

Panoramic Maps Over the Years

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Abstract

The aim of this paper is to present how the spirit of the time and the development of Alpine tourism affects the artistic depiction and the content of panoramic maps. It starts with an appreciation of H. Berann's work and describes the use of panoramas until today by including them on new media platforms like the Internet.

1. 1939: The rise of H.C. Berann's career

Heinrich Berann's cartographic career started in 1934. Some of his early works contain no cartographic information. On Fig. 1, only the beauty of the countryside is communicated, including the hint that the landscape can be accessed by tourists by a chair lift.

The panoramic map of Gstaad (Fig. 2) already shows lifts and ski runs. The "lifestyle" element is present in the form of the ski-tracks and snowcapped fir trees in the foreground.

From 1973–1988, Berann painted 3 further panoramic maps of the Adelboden–Lenk area (Fig. 3). The reason was a new trend in the Tourism business. Tariff associations and mergers required new panoramic images. Berann changed his painting style and adapted the new requirements. The artistic elaborations on the panoramic maps have disappeared. The topographic and cartographic information prevails.

2. 1989: A new era begins

Lenk is probably the first health resort in Switzerland that used a panoramic map based on a computer model (Fig. 4). However, the colour scheme, structures, and precision of the depiction of the terrain are not yet very convincing. Contrary to hand-painted panoramic maps, the advantage of being able to view the model from various perspectives has never been utilized. Only this one print has remained until now.

In 2000, the first version of the "Atlas of Switzerland" was published. In 2004 an improved Version with navigation, visualisation and analysis functions followed. In the 3D section, panoramic views and block diagrams can be combined with satellite maps, lakes, forests, human settlements and glaciers (Fig. 5). In addition, fog, hard shadow, hypsometric

gradations, gradient of slope, aspect, visibility and terrain profiles can be calculated and displayed.

3. New technologies have come, old ones remain.

In tourist areas like Adelboden–Lenk, conventional panoramic maps are displayed on presentation boards equipped with LED lamps showing the status of open or closed lifts and display the avalanche danger level (Fig. 6).

Google Earth is an ingenious information tool (Fig. 7). Every user with access to the Internet can add its own information, images or videos and thereby to the enormous growth of this tool. However, this also presents its weakness. It is impossible to check and review all information and therefore Google Earth is also filled with erroneous and useless information.

Tourism is depending on controllable Internet presences which are individually tailored to the customer's needs. In this medium, art does not play a major role any more.

The handcraft mainly consists in layouting in a way that there is as much room as possible for lifts, slopes, and symbols by leaving enough space for the base map elements.

Even in summer panoramic maps, one can observe an increase of information density, allowing the placement of new, more customer specific elements and attractions on the map, like e.g. hiking trails, bixe trails, trotti trails, wheelchair and stroller roads, high rope, etc. Today, every season, tourist resorts come up with new ideas and offers.



Fig. 1: H.C. Berann: Beatenberg, Berner Alpen (Source: www.berann.com, provided by Matthias Troyer).

