

PRESS RELEASE

3D Mappa Mundi Launch at Hay Festival



In January 2013 Factum Arte was present at the opening of the sealed case containing a 700 year-old masterpiece, the Hereford mappa-mundi. Using their advanced digital scanning technology on behalf of The Hereford Mappa Mundi Trust and The Dean and Chapter of Hereford Cathedral, they have created an extraordinary three dimensional reproduction of the map's surface, a tactile version of the largest surviving medieval world map. The original map, drawn on vellum, was recorded using a 3D laser scanner designed by Factum Arte and has been routed – literally carved – to reveal every aspect of the surface. This is about to be unveiled on the 1st of June by Factum Arte's founder, Adam Lowe and his collaborator, the cartographic historian Professor Jerry Brotton, at this year's Hay Festival.

Using the latest non-contact digital scanning, processing and routing techniques which have been developed specifically for conservation applications, this plaster relief reveals, in unprecedented detail, how the map was originally made and how it has aged. After the Festival it will be on permanent display alongside the original Mappa Mundi at Hereford Cathedral.

This remarkable object will provide scholars, curators and the public with a safe and previously impossible method of studying the surface of the map. From the 3D recording and other methods of forensic study new things are being discovered about the map including the compass point at the centre of Jerusalem and the fact that it may have been made in Hereford and not Lincoln after all. Visitors to Mappa Mundi at Hereford the Cathedral, including the blind and partially sighted, will soon have an opportunity to explore and experience the map as never before. Come and see the unveiling, touch the map's surface and hear how it was made--and what it reveals--with Factum Arte's Adam Lowe and Jerry Brotton, author of *A History of the World in Twelve Maps*.

ABOUT FACTUM FOUNDATION

Advances in digital technology are dramatically and radically changing our understanding and appreciation of our shared cultural heritage. Science and technology are assisting art by providing forensically accurate information to both specialists and an interested public. Factum Foundation is dedicated to the development and use of non-contact high-resolution digital recording as part of a coherent approach to the preservation, understanding and public exhibition objects from our cultural heritage.

ABOUT JERRY BROTTON

Jerry Brotton, Professor of Renaissance Studies, Queen Mary, University of London, author of several books, most recently 'A History of the World in Twelve Maps' (Penguin, 2012), and presenter of the BBC4 television series 'Maps: Power, Plunder and Possession' (2010).

For more press information, please contact:

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WHO	Jerry Brotton, author of A "History of the World in Twelve Maps" Adam Lowe founder of Factum Arte
WHAT	Hereford Mappa Mundi launch Presentation of "History of the World in Twelve Maps"
WHEN	1st of June at 2.30pm
WHERE	HAY Festival https://www.hayfestival.com/p-5891-jerry-brotton-and-adam-lowe.aspx
More information	http://www.factumfoundation.org