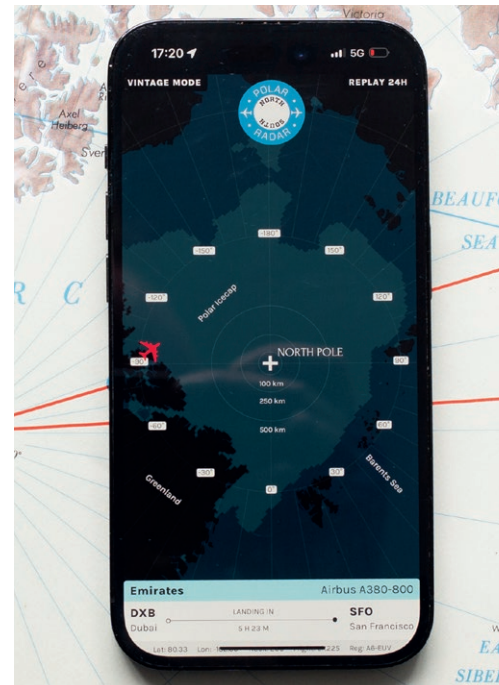


# Direction of Travel

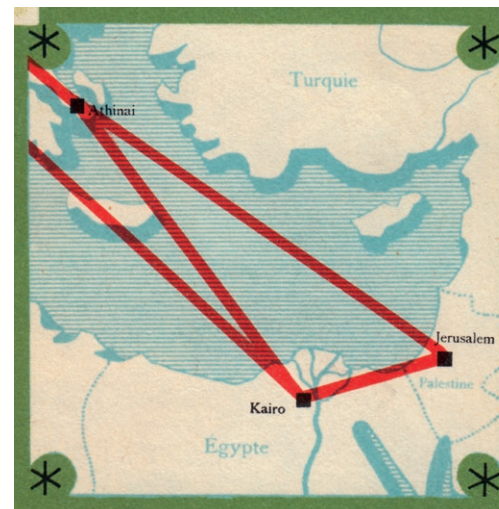


Media Kit 2024

Direction of Travel is a love letter to flying. Launched in 2020, it celebrates the culture of aviation in print and online.



In a few years, you will be able to board a flight from Heathrow and find yourself twenty-one hours and two sunrises later in Sydney, probably slightly groggy and disoriented. Around the same time, the very first electric aircraft will come into operation. As these advancements unfold, airlines are once again crossing the Arctic Circle, reminiscent of the routes used during the Cold War. Geopolitics, technology, and aviation are intrinsically linked. Direction of Travel explores these themes and the visual history of airlines combined with a curiosity about its future.





# IN PRINT

Direction of Travel is published twice a year. Each Volume of the magazine is devoted to a different theme or airline. It explores the rich history of flying while looking to its future.

We look at the design of airline route maps, chart their progress, marvel at their designs, decode their stories, and explore the history and creators behind them.

We feature portfolios of artists who one way or another have been captivated by flight. Alongside these maps and art project sit original long-form articles about aviation, specifically commissioned for each Volume.

We examine how flying has transformed our movements around the planet and the impact it has had on the cities we call home.

## Contributors & Institutions

Each issue includes projects by different artists and photographers. We have worked with David Rothenberg, Nedko Solokav, John Schabel, Laird Kay, Graeme Miller and others. Institutions that have collaborated include: KLM Royal Dutch Airlines (Heritage Centre), Northwestern University Transportation Library, SFO Museum, Speedbird Centre, British Airways' Museum, Qantas Heritage Collection.

Size: 245×345mm

Distribution: Ra & Olly

500 Copies

Frequency: Bi-annual

## OPPORTUNITIES

- Advertisement space: Half page, single page or double page spread
- Bespoke editorial projects. Examples could be custom maps and inserts
- To discuss these opportunities please get in touch with Christian Nolle, Editor / [christian@directionoftravel.com](mailto:christian@directionoftravel.com)







# STORIES

Stories from the world of design, architecture, and art. A collection of short pieces exploring various topics and projects.



## Democracy of vision

A story of balconies, decks, platforms, terraces, jetties, and promenades. The text discusses the importance of public spaces and how they can be designed to be inclusive and democratic.



## Ode to the window seat

The text explores the significance of the window seat on an airplane, discussing the view, the sense of space, and the experience of flying. It mentions the 'Ode to the window seat' by Roberto Longo.



Roberto Longo, 'Ode to the window seat'.



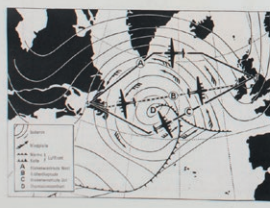
Roberto Longo, 'Ode to the window seat'.



Roberto Longo, 'Ode to the window seat'.



Text block on the bottom left page, likely a continuation of the 'Ode to the window seat' or a related article.





## European Rapid Transit System.



swissair 

# ONLINE

Aviation is flooded with data often sourced from a myriad of channels. We excel at extracting meaning from this and using it to tell compelling stories online.

With decades of experience in designing and building digital experiences, coupled with our extensive knowledge of its visual history, we are uniquely positioned to create innovative digital products in the aviation space, whether targeting businesses or the broader traveling public.

## Polar Radar

In early 2024, we unveiled Polar Radar, a site that tracks aircraft across the Arctic Circle. Inspired by the by-gone tradition of airlines handing out Certificates to mark the crossing of the North Pole, the site enables you to generate your own.

[polarradar.com](http://polarradar.com)

## Lite Flights

Other projects include Lite.Flights, the first flight search engine that ranks results based on their carbon emissions. These digital projects complement our magazine, offering a new approach to the ever-evolving world of aviation.

[lite.flights](http://lite.flights)

## OPPORTUNITIES

- Archive based: Digital solutions using your archive (or ours) to unearth as of yet untold Stories of your brand, it's heritage and where its headed.
- Data-based: Building digital solutions to visualise data. Extracting gold and exploring it through inspired storytelling.
- To discuss these opportunities please get in touch with Christian Nolle, Editor / [christian@directionoftravel.com](mailto:christian@directionoftravel.com)







## PRESS

- Monocle 24 'The Stack'
- Geomob Podcast (Podcast about maps and mapping)
- Lifo (Greek online newspaper)
- Totally Dublin (Newspaper interview)
- POLITIS daily (Cyprus)
- Design Reviewed (Online design portal)
- Monocle Minute Newsletter

## STOCKISTS

### United Kingdom

- Magculture, London
- Artwords Broadway Market
- Gilbert's Book Shop, London
- Magma Covent Garden
- Village Books Leeds
- Village Books Manchester
- Print Culture, Glasgow

### Switzerland

- Monocle Café & Shop, Zürich

### Thailand

- Rock Paper Scissors Bookstore, Sukhumvit Road soi 55, Bangkok 10110

### Singapore

- Basheer Graphic Books

### United States

- Casa Magazines, New York
- Standards Manuals, Brooklyn
- Head Hi, Brooklyn
- Mulberry Iconic, New York
- City News, Chicago
- Heath Ceramics, San Francisco
- Smoke Signals Newsstand, San Francisco

### Canada

- Issues, 1489 Dundas Street West. Toronto
- Multimags, 3339 rue Griffith. Saint-Laurent, QC

## ABOUT

Direction of Travel is designed and edited by Christian Nolle, a half Danish/ half German London based artist and collector. He has spent decades creating work, often in photographic form, that looks at the interplay between aviation, politics and the cities we live in. Christian is also Founder and Head of Good Caesar, a design and technology studio.