

Celebrating 60 years







Welcome to this special edition of the world's biggest selling copyright book.

This book marks an important milestone in our history, as it celebrates the 60th anniversary of our first edition back in 1955. The world has changed a lot over the past six decades – the most expensive bottle of wine in our first edition, for example, would set you back a whopping \pounds 5... a far cry from the \pounds 75,000 paid for the current record holder!

It's also amazing to discover what's stayed the same – the tallest man, Robert Wadlow, has never been exceeded, and Bill Hailey's "Rock Around the Clock" is, incredibly, still the biggest selling single by a group. So with this edition, we've got the **perfect opportunity to look back through our archives for some fantastic stories to inspire a new generation of**

Of course, we're still processing around a thousand claims every week, so there are plenty of exciting new records to explore in this edition. As ever, about **three quarters of the book is new or updated**, and our Picture Editor Michael and his team have done an exemplary job bringing the records to life with some **eye-popping photography that you won't see anywhere else**.

The design has also been given a refresh, inspired this year by the **clean lines and easy-toread typography of digital tablet devices**. This not only results in an all-new look, but it resonates soundly with the other ways in which our fans consumes words and information.

We're also **expanding the remit of our digital offerings**, which continue to prove a great success with our readers. We spend a lot of time researching the market and visiting kids and their families at home to find out what they want, and there's a real desire to see the book connecting with the digital environment. Part of the success of Guinness World Records over its 60 years is its flexibility and willingness to adapt to changes in the world. It's why this year we've got **new topics such as 3D printing, crowd sourcing and photo- and video-sharing.** It's also why we'll still be in here in 60 years time, with our stopwatches and tape measures at the ready...

So please join us in celebrating our diamond anniversary - and enjoy the book.

Best wishes

Craig Glenday Editor-in-Chief

Officially Amazing!

Celebrating the 60-year story of the biggest-selling copyrighted book



In the 1950s, Sir Hugh Beaver (left) – Managing Director of the Guinness brewery – had the idea for a book of world records that might help settle arguments in pubs. Sixty years on, the idea of superlatives continues to fascinate and excite... and inspires millions of people to strive for immortality by becoming record holders themselves.

"Turn the heat of argument into the light of knowledge." This was the remit of the first ever edition of The Guinness Book of Records, which itself had its origins in an argument. On 10 Nov 1951, during a shooting party at North Slob, by the River Slaney in County Wexford, Ireland, Sir Hugh Beaver (1890-1967) - MD of the Guinness brewery - and his fellow fowl-hunters failed to bag some golden plovers flying overhead. Could the plover be the fastest game bird in Europe? A debate ensued, but no answer could be found, not even in the wellstocked library of Sir Hugh's host later that evening.

It occurred to Sir Hugh that people all over the UK and Ireland would be arguing over all sorts of topics, and



discussions. If he could create such a book, he could even give it away to some of the 80,000 or so pubs in the UK as part of a promotion to sell more Guinness stout. To help him with his plan, he needed to find a fact-finding agency, and luckily an underbrewer at the Guinness Brewery in Park Royal, London, had the answer: the McWhirter twins. That underbrewer was Chris Chataway (1931-2014), an amateur athlete who acted as pacemaker for

Roger Bannister, who on

1973 Broadcaster David Fros cond on left) acquires TV rights for GWR specials. The Hall of Fame special seen above appeared in 1986.

6 May 1954 had broken the four-minute mile - a feat once thought to be impossible. The timekeeper for the race was Norris McWhirter (1925-2004), who, along with his identical twin Ross (1925-75), had recently set up a factfinding agency in London.



inness World Records Primetime debuts on Fox TV on 27 Jul 1998, hosted by Mark Thompson, and runs for 53 episodes; this is the company's first ever own-brand TV show.



1999 GWR launches its irst UK TV show, named simply Guinness World Records, hosted by football star Ian Wright.

Sir Hugh commissioned the McWhirters to create his book of superlatives, and in 1954 the twins set up an office in a disused gym at 107 Fleet Street in London. Under the name Guinness Superlatives, they spent an intense 16 weeks pulling together the first edition of The Guinness Book of Records, which was bound on 27 Aug 1955. While it was initially intended as a promotional

item, the book had a life beyond the bars, and when The Guinness Book of Records was offered up for the public to buy (minus the beer-proof coating!)

in October of that year, it became an instant bestseller, and has remained at the top of the charts ever since. Within a year, it had launched in the USA – as The Guinness Book of World Records - and today is available in more than 100 countries in up to 20 languages.

In the years since its debut, the book has had a change of owner - it was sold by the Guinness Brewery in



was acknowledged as the bigge



1999 – and a change of name to its current title Guinness World Records, reflecting the fact that it's more than just a book: it's now a global brand with, among other things, TV shows, museums, websites, digital app<mark>s, ebooks a</mark>nd, most recently, live events.



As the accepted global arbiter of record-breaking



Experience GWR live

Look out for the exciting new Guinness World Records Attractions, the first of which is scheduled to open in 2015. See records come to life using cutting-edge digital technology, and attempt your own records in front of official GWR adjudicators.

achievement. Guinness World Records now processes around 50,000 claims a year, and has sent adjudicators as far afield as the bottom of the ocean and the top of the Burj Khalifa, the world's tallest building. We've expanded into larger premises in London, and opened new offices in New York (USA), Tokyo (JPN), Beijing (CHN) and Dubai (ARE), with more record

NESS WORLD RECORDS 2013

CORDS 2011 2

CORDS 2008

RDS 2010

representatives and editorial consultants dotted all around the world.

As you'll see in this year's edition, we continue to evolve and adapt, reflecting the evershifting modern landscape and providing a snapshot of the universe in which we live. As long as humans continue to push the limits of what's possible, we'll be there with our stopwatches and counters, documenting and ratifying the achievements. And the next 60 years vill undoubtedly be as



Diamonds

All the diamonds ever polished in history would fill just one double-decker bus

FACT This scintillating Snoopy also features 783 black diamonds and a collar made from 415 red ruby aemstones!

Most valuable Snoopy

On 13 Nov 2009, to celebrate the 60th anniversary of Charles Schulz's cartoon-strip canine Snoopy, Tse Sui Luen

Jewellery of Hong Kong, China, created a 14-cmtall (5.5-in) "Diamond Snoopy" encrusted with 9,917 diamonds. Also known as "The Ever-Shining Star", the 207-carat creation went on sale with a price tag of HK\$2,888,880 (£224,960; \$372,750).

Largest diamond

in the universe BPM 37093 is a white dwarf star 50 light years from Earth in the constellation of Centaurus. In 2004, astronomers from the Harvard-Smithsonian Center for Astrophysics in Massachusetts, USA, deduced that the carbon white dwarf had crystallized

into a diamond some 4,000 km (2,500 mi) across. The star has been nicknamed "Lucy" after The Beatles' song "Lucy in the Sky with Diamonds". Assuming the cost of £1,000 per carat, Lucy would set you back £10,000,000,000,000, 000,000,000,000,000,000, 000,000 (£10 undecillion)

Largest brilliant cut diamond A 545.67-carat brilliant diamond, known as the 'Golden Jubilee Diamond" was purchased from the

diamond specialist group De Beers by a syndicate of Thai businessmen and in 1995 was presented to the King of Thailand to commemorate his golden jubilee. It is now mounted in the Thai royal sceptre.

Largest cut fancy black diamond An unnamed fancy black diamond containing small red

diamond

Most valuable casino chip

crystals was polished into

and finished in June 2004.

It weighs 555.55 carats -

the repetitive use of the

number five is culturally

significant in the Islamic

also commissioned it.

world - and was inspired by

Ran Gorenstein (BEL), who

Most diamonds in one ring

The "Tsarevna Swan" ring,

which was created by the

Lobortas Classic Jewelry

set with 2,525 diamonds.

presented and measured

in Kiev, Ukraine, on

21 Jul 2011.

Fully wearable, it was

House (UKR), is white gold

55 facets over several years

A casino chip designed by Gerald N Lewy (CAN) was valued at CAN\$450,000 (£287,000) on 30 May 2013. The 22-carat gold chip is set with 17 round brilliant-cut diamonds, 64 natural pink diamonds and 156 round brilliantcut diamonds.

diamond per carat The diamond-price record per carat is \$1,375,938 (£854,700) for a 7.03-carat fancy vivid-blue modified rectangular brilliant-cut diamond sold at Sotheby's in Geneva, Switzerland, on 12 May 2009. It was cut from an original stone that weighed 26.58 carats.

Most expensive jewellery collection sold at auction The jewellery collection that had belonged to

For the Love of God by Damien Hirst (UK) is a human skull encrusted with 8,601 flawless diamonds, including a 52.4-carat pink diamond in the forehead. The total 1,106.18 carats of diamonds were reported to cost a dazzling £12 m (\$23.7 m).

> "Baby Williams The latest fashion accessory for any selfrespecting rapper is grillz" - i.e., diamond dentures. The king of bling is undoubtedly Bryan "Baby" Williams (USA), who reportedly spent a record \$500,000 (£312,500) on having his teeth permanently fitted with 18-carat white gold and platinum crown set with asher-cut

diamonds

Most expensive

Most valuable materials in a work of art

Rock stars: Diamonds defined

Diamond - the world's hardest natural substance - is a mineral formed 140-200 km down in the Earth's mantle. It is a form (allotrope) of the chemical element carbon (C) ir which the atoms are arranged in a tetrahedral crystalline formation. Diamonds are measured in carats, with one carat equal to 200 mc For each carat of diamond mined, 250 tonnes of earth have to be excavated

Wallis, Duchess of Windsor (USA) – which included a Van Cleef & Arpels 1939 ruby and diamond necklace - was sold at Sotheby's (CHE) for more than £30 m (\$50 m) on 3 Apr 1987.

Most expensive

diamond sold at auction On 12 Nov 2013, the "Pink Star" – a flawless pink diamond - was sold to an anonymous bidder for 76,325,000 Swiss francs (£52.07 m; \$83.01 m) at Christie's in Geneva, Switzerland. The oval-shaped 59.60-carat diamond is mounted

on a ring and measures 2.69 x 2.06 cm (1.06 x 0.81 in). It took two vears to cut.

Most faceted diamond

Diamonds are cut with varying numbers of facets to enhance their sparkle (see below), the most common being

Largest uncut diamond

The largest ever single rough uncut diamond was the "Cullinan", which weighed 3,106.75 carats when found in 1905 in South Africa. It was cut into nine smaller diamonds. the largest of which, the "Great Star of Africa", weighs 530.2 carats and tops the Roval Sceptre (left) wielded by the UK's Queen Elizabeth II. The next largest fragment - the "Second Star of Africa" sits in the Queen's Imperial State Crown.





the 57 or 58 facets of the "brilliant" cut found in most engagement rings. The "Brilliant Lady 21" cut, which was created by Louis Verelst (BEL), has 221 facets, producing a large number of reflections and resulting in increased brilliance.



Largest diamond pendant

The largest noneligious pendant is 'Crunk Ain't Dead". owned by hip-hop artist Lil' Jon (USA). With 3,576 white diamonds, it weighs 977.6 g (34.4 oz) without its chain.



Most valuable necklace

"The Incomparable" is a necklace containing the largest flawless diamond in the world (407.48 carats), with a further 102 "satellite" diamonds cut into various shapes. Manufactured by the iewellers Mouawad, based in Switzerland, the necklace was valued on 13 Feb 2013 at an incredible \$55 m (£35 m).

manmade diamond

In 1955, scientists in GE's laboratory in Schenectady, New York, USA, built an ultra-highpressure apparatus called the "Diamond Press". The press produced pressure of over 1 billion kg/m² (1.5 million lb/sq in) and up to 2,760°C (5,000°F). Metal and carbon were melted together using an electrical current and then cooled. The result: perfectly formed man-made diamonds up to 1/10th carat in weight.

The largest manmade cut diamond is a 2.16-carat synthetic marquis-cut diamond created by the Scio Diamond Technology Corporation (USA). The 13.42-mm (0.5-in) diamond was tested in April 2013 by the Gemological Institute of America.

FAC

The Incomparable opeared on eBav in 2002 with a starting price of £15 m but failed to sell

First 100% diamond ring

On 8 Mar 2012, Shawish Jewellery (CHE) unveiled the first ring to be made entirely from a diamond. The 150-carat creation is reportedly worth \$70 m (£43.5 m).

Largest heist: the 90-second break-in

At lunchtime on 28 Jul 2013, an armed man entered the Carlton International hotel (right) in Cannes, France. His target: jewellery worth 103 m euros (£89 m). He single-handedly pulled off the biggest diamond heist ever, in just one-and-a-half minutes. The diamondencrusted watches, rings and earrings he stole (left) belonged to Lev Leviev - a Soviet-born Israeli diamond and property mogul - and had been on display in an exhibition at the hotel



Mr Versatility

No sooner had work started on the first edition of The Guinness Book of Records in London than a boy was born in New York City, USA, who would go on to become the undisputed king of record-breaking. His name was Keith Furman, but today he's better known by his spiritual name: Ashrita.

It may be only a coincidence 25 years before he would set that the man who holds the Guinness World Records title for the **most Guinness** World Records titles held was born within a month of the birth of the company, but it is a joyous coincidence all the same. Keith Furman was born on 16 Sep 1954, and although it would be another

For the

record

attempted an incredible

Ashrita set his 100th

record on 14 Feb

2009. As of 9 Jan

had successfully

2014, Mr Versatility

494 records, 170 of which he still holds



food store. Furman was given the name Ashrita -Sanskrit for "Protected by God" – by his spiritual teacher Sri Chinmoy (IND,

1931–2007), who taught him the philosophy of self-transcendence and meditation. Using these lessons, Ashrita set his first record in 1979 - 27,000 star jumps (jumping jacks) - and hasn't looked back. As of January 2014, he's set nearly 500 records! Call him Mr Versatility...

Ashrita... in his own words

"My teacher's philosophy of self-transcendence – of overcoming your limits and making progress spiritually, creatively and physically using the power of meditation - really thrills me. If you can connect with your inner source and be receptive to a higher Grace, you can accomplish anything.

"Attempting records has become an inherent part of my spiritual journey. I scour the Guinness World Records book looking for categories I think will be challenging and fun. Many of the records involve childlike activities such as juggling, hopscotch, unicycling, pogo-sticking and balancing objects on my head and chin. I get joy not only in practising the activity itself, but also in seeing my progress towards achieving a goal. The particular event is unimportant as long as it gives you the opportunity to dance on the edge of your capacity."



Richest people

Even if he spent \$1 m a day, it would still take the **richest man** nearly 200 years to spend all of his cash!

Meet the oil barons, retail magnates and tech tycoons who are all members of the exclusive Guinness World Records Diamond Club - the 16 men (and yes, they're all men, and all but four of them American) who've held the record for the wealthiest living person over the past 60 years.

"The meek shall inherit the Earth. but not its

mineral rights." So said Jean Paul Getty (USA). the oil baron who was the world's richest person for seven of the last 60 vears. He was not alone in oil - one in four of our featured billionaires owed their megabucks to a vice-like grip on our natural resources

Oil is no longer such a king. More recent entrants to the Billionaires' Club found their fortunes by trading in less tangible goods such as software, media rights or a near magical ability to read the stock markets.

In real terms, the richest man to emerge since we



Bill Gates survived. although by the end of 2001 even he was down to his last \$77.8 bn (£48.5 bn).

FACT

JT Williamson's

wealth was never

stated explicitly in the

first Guinness Book

of Records: his entry

merely stated that his wealth "transcends

all other personal fortunes".

\$60 bn



King Bhumibol Adulyadej

One sure-fire way to riches is to be born to them. Thailand's King Bhumibol Adulyadej, with assets of \$30 bn (£21 bn), is the richest monarch. Here he is with Brunei's Sultan Haji Hassanal Bolkiah (left), the second richest monarch, with a mere \$20 bn (£14 bn) - but what's a few billion between royal friends?

torbes

BILLIONAIRES

Did you know?

Assessing the super-

rich's huge wealth is

a mixture of forensic accounting and the art

of guess-timation. GWR now relies on the figures

produced by Forbes

but this wasn't always

the case. We have

occasionally disputed which billionaire had

the most money,

although we've always

agreed that anyone on

our lists was bound to

be very rich indeed.

TOP TEN RICHEST

Of the richest person record holders over the last 60 years, only three feature in the most recent Forbes round-up of the we Ithiest Name Amount Industrv Age Carlos Slim Helú (MEX) \$73 bn Telecoms 73 58 Bill Gates (USA) \$67 bn Software Amancio Ortega (ESP) \$57 bn Textiles 77 • Warren Buffett (USA) 83 \$53.5 bn Investment Larry Ellison (USA) 69 \$43 bn Software Charles Koch (USA) \$34 bn Engineering 78 David Koch (USA) \$34 bn 73 Engineering Li Ka-Shing (HKG) 85 \$31 br Diverse Liliane Bettencourt (FRA) 91 \$30 bn Cosmetics 64 Bernard Arnault (FRA) \$29 bn Luxury goods Source: forbes.com/billionaires/list

For the record

Mumbai, India, 76 million times

Who wants to be a quadrillionaire? In June 2013, it was reported that Christopher Reynolds (USA) became the first trillionaire and first quadrillionaire when a (brief) bank error in his favour resulted in a balance of \$92,233,720,368,547,800 in his PayPal account. Reportedly, when asked what he would have spent the money on, Reynolds said, "I probably would have paid down the national debt." Alternatively, he could have purchased the most expensive house, Antilia in





Al Capone

Our 1960 edition records the belief that Chicago gangster Al Capone (USA, 1899–1947) held the record for the highest gross income ever achieved in a single year by a private citizen. Adjusted for inflation, he earned \$1.88 bn (£1.2 bn) from a trade we said included "illegal liquor trading and alky-cookers (illicit stills)" as well as "dog tracks, dance halls ... and vice".

THE RICH LIST: HIGHEST ROLLERS, 1955-2015

Record: 1958,

ndustry: Oil,

Peak: \$3 br

960-61. 1964-67

ouilding on empire

of father George Franklin Getty



lohn Thoburn Villiamson CAN, 1907-58 Record: 1955-56 ndustry: linerals, founded Villiamson diamond mine Peak: \$60 r Adjusted: \$514 m



afayette Hunt ndustry: Oil pire based ir as after ru Peak: \$2 h Adjusted: \$15.2 b Adjusted: \$22.2 bn



USA, 1897-1978 dustrv: ndustry: Shipping urance (with oil, banking, vife Catherine) cattle, insurance property, hotels roperty, mainly n Florida, USA Peak: \$3 bn Peak: \$1.72 bn djusted: \$6 br



orrest Mars, Sr ISA, 1904–99) ord: 1982-83 ndustry: Food, ing on father's Mars candy pany in 1969 Peak: \$1 bn Adjusted: \$12.3 bn



975

1970

David Packard USA, 1912-96 Record: 1984-85 Industry: IT and computing, co-founding Hewlett Packard with Bill Hewlett in 1939 Peak: \$1.8 bn Adjusted: \$3.98 bn







1985



oshiaki Tsutsu cord: 1989 Developing and expanding father operty-based ness empire Adjusted: \$38.9 b

1990

Adjusted wealth estimated in 2014



955

\$20 bn

\$10 bn



ljusted: \$16.5 bn







Humans

The world population has doubled during the past 45 years to just over seven billion

Longest fingernails on a pair of hands (female)

She's nailed it: Chris "The Dutchess" Walton (USA) has a set of fingernails measuring 3.62 m (11 ft 10 in) for her left hand and 3.68 m (12 ft 1 in) for her right hand – a total of 7.3 m (23 ft 11 in). Chris's twisting talons were measured in London, UK, on 16 Sep 2013.

~

Contents



Flashback: 60 years	
of pushing the limits	072
Senses & perception	074
Oldest people	076
Dimensions	078
Extreme bodies	080
Family matters	082
Medical bag	084
0 0	



Wacky wheels

Matt smashed his own record for this feat a mere 73.61 km/h which he had set earlier on the same day

Fastest motorized shopping trolley

Bringing a whole new meaning to the words "speed shopping", Matt McKeown (UK) reached 113.2 km/h (70.4 mph) in a shopping trolley at Elvington Airfield in North Yorkshire, UK, on 23 Jul 2013.

 \wedge

Lowest roadworthy car

The "Mirai" car measures just 45.2 cm (1 ft 5 in) from the ground to its highest part. It was made by students and teachers of the Automobile

Engineering Course of Okayama Sanyo High School

in Asakuchi, Japan, on

"future" in Japanese.

15 Nov 2010. "Mirai" means

Heaviest rideable tricycle

Wouter van den Bosch (NLD) has constructed a tricycle that's truly off the scale, weighing in at a colossal 750 kg (1,650 lb). Wouter took his heavyweight creation for a ride in Arnhem. Netherlands, in May 2010.

Smallest caravan

The QTvan is just 2.39 m (7 ft 10 in) long, 1.53 m (5 ft) high and 79 cm (2 ft 7 in) wide. It was manufactured by the Environmental Transport Association (UK) and measured in Aylesbury, UK, on 5 Jun 2013. Below, designer Yannick Read (UK) shows off his compact creation.

ETA CO UK



Smallest roadworthy car The ideal complement for the smallest caravan, this diminutive car measures 63.5 cm (2 ft 1 in) high, 65.4 cm (2 ft 1.75 in) wide and 1.26 m (4 ft 1.75 in) long. It was made by Austin Coulson (USA) and measured in Carrollton, Texas, USA, on 7 Sep 2012.

Fastest toilet The "Bog Standard" consists of a motorcycle and sidecar hidden under a bathroom set comprising a

Victorian-style throne toilet,

bathtub, sink and laundry

bin. Created by Edd China

(UK), this mobile restroom

A past master in mobile

furniture, Edd has also made

the fastest garden shed

office (140 km/h; 87 mph)!

(94 km/h; 58 mph), **bed**

(111 km/h; 69 mph) and

can reach a speed of

68 km/h (42.25 mph).



Loudest bicycle horn 🥂

Not content simply with creating the smallest caravan (see p.192), the Environmental Transport Association (UK) has developed a bicycle horn capable of emitting a honk measuring 136.2 dB(A) (decibels) from a distance of 2.5 m (8 ft 2 in). "The Hornster" was demonstrated by Yannick Read on 13 Feb 2013 in Weybridge, Surrey, UK. It uses a modified freight train horn, powered by a scuba-diving tank!





Largest monster truck

Bigfoot 5 is 4.7 m (15 ft 6 in) tall with 3-m-high (10-ft) tyres and weighs in at more than 17 tonnes (38,000 lb). It is one of a fleet of 17 Bigfoot trucks created by Bob Chandler (USA) and was built in 1986. Permanently parked in St Louis, Missouri, USA, Bigfoot 5 makes occasional exhibition appearances at local shows

UNIVERSITY OF STREET

Tallest limousine car Garv and Shirlev Duval (both AUS) have made a lofty limo that measures 3.33 m (10 ft 11 in) tall. The record-breaking car has an eight-wheel independent suspension system and sits on eight monster truck tyres. It has eight-wheel steering, two engines and took a little over 4,000 hours (166 days) to complete.



FAC "The Hornster" was built to highlight the

dangers cyclists face on busy roads. It's louder than a clap of thunder!

9.62 m (31 ft 6 in) and was created by Mike's Golf Carts (USA). The cart was measured in Perry, Georgia, USA, on 30 May 2013.

Seven Summits

The total number

of successful climbs of Mount Everest is 5,112



First woman to climb Everest twice in one season

Chhurim Dolma Sherpa (NPL) scaled Everest twice in a single climbing season - the first time a woman has achieved this remarkable feat. She reached the peak from the Nepal side on 12 May 2012 and again on 19 May.

Most people on Mount Everest on a single day

On 19 May 2012, 234 climbers ascended Everest, the most on a single day, smashing the previous record of 170. Congestion is a serious issue on the world's highest mountain, with 3,721 climbers having reached the summit since 1953. The deadliest day on Everest was 10 May 1996, when eight climbers perished in a blizzard.

FASTEST

Ascent of Mount Everest Pemba Dorje Sherpa (NPL) ascended the south side of Everest in a time of 8 hr



THE SEVEN SUMMITS

As with many mountaineering distinctions, the Seven Summits are disputed. Some climbers consider Kosciuszko in Australia over Carstensz, and others view the Europe/Asia border to place Elbrus in Asia, and thus Mount Blanc becomes Europe's highest mountain

Continent	Mountain	Location	Height	First climbed
Africa	Kilimanjaro	Tanzania	5,895 m (19,340 ft)	6 Oct 1889
Antarctica	Vinson	Antarctica	4,892 m (16,050 ft)	18 Dec 1966
Asia	Everest	Nepal/China	8,848 m (29,029 ft)	29 May 1953
Australasia	Carstensz Pyramid	Indonesia	4,884 m (16,023 ft)	13 Feb 1962
Europe	Elbrus	Russia	5,642 m (18,510 ft)	27 Jul 1874
North America	Denali	USA	6,194 m (20,322 ft)	7 Jun 1913
South America	Aconcagua	Argentina	6,962 m (22,838 ft)	14 Jan 1897

Source: www.8000ers.com

10 min on 21 May 2004 Although his time was contested by a rival Sherpa, the Nepalese government and tourist ministry upheld the record.

Ascent of the 8,000ers Jerzy Kukuczka (POL)

climbed the 14 peaks higher Seven Summits Vernon Tejas (USA) climbed than 8,000 m (26,246 ft) in 7 years 11 months 14 days the highest peak on each of between 4 Oct 1979, when the seven continents between he reached the summit of 18 Jan and 31 May 2010 – a record time of just 134 days. Lhotse (8.516 m: 27.939 ft)

Ascent of the

Mount Everest was conquered at 11:30 a.m. on 29 May 1953 when Edmund Percival Hillary (NZL) and Tenzing Norgay (IND/CHN) reached the

1983, Erhard Loretan and

Marcel Rüedi (both CHE)

Gasherbrum I and Broad

Peak in 15 days. All three

Pakistani-Chinese border.

mountains lie on the

climbed Gasherbrum II.

summit. The expedition was led by Henry Cecil John Hunt (UK).

Person to summit two 8,000ers in a day

On 15 May 2012, Michael Horst (USA) crossed from the top of Mount Everest, along the South Col, to the top of Lhotse, the fourthhighest peak. This feat is also the fastest time to reach the summit of two 8,000ers, taking just over 20 hours.

Ascent of K2 by a woman

Wanda Rutkiewicz (POL) scaled K2 on 23 Jun 1986, becoming the first woman to climb the peak. On 17 May 2010, Edurne Pasaban Lizarribar (ESP) became the first woman to climb all 14 peaks over 8,000 m (undisputed) by summitting Shisha Pangma in Tibet. A month earlier, Oh Eun-Sun (KOR) had claimed this title, but doubt was cast on her summit of Kangchenjunga in 2009 and her record remains disputed. The first woman to summit all 8,000ers without oxygen was Gerlinde Kaltenbrunner (AUT), who made her last summit (K2) on 23 Aug 2011.



Fastest climb of Everest

It took Eamon Fullen (UK) five years to climb the highest peaks in all the countries on the African continent. He finally achieved his task by topping Libya's Bikku Bitti peak on 25 Dec 2005.

OLDEST PERSON TO CLIMB...

Everest

The Japanese alpinist Yuichiro Miura (b. 12 Oct 1932) made a successful summit of Mount Everest on 23 May 2013 at the age of 80 years 223 days.

Kilimaniaro

First ascent of Mount Everest

Junko Tabei (JPN) climbed Mount Everest on

first woman to climb the Seven Summits

(the highest peak on each continent) when

she topped Puncak Jaya. Junko Tabei (JPN)

climbed Mount Everest on 16 May 1975.

16 May 1975. On 28 June 1992, she became the

by a woman

Martin Kafer topped Mount Kilimanjaro, Tanzania, aged 85 years 144 days on 1 Oct 2012. He made the climb with his wife, Esther Kafer (CHE, b. 23 Apr 1928). The trip saw her become the oldest woman to climb Kilimanjaro, at the age of 84 years 161 days.



Greatest climber of all time?

When it comes to scaling precipitous peaks, few climbers can top Reinhold Messner (ITA). Other mountaineers may have made more solo climbs, but Messner is the master of high-altitude, high-risk feats. The photograph shows Messner in 1980 with a picture of Mount Everest.

Vernon Tejas

Takao Arayama (JPN) conquered all of the Seven Summits the highest peaks on each continent when he completed his climb of Kilimanjaro in Tanzania, Africa, on 18 Feb 2010 at the age of 74 years 138 days. Takao Arayama conquere all of the Seven Summits

An 8.000-m mountain without bottled oxygen The only undisputed record holder for this category is Carlos Soria Fontán (ESP, b. 5 Feb 1939), who topped Gasherbrum I without bottled oxygen on

3 Aug 2009, aged 70 years

The Seven Summits (female)

Carolyn "Kay" LeClaire (USA, b. 8 Mar 1949) completed her ascents of the Seven Summits when she conquered Everest on 23 May 2009 at the age of 60 years 76 days.

Everest

179 days

The Japanese alpinist Yuichiro Miura (b. 12 Oct 1932) made a successful summit of Mount Everest on 23 May 2013 at the age of 80 years 223 days.

Kilimanjaro

Martin Kafer (CHE, b. 10 May 1927) topped Mount Kilimaniaro, Tanzania, aged 85 years 144 days on 1 Oct 2012.

K2

Yuichiro Miura (JPN, b. 12 Oct 1932) made a successful summit of K2 on 23 May 2013 at the age of 80 years 223 days.

Fastest time to climb El Capitan

The speediest ascent of El Capitan (2.308 m: 7,573 ft) in California, USA, via the "Nose" route was achieved by Hans Florine and Alex Honnold (both USA) in 2 hr 23 min 51 sec on 17 Jun 2012 - almost 13 minutes faster than the previous record. Ordinarily, it can take mountaineers up to three days to scale the near-vertical precipice by this route. Florine also recorded the fastest time to climb El Capitan solo, scaling the mountain in 11 hr 41 min on 30 Jul 2005.

Fastest time to climb Mount **Everest and K2**

It took Karl Unterkircher (ITA) 1970–2008) just 63 days to climb the two highest peaks on Earth. He summitted Everest (8,848 m; 29,029 ft) on

2004, both without the aid of oxygen. A crampon is a traction device used to improve mobility or snow and ice durin ice climbing

on the Nepal/Tibet border, and 18 Sep 1987, when he FIRST... climbed Shisha Pangma (8,027 m; 26,335 ft) in Tibet. Ascent of Everest 8,000-m hat-trick The "8,000er hat-trick" is the feat of climbing three of Farth's 14 peaks over 8,000 m (26,246 ft). In June



Climbing helmets protect the skull gainst falling debri and impact forces during a fall.

i goggles protect t es from glare and icv particles flying from the ground.

Belay gloves typically have heat-resistant adding on the palm and fingers

Climbing ropes cons of a core of long twisted fibres and an outer sheath of woven A multi-purpose ice and snow tool used by mountaineers ir

A harness is a system used for connecting the rope to the climbe and is worn around the pelvis and hips.

> Carabiners are metal oops with spring-baded gates and are ised as connectors

24 May 2004 and K2 (8,611 m; 28,251 ft) on 26 Jul



lored trousers prevent estriction of movemen vith features such as articulated knee joints

Inside 2015

New spreads • **New** topics • **New** photographs

Guinness World Records Diamond Edition

From the very edition back in 1955, Guinness World Records has committed to bringing readers a snapshot of our universe as seen through the lens of the superlative. This new edition explores the evolution of record-breaking since our launch, as well as keeping readers bang up to date on all the latest and greatest superlative achievements.

upporting the book is the

fficial website, which has also njoyed a fresh for 2-15. Join the

at www.guinnessworldrecords. com... 12 million unique annual

visits and counting!

nity of online record fans

Actua

Size

Curious claimants

Look out for

actual size

record-breakers

illustrated at thei

FACT This year's design is

nfluenced by the look, feel and useability of digital devices such as smartphones and tablets.

Spread-by-spread, each chapter builds into a work of reference couching on topics ranging from classic areas of interest – such as animals, sports and science – as well as the quirkier side to ife, such as the search for extrarerrestrial intelligence, big food and fakes, frauds and forgeries.

Online reviews

ALAN INCOME

"Brilliant book. I bought it for a Xmas present for my grandson but couldn't resist looking through it. It is full of interesting information well worth the price paid." *******

"Bought as a birthday present for 10-year-old boy. Without doubt the best present he had. Already well thumbed and read. Good price too. Thanks, recommended."

"We have purchased the Guinness book of World Records every year since our oldest was able to read. It's a wonderful family tradition, and this year (as always) the Guinness people have produced an updated edition that has familyfriendly fun on every page" *****

- Amazon.com



Want to find out

more? Follow the

cross references.

Fun facts, snippets of

trivia and at-a-glance stats are picked out in

a series of box features

Mammals

One of the elements of the "control strip" is an illustrated mini feature on one particular aspect of the spread topic.

CETHODAN

Infographics present recordbreaking facts and stats in an eyecatching and reader-friendly visual format.

INFOGRAPHICS: MAKING THE BOOK x8 x2. x27 **176 Forty-foot containers** used for transport Stacked on end, that's 2.5 **Finished books will** weigh over 3,000 tonnes times the height of the Burj Khalifa the world's tallest That's about the weight of 64 Tonnes of ink 27 blue whales, the largest man-made structure required to print animal in the world That's about 8 double decker London buses One pile of books x6 would reach 51km high

That's almost 6 times the height of Mount Everest!

A "control strip" on each of the

and stats, giving readers a fun,

spread topic

standard record spreads delivers a

series of bite-sized records, trivia

nformative supplement to the ma

Flashback to the 1st edition

Gallery spreads present a visual record of recent and classic superlatives

This occasional boxed feature looks back at a record as listed in one of our earlier books, highlighting how much the world has moved on – or not! – over the past 60 years. Find out about the records we no longer monitor (and why), the achievements have never been bettered, and the people who've made record-breaking their life. FACT Short, snappy did-youknow facts, such as: in the English-speaking world, GWR has a 98%

prompted recall

For the record

The Guinness World Records mission is to entertain and inform, and to celebrate the world's best



dial for

1122

The 100-millionth copy of *Guinness World Records* was sold in 2004, although the title had by then already earned its own slot in the records archive as the **biggest-selling book in copyright**. In the 1975 edition (left), our founding editors Norris and Ross McWhirter announced that, in November 1974, *The Guinness Book of Records*, "first sold in October 1955 and [with] total sales in 14 languages now running at 60,000 a week, surpassed the 23,916,000 of *The Common Sense Book of Baby and Child Care* by Dr Benjamin Spock".





Diamond seller: The record-breaking record book

BEST SELLERS

The work? all-time beer selling book is The Gainsner Baal of Records, complied and sellind by North Deviar and Alam Ross McKhistor (h. 12 Aug. 1923). It was first published from 107, Filter Stores, London in October 1085 and tutal value in 14 Interprets now running at 60,000 per work, surpassed thingtoign now running at 60,000 per work, surpassed to 22,3510,000 (The Commun Sense Ross) of Alay and Child Carb by Dr. Brogiania Speck (first published in May 1946) in November 1974.

The zerod with the highest sales has been Fadley of the Duft thus published March 1996) by Jacquerine Searce (Mrs. Jrving Mandaldi (1991)-19767 with a world sale scale of 154,0000 to Jone 1973. In the first encodes leader of the Scale of the United first encodes Researce and 6.8 million. In the United Kingdom the lightest prior order has here 1,000,000 by Require Rocks Ltd. for their paperback oblight by Require Rocks Ltd. for their paperback oblight Lawrence (1880)-9906. The initial sales to May 1970 were 3,550,000 ecome.

Mrs. Carla Emery of Kendrick, Idaho, U.S.A. http://www.carla.com/article/artic

Stop Press

Other features of the Control Panel include... • **Stop Press**: last-minute entries to keep the book

as up-to-date as possible • **Glossary**: *n.*, a list

of explanations and definitions

• Do Try This At Home: records you can attempt from the comfort of your own home

• At A Glance: quick facts and stats at your fingertips

Fishes

The whale shark is **not a shark**; a starfish is **not a fish**; an electric eel is **not an eel**



Largest carp species

The Siamese giant carp (Catlocarpio siamensis), aka giant barb, is the largest of the cyprinid (carp) family. The longest known specimen measured 3 m (9 ft 10 in), although the longest specimens currently reported – such as the 102-kg (225-lb) barb above - are around 1.8 m (5 ft 10 in) in length.

Largest fish ever

In 2008, two palaeontology students discovered a specimen of the marine fossil species Leedsichthys problematicus in claypits near Peterborough in Cambridgeshire, UK. Dating back 155 million years, this particular specimen measured 22 m (72 ft)

long, almost twice the length of the whale shark, the biggest fish alive todav (see p.42)

Largest freshwater fish

The largest fish that spends its whole life in fresh or brackish water is the Mekong giant catfish (Pangasius

gigas), principally of the Mekong River basin. and Pangasius sanitwongsei, mainly of the Chao Phraya River basin, both native to south-east Asia. Both species are reputed to grow to 3 m (9 ft 10 in) and weigh 300 kg (660 lb). The Arapaima gigas of South America is reported to reach 4.5 m (14 ft 9 in) long, but weighs only 200 kg (440 lb).

Smallest fish

The smallest adult fish and indeed the smallest vertebrate - is a sexually mature male *Photocorynus* spiniceps, which measures iust 6.2 mm (0.24 in) long and is found in the Philippine Sea. This species of anglerfish reproduces through sexual parasitism. The male permanently attaches itself to the larger female by biting her back, belly or sides and effectively turning her into a hermaphrodite. The smallest

freshwater fish is the dwarf pygmy goby (Pandaka pygmaea), a colourless and nearly transparent species found in the streams and lakes of Luzon in the



Slowest fish

The slowest-moving marine fish are the sea horses (family Syngnathidae), of which there are just over 30 species. Some of the smaller species such as the dwarf sea horse (Hippocampus zosterae), which reaches a maximum ength of only 4.2 cm (1.6 in), probably never attain speeds of more than 0.016 km/h (0.001 mph).

FACT

An oarfish seen swimming by a team of scientists off New Jersey, USA, in 1963 was estimated to be 15.2 m long!



Thresher sharks are believed to use their tails to herd and then stun schools of milling fish ready for eating.

water in Europe, before abruptly evolving into breeding condition, changing colour to become silver and growing a longer snout and larger eyes. The much-altered animal then begins a marathon trek to the species' spawning grounds in the Sargasso Sea, east of North America.

Longest fin

All three species of thresher shark (family Alopiidae) have a huge, scythe-shaped caudal (tail) fin that is roughly as long as the body itself. The largest and most common species. Alopias vulpinus, found worldwide in temperate and tropical seas, grows to 6 m (19 ft 8 in) in length, of which almost 3 m (9 ft 10 in) consists of this greatly elongated upper tail fin.

Philippines. Males are only 7.5–9.9 mm (0.29–0.38 in) long and weigh just 4-5 mg

Highest living fish

The Tibetan loach (family Cobitidae) is found at an altitude of 5,200 m (17,060 ft) in the Himalavas.

Longest fish migration

Many fish species undertake long annual migrations between their feeding grounds. The longest straight-line distance known to have been covered by a fish is 9.335 km (5.800 mi) for a bluefin tuna (Thunnus thynnus) that was darttagged off Baja California, Mexico, in 1958, and caught 483 km (300 mi) south of Tokyo, Japan, in April 1963. The longest journey by

a freshwater fish is some 4.800-6.400 km (3.000-4,000 mi), taking about six months, by the European eel (Anguilla anguilla). This species spends between seven and 15 years in fresh





The ocean sunfish (Mola mola) has been recorded weighing 2 tonnes (4,400 lb) and measuring 3 m (10 ft) from fin tip to fin tip. Mola mola named from the Latin for "millstone" in reference to its shape - is found in all oceans in tropical or temperate climates and feeds on zooplankton, small fishes and algae. Sharks and rays for example are cartilaginous, not bony as in the case of the ocean sunfish (see "For the record", p.56).

Shark attack: great white shark

The largest predatory fish is the great white shark (Carcharodon carcharias, from the Greek for "sharp-toothed"). Adults average 4.3-4.6 m in length – as long as a typical family saloon car - and generally weigh 520-770 kg. There is plenty of circumstantial evidence to suggest that some great whites grow to more than 6 m in length, and there are have even been claims of huge specimens up to 10 m long. Pictured here is a lucky seal escaping the jaws of a great white, snapped in July 2013 off the coast of Seal Island, South Africa, by photographer David Jenkins.

Longest bony fish

The lengthiest of the bony or "true" fishes (class Pisces, aka Osteichthyes see "For the record", below) is the oarfish (Regalecus glesne), or the "King of the Herrings", which has a worldwide distribution. In c. 1885, a 7.6-m-long (25-ft) example weighing 272 kg (600 lb) was caught by fishermen off Pemaquid Point in Maine, USA. The specimen pictured here was found dead in the water off Toyon Bay, California, USA, on 13 Oct 2013 by staff of the Catalina Island Marine Institute; it measured 5.5 m (18 ft) long

Great white shark: WHAT A WHOPPER! COMPARING FISH SCALES gth 4.5 m, weight c. 2.25 tonnes Actua Size **Oarfish:** length 7.6 m, weight c. 270 kg Photocorynus Thresher shark: headspiniceps: length 6.2 mm to-tip-of-fin length 9 m, weight 230 kg 0 Whale shark: length 12.65 m, weight c. 15 tonnes Ocean sunfish ngth 3 m, weight 2 tonnes

Longing for the

sea? Turn to p.38

Glossary

Chondrichthyes: (cartilaginous fish) have ns made of cartilage - a flexible but firm tissue less stiff than bone. Osteichthyes: (bony fish) have skeletons made from bone. There are c. 28,000 species of Osteichthyes accounting for 96% of all fish species. They also form the largest class of vertebrates (animals with backbones).



Most venomous fish

Poisonous creatures contain poison within their bodies, which they pass on to any creatures that consume, or even touch them. while venomous creatures inject

venom into their victims. The stonefish (family Synanceiidae) of the tropical waters of the Indo-Pacific are highly venomous. Synanceia horrida has the largest venom glands of any known fish. Direct contact with the spines of its fins, which contain a strong neurotoxic poison, can prove fatal.

The most poisonous fish is the puffer fish (Tetraodon) of the Red Sea and Indo-Pacific region. which delivers a fatally poisonous toxin called tetrodotoxin. Its ovaries, eggs, blood, liver, intestines



Technically, there is no such thing as a "fish" the creatures on these pages are from many fferent animal families

FAC There are more fish in the Amazon River than there are in all of Europe.



Fastest fish

The cosmopolitan sailfish (Istiophorus platypterus) is considered to be the fastest species of fish over short distances, although practical difficulties make measurements extremely difficult to secure. Trials at the Long Key Fishing Camp in Florida, USA, suggested a top speed of 109 km/h (68 mph).

and, to a lesser extent, its skin, contain the poison tetrodotoxin. Less than 0.1 g (0.004 oz) is enough to kill an adult in as little as 20 minutes.

Most ferocious freshwater fish

The piranhas, especially those of the genera Serrasalmus and Pygocentrus, found in the large rivers of South America, are renowned for their ferocity. Attracted to blood and frantic splashing. a school of piranhas can within minutes strip an animal of its flesh as large as a horse, leaving only its skeleton



Freshwater giant

According to our 1955 edition, the largest freshwater fish was the 6.7-m-long giant Russian sturgeon (Acipenser), found in the Volga River. "However, we now know that this is not an exclusively freshwater species," says our animal consultant Dr Karl Shuker. "At 3 m, the largest fish that spends its whole life in fresh water is Asia's Mekong giant catfish." (See p.56)

Crowd funding

3 million people pledged \$480 million to Kickstarter projects in 2013



Most Kickstarter money pledged for any project

On 18 May 2012, the Pebble watch closed with \$10,266,845 (£6.4 m) pledged from 68,929 people. The watch was released in 2012 and works with smartphones to allow users to customize their watch faces and use fitness apps.

Fastest Kickstarter project to reach \$1 m The Veronica Mars movie not only holds the record for the most money pledged in film – \$5.7 m (£3.7 m) - but also reached its first \$1 m in just 4 hr 30 min

First Oscar won by a

Kickstarter-funded movie Inocente (USA, 2012) follows the titular girl as she overcomes bleak personal circumstances to become an artist. The movie won the Academy Award for **Best Documentary**

Short in 2013.

First project to reach \$1 m lave you ever been frustrated with the

options available to you in iPhone docks? f so. vou have 12.521 like-minded Kickstarter backers who were annoyed enough to help an aluminium dock, made by Casey Hopkins and ElevationLab, reach \$1.46 m (£940,000) in pledges in early 2012.

First successfully funded project

Kickstarter went live on 28 Apr 2009 and five days later Drawing for Dollars by user "darkpony" had been pledged \$35 of a \$20 goal with three backers. Among them was Perry Chen, Kickstarter co-founder. The site has had over 5.4 million backers since this first commissioned artwork.

MOST MONEY PLEDGED FOR...

Animation

Bee and Puppycat was a YouTube hit cartoon about unemployed Bee and her friend Puppycat. Creator Natasha Allegri (USA) started the Kickstarter project to

Most money pledged for music

Former The Dresden Dolls co-founder Amanda Palmer (USA) turned to Kickstarter for £100,000 (£65,000) to produce Theatre is Evil. By 1 Jun 2012 she had been pledged \$1,192,793 (£776,000) by 24,883 fans. Some horn and string musicians for the album's tour were crowd-sourced from Amanda's fanbase.

Most money pledged for comics

Kickstarter groups its projects by category. In the comics section, \$1,254,120 (£806,000) was pledged by 21 Feb 2012 to reprint *The Order* of the Stick adventure. The Rich Burlew (USA) comic was first published in 2003.



Most money pledged for food

Sous vide is a method of cooking your meat or fish precisely. The food is sealed in a plastic bag that is heated in water to a lower temperature and for a longer time than most methods. As used in the best restaurants, it's a trend in cooking that 4,084 backers supported - and Scott Heimendinger (USA) saw his Sansaire cooker hit \$823.003 (£529,000) by 6 Sep 2013. It is set for retail in 2014.

FAC

A "selfie" is a picture you take yourself of yourself. It was Oxford Dictionaries' 2013 word of the year.

Most money pledged for photography

Selfies in space! The ARKYD is a space telescope that will also have an external screen overlooking Earth which can be photographed. Users will be able to upload their own images and capture themselves floating in space. More than \$1.5 m (£975,000) was pledged to the Planetary Resources project by 1 Jul 2013.

make them stars of their own series on YouTube channel Cartoon Hangover. By 14 Nov 2013 the quirky couple had \$872,133 (£530,000) in pledges.

Art (overall)

Veteran performance artist Marina Abramovic' (SRB) is founding an institute bearing her name. It is dedicated not only to the art that made her reputation, but also to theatre, dance, film and other

forms of the arts - as long as each piece is over six hours in length. The institute will



The \$661,452 (£430,000) pledged by backers by 25 Aug 2013 will go towards the \$20 m (£13 m) needed for the project as a whole. Dance Choreographer Elizabeth

also promote collaboration

with the scientific world.

Streb (USA), and the dance company that takes her last name, have presented



The hoodie was popularized by Sylvester Stallone's Rocky, who wore it in the classic 1976 boxing movie training scenes.

Most money pledged for fashion

Flint and Tinder, a fashion label founded by Jake Bronstein (USA), created a hooded sweatshirt designed to last. The 10-Year Hoodie (pictured here on a model) went on Kickstarter with a goal of \$50,000 (£32,000) but by April 2013 had raised \$1 m (£650,000).

Latest model: 3D printing

A 3D printer can produce a solid object from a design on a computer. The printer builds up layered slices to create objects - such as medical parts and, controversially guns - but although it's cheaper than starting a factory, the process has been expensive until recent years. In 2013, Form 1 (right), a printer made by Formlabs in Cambridge, Massachusetts, USA, attracted 2,945% of its funding goal when it racked up the most money pledged for a Kickstarter technology project, with almost \$3 m (over £1.8 m) raised by Oct 2013.

Category	Total funds raised (completed projects)	No. of proje	cts funded and	unfunded	
Music	\$90.46 m	14,502		11, 758	
Film & Video	\$157.15 m	12,556		18,964	
Art	\$28.82 m	5,405	5,768		
Publishing	\$37.96 m	4,893	10,183		FACT
Theatre	\$18.87 m	3,459	1,913		Kickstarter has
Games	\$180.04 m	2,740 5	,082		successfully help
Design	\$116.12 m	2,344 3,7	40		54,803 projects secure funding
Food	\$28.73 m	1,977 <mark>2,92</mark>	0		raising a whoppi \$939 m!
Comics	\$22.15 m	1,672 1,737			\$303 III:

Most money pledged for... Illustration: Ukiyo-e Heroes, \$313,341, a parody and celebration of Japanese woodblock art, 31 Aug 2013.

Painting: ENTHEON: The Alex Grey Visionary Art Experience, \$210,127, a permanent exhibition space, 1 Jun 2013.

Sculpture: Crania Anatomica Filigre, \$77,271, a 3D printed skull, 24 Oct 2011.

impressively daredevil pieces over the years. Forces was packed with such stunts and appealed to Kickstarter backers enough for them to pledge \$45,512 (£29,000) towards its successful production in 2013.

Fiction

Andrew Peterson (USA) published the final part of his fantasy series for young adults, the Wingfeather Saga, with help from Kickstarter, Aiming for just \$14,000 (£8,500), he overshot his goal by 844%, receiving \$118,188 (£74,000) in pledges for The Warden and the Wolf King. The project closed to new pledges in October 2013.

Publishing (overall)

Planet Money made T-shirts - which may not seem to have much to do with publishing. But the team of iournalists from the USA's National Public Radio (NPR) broadcast the story of the T-shirt's production - from growing the cotton to the cargo ships that bring the goods to market. Having set a goal of just \$50,000 (£32,000), Planet Money were backed to the tune of \$590,807 (£384,000)



Most money pledged for theatre (stage)

The story of serial killer Patrick Bates may seem an unlikely source for a musical, but American Psycho opened in London in December 2013 with Matt Smith starring in a startling regeneration from his Doctor Who. Producer Jesse Singer at Act 4 Entertainment (USA) raised pledges of \$154,929 (£97,000) in May 2013.

Most money pledged for games

Ouya was a new, open-source console that was set at \$950,000 (£606,000) but closed on 9 Aug 2012 with more than \$8.5 m (£5.8 m) pledged. Its 2013 release didn't live up to the promise, with mixed reviews and slow sales.

in May 2013 and the final programme was broadcast in December the same year.

Theatre (overall)

Half the Top 10 theatrical projects were dedicated to digitizing local cinemas as analogue film is withdrawn. The most money was for the Catlow in Barrington, Illinois, USA, with \$175,395 (£114.000) in 2013.



What is **Kickstarter?**

Kickstarter was founded by Perry Chen, Yancey Strickler and Charles Adler (all USA) and launched on 28 Apr 2009. The concept allows investors to pledge money towards a project in return for rewards and experiences, but the funds are only handed over if the entire funding goal is met. Throughout 2013, \$1.3 m was pledged every single day, with three million people backing projects

Senses & perception

The eyes can process around 36,000 pieces of information every hour



Noisiest workplace

The loudest place on Earth that any human works for a sustained period is the cockpit of a Formula One racing car. For a driver sitting directly in front of the engine, the noise level has been measured at 140 dB. All drivers wear tailor-made earplugs.

HEARING

Highest detectable pitch The upper limit of human hearing is accepted to be 20.000 Hz (hertz, or cycles per second). Although this figure decreases with age. By way of comparison, bats emit pulses at up to 90,000 Hz. The average accepted lowest detectable pitch

by the human ear is 20 Hz. although in ideal conditions, a young person can hear frequencies down to 12 Hz. Inaudible infrasound waves can be felt by the human body, as physical vibrations, in the range of 4–16 Hz.

Smallest bone

The stapes or stirrup bone measures 2.6-3.4 mm (0.1–0.13 in) in length and weighs 2–4.3 mg. One of the three auditory ossicles in the middle ear, the stapes plays a vital role in hearing

SIGHT

Farthest object visible to the naked eye ever Gamma-ray bursts are the birth cries of black holes. At 2:12 EDT on 19 Mar 2008, NASA's Swift satellite detected a gamma-ray burst from a galaxy some 7.5 billion light years away. Some 30-40 seconds later, the optical counterpart of the burst was seen on Earth and captured by a robotic telescope. The explosion. known as GRB 080319B, was visible to the naked eye for around 30 seconds.

Most active muscle Scientists have estimated that human eye muscles

move more than 100,000 times a day. Many of these rapid eye movements take place during the dreaming phase of sleep.

Most sensitive colour vision

The average human eve can perceive approximately a million colours. Our powers of colour vision derive from three types of cone cells in the eye, each responsive to different wavelengths of light. Our brains combine the signals to produce the perception of colour. Work completed by neuroscientist Gabriele Jordan at the University of Newcastle, UK, proved that some people have four cones,



Most valuable tongue

On 9 Mar 2009, Lloyd's reported that the tongue of Gennaro Pelliccia (UK) is insured for £10 m (\$14 m). Pelliccia tastes every single batch of coffee beans made for Costa Coffee (UK) stores and has now learned to distinguish between thousands of different flavours.

enabling them to see more colours - about 99 million more, in fact. Jordan and her team created a test in which three subtle colour circles flashed on a screen. Only one person was able to distinguish them every time - an English female doctor known as "cDa29" - who has the most sensitive colour vision measured.

SMELL

Smelliest substance The most foul-smelling substances on Earth are the man-made "Who-Me?" and "US Government Standard Bathroom Malodor", which



Most valuable nose

On 19 Mar 2008. Llovd's reported that Ilia Gort (NLD) had his nose insured for €5 m (£3.9 m; \$7.8 m). Ilja Gort, the owner of the vineyard Château la Tulipe de la Garde in Bordeaux, France, insured his nose in an attempt to protect his livelihood.

have five and eight chemical Smelliest molecule ingredients respectively. Bathroom Malodor smells primarily of human faeces and becomes incredibly repellant to people at a ratio of just two parts per million. It was originally developed to test the power of deodorizing products.

Sweetest

substance

Thaumatin, aka

Talin, from arils

(appendages found

on certain seeds) of

the katemfe plant

daniellii) found

than sugar when

compared to a

7.5% sucrose

in West Africa,

is 3,250

sweeter

solution.

times

(Thaumatococcus

The chemicals ethyl mercaptan (C₂H₅SH) and butyl seleno-mercaptan (C,H_SeH) have a distinctive smell reminiscent of a combination of rotting cabbage, garlic, onions, burnt toast and sewer gas

TASTE

Bitterest substance The bitterest-tasting

substances are based on the denatonium cation and have

been produced commercially as benzoate and saccharide Taste detection levels are as low as just one part in 500 million, while a dilution of just one nart in 100 million will leave a lingering taste.

Talking scents: our sense of smell

Actual

Size

Smell accounts for around 80% of our sense of taste. The first sense to develop, it is functional before we are born and is generally most sensitive in childhood. We can detect some 10,000 odours, but prolonged exposure to a smell causes our awareness of it to reduce quickly. We are more sensitive to smells in spring and summer, as the air is more moist then: exercise also increases the moisture in our nostrils, improving our sense of smell. Women have a stronger sense of smell than men - it is particularly acute during pregnancy.

HOW MANY SENSES DO WE HAVE? Conventionally, we thin Kinesthetics: the brain's parietal cortex enables us to tell where every of ourselves as having five senses: sight, hearing, taste, touch and smell. But if to "sense" part of our body is in relation to its other parts. (Test this by trying to touch Temperature: something simply means to be aware of it, then your nose with your eyes closed!) we can tell hot from cold we have many more than just these five "primary" senses. Here are a few Interoception: our internal and adjust es alert us when we are accordingly feeling hungry or tired others to conside Pain: a mechanism for the body to sense damage Time: we sense time passing $\Delta \Delta$ Balance: we are sensitive to

Quietest place

Tests performed on 18 Oct 2012

in the Anechoic Test Chamber at

Orfield Laboratories in Minneapolis.

Minnesota, USA, gave a background

noise reading of just -13 dBA (decibels

A-weighted). The term "dBA" denotes

sound levels audible to the human ear -

i.e., excluding extreme highs and lows.

body movement, direction and acceleration ()74 Humans

Listen up: The decibel scale

The loudness, or intensity, of a sound is usually measured n decibels (dB). Decibels are calculated according to a logarithmic scale, which increases by a set ratio. Total silence would measure 0 dB: a sound 10 times greater would be 10 dB, but a sound 100 times louder than 0 dB would measure only 20 dB, and sounds 1,000 times louder than 0 dB would register just 30 dB. Listed here are typical decibel readings, recorded from a distance of 10 m away from the source

DECIBEL (dB) READINGS		
All rea	dings from 10-m distance	
dB	Sound	
150	Jet engine	
114	Train whistle	
110	Subway train	
107	Pneumatic riveter	
89	Power saw	
64	City traffic from inside car	
46	Normal piano practice	



Mapping the senses

This oddly shaped figure is a "sensory homunculus". This is what you'd look like if your body parts were in proportion to the area of the brain concerned with its sensory perception. Based on a model at the UK's Natural History Museum, it shows which areas of our bodies are the most sensitive.

TOUCH

Most touch-sensitive part of the body

Our fingers have the highest density of touch receptors in the body. So sensitive are our fingers that we can distinguish two points of contact just 2 mm (0.07 in) apart. They can also detect a movement of just 0.02 microns – that's 200 thousandths of a millimetre (or 31 millionths of an inch).

Lips have many sense receptors - which is why babies put objects into their mouths to learn about

When it comes to detecting our world, the tongue is highly sensitive, with a very dense concentration of neural connections.

Our fingers feel the world in sensory high definition by containing the highest density of touch receptors in the body. Sense receptors are more concentrated in smaller fingers. As a result, women tend to have a more developed tactile sensitivity

The calves are the least nsitive body parts - the brain can only distinguish two points of contact around 45 mm apart compared with 2 mm for the

The 100 000–200 000 sense receptors on the sole of each foot help stabilize the whole body. They are at their most effective when we walk barefoot.



Stop Press

• Longest echo: 1 min 15 sec by Trevor Cox and Allan Kilpatrick (both UK) inside a disused oil tank at Inchindown in Highland. UK. on 3 Jun 2012.

 Fastest time to conduct electricity via the body: 1 min 22.503 sec, to heat 150 ml of water from 25°C to 97°C by Slavisa "Biba" Pajkic (SRB) in Istanbul. Turkey. on 13 Jul 2013. 000

FAC The term "Homunculus". coined by alchemists in the 17th century, means simply "little person".

ostril), where mall hairs filter ut dust and oth ine particles At the top of he nasal cavity are c. 40 millio Ifactory rece ells, which de he odouran end a messa he brain. Whe eat, you "taste" the ood using these same cells, which etect food odd

Mouth

www.guinnessworldrecords.com 075

Mass participation

The gathering of 9,768 firefighters in Oct 2011 is almost four times the population of the Falkland Islands



Loudest stadium crowd roar

Fans of the Seattle Seahawks, aka "Volume 12 - The Seahawks' 12th Man" (USA), achieved a 137.6-dB(A) roar at CenturyLink Field in Seattle, Washington, USA, on 1 Dec 2013, in a match against the New Orleans Saints. The term "dB(A)" denotes decibel levels audible to the human ear i.e., excluding extreme highs and lows.

by Anne-Marie Willems,

Baking lesson

René Verlaak and AED4all.

LARGEST...

AED training session Automated External Defibrillators (AED) diagnose and treat heart conditions. A training session for 2,109 participants on the machines was held

Grin Club Limited, Grin Kitchen Limited and Ma On Shan Tsung Tsin secondary school (all HKG) in Hong Kong, China, on 7 Sep 2013.

Barbecue

Try to guess how much food you need for a barbecue for 45,252 people. Ingredients used by Estado de Nuevo León (MEX) included 15.5 tonnes (34,000 lb) of angus beef with 18 tonnes (39,500 lb) of onions and 15 tonnes (33,000 lb) of corn tortillas, topped with 16 tonnes (35,000 lb) of salsa. It took place in Parque Fundidora in Monterrey Mexico, on 18 Aug 2013.

Barefoot walk

com (all NLD) in Nijmegen, The National Service Scheme Netherlands, on 29 May 2013. Cell of Acharya Nagarjuna University (IND) took 7,050 people for a shoe-free stroll Much dough was kneaded in Guntur, Andhra Pradesh, by 426 students of Green India, on 12 Dec 2012.

Gathering of professional clown doctors Clown doctors can ease difficult and frightening procedures in hospital for sick young people. On

oldest was 79.

Largest horse race

The Federation of Mongolian Horse Racing

Khui Doloon Khudag, Ulan Bator, Mongolia,

Sport and Trainers had 4,249 runners in

on 10 Aug 2013, over 18 km (11.18 mi).

The youngest rider was seven and the

30 Jan 2013, a group of 153 clowns marked the 20th anniversary of the clown doctoring work done by the Theodora Foundation, headquartered in Bern, Switzerland.

LARGEST GATHERING OF PEOPLE DRESSED...

LANGEST GATHE		PEOPLE DRESSED		
Category	People	Organizer/Event	Location	Date
as Mohandas Gandhi	2,955	Sowdambikaa Group of Schools	Tiruchirappalli, India	4 Jul 2013
with false moustaches	2,268	City of Fairfield & Fairfield RAGBRAI Committee	Fairfield, Iowa, USA	26 Jul 2013
2 as witches	1,607	La Bruixa d'Or	Sort, Lleida, Spain	16 Nov 2012
as Star Trek characters	1,063	Media 10 Ltd	ExCeL, London, UK	20 Oct 2012
as Saint Patrick	882	Saint Brigid's National School	Castleknock, Dublin, Ireland	14 Mar 2013
as fairies	871	St Giles Hospice	Lichfield, Staffordshire, UK	22 Jun 2013
as Superman	867	Escapade, Kendal Calling	Lowther Deer Park, Cumbria, UK	27 Jul 2013
in one-piece pyjamas (onesies)	752	Henry Allen Onesie Angels	StadiumMK, Milton Keynes, UK	2 Nov 2013
as nurses	619	Tan Tock Seng Hospital	Jalan Tan Tock Seng Field, Singapore	1 Aug 2013
as trees	516	Ośrodek Kultury Leśnej w Gołuchówie	Gołuchów, Poland	30 Sep 2013
as cows	470	Chick-fil-A	George Mason University, Virginia, USA	2 Jul 2013
as monks	463	Ardfert Central National School	Ardfert, County Kerry, Ireland	11 May 2013
in Disney costumes	361	Walsgrave Church of England Primary School	Coventry, UK	12 Jul 2013
as Dragon Ball characters	307	Saló del Manga comic festival	Barcelona, Spain	1 Nov 2012



twerking How many people does it take to set a raunchy dancing record? Hip-hop artist Big Freedia (USA) achieved the feat with 358 others in New York City, USA, on 25 Sep 2013.



As film extras

The death of Mohandas Gandhi was greeted by national mourning in India. This was portrayed in the 1982 movie Gandhi (UK) with approximately 300,000 extras - some sources putting the figure as high as 400,000. The sequence was shot on 31 Jan 1981.

Blowing bubble gum bubbles

On 6 Jun 2013. Lester B Pearson Public School in Aurora, Ontario, Canada, organized 544 people blowing simultaneous gum bubbles.

Hindu pilgrimage: Kumbh Mela festival

Between 80 and 100 million people attended the 55-day Kumbh Mela festival, which began in Allahabad, India, in January 2013. A Hindu pilgrimage to bathe in a sacred river is usually held every three years in one of four cities, but 2013 was a special version, the Maha Kumbh Mela, which occurs every 144 years. The city prepared for the onslaught - more than the entire population of the UK with 14 temporary hospitals, 243 doctors on call, around 30,000 police and security staff on duty and 40,000 toilets. The cost was approximately 11.5 bn rupees (£129 m), but it was hoped that the festival would earn as much as 120 bn rupees (£1.3 bn).

Largest gathering of people dressed as penguins

Children's hospice Richard House got 325 oversized penguins to waddle together in Wood Wharf, London, UK, on Guinness World Records Day on 13 Nov 2013.

GREATEST GATHERINGS

Largest classes

According to a 2012 comparison study of ducation in the developed world, the average class size is 15.7 students. Here we give you the op three exceptions:

Lesson	Where	Attendees
Meteorology	Kauffman Stadium (USA)	16,110 on 7 May 2009
History	Angel Stadium (USA)	14,257 on 8 Nov 2011
Nutrition	SAP Arena (DEU)	9,079 on 12 May 2009



Largest gathering of Sikhs: 3.5 million, India, 1999

Fassible States

. Italy, 2003

Land Lala and Rad

Largest funeral: 15 million, India, 1969

GUINNESS	
NO RECOR	









Largest gathering of zombies

A brain-munching 9,592 members of the walking dead did the New Jersey Zombie Walk in Asbury Park, New Jersey, USA, on 5 Oct 2013. They shuffled their way to regaining the record from the Zombie Pub Crawl of Minneapolis, USA

On a single bed

Leaving no room to roll over, 54 people were crammed on a single bed by Xilinmen Furniture in Beijing, China, on 7 Sep 2013.

Singing a national anthem simultaneously

Employees from the Sahara India Pariwar company sang India's national anthem with 121,653 voices. The record was set in Lucknow, India, on 6 May 2013.

On the same drum

Queen's "We Will Rock You" was an anthemic choice for 263 people playing a drum measuring 10 m (32 ft 9 in) in diameter and 1.6 m (5 ft 2 in) high. Organized by PLAY (POL), the event took place at Przystanek Woodstock in Kostrzyn nad Odra, Poland, on 2 Aug 2013.

Painting buildings at once

On 18 May 2013, Slovenian paint manufacturer Helios put 1,272 painters to work across nine venues in Slovenia.







Stop Press

 Most people shaking cocktails simultaneously: 1,710, Diageo (UK), 18 Sep 2013.

 Most participants popping party poppers: 743. Grev Court School (UK), 17 Jul 2013.

 Longest high-five chain: 695 people. St Francis of Assis Primary School and Calwell High School (both AUS), 27 Sep 2013. 0 0 0

:Fun with food

Americans eat **75 litres of popcorn** a year – enough to fill a bath tub!



Most pancakes made in one hour Ross McCurdy (USA) singlehandedly made 1,092 pancakes in Kingston, Washington. USA, on 13 Aug 2013. The most pancakes made in eight hours by a team is 76,382 by Batter Blaster (USA) on 9 May 2009

Fastest field-tooven-cooked loaf Australian farmer Neil Unger had long wanted to take

challenge. The record had

1999, but with a team

of assistants he took

wheat from a field to

produce 13 loaves of

bread (a "baker's dozen") in

16 min 30.83 sec. The feat

took place in Cawdor, New

South Wales, Australia, on

Fastest time to eat

Furious Pete, aka Peter

on p.99), ate a bowl of

Czerwinski (CAN, pictured

pasta in 41 sec on the set

a bowl of pasta

11 Jan 2013.

stood unbroken since

eins) in Sankt Peter-Ording, Germany, on 13 Jul 2013. the "paddock to plate" Fastest time to eat a jam

doughnut with no hands Oli White (UK) used no hands and didn't lick his lips as he hoovered up a jam doughnut in 28.75 sec at Alexandra Palace in London, UK, on 17 Aug 2013. It was the third time in the space of a year that the GWR YouTube presenter managed to break the record.

of Abenteuer Leben (Kabel

Most Bhut Jolokia chilli peppers eaten in two minutes

The Bhut Jolokia, or ghost chilli, rates at approximately 1,000,000 on the Scoville scale (see below). On 19 Jun 2013, Jason McNabb (USA) ate 66 g (2.33 oz) of these chillis - more than 13 whole peppers - in Los Angeles, California, USA.

FAC Ghost peppers can burn bare skin, so always wear latex gloves if handling.

Spice up your life: the Scoville scale

We have American chemist Wilbur Scoville to thank for the scale that rates the chillies we chomp. In 1912, long before highpressure liquid chromatography tests in labs, he relied on taste alone. A grain of chilli was dissolved in an alcoholic solution added to sweetened water until it could barely be noted by a panel of testers. The more dilution required, the higher the rating. See right for some ratings from the scale still used - although technology has replaced tasters.

Jaio	
Chilli	Rating in Scoville units
Peperocini	100–500
Jalapeño	2,500–5,000
Cayenne and Tabasco	30,000–50,000
Scotch bonnet	80,000–300,000
Bhut Jolokia	800,000–1.04 million
Naga viper	1.38 million
Carolina reaper (pictured left)	1.56 million (the hottest chilli)



Most bites in a minute while juggling apples

Entertainer and juggler Michael Goudeau (USA) took 151 bites from three apples while juggling for one minute on the set of Guinness World Records Unleashed in Los Angeles, California, USA, on 20 Jun 2013.

MOST.

Bananas sliced with a

sword on a slackline in one minute A slackline is similar in look to a tightrope, but is slung much closer to the ground. Veteran record-breaker Ashrita Furman (USA) balanced on a slackline as he was thrown 36 bananas, each of which he cut in two in New York, USA, on 3 Aug 2013.

FACT

Sabering a bottle of champagne was popular during the Napoleonic Wars. The bottle is held at about 20° and the sabre used to crack the collar; the pressure in the bottle then sends the top flying off.

Champagne bottles

sabered in one minute

used to open champagne by

holding the bottle at an angle

and sliding a sabre (sword)

slice off the collar and cork.

On 22 Nov 2012, Matthias

Eisenhardt (DEU) sabered

open 42 bottles in a minute

bottles sabered at once

e Cultural de Garibaldi in

Rio Grande do Sul, Brazil,

The most champagne

is 277, by Centro Empresarial

Using the conventional

method of opening, UK TV

chef Gino D'Acampo

(ITA) recorded the

corks popped

in one minute.

with seven on

29 Jul 2013.

most champagne

in Berlin, Germany.

on 5 Oct 2013.

up the neck deftly enough to

"Sabrage" is technique

Cream-filled sponge cakes eaten in one minute Competitive eater Patrick

Bertoletti (USA) tucked away 16 creamy sponge delights in Los Angeles, USA, on 26 Jun 2013.

Eggs held unbroken on a roller coaster

Fözgür Tuna held 110 eggs in a basket while Udo Baron (both DEU) gave him advance warning of the roller coaster turns. The pair were at Europa-Park in Rust, Germany, on 21 Jun 2013.

Hamburgers eaten in three minutes Takeru Kobayashi (JPN)

ate 11 hamburgers in Istanbul, Turkey, on 5 Jun 2013

Egg-streme

efforts

10 eggs (elbows pointing

Fastest time to crush

forwards): 12.64 sec,

Mauro Vagnini (ITA), in

Milan, Italy, 28 Apr 2011.

Most standing jumps

breaking them: nine.

on to raw eggs without

Lan Guangping (CHN), in

Most eggs held in one

hand: 27. Silvio Sabba

(ITA), in Milan, Italy,

19 May 2013.

Beijing, China, 9 Sep 2013.

 \bigcirc

Angeles, California, USA, on 20 Jun 2013, beating the next fastest time by 10 sec.

Fastest time to drink

one litre of lemon juice

Michael Jenkins (USA) won a three-way head-to-

head challenge by drinking a litre of lemon juice

through a straw in a record time of 54.1 sec in Los

Trenchermen: Eating to excess

A "trencher" was a medieval bowl carved out of a loaf of stale bread and, as the first edition of The Guinness Book of Records explained in 1955, "trencherman" was the name given to a glutton who enjoys food to excess, often setting records in the process. However, we went on to say that trenchermen records did not match "those suffering from the rare disease of bulimia (morbid desire to eat) and polydipsia (pathological thirst). Some bulimia patients have to spend 15 hours a day eating, with an extreme consumption of 174 kg of food in six days by Matthew Daking, aged 12, in 1743... Some polydipsomaniacs are unsatisfied by less than 54.5 litres of liquid a day.



098 Recordmania



Most nuts crushed by sitting down in 30 seconds

Cherry Yoshitake (JPN) crushed 48 walnuts using his buttocks at the Wakamiva Hachimangu shrine in Kawasaki, Kanagawa Japan, on 15 January 2013.



Fastest time to eat three éclairs

Furious Pete demolished three chocolate éclairs in 18.02 sec at MEATMarket in Covent Garden, London, UK, on 10 Jul 2013. That day he also set a gastronomic record for the most hamburgers eaten in one minute, with four. Fans follow his YouTube channel antics with his videos having notched up more than 105 million views by 1 Dec 2013.

Mustard drunk in 30 seconds

Denis Klefenz (DEU) consumed 294 g (10.37 oz) from a tube of Kühne Senf Mittelscharf German mustard on 20 Jun 2013.

Walnuts crushed by hand in one minute Not content with crushing 131 walnuts in his hand in 60 sec. Ashrita Furmar went on to set another nutty record, for the most walnuts cracked against the head in one minute: 44. Both records were set in New York, USA, on 8 Jan 2013.

emon Juice

1995 Plan

FAST FOOD: FROM SWIFT SWALLOWERS TO NIMBLE NIBBLERS

57.64 sec, eat three Bhut Jolokia chillis, Birgit Tack (DEU) 54 sec. eat three mince pies. Jim Rabava (CAN)

50.08 sec. wrap five portions of chips. Stephanie Celik (UK)

41 sec. eat a howl of pasta Peter Czerwinski (CAN)

36.01 sec, eat three pickled eggs, Kyle Thomas Moyer (USA)

18.02 sec, eat three chocolate éclairs, Peter Czerwinski (CAN

e eat a slice of toast. Anthony Falzon (MLT)

Stop Press

 Most cappucinos made in one hour: 289 by Suzanne Stagg (AUS) in Hobart, Tasmania Australia, on 29 Nov 2013.

 Largest cream tea party: 510 people in Buxton, Derbyshire, UK, on 24 Nov 2013.

 Most people dunking cookies: 1,796 by Oreo India at I.I.T. Mumbai. Indian, on 22 Dec 2013 000

• Technology & engineering • Patents are mentioned in Article 1 of the US Constitution

8

The Ph

100

Patents are mentioned in Article 1 of the US Constitution

Largest motorized shopping trolle

Powered by a 7,439-cc engine, this mammoth cart measures 8.23 m (27 ft) long, 4.57 m (15 ft) tall and 2.43 m (8 ft) wide and incorporates 3,265 kg (7,200 lb) of stainless steel. Built by Frederick Reifsteck (USA), it was displayed at South Wales, New York, USA, on 20 Apr 2012. It's not the **largest shopping trolley** overall, though. That honour goes to a 9.6-m-long (31-ft 5-in), 13.6-m-tall (44-ft 7-in), 8.23-m-wide (27-ft) behemoth created by Migros Ticaret A.S. (TUR) in Istanbul, Turkey, and unveiled on 14 Jun 2012.

Frederick's titanic trolley has a capacity of 27,332,836 cm³, making it 227 times bigger than a typical 120,000-cm³ shopping cart.

Contents



			,	
١	ł	1		
•	•			

Tech flashback: 60 year	s
of communication	180
Roller-coasters	182
Bridges & tunnels	184
Cars	186
Urban transport	188
Transport oddities	190
Wacky wheels	192
Military hardware	194
Architecture	196
Castles	198
Sports architecture	200
Cutting-edge science	202
Robots & Al	204
Gadgets & 3D printing	206

00

PR & Marketing

60 Record-breaking years – It's Officially Amazing!

CELEBRATING YEARS 1955-2015

First launched in 1955 by Sir Hugh Beaver, Managing Director of the Guinness Brewery, Guinness World Records is proud to be celebrating its diamond anniversary!

Since its inception, the **best-selling** copyrighted book of all time has been sold in over 100 countries, translated into 25 languages and continues to top the best-selling charts every year.

GUINNESS WORLD RECORDS 2015 -Special Diamond Edition will hit the shelves globally in September 2014. High-profile marketing and PR campaigns will include a major launch PR event, features on top broadcast partners, print and online outreach, global digital ad campaigns as well 60th anniversary celebrations throughout key-selling period.

Our annual Bloggers events will bring families together during the school holidays, and more than 400,000 enthusiasts will take part in record attempts for Guinness World Records day, breaking records globally all on the same day!

PR campaigns

The US and UK PR campaigns for the books reached a vast array of audiences during its key-selling-period

- Over \$50M worth of global media coverage.
- National and regional print coverage in the UK and US reached more than 218 million people.
- There were 1.1 billion opportunities for people to see and hear about the book
- Featured on over 100 major outlets and TV partnerships in the UK
- US launch event was showcased to 63 million viewers and generated over 75 million media impressions.

For more information on Marketing and PR campaigns, please contact the Guinness World Records offices in London, New York or go to: GUINNESSWORLDRECORDS.COM

GUINNESS WORLD RECORDS book launch

To celebrate the launch of the Guinness World Records 2014 book, Jyoti Amge the world's shortest woman - visited New York City. In the UK, Chris "The Dutchess" Walton, who holds the title for the world's longest fingernails, visited Guinness World Records' HQ in London.

OTI AI

Retailer events and competitions

Guinness World Records offers every retailer the chance to invite a record holder for a book signing, attempt a record with their staff and customers, or organize a competition.

In 2013, we partnered with a major retailer to offer **GUINNESS WORLD RECORDS** goody bags to some lucky customers. We can



also offer visits to the GWR HQs and chances to attend a record attempt. If this is of interest. please contact your local Guinness World Records office.

PRESENCE ON DIGITAL & SOCIAL MEDIA **CHANNELS**

We push the word out on targeted website to engage with our fans. We can help you design assets to host on your website: quiz, online competition, web banners, and more.

82k followers

We reach about 2.3M

users every day.

2M fans

127.8 mil nness World Records vide 584k subscribers on Youtube ... that's 243 years

1.1M people visit GUINNESSWORLDRECORDS.COM every month.



In 2013, people spent

Every year, Guinness World Records packages a set of online assets to help promote the GWR book on digital platforms: "Meet the record holders" videos, web banners, and exclusive record holder photos.



GLOBAL MEDIA ALWAYS ON THE LOOK OUT FOR INCREDIBLE RECORD-BREAKING STORIES



METRO

TIT

ale 2014





Parenting Blog outreach

To support the promotion campaign of the GWR book and engage with our main readers, we collaborate with



"The latest edition of GUINNESS WORLD RECORDS contains a dazzling assortment of allnew feats and spectacles.' - MSN

"A top kids' gift for Christmas" - First News

" I think the GWR 2014 book is a really super gift for a child. [...] There is so much in this book. both fabulous quality and interesting photos and facts to blow your mind. " - Mummyfromthe

heart.com

"I would definitely recommend this as a gift for a child or adult who loves facts and figures. Lam sure this book will provides hours of entertainment."

- Mumsnet user

"There hasn't been a kid I know who doesn't gravitate towards those books, awaiting to be thrilled by what they are about to see

- Babble.com

"The way they present the information is fun and keeps the eye moving over the pages

- Mom Start

"This book has something for everyone!" - Denver Post

NETWORKS/OUTLETS THAT FEATURED THE 2014 EDITION:



60th Diamond edition



What's new in 2015?

• Crowd sourcing: the movies, video games and gadgets that have emerged from social media sites and the power of group action

• **3D printing**: the manufacturing process that looks set to revolutionise how products are made and sold

• Alien hunting: the Search for Extra-Terrestrial Intelligence

• Fakes & frauds: record-breaking art theft, forgeries, crimes and fakery

• **eBooks**: how the digital revolution is affecting publishing

• Urban transport: monorails, ski lifts, driverless cars and funiculars – the more unusual side to public transportation

• **Castles**: inspired by Game of Thrones, our architecture consultant explores castles, fortresses and strongholds

• Robots & AI: artificial intelligence and the rise of the robot The latest edition of the Guinness World Records book celebrates our landmark anniversary, as well as showcasing the very best of the most recent world records

- Thousands of new and updated records every major new achievement listed
- Hundreds of **amazing new photographs**, many never seen before now
- Highlights from our archive of **classic** records
- Exciting **new design** to help reluctant readers, with a look and feel inspired by **tablet technology**
- Dozens of **new topics and spreads**, plus details of how readers can **become record-breakers** themselves

PLUS, SPECIAL FEATURES:

- **FLASHBACK**: Tracking how records have changed over six decades
- GALLERY: Picture features showcasing the best recordbreaking images from our archive
- SEE IT 3D: Bringing the records to life with a free app

FREE APP: SEE IT 3D

Available for free to every reader, the latest edition of our See It 3D Augmented Reality app brings the book to life with more exciting, interactive digital content. Designed to be used as a companion app, readers are encouraged to enjoy the reading experience of the book in conjunction with the app, unlocking interactive 3D elements and bonus material such as galleries and recordholder Q&As.





UK ORDERS

Macmillan Distribution Ltd, Houndsmills, Brunel Road, Basingstoke, Hampshire RG21 6XS Tel: +44 (0)1256 329 242

ISBN

UK: 9781908843623 US: 9781908843630 US: 1908843624 Canada: 9781897553374

US ORDERS

Macmillan USA MPS Distribution Center 16365 James Madison Highway Gordonsville, VA 22942-8501 Tel: +1 (888) 330-8477 Fax: +1 (800) 672-2054

Online E-mail: orders@mpsvirginia.com PUBNET: 631-5011 EDI: ID# T246 Advantis

PUBLISHER'S DETAILS

UK office Guinness World Records Third Floor, 184–192 Drummond Street, London, NW1 3HP Tel: +44 (0)207 891 4500

US office Guinness World Records 45 West 45th Street, Suite 902 New York, NY 10036 Tel: +1 718 513 7261

SPECIFICATION

Extent:	256pp
Pub Date:	Sept 2014
Format:	226 x 303 x 18.5 mm
	8 ⁷ / ₈ " x 11 ¹⁵ / ₁₆ " x ³ / ₄ "
Binding:	Hardback

Price: UK £20 US \$28.95 Can \$34.95

Guinness World Records 2015

Guinness World Records

A snapshot of our universe as seen through the lens of the superlative -this new edition explores the evolution of record-breaking and amazes with all the latest achievements.

Guinness World Records 2015 celebrates our landmark 60th anniversary, as well as showcases the very best of the most recent world records.

- Thousands of new and updated records every major new achievement listed
- Hundreds of amazing new photographs, many never seen before
- Highlights from our archive of classic records
- Exciting new design to help reluctant readers, with a look and feel inspired by tablet technology
- Dozens of new topics and spreads, plus details of how readers can become record-breakers themselves
- New Topics include crowd sourcing, alien hunting, fakes & frauds, castles (inspired by Game of Thrones) and robots & AI (artificial intelligence)

FREE APP: SEE IT 3D

Available for free to every reader, the latest edition of our See It 3D Augmented Reality app brings the book to life with more exciting, interactive digital content. Designed to be used as a companion app, readers are encouraged to enjoy the reading experience of the book in conjunction with the app, unlocking videos, interactive 3D elements and bonus material such as galleries and record-holder Q&As.

Guinness World Records (GWR) is the global authority on record-breaking achievements. First published in 1955, the annual Guinness World Records® book has become one of the biggest-selling copyright titles of all time, selling 120 million copies to date in 22 languages and in more than 100 countries. The internationally renowned brand is now also available across a number of platforms - GWR's digital media and online record-processing services attract more than 50 million visitors a year; and the live events team annually entertains and inspires 1.5 million people around the world. GWR receives more than 1,000 applications each week and has a specialized team of multi-language record managers and adjudicators who travel the globe to verify official record attempts.

MARKETING

- Marquee press event with iconic record holder in NYC at launch
- National morning and daytime broadcast partnerships during launch week
- Full sell-in to print, online and broadcast media with unique suite of never-before-seen content
- Regional outreach to the top 30 US markets with a video news release and radio tour
- Outreach to key US parent and mom blogs for book recommendations
- Placements in both regional and national holiday gift guides
- Digital banner ad campaign targeting key demographic

PRAISE

"There hasn't been a kid I know who doesn't gravitate towards those books, waiting to be thrilled by what they are about to see." - Babble.com

"The way they present the information is fun and keeps the eye moving over the pages" - MomStart

REFERENCE / YEARBOOKS & ANNUALS

Guinness World Records | 9/9/2014 9781908843630 | \$28.95 Hardback | 256 pages | Carton Qty: 10 8.750 in W | 11.000 in H | 1.000 lb Wt

Guinness World Records 2015 Gamer's Edition

Guinness World Records

Now in its eighth edition, Guinness World Records Gamer's Edition is the definitive guide to videogames.

With all-new design and photography, the fresh-looking 2015 edition is packed full of news and views about the most up-todate achievements and developments in gaming. It offers the most dazzling images from this year's top titles, along with fascinating facts, figures and features on the games and characters you love – from Minecraft to the world-beating Grand Theft Auto V, from thrilling new games to all-time classics. The latest edition includes gameplay tips and hints, interviews and features exploring gaming from different perspectives, and quotes from leading figures in the industry. Find out about the biggest-selling games, the highest scores, and the world's most amazing gamers. Read about the latest hardware developments in the battle of the eight-generation consoles, and explore the most exciting news stories across all the major gaming genres.

Guinness World Records (GWR) is the global authority on record-breaking achievements. First published in 1955, the annual Guinness World Records® book has become one of the biggest-selling copyright titles of all time, selling 120 million copies to date in 22 languages and in more than 100 countries. The internationally renowned brand is now also available across a number of platforms - GWR's digital media and online record-processing services attract more than 50 million visitors a year; and the live events team annually entertains and inspires 1.5 million people around the world. GWR receives more than 1,000 applications each week and has a specialized team of multi-language record managers and adjudicators who travel the globe to verify official record attempts.

MARKETING

- Full sell-in to print, online and broadcast media with unique suite of never-before-seen content
- Regional outreach to the top 10 US markets
- Outreach to gaming enthusiast press, technology beat reporters, and kids blogs
- Placements in both regional and national gift guides

PRAISE

"If you're a gamer, Guinness World Records has a book for you" - USA Today

"Compelling trivia you'll find yourself compulsively reading out to disbelieving fellow gamers" - News-Journal

GAMES / VIDEO & ELECTRONIC / GENERAL

Guinness World Records | 11/11/2014 9781908843661 | \$14.99 / \$16.99 Can. Paperback / softback | 216 pages | Carton Qty: 26 7.500 in W | 10.438 in H | 1.000 lb Wt

Index

Guinness World Records 2015 Gamer's Edition; GuinnessWorld Records.21Guinness World Records 2015; Guinness World Records
19 Guinness World Records; Guinness World Records 2015 19 19 19 10 11 12 13 14 15 16 17 18 19 19 19 19 19 19 19 19 19 19 19 10 11 12 13
Guinness World Records; Guinness World Records 2015 Gamer's Edition