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Mapping The Airways



Synopsis

Maps have long held a fascination for travelers and would-be travelers alike. Drawing on fascinating and unique material from the BA archive, curator Paul Jarvis focusses on the beautiful map artworks used over nearly 100 years of history to promote the airline's services – from early adverts to twenty-first-century on-board moving maps – and the vital maps and charts used by pilots and navigators. The progression of artistic styles used through the decades and the use of maps, actual or stylized, to present factual information or to encourage the use of air services is presented in striking full color. Authorized by British Airways and with a foreword by Keith Williams, the Executive Chairman of British Airways, this book shows how we have charted our voyages through the skies and the enduring power of maps to spark our imagination.

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