



Media Advisory
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Green Map Icons Open Studio: Be a part of our global sustainability evolution!

What we have been told is the world's only universal symbol system for maps - developed and used by sustainability and socially conscious people worldwide since 1995 - is being updated now. And for the first time ever, we're opening this process to all: October is public comment month! Come and participate as people and share their thoughts, helping to update Green Map® System's award-winning iconography to reflect ever-deeper understandings of sustainability and the diverse types of green living, ecological, social and cultural initiatives being charted on hundreds of Green Maps created around the world.

Who: Designers, sustainability and community specialists, students and educators, IT folks, mapmakers, map-users, and wayfinders of all ages!
What: Green Map Icons Open Studio
When: October 15, 4:00pm – 8:00pm
Where: Green Map System Global HQ
220A East 4th Street btw. Avenues A & B in Manhattan's East Village
Online: GreenMap.org/icons anytime in October

Join Us! Mingle with others who share an interest in sustainability, mapmaking, planning, IT, design and activism; enjoy home-baked (by Green Map staff!) cookies and cider; and participate in a global movement for change!

This is an opportunity for you to help promote something that might seem simple but that will truly have a tangible impact on communities worldwide. Join icon reviewers and our multilingual team at our global Green Map System headquarters. Or, share your thoughts with the network of Green Mapmakers from 50 countries online. >OVER

The Open Studio will be a chance for the public to review, comment on, and even submit design ideas for our revamped icons. Guests will explore the iconography – in context on the backdrop of our gallery of global Green Maps – throughout our East Village studio and will be encouraged to add their feedback and ideas to the installations. The Open Studio is timed to coincide with National Design Week and in true Green Map fashion, it's just one local manifestation of a global movement: we're also opening the dialogue to participants worldwide via our website at **GreenMap.org/icons** throughout the month of October 2007.

The Green Map iconography is the foundation for our Think Global, Map Local movement. Since 1995 our icons have been used in hundreds of Green Maps from over 50 countries that have had both local and global impacts. This lively lingua franca identifies, promotes and links a wide variety of sites from community gardens, greenways and waterfront parks and farmers markets, to green businesses and green buildings to car-free mobility options and solar energy sites, and much more. The Icons help residents discover green living options and ways to get involved near home as they encourage visitors to bring inspiring models for community sustainability back home. This updating process has been supported by Fosters Community Grants.

In this newest set of Green Map Icons (Version 3), green technology, social justice, cultural character, and many other new and improved icons are now under discussion. We are encouraging everyone to tell us what they think!

About Green Map System

With the theme "Think Global, Map Local!" Green Map System is a network of geographically and thematically diverse, community-led mapping projects. Begun in New York (as seen at GreenAppleMap.org) in 1995, this non-profit organization and its network has grown into a community media movement active in 420 cities, villages and neighborhoods in over 50 countries. In addition to publishing over 325 print and interactive Green Maps to date, local project leaders have raised public awareness and sparked meaningful action with workshops, exhibits, tours, courses, websites, books, videos and more. Each project promotes greener, healthier choices, addresses injustices and encourages people to get involved with the natural, social and cultural resources in their home community. Explore them all at GreenMap.org!

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