

COMPANY PROFILE



Name: **Geographx Ltd**

Registered Office: The Dominion Observatory, 34 Salamanca Rd, Wellington.

Postal Address: PO Box 28100, Wellington 6150, New Zealand.

URL: www.geographx.co.nz

Email: maps@geographx.co.nz

Contact : Roger Smith
roger@geographx.co.nz
+64 (0)27 457 7265



Geographx has a studio in the old Dominion Observatory which is also the company's registered office.

Company Background

Geographx is a cartographic design company based in Wellington, New Zealand.

Since establishment in 1998, Geographx has worked on a wide range of map-related projects with central government, local government, NGOs, multi-nationals, SMEs, crown research institutes, universities, iwi, trusts and private clients. Most are New Zealand-based, several are off-shore.

The main focus is custom map design and production. Geographx specialises in large format, topographically themed relief maps featuring natural colour basemaps, both plan view and obliquely projected.

The company builds and sells digital map data products and publishes a range of print maps and posters.

It is the New Zealand distributor for cutting-edge 3D geospatial visualisation products from Skyline Software Systems based in Virginia, USA.

At its peak in 2013, Geographx was undertaking large international mapping projects, employing 5 FTEs and running an intern programme for graduate and post-graduate cartography students. It was subsequently restructured and for several years now has operated with a single employee.

Personal Bio

Roger Smith founded Geographx and continues today as owner, director and mapsmith.



He has a degree in geology and a post-graduate diploma in agricultural science.

Prior to making maps he gained work experience in:

- Finance, as a primary industries appraiser and valuer
- Agriculture, as a hill-country sheep farmer
- Aviation, as a commercial pilot and flight instructor
- Forestry, as a plantation forest owner and manager
- Tourism, as a resource and investment analyst.

Roger currently serves as President of the New Zealand Cartographic Society.

Selected Project Work

EARTH Platinum World Atlas

Published in 2013 by Millennium House Publishing in Sydney, Earth Platinum is recognised by Guinness World Records as the largest atlas ever produced and it won the 2013 IMTA Global Award for best map product worldwide. Roger Smith was Chief Cartographer and joint Chief Cartographic Consultant on the project, whilst Geographx managed cartographic production and coordinated 90 odd cartographers around the world who contributed work to the atlas. Geographx produced the relief mapping underlying all cartographic plates and was responsible for the correction and processing of final files. The atlas weighs 150kg and stands 1800mm tall. It was printed in Milan, bound in Hong Kong, and is designed to last 500 years if stored under controlled temperature and humidity conditions. A copy is held by the New Zealand National Library in Wellington.

Mapping New Zealand's Great Walks

In 2014 Geographx produced and published a series of paper field maps covering all nine of the New Zealand Great Walks. Each A1 sized map features a track map on one side and an orthographic oblique (3D) regional map on the reverse. The maps were printed on "Rockstock", a hard-wearing, waterproof, environment-friendly paper made not from trees but from stone. The Geographx Great Walk maps were updated and reprinted in 2016. They are distributed, and sold nationwide by Potton Burton Publishing.

Unfolding the Map — the Cartography of New Zealand

Roger Smith was contracted to curate this exhibition which opened in the National Library, Wellington on October 15, 2015 and closed 30 months later in early 2018. Unfolding the Map was a celebration of mapping in New Zealand. It included a chronological display of historic and contemporary print maps spanning more than 250 years, with maps drawn from the Alexander Turnbull, Archives New Zealand and the National Library collections. The exhibition examined the impact of technological change on mapping, and there was a section devoted to New Zealand place names. Unfolding the Map was a sanctioned event on the 2015-2106 International Map Year calendar. The 2016 National Cartographic Conference (Geocart '16) was held at the National Library to take advantage of its presence. A series of public lectures and an educational outreach programme ran concurrently with the exhibition.

Torres del Paine, Patagonia

In late 2016 Geographx was contracted to oversee development of a new trekking map for Torres del Paine National Park in Southern Chile. Roger Smith travelled to Patagonia, undertook field work at Torres del Paine, and subsequently worked with a team from the Chilean client in Santiago to develop and advanced draft of the new map.

Maps for the new Auckland iSITE and DOC Visitor Centre

In June 2017 Geographx was contracted to create five large format maps for the new Auckland Tamaki Makaurau Visitor Centre prior to its opening on Princes Wharf at the beginning of September. This visitor centre is an important gateway site for visitors to New Zealand.

First World War Centenary – historical battlefield and campaign maps

Geographx has worked on numerous WW1 projects over the 2014-18 period. Many but not all have been commissioned by the Ministry of Culture and Heritage. Maps have been produced for the NZ History First World War website, the “War News” television documentary, exhibitions, and several illustrated print publications including military histories, biographies and guides. Geographx was also commissioned by the Australian War Memorial in Canberra to produce a large format wall map depicting the Anzac and Allied landings at Gallipoli on 25 April 1915.

New Zealand Wine Industry

Industry clients include New Zealand Winegrowers, the NZ School of Food and Wine, the biennial Pinot Noir Festival, the publishers of several atlases and books on New Zealand wine, wine companies both in New Zealand and abroad, together with a number of independent New Zealand vineyards and wine producers. Maps are generally either for operational purposes, or for marketing and promotion

Maps for Magazines

Geographx has been contributing maps to New Zealand Wilderness magazine for more than 10 years. The company’s work has also appeared in other magazines, including National Geographic, the Australian Geographic, and New Zealand Geographic.

