

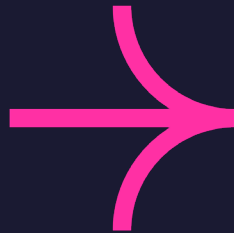
Maps: Truth & Beauty

08

07

06

Nick Bolton
CEO, Ordnance Survey



05

I



maps



People don't put spreadsheets on their walls

Borges' map



Photograph by Grete Stern 1951

Baudrillard's Stages of Representation



Image courtesy of The Onion © 2025

Truth in a digital world

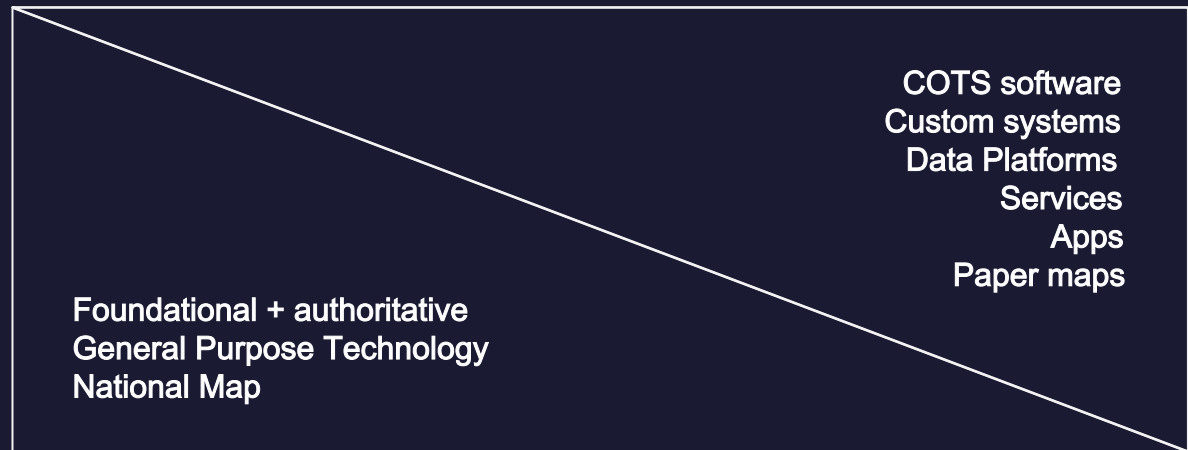




Data



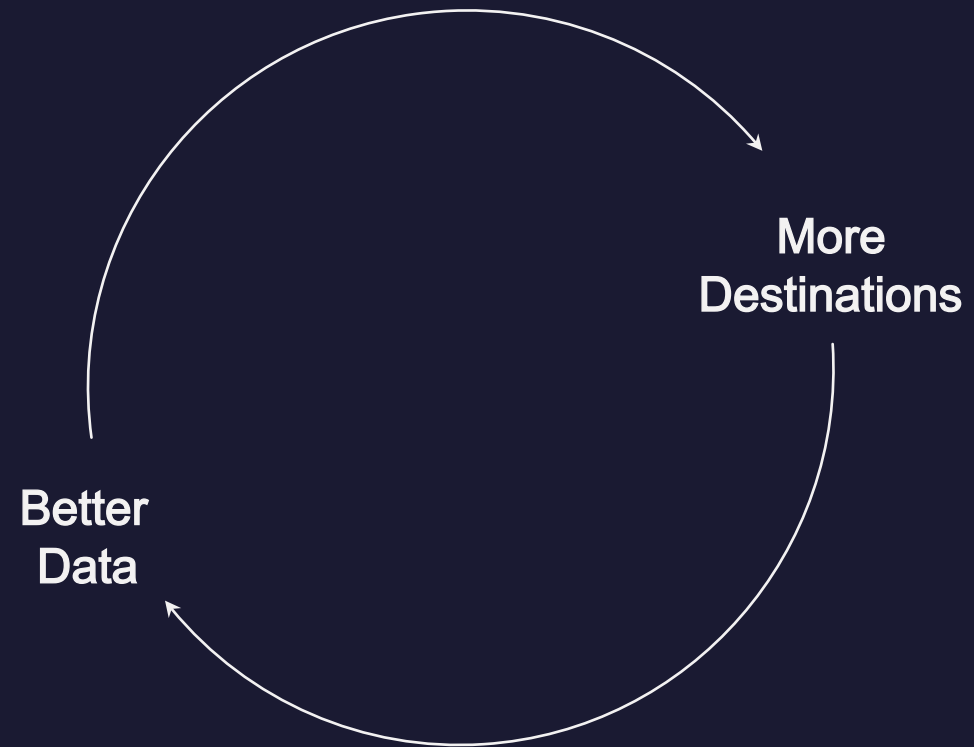
Insight



Data

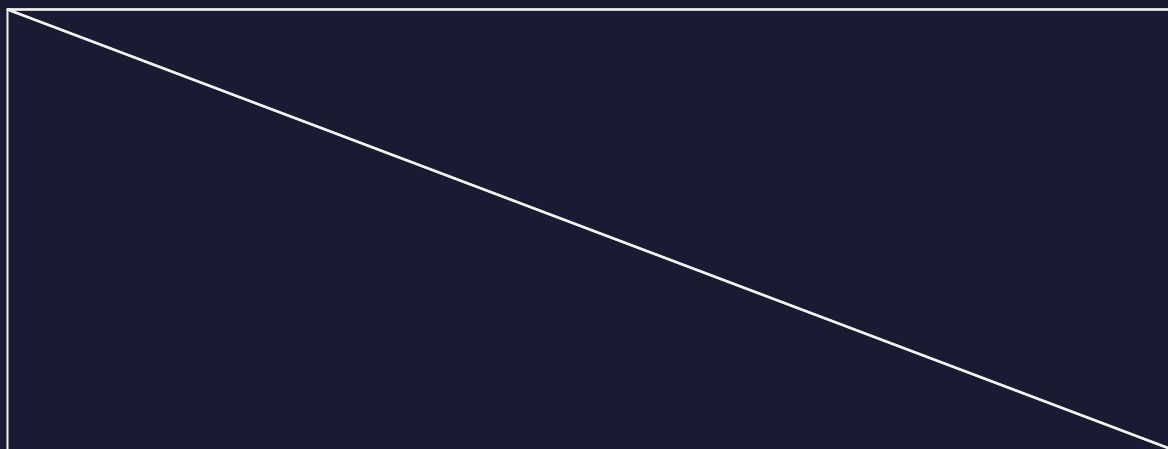


Insight



Better
Data

More
Destinations



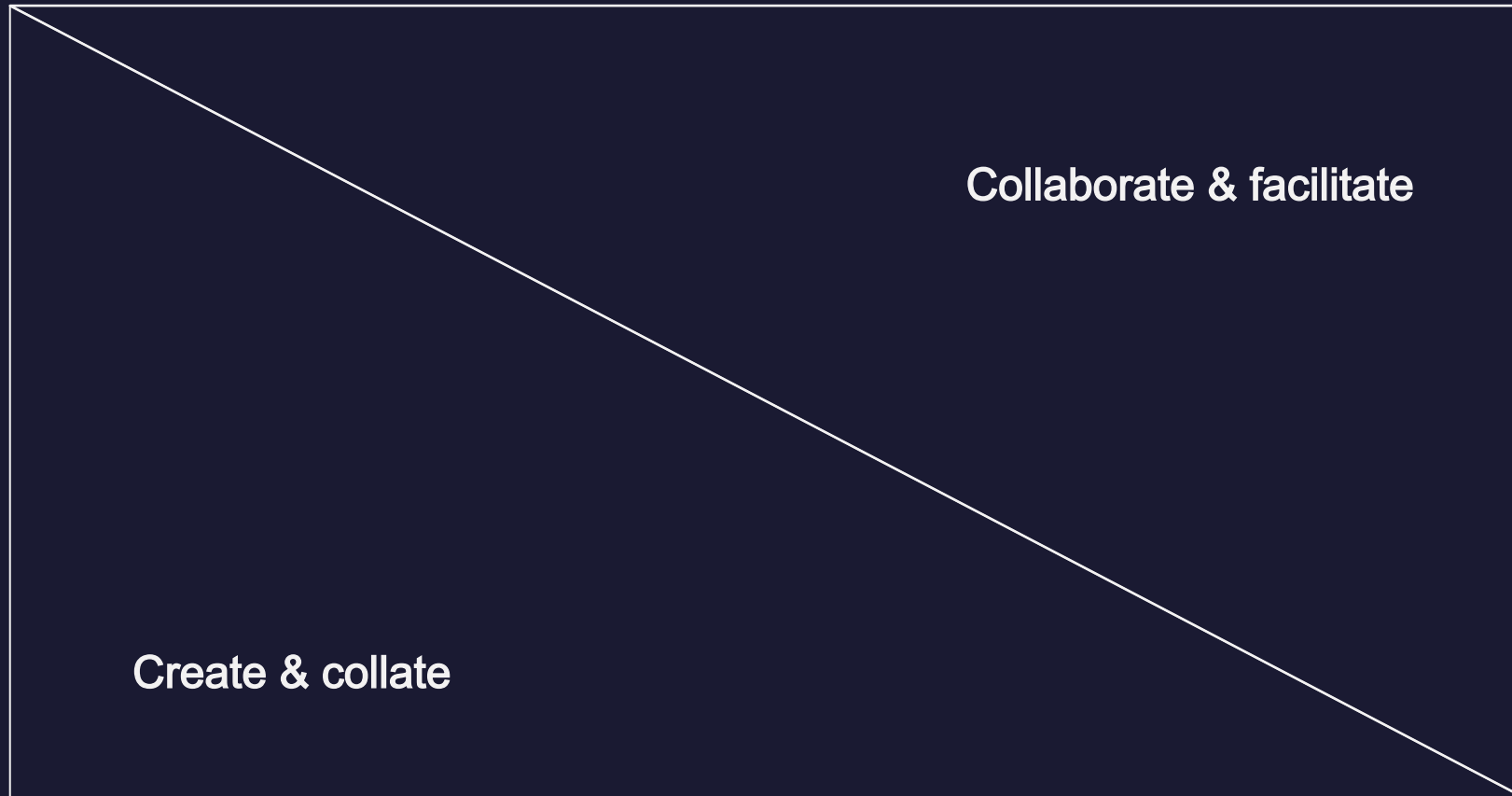
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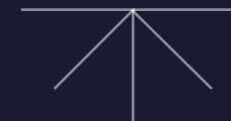
Insight

Better
Data

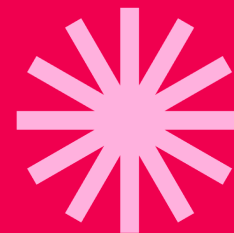
More
Destinations



A

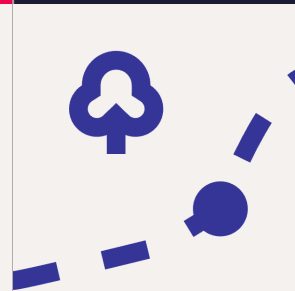
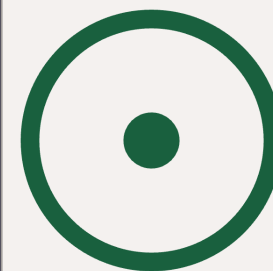
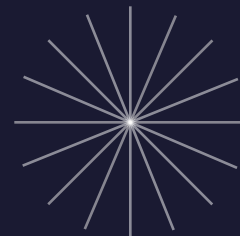


thoroughly

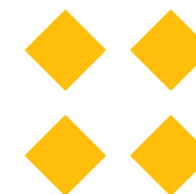


05°

modern



map



Thank you

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