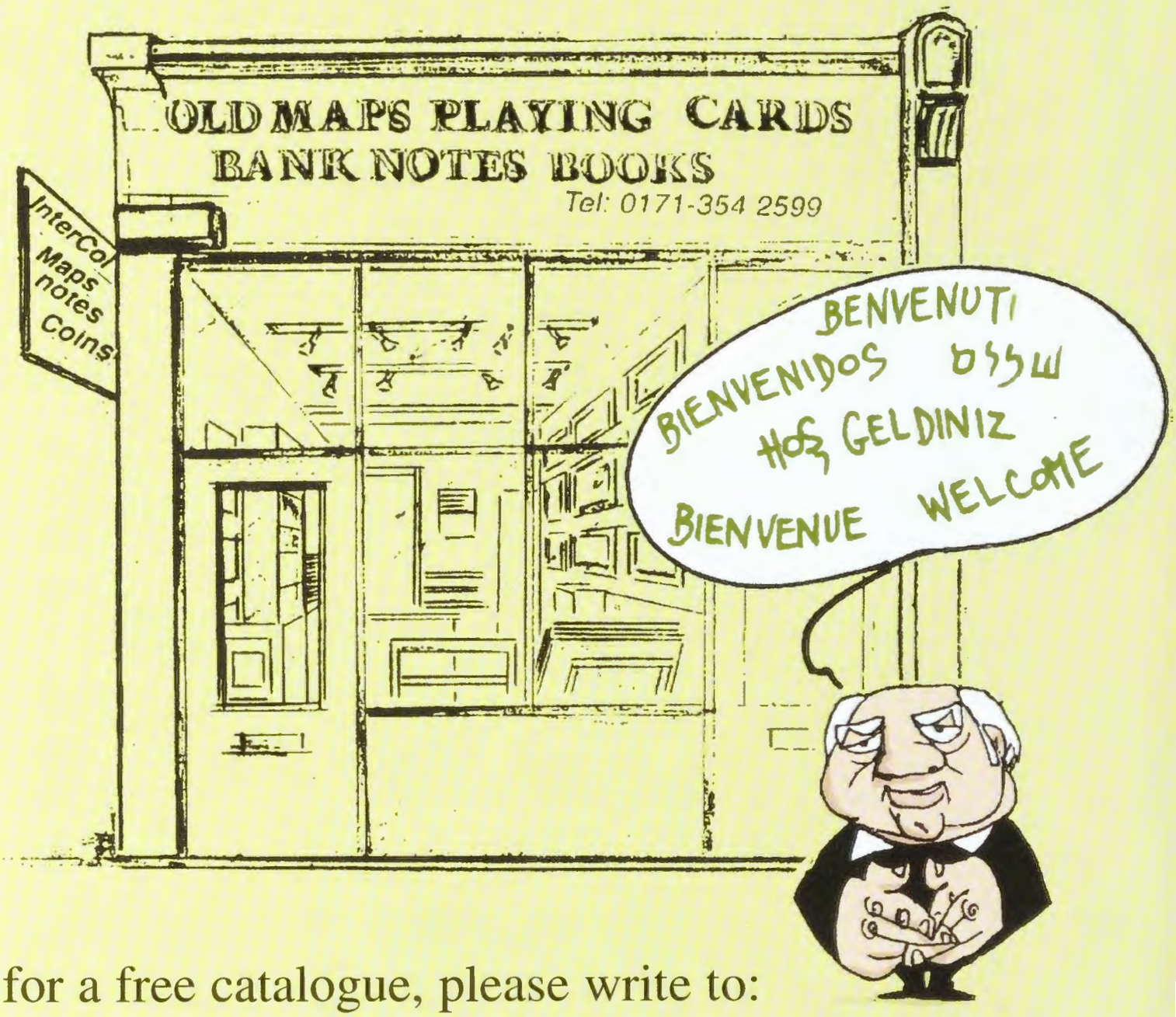
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