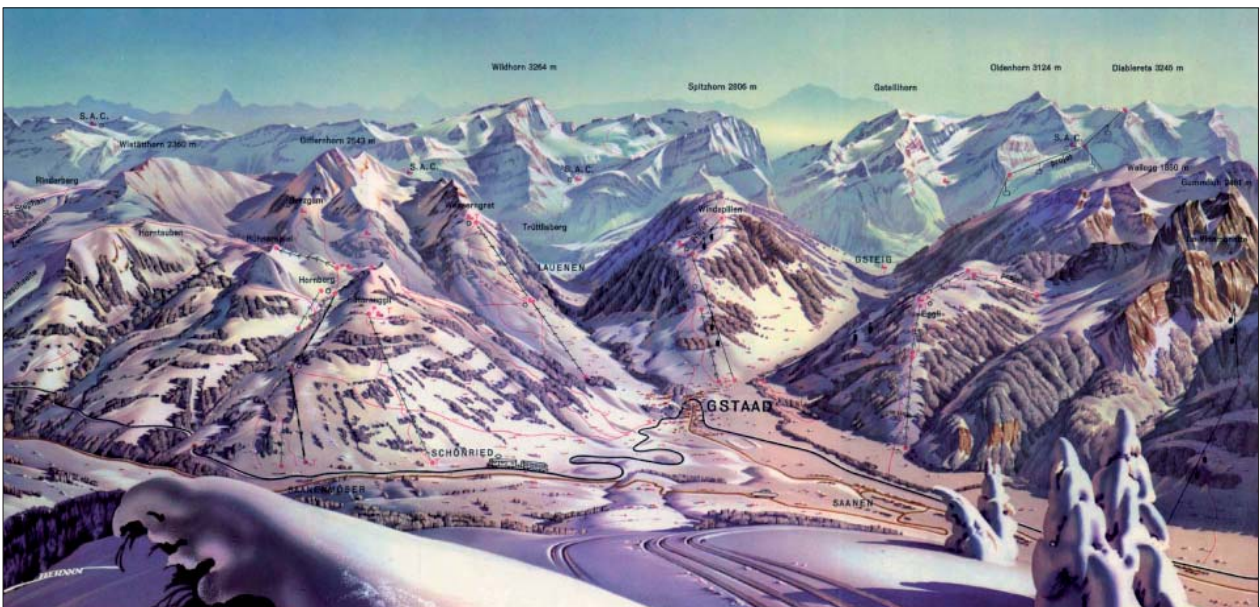


Fig. 2: H.C. Berann: Gstaad (Source: www.berann.com, provided by Matthias Troyer).



Fig. 3: H.C. Berann: Adelboden-Lenk (Source: www.berann.com, provided by Matthias Troyer).

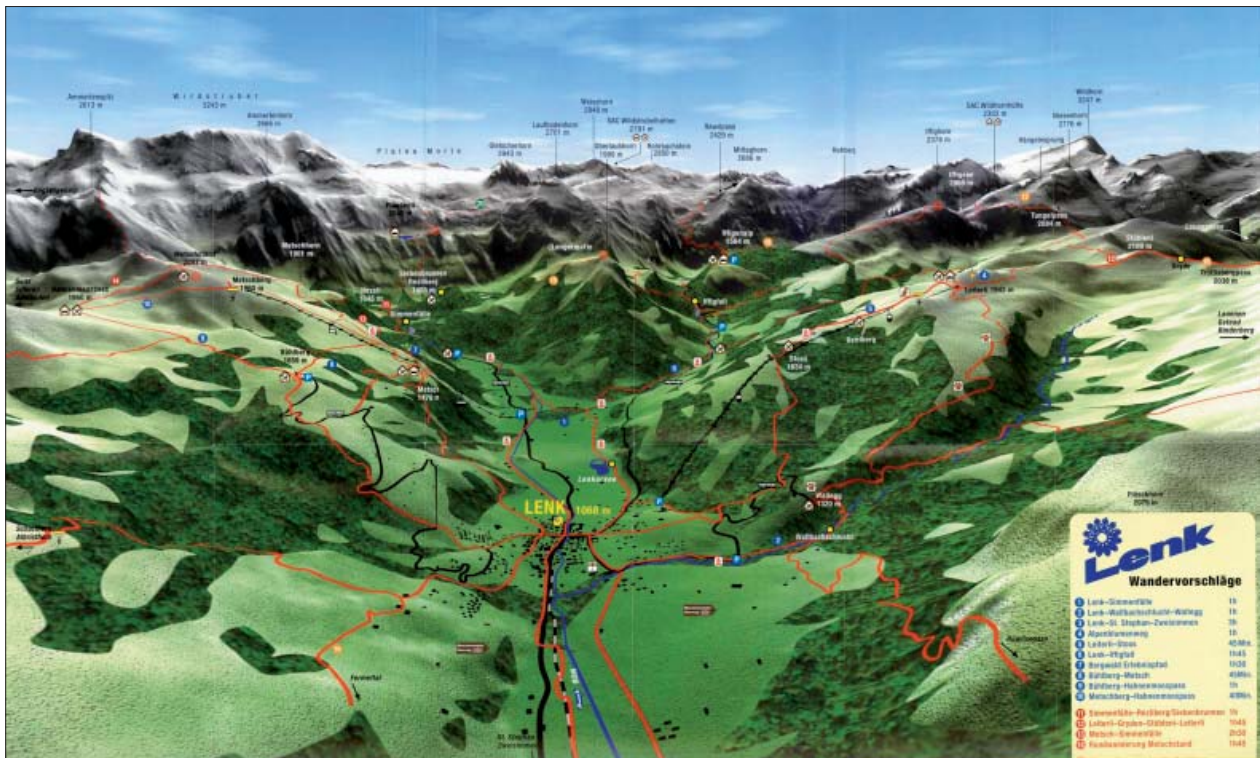


Fig. 4: Lenk, CAD production by Kümmerly+Frey, CAD, ca. 1989



Fig. 5: Atlas of Switzerland 2.0 (© IKA-ETHZ and swisstopo).



Fig. 6: Panorama map on display presentation boards at Adelboden-Lenk produced by Visiorama/Rohweder, 2005.



Fig. 7: Lenk in Google Earth, 2007.

