



FOR IMMEDIATE RELEASE

Contact: Alice Hartley, (917) 217-1054, alice@greenmap.org

Exhibit Maps the Green Side of the Urban Environment Green Map System to Unveil Environmental Atlas

Who: Green Map System

What: "Vibrant Communities: Green Maps of New York and the World"

Where: Urban Center Gallery, 457 Madison Avenue at 51st Street, New York City

When: September 22-November 30, 2004. Open 11-5 daily; closed Thursday & Sunday

New York City, September 21—Green Map System will showcase a decade of eco-cultural mapmaking at its first New York exhibit, "Vibrant Communities: Green Maps of New York and the World," which opens Wednesday. Green Maps are engaging maps of ecological and cultural hotspots, created locally in communities around the world. The exhibit will also highlight the award-winning Green Map Icons, the new multimedia Green Map Atlas, and the history of this collaborative program.

"From a grassroots effort initiated in 1992 to document and promote environmental progress in New York City, Green Map System has blossomed into a worldwide movement of Green Mapmakers," said Wendy E. Brawer, Director of Green Map System. "We've collaborated on projects in more than forty countries and published 175 evocative Green Maps since 1995," Brawer added.

The exhibit features three special evening events:

Wednesday, September 22, 2004 · Opening Reception

Wednesday, October 13, 2004 · Sustainability Education & Mapping

Wednesday, November 17, 2004 · EcoTourism & Attractions: Inspiration for New York City

All events are free, 6-8pm. For details, visit greenatlas.org/news/exhibit.html.

The Green Map Atlas will make its debut in print and on CD-ROM, with behind-the-map stories from ten communities in Asia and North America. Copies will be for sale in English and Japanese. Visitors can also pick up a free copy of the 2004 LoMap, the updated and lively Green Map of Lower Manhattan that features sites nominated by New York City public school students.

The exhibit also highlights future Green Map projects, including the 2005 energy-themed Green Apple Map of New York City. Visitors are invited to nominate places that help New Yorkers conserve fossil fuels, use non-polluting renewable energy and celebrate healthy, green energy options. Find details at GreenAppleMap.org or by phone at (212) 674-1631.

Presented by Green Map System and the Municipal Art Society, the exhibit is made possible with support from Japan Foundation Center for Global Partnership, NYC Environmental Fund and the Metropolitan Waterfront Alliance.

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



Vibrant Communities: Green Maps of New York and the World

Presented by Green Map System and the Municipal Art Society

What began as a grassroots effort to chart and promote signs of environmental progress in NYC has blossomed into a worldwide movement. Now active in more than 40 countries, 175 evocative Green Maps have been published by Green Map System's 250 locally-led projects since 1995.

Over 70 Green Maps, locally-created maps of significant ecological and cultural sites that use Green Map System's award-winning Icons, are on display from a broad spectrum of urban and rural communities. The exhibit also highlights the new multimedia Green Map Atlas, Green Map System's unique visual language and methodology, and the history and future of this collaborative program.

The Exhibit Runs Through November 30, 2004

Join us for 2 Wednesday evening Forums, 6-8 pm

10/13 [Sustainability Education & Mapping](#)

11/17 [EcoTourism & Mega Events: Inspiration for NYC](#)

Refreshments & wonderful presentations -- [details below](#) -- RSVP to 212 935 3960



Urban Center Gallery
457 Madison Avenue at 51st St.
New York City

Hours: Open 11 to 5 daily,
except Thursday & Sunday.
No Admission Fee for exhibit or
events



top: GMS Board VP Carter Craft
welcomes the opening guests

middle: 2 gallery views, with GMS
Director Wendy Brawer at the
podium

right: GMS Board: Vice President
Carter Craft , Secretary Wendy
Brawer, DK Holland, President Jaimie
Cloud and Treasurer Dorothy Dunn
(not shown: Sara S. Tucker & Connie
Crosson).



Thanks to Japan Foundation Center for Global Partnership, NYC Environmental Fund, Metropolitan Waterfront Alliance, Presentation Graphics, Education Design Link, Materials for the Arts, Race Age Inc., Angelica Kitchen, Brooklyn Brewery, Candle 79, Coach Farm, Studio L'Image, and Greg Barber Co.

Questions? Email info@greenmap.org or call 212-674-1631.

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Forums: Panel presentations will be followed by discussion with the audience—students welcome. Both events are free, including refreshments.

Please RSVP to 212.935.3960.

[Download Forum PDF.](#)

Wednesday, October 13, 6 to 8 pm: Sustainability Education & Mapping

Young people and students have played an important role in Green Mapmaking since the beginning of this collaborative program. Whether mapping a neighborhood or campus, documenting local environmental issues, or displaying

their findings in various mediums, the process is a unique educational experience. Join us in exploring the world of student Green Map projects with these diverse panelists:

- Recycle A Bicycle's Karen Overton - 6 years of NYC Youth Green Mapmaking
- LoMap Coordinator Beth Ferguson - Lower Manhattan Youth & Pan America Community Mapping
- Green Map Japan's Summer Homework Project Assistant Director Aika Nakashima - Personal Expressive Mapmaking
- Rutgers University's David Tulloch - GIS Green Mapping in New Jersey with Landscape Architecture students
- Central Park Conservancy's Terri Carta - Teen Green Map of Central Park & Eco-Ed at the Bronx's Monroe College
- Direct from Havana, the impacts of the thriving Mapa Verde Cuba project will be shown by video (this will also be screened at 7pm on 11/19 at Bluestockings Bookstore, 172 Allen St, NYC)

Wednesday, November 17, 6 to 8 pm: EcoTourism & Attractions: Inspiration for NYC

Every year NYC hosts innumerable special events and seeks to increase the tourist dollars flowing into the city. What can NYC learn from other communities that are making ecotourism and green events into attractions themselves, leveraging the beneficial impacts of visitors and creating a better experience for all involved? We are pleased to welcome Green Mapmakers from these exciting projects:

- Toronto Canada: Justin Lafontaine, General Manager, Green Tourism Association - the OTHER Map of Toronto guides users to green tourism and recreation options
- Burlington Vermont: Addison Raap, Green Map project initiator & student - learn how the Burlington Green Map became integral to the Mayor's sustainability initiative
- Aichi Japan: EXPO 2005's impressive Green Map project will be presented by video by Aika Nakashima GMS's Japanese Liaison
- Moderated by Carter Craft, GMS Board VP and Director, Metropolitan Waterfront Alliance

Presented by Green Map System, the Municipal Art Society and Metropolitan Waterfront Alliance, with special thanks to the Green Tourism Association.

