

# ATOLLSCAPE

a glossy magazine for the discerning traveller (*monthly*)

“Atollscope” describes the epitome of an island in all its form.

*“The word atoll comes from the Dhivehi (an Indo-Aryan language spoken on the Maldivian Islands) word atholhu (Dhivehi: ދޫލްހު, [ˈət̪ɔ̃lu])<sup>OED</sup>. Its first recorded use in English was in 1625 as atollon - Charles Darwin recognized its indigenous origin and coined, in his *The Structure and Distribution of Coral Reefs*, the definition of atolls as “...circular groups of coral islets [...] and [the word] is synonymous with ‘lagoon-island’.” (1842, p. 2)”*

“Atoll” or “Atollhu” is the only word in the English dictionary, which has its origins from the Maldivian language, Dhivehi, used by merely 350,000 people, to describe the unique landscape they inhabit.

## The idea

Atollscope the magazine is a documentation and a celebration of this unique space within our world, which is environmentally fragile, socially dispersed, culturally diverse, economically, a model for sustainable use of resources.

## The content

Until now, Maldives has only been seen within the limited periphery of its “tourist gaze”, the sun, sea & sand. Atollscope will go beyond the tourist gaze, and view the depth of how a civilization has been able to thrive and sustain itself for more than 3000 years. Articles and features will showcase the indigenous knowledge and the landscape born out of being in such close proximity as well as, intimately reliant on the forces of nature and how much it has relevance & pertinence to the modern global society, environmentally, socially & economically.

## The breakdown

The magazine will be broken down as below:

## Atollscope

Atollscope is about going beyond the foreign/external notion of what an island portrays, to representing what island has to offer from an internal point of view

### One - dimensional

The old selling periphery focused on physical attributes of a foreign gaze

Sun



Sea



Sand



### Multi - dimensional

The new periphery which goes beyond the physicality, but encompasses what the landscape can contribute within a global landscape

#### Energy/ Economy

The sustainable use of resources, specially harnessing the capacities and opportunities embedded in the natural landscape

#### Nature/ Environment

The environmental dynamism and uniqueness, of the island landscape. The fragility that allows for greater understanding of forces of nature

#### Society/ Culture

The unique and diverse experiences within the landscape regionally that sustains the island culture, through its history, traditions, and values.

### Content

Content will be featured to express the multi dimensionality of what island living has to offer through these categories.



Architecture

Music

Culture

Food

Art

Business

## Potential is far-reaching

The potential for the magazine goes beyond geography, but encompasses the modern ideas of living, working, leisure & recreation in a wholly modern perspective of being empathetic & compassionate, environmentally, socially, and economically. The only guide for the modern geo-savvy & discerning traveller.

# ATOLLSCAPE

## The quintessential guide to the Maldives

The Atollscope Guide, will be an extension of the monthly "Atollscope Magazine" which will be published bi-monthly. It will be a consolidation of information acquired from, "Atollscope Magazine" in the form a geographical/ information guide for the discerning traveller who is thinking of, or currently visiting Maldives.

## GUIDE atollscope

*the quintessential guide to the Maldives*

### Main Section

#### The Maldives

This will be the first introductory section, with general information on the whole of Maldives

#### ■ Map of Maldives

This will be the main feature of the guide, with a very elaborate map of the whole of Maldives which will be folded as an insert or attached to the main body.

- ◆ Cultural sites/ Historical relics
- ◆ Environmentally interest sites
- ◆ Hotels/ Guest houses/ BB/ Restaurants
- ◆ Dive Sites/ Wrecks/ ecological sites
- ◆ Main Transport routes/ networks

#### ■ About Maldives

Sub section will give description of the Maldives, within the following general categories

- ◆ Introduction
- ◆ Geography/ Ecology
- ◆ People/ Culture
- ◆ History

### Feature

Editorial Feature on a specific aspect of the Maldives or a specific region which has relevance to the time

#### ■ Feature Article/ Editorial

Each guide will have a specific indepth article which is specific to this edition, i.e. *Diving in the Maldives*

### Sub Section

The sub - section will be categorised into 26 geographical atolls, with each atoll as a specific section.

#### ■ Regional Sub- sections

Each region will have a designated section with a small description with the categories:

#### ■ Map of the Atoll

This will be the main feature of the guide, with a very elaborate map of the whole of the Atolls and each island with in it.

- ◆ Cultural sites/ Historical relics
- ◆ Environmentally interest sites
- ◆ Hotels/ Guest houses/ BB/ Restaurants
- ◆ Dive Sites/ Wrecks/ ecological sites
- ◆ Main Transport routes/ networks

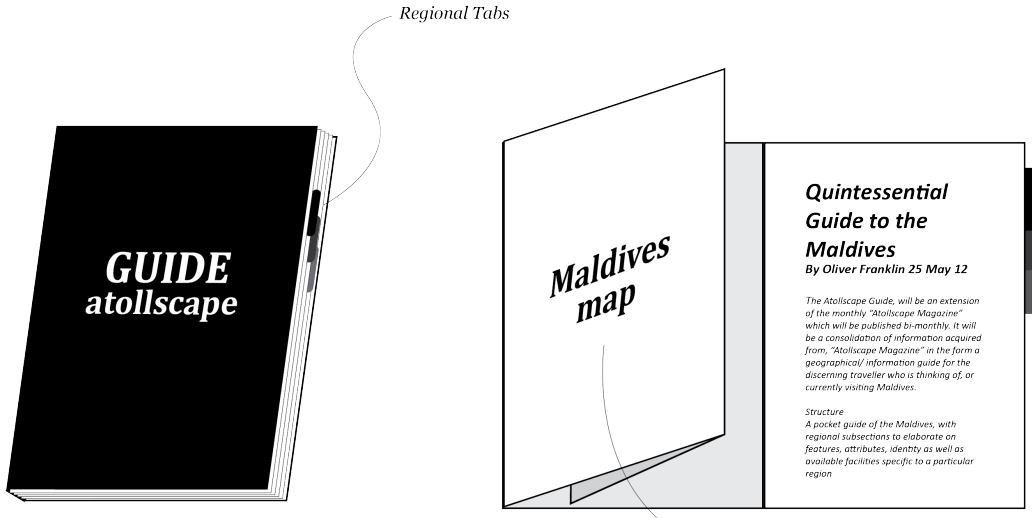
### Information

Directory of information, and contacts.

#### ■ Facts for the Traveller

Important facts about travelling to Maldives which will include: .

- ◆ When to Go
- ◆ Visas
- ◆ Customs
- ◆ Time
- ◆ Health Precautions
- ◆ What to take
- ◆ Etiquette & Understanding
- ◆ Important contact information
- ◆ Dictionary of main words/ phrases



Regional Tabs

Foldable or insertable Map of Maldives