

# Mapping Speed

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**Keywords:** Cartography, artistic map representations

## Abstract:

In 2023, whilst on vacation in Italy I visited the *Mille Miglia* Museum in Brescia, Italy. Whilst visiting the museum, being an automobile aficionado, I was obviously interested in the cars on display, but what also proved to be interesting were the route maps on display. These route maps, produced for promoting the event and used for general navigation purposes, offered bold graphics that visually reinforced the fact that the *Mille Miglia* was all about speed. Looking at the maps speed was the essential message that was borne and the designs applied to the maps reinforced this concept.

The *Mille Miglia* (a thousand (Roman) miles) was an Italian endurance race that ran for 30 years - from 1927 until 1957. The race saw competitors drive the thousand miles from Brescia-Rome-Brescia. For the era, the cars that raced averaged incredible speeds, with the winner of the 1927 race averaging 78 km/h over a 21hour period. In 1931 the average speed over the route had increased to 100 km/hr and in 1940 the average speed was 166 km/hr (albeit on a shorter circuit course).

This paper will outline the range of maps produced for the *Mille Miglia* and will highlight the bold map designs that were used to map speed.