



Maps, Mission, Action

Allen Carroll

Chief Cartographer

National Geographic Society

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<http://www.slis.indiana.edu/netscitalks>

Abstract

For nearly a century, National Geographic's cartography has helped fulfill the Society's mission to inspire people to care about the planet. Always a powerful platform for storytelling, maps—now digitally-enabled—have new power to turn inspiration into action. A new Global Action Atlas will enable a worldwide audience of engaged citizens to discover and support hundreds of local projects seeking to tackle the great challenges of our time, including conservation, poverty, health, hunger, and climate change.

Biography

For more than a decade, Allen Carroll, chief cartographer of the National Geographic Society, has been deeply involved in the creation of the Society's renowned reference and wall maps, globes, and atlases. He led the creation of the Seventh and Eighth editions of the World Atlas, incorporating satellite imagery and innovative thematic maps into the editions and integrating them for the first time with interactive Web resources. Carroll was instrumental in launching the National Geographic MapMachine, its first interactive atlas on the Web. He has spearheaded the publication of many new maps and Web resources, ranging from decorative wall maps and supplement maps for *National Geographic* magazine to special projects featuring biodiversity, conservation, and indigenous cultures. His map designs have won numerous awards, including best in show at the American Congress on Surveying and Mapping annual design competition. He advises the federal government as a member of the National Geospatial Advisory Committee.

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