Professional Affiliations / Memberships

New Zealand Cartographic Society (NZCS)

British Cartographic Society (BCS)

North American Cartographic Information Society (NACIS)

International Cartographic Association (ICA) Commission on Map Design

International Cartographic Association (ICA) Commission on Mountain Cartography

Product awards / Industry recognition

I. Atlases

The Geographic Atlas of New Zealand

2005 Special commendation, IMTA Asia Pacific Map Awards, Melbourne.

2006 Finalist in the Reference & Anthology category, Montana New Zealand Book Awards..

Earth Concise World Atlas (*contributor*)

2008 Best book-based product, IMTA Asia Pacific Map Awards, Hobart.

Earth Blue Limited Edition World Atlas (*contributor*)

2009 Best book-based product, IMTA Asia Pacific Map Awards, Darwin.

2009 Graham Stanton Prize. Best map product, IMTA Asia Pacific Map Awards, Darwin.

2009 Voted best world atlas, ICA International Cartographic Exhibition, Santiago.

World Atlas – the Cartographic Encyclopedia of Planet Earth (*contributor*)

2010 Best book-based Product, IMTA Asia Pacific Map Awards, Melbourne.

2010 Graham Stanton Prize. Best map product, IMTA Asia Pacific Map Awards, Melbourne.

Earth Platinum World Atlas

2013 Best book-based product, IMIA Asia Pacific Map Awards, Sydney.

2013 Graham Stanton Prize. Best map product, IMTA Asia Pacific Map Awards, Sydney.

2013 Winner, IMTA Global Award for best map product, Boston.

2. Sheet Maps

The Adams Wilderness and Westland/Tai Poutini National Park

2010 2nd prize sheet map category, IMTA Asia Pacific Map Awards, Melbourne.

Tararua Range

2011 Highly commended, BCS Stanfords Award for Print Mapping, UK

2011 Winner, New Zealand Cartographic Society Map Awards.

2011 A New Zealand entry to the ICA International Cartographic Exhibition, Paris.

Marlborough Sounds

2012 Featured in the NACIS Atlas of Design, Volume I.

2011 A New Zealand entry to the ICA International Cartographic Exhibition, Paris.

Tongariro National Park

2012 Winner, sheet map category, IMTA Asia Pacific Map Awards, Brisbane.

2012 Graham Stanton Prize for best map product, IMTA Asia Pacific Map Awards, Brisbane.

2012 Finalist, IMTA Global Award for best map product, Albuquerque.

2012 Winner, New Zealand Cartographic Society Map Awards.

2013 3rd prize sheet map category, ICA International Cartographic Exhibition, Dresden.

2014 Featured as Map of the Month, ICA International Cartographic Association website.

2014 Featured as Mapcarte #10/365, ICA Commission on Map Design.

2. Sheet Maps continued...

Central Otago

2013 A New Zealand entry to the ICA International Cartographic Exhibition, Dresden.

Milford Track

2014 Commended, BCS Stanfords Award for Print Mapping, UK

2014 Featured in the NACIS Atlas of Design, Volume II.

2014 Winner, Sheet Map category, IMIA Asia Pacific Map Awards, Melbourne.

2014 Graham Stanton Prize for best map product, IMIA Asia Pacific Awards, Melbourne.

2014 Runner-up, IMIA Global Award for best map product, Denver.

2014 Featured as Mapcarte #274/365, ICA Commission on Map Design.

2014 Featured as "Map of the Day", GIS Day Expo, Brisbane.

2015 A New Zealand entry to the ICA International Cartographic Exhibition, Rio de Janeiro.

West Coast of the Southern Alps

2014 Winner, New Zealand Cartographic Society Map Awards.

2015 A New Zealand entry to the ICA International Cartographic Exhibition, Rio de Janeiro.

Te Ika-a-Maui and Te Waipounamu

2015 Runner-up, BCS Stanfords Award for Print Mapping, UK

2015 A New Zealand entry to the ICA International Cartographic Exhibition, Rio de Janeiro.

2017 Highly commended. New Zealand Pride in Print Awards (*for Te Waipounamu map*).

The Olivine Wilderness

2017 2nd in sheet map category, ICA International Cartographic Exhibition, Washington DC.

Westland Tai Poutini National Park

2018 Winner Best Print Map. New Zealand Map Awards, Wellington

3. Books featuring Geographx maps

Landforms - the shaping of New Zealand

2003 Best use of illustrations, New Zealand Spectrum Print Book Design Awards.

Tramping in New Zealand

2007 Winner, Nielsen New Zealand Booksellers Choice Award.

New Zealand's Native Trees

2012 Winner, New Zealand Post Book of the Year.

Shelter from the Storm – The Story of New Zealand's Backcountry Huts

2013 Winner, Nielsen New Zealand Booksellers Choice Award.

Molesworth - Stories from New Zealand's Largest High-country Station

2014 Winner, Nielsen New Zealand Booksellers Choice Award.

Tangata Whenua: An Illustrated History

2016 Winner, Illustrated Non-fiction, Ockham New Zealand Book Awards.

4. New Zealand Spatial Excellence Awards

2014 Geographx - finalist in the Technical Excellence category.

2014 Geographx - Special Commendation for work on the Earth Platinum World Atlas.

The judges commented:

"This was a big, complex project in every sense of the word and represented many challenges that few cartographic organisations in the world could have tackled. It was also a huge feat of coordination and design involving input from 88 contributing cartographers on 6 continents who contributed to various sections of the atlas. This is an immense achievement of global significance and truly worthy of special recognition."

2017 Roger Smith – 2017 Award for Outstanding Contribution to the Spatial Industry

May 2019