

A DIFFERENT POINT OF VIEW

LATIN AMERICA "UPSIDE DOWN"



Why is North always at the top of the map?

The Chinese oriented their maps to the South. Prior to the Renaissance most maps used East ("the orient") as the uppermost direction, which is where the word "oriented" comes from.

Seeing a map oriented to the South gives a fresh perspective on the world and how countries relate to each other geographically. It also challenges the assumption that countries at the top of a map are more important than those at the bottom.