



PTOLEMY WAS A HELLENIC CARTOGRAPHER WHOSE WORK IN THE SECOND CENTURY A.D. POPULARIZED NORTH-UP ORIENTATION

THE RATIO OF LAND TO WATER IN THE SOUTHERN HEMISPHERE IS 1 TO 5

BY THE TIME EUROPEANS ADOPTED THE NORTH-POINTING COMPASS, THEY WERE ALREADY EXPERIENCED IN NAVIGATING WITH REFERENCE TO THE NORTH STAR

SOME OF THE EARLIEST EGYPTIAN MAPS WERE SOUTH-UP AND EARLY CHINESE MAPS WERE ORIENTED EAST-UP

ROUGHLY 90% OF THE WORLD'S POPULATION LIVES NORTH OF THE EQUATOR

MORE THAN 67% OF ALL LAND IS IN THE NORTHERN HEMISPHERE

# SEE THE WORLD FROM A NEW PERSPECTIVE

This map is just as accurate as the one we're all used to — it's amazing what happens when you look at things a little differently.

NORTH-ORIENTED MAPS HAVE BEEN COMMONLY USED SINCE THE 16TH CENTURY

