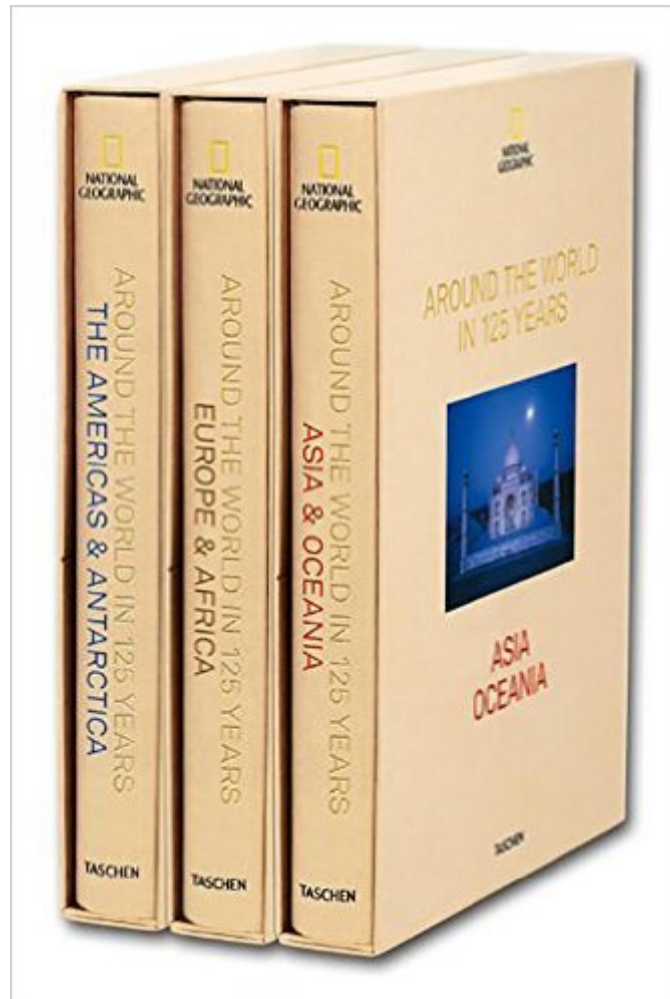


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# National Geographic: Around The World In 125 Years



## Synopsis

Exploring the globe since 1888: A journey through time with the world's favorite magazine. A limited edition of 125,000 copies worldwide! For five generations, National Geographic magazine has dazzled and educated people with its incredible photographs, illustrations, and gripping stories from the four corners of the earth. Combining travel, wildlife, science, history, culture, and conservation, the National Geographic Society's trailblazing magazine has inspired millions of readers to explore and take an interest in the planet we inhabit. Now, in celebration of its 125th anniversary, National Geographic has given TASCHEN complete access to its archives to distill the journey of a lifetime into three prodigious volumes featuring photographs "many unpublished" almost as rich, deep, and colorful as the world itself. Our trans-continental trip starts in the Americas and Antarctica (Volume 1); we then cross the Atlantic to Europe and Africa (Volume 2); and finally sail the Indian Ocean to Asia and Oceania (Volume 3). From evocative early black-and-white pictures to autochromes, from the golden age of Kodachromes to digital, National Geographic invented the aesthetic of the photo essay, while pushing the technical boundaries of the medium. Readers will discover how the magazine evolved from presenting a romantic view of the world "subjects posed and smiling" to edgier stories reflecting political turmoil, social issues, and environmental threats. Of course, the journey would not be complete without prime examples of the magazine's revered groundbreaking underwater and wildlife photography, so we've included plenty of such treasures as well. This world class set is a cultural investment to be cherished, shared, and passed down to future generations. Features: 1,404 pages of photos in three volumes Includes photos by Steve McCurry, Frans Lanting, George Rodger, James Nachtwey, and dozens of National Geographic staffers who covered the world from Timbuktu to Tuvalu Introductory essays by Douglas Brinkley Photographer biographies Each slipcase converts into its own bookstand because these treasures deserve to be put on display!

## Book Information

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## Customer Reviews

No question this is the definitive work on the National Geographic Magazine. For those of us who have enjoyed this publication over the years this is a dream come true. The editors of this work had a mind-boggling task ahead of them in deciding what to include in these three massive volumes. With literally millions upon millions of photographs to consider I don't know how they arrived at their final selections. This set comprises 1500 pages and it could have easily contained twice that and still have left out many of our favorite images. A large number of the photographs are recognizably iconic images that have been included in other works devoted to the magazine. But never have they been produced in such a large format and with such stunning clarity. I was particularly pleased to see so many of the older images included. Doing so really gives the reader a sense of the formidable history of this legendary journal. There really is no publication, today, that is treasured like the National Geographic. I can't think of one that is collected to the degree that it is. Having been in the used book trade for a number of years I can't count the collections I have seen lovingly preserved by their owners. I have, myself, a complete run of this magazine dating back to 1910 and a full set of maps starting in 1935. I never tire of perusing those back issues. The production quality of this set is absolutely top notch. The binding material is identical to that of the slipcases and has a very sumptuous textured feel. The books are well constructed, tightly bound and attractively designed. The three volumes even come in their own attractively illustrated storage container.

I'm accustomed to paying several hundred dollars for boxed sets of art, architecture and design books or individual special/deluxe edition books. I have some great books from Phaidon and other publishers. In particular I generally love everything Taschen produces. I own a lot of Taschen books. Unfortunately I found this Deluxe Edition set to be somewhat disappointing. I paid a fair bit less than the price (which itself is far below list price) by purchasing directly from Taschen during a sale promotion. On a collaboration like this, presumably both Taschen and Nat Geo need to make their profit and so this likely contributes to the price, in addition to the production costs. The production quality of the covers, binding, slipcases and paper is very good - which in my experience

is typical for Taschen. The slipcases convert into bookstands - and I think they might even have magnets in them to hold the bookstand shape. This is clever and well done. In my opinion the book dimensions are simply too large and this does many of the photographs a disservice. Plenty of the photographs are from the early twentieth century and they do not reproduce well at the large scale presented in this book. I don't expect an eighty year old photograph to have the same resolution and color depth as a photo taken with today's digital technology. However many of these photos are very grainy in part because they are being run at a size that is way larger than they ever appeared in National Geographic. Why do this? I also think many of the photos which run as a two page spread should have been printed at a smaller scale on a single page in order to avoid the gutter which dramatically eats into the impact of the shot.

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