

GREEN MAP ATLAS

charting the way to vibrant communities



www.greenatlas.org

FOR IMMEDIATE RELEASE

contact: Alice Hartley
alice@greenmap.org +1 212 674 1631

Green Map Atlas Charts the Way to Vibrant Communities

New York City (September 28)—An illustrated, multimedia collection of Green Maps has just been published, showcasing innovative map projects that promote ecological living and community sustainability worldwide. The Green Map Atlas features detailed map views, locally-authored stories and lively images documenting the origins, challenges, and local impacts of diverse Green Map projects. Published in English and Japanese by Green Map System, the first volume of the Green Map Atlas is now in print, on CD-ROM and online at www.greenatlas.org, and kicks off a new series with profiles of ten exemplary projects from Asia and North America.

“Illustrating the best practices of Green Mapmaking and creative greening initiatives from around the globe, the Atlas aims to catalyze citizen-based sustainability projects in communities worldwide,” said Wendy E. Brawer, founding director of Green Map System. During its first six months online, the Atlas has been downloaded over 45,000 times.

Unlike traditional atlases, the Green Map Atlas was created to reach a global audience in multiple ways, including on screen, by email, as printed books and exhibits. Readers can download the digital version in Portable Document Format (PDF) and view or print and bind the Atlas at home. The CD-ROM includes a high-resolution version, making professional quality Atlas books publishable on demand, anywhere in the world. Completing the Atlas’ multimedia launch, the CD and print editions were officially released at “Vibrant Communities: Green Maps of New York and the World,” an exhibit hosted by NYC’s Municipal Art Society through November 30. Printed Atlas books and CDs are for sale through Green Map System for \$35 (book)/ \$15 (CD), or can be purchased together (\$40).

(continued)



Green Map System

131 Essex St. #2B, New York, NY 10002 · 212-674-1631 · info@greenmap.org · www.greenmap.org

Promoting sustainability through locally-created maps of the natural and cultural environment in communities around the world

Selected for their innovative mapmaking methods, replicable initiatives and geographic diversity, the projects included in Volume One are: Jakarta (Indonesia); New York City, Milwaukee WI and Robeson County NC (USA); Tokyo, Hiroshima, Kyoto and Hakodate (Japan); Pune (India); and Toronto (Canada).

The Atlas was created for a broad audience of readers around the world, including educators, community planners, activists, tourists, students, journalists, and map and media enthusiasts. Designed and produced by an international team, the first Green Map Atlas establishes a template facilitating translation into any language as well as future volumes, which will focus on other world regions or themes such as youth mapmaking. In addition to maximizing outreach and minimizing the ecological impacts of printing and distribution, the Atlas' design incorporates many details that improve universal access—such as high and low bandwidth options, streamlined color choices, and compatibility with common paper standards.

The Atlas' ten authors are: Marco Kusumawijaya, Anand Upalekar, Shoichiro Sendai, Mac Legerton and Patricia Locklear, Misako Yomosa, Masahiro Horiuchi, Wendy Brawer, Yasushi Watanabe, Matthew Groshek and Justin Lafontaine. Project supporters include Japan-US Community Education and Exchange and Japan Foundation Center for Global Partnership.

Visit www.greenatlas.org/news.html for more media and outreach resources, user feedback and a Guided Tour. The Atlas can be downloaded in low or medium resolution versions in English or Japanese; print-ready images are also available by contacting Green Map System.

About the Atlas' Creators

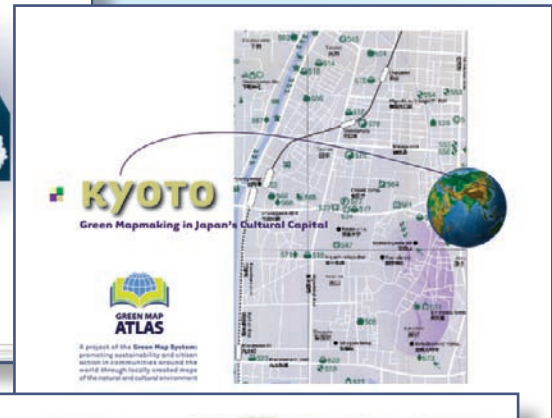
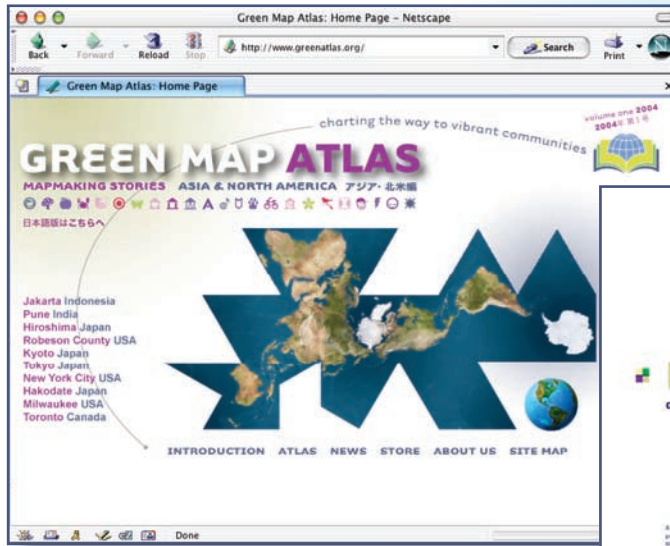
Green Map System is an award winning, eco-cultural nonprofit organization headquartered in New York City. Each locally-created Green Map is a fresh perspective encouraging discovery, personal involvement and greener everyday choices through a shared visual language of Green Map Icons. Currently there are over 250 locally-led projects active in 43 countries, and more than 175 beautiful and informative Green Maps have been published. For more information, visit the global program's website at www.greenmap.org, email info@greenmap.org or call +1 212 674 1631.



Charting the Way to Vibrant Communities



MAP
ZEN
GREEN



10 Inspiring Stories • 88 Locally Authored Pages • 350 Illustrations and Maps

Announcing the **Green Map Atlas**
featuring community sustainability stories from Asia and North America.

Freely download Volume One in English and Japanese from

www.greenatlas.org

Coming soon in print and CD-ROM • September 2004

Produced by Green Map System, the award winning
eco-cultural mapping organization active in 41 countries.



Contact us at atlas@greenmap.org or +1 212 674 1631