Current Challenges in Atlas Cartography

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Abstract:

After decades of prosperity, atlas producers are faced with a serious number of challenges. Those challenges are both external and internal, either due to shifted external conditions or because of internal shortcomings. *Internal challenges* include, inter alia, the missing Web presence and PR, traditional atlas concepts, static GUI design, an overload of atlas features, default atlas contents, and repetitive visualization, whereas *external influences,* such as user behaviour, technological advancement and content that reflects new ideas and methods intensify these challenges.

Three provocative statements – 1) atlases as mere collections of maps, 2) atlases rely on old-fashioned concepts, and 3) atlas map design is unattractive – are then picked in order to demonstrate possible approaches in rejuvenating atlas concepts.