

EXHIBITIONS

Client: Green Map System

Location: New York, NY

Description: **Vibrant Communities: Green Maps of New York & the World**

This exhibit at Manhattan's Municipal Art Society celebrated ten years of world-wide community-based environmental mapping projects, coordinated and inspired by the Green Map System.

**New York City: The Original Green Map**  
Before there was a Green Map System, there was an original Green Map, first published in 1992. This Green Apple Map was designed to provide a fresh, inviting perspective of NYC, one that energized awareness, caring and involvement in this unique urban environment. Created with help from several designers and organizations, the citywide Green Apple Map inspired a positive response which sparked the global Green Map System in 1995. It has continued to function as a proving ground for the global program.

*"One bad apple can spoil the lot, but one green apple can start a trend."*

**MILWAUKEE**  
Green Mapmaking along the Great Lakes  
"The map looks the way it does because of my own personal sensibility as an information designer. I wanted a densely layered map, using the Green Map icons as a gateway into bigger ideas. So I included maps of the watershed, population density, historic green space and more on the reverse side, showing how this interconnectedness can reveal sustainability."  
—Matthew Grashel

**HIROSHIMA**  
Green Mapmaking in Japan's Peace City  
"The Hiroshima Ecopace Map project was created to let citizens show how they cherish and love the city, and to advocate for urban development that connects the city's past and future. Through the process of mapmaking, we have discovered places that reveal the extraordinary characteristics of this unique and vibrant city."  
Making the Hiroshima Ecopace Map involves everyone from children to the elderly. It not only enhances participants' sensitivity towards the local environment, nature and history, it also fosters a global sensibility."  
—Shoichiro Sendai

**TORONTO**  
Green Mapmaking in Canada's Mega City  
"The OTHER Map of Toronto provides a comprehensive source of information linking tourists and residents to the many urban green tourism experiences the city and region have to offer. It takes a celebratory tone, informing people about the many adventures and activities available in the city. Pollution hotspots, garbage dumps and other blight sights are not identified on the map. Rather, we encourage a positive image and message that effectively engages tourists and residents with Toronto's rich urban ecology and cultural diversity."  
—Justin Lafontaine

**Green Apple Map Timeline**  
1992: Green Map System Initiated  
1993: 1st Green Apple Map Published  
1994: 2nd Green Apple Map Published  
1995: 3rd Green Apple Map Published  
1996: 4th Green Apple Map Published  
1997: 5th Green Apple Map Published  
1998: 6th Green Apple Map Published  
1999: 7th Green Apple Map Published  
2000: 8th Green Apple Map Published  
2001: 9th Green Apple Map Published  
2002: 10th Green Apple Map Published  
2003: 11th Green Apple Map Published  
2004: 12th Green Apple Map Published  
2005: 13th Green Apple Map Published  
2006: 14th Green Apple Map Published  
2007: 15th Green Apple Map Published  
2008: 16th Green Apple Map Published

**Beyond the Maps & Into the Future**  
In addition to diverse and beautiful maps, the Green Map movement has created...  
...youth mapping resources and citywide mapmaking guides in local languages  
...promotional posters, t-shirts, scarves, shopping bags and balloons  
...thesis projects from Ann Arbor to Seoul to São Bernardo  
...scores of websites, articles and multimedia presentations

**The Next Green Apple Map**  
New York City will soon have an Energy Green Map! Speeding up the trend towards conservation and renewable alternatives, the 5th citywide Green Apple Map will generate excitement and guide personal commitment to a more energy conscious, greener NYC. With a goal of publishing online and on paper in early 2005, we are seeking your suggestions for NYC sites that put Energy on the map. Fill out a site suggestion form here, take one home or visit [GreenAppleMap.org](http://GreenAppleMap.org).  
Many of these projects benefitted from Green Map Hubs—these are national or regional support networks, currently active all around the world.  
In the future, Green Map System will strengthen this decentralized leadership to expand program reach. At the [GreenMap.org](http://GreenMap.org) website, expect to see an "activated archive" that inspires the movement and delivers more to viewers worldwide.

**Here are some examples:**  
**ENERGETIC ENTERPRISE**  
Brooklyn Brewery is the first NYC company to switch to 100% wind-generated electricity. Green Map System's office began using wind power in the winter of 2003.  
**EMPOWERED MOBILITY**  
Sailing on the East River, New York Harbor  
School students prepare for future waterfront careers.  
**ENERGY BRIGHT LIGHTS**  
The Solaire is an environmentally advanced residential tower, with solar PV panels, green roofs, water recycling and Gold LEED status.  
**ENERGY DARK SIDES**  
Unustainable Fuel Sources: Today, less than 1% of NYC's electricity comes from low-impact sources such as solar & wind. The rest is 44% natural gas, 30% nuclear, 16% coal, 5% oil & 4% hydro (2002-2003 Con Ed statistics).

EAST COAST  
121 West 27th Street  
Suite 705  
New York NY 10001  
212 242 3366  
212 242 3399 fax

WEST COAST  
340 Bryant Street  
Suite 210  
San Francisco CA 94107  
415 222 9667  
415 222 9668 fax

[www.studiolimage.com](http://www.studiolimage.com)

EXHIBITIONS

Client: Municipal Art Society

Location: New York, NY

Description: Why Bike NY?

This exhibit sponsored by Manhattan's Municipal Art Society addressed the Who, What, How, and Why of bicycling in New York City. The floor of the space was marked to demonstrate how a pack of eight wildly-diverse bicycles could fit into the footprint of a large SUV.



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San Francisco CA 94107  
415 222 9667  
415 222 9668 fax

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