

# Map Yeah! Studio – Making Green Maps all over Guangzhou

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## Background: Youth and The City

Guangzhou is known as an international commercial metropolis all over the world. Unfortunately, it's rare that young people in Guangzhou are familiar with the city's long history, its profound culture and rich ecological resources. Guangzhou is the capital of Cantonese Culture and the center of Lingnan Culture which has a distinctive architectural and design style that define the Guangzhou cityscape, including its traditional buildings, gardens, lakes and hills. Preserving this unique inheritance in the face of widespread demolition and urban transformation is an

important issue for all who make this city our home.

Since the future of the city is tied to its youth, MAPYEAH! Studio decided to adopt Green Map's fun and engaging style with the hope that it will inspire the younger generation to rediscover Guangzhou through a 'green lens' and think deeper about the city's development future. We hope to create a more sustainable Guangzhou by educating the young generation with the Guangzhou Green Map project!

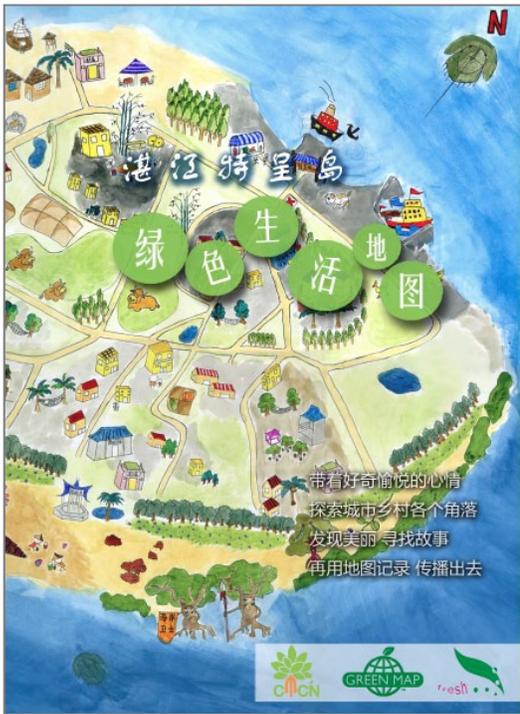
In 2010, we cooperated with Guangzhou Asian Game

Organization Committee to make the Guangzhou Rivers Green Map. To our great excitement, the Lenovo Venture Fund provided our Guangzhou Green Map Program with financial support! This was used to start our official non-profit, MAP YEAH! Studio.

Currently, we are mapping Liwan Lake Park, a beautiful park important to both Guangzhou's history and culture. In order to make Green Mapmaking be more accessible to young people and to those who are unfamiliar with it, we have designed a user-friendly Green Map tool kit.



Green Map of Higher Education Mega Center in Guangzhou, which shows the ten higher education campuses in the area, with a total of 120,000 students.



Green Map of Zhanjiang Techeng Island, made by Fresh Green Map to raise awareness for mangrove protection in the area (left)



Tanh, the Leader and main designer of MAP YEAH!, in the field (center)

Presentation of sketch maps created by university students promotes exploration and improvement in their community (right)

## Impacts: Deepening the Relationship between People and the Land

We have been publishing the Green Map of Guangzhou Higher Education Mega Center and the Green Map of South China University of Technology (SCUT) South Campus since 2008. In that time, over one hundred students took part in our project as volunteers. Our project was reported by a dozen of media outlets and thousands of students have benefitted from these maps