Despite the British heatwave, expected to end while this newsletter is being dispatched, some work is taking place. The programme committee for the forthcoming Schematic Mapping Workshop is almost finalised, and my exciting secret project is progressing well. Our talk on creating and using Brexit Maps was well received by entrepreneurs at the University of Essex on the 1st of August, and there are more maps and talks in the pipeline. With more publications in progress, the next academic year promises to be extremely productive.

Date for your diary
- The second Schematic Mapping Workshop will be held on 11th/12th April 2019, at TU Wien, Austria. Details on submissions and registration will be given on the workshop website and the program will be announced once it is finalised.

Map of the Month: Transit maps of the skies
In Newsletter 48, I discussed a digital recreation of a 1935 airline route diagram, not just inspired by Henry Beck, but actually created by him. It seems only right that other famous maps might also fuel airline works, and this playful 1987 design, created for Swissair, advertises their European Rapid Transit System. With a clear nod to Massimo Vignelli’s colourful design classic, it is justly famous.

Frustratingly, with Swissair long defunct (bankrupt in 2002), finding out more about the design and designer is difficult. Worse still, other than rare and hard-to-obtain magazine advertisements, sourcing a good high-resolution image is proving impossible.

Readers won’t be surprised by the solution; a digital recreation, and such a simple design is ideal for this. The fonts are straightforward: Times and (slightly tweaked) Futura. However, even a small project like this is never entirely without difficulties. For the files on the internet, the angles are slightly too shallow, indicating problems either with available scans, or else occurring during the production of the original.

With the original striking concept revitalised, and armed with hindsight, we are well-placed to see the irony of this advertisement. Rapid transit is no-frills, basic travel, cheap for passengers, who can’t even expect seats. This was not the service offered by Swissair, which became one of many historic airlines deserted by customers and put out of business by the creation of a genuine European Rapid Transit System by new rival carriers offering bargain fares.
With the newsletter now back to schedule, there should be plenty of time to prepare for the next one, although the combination of warm weather and local beach will inevitably tempt me away from my desk. To see what tempts me back for September Map of the Month, subscribe to my newsletter at www.tubemapcentral.com.

Max Roberts, mjr@tubemapcentral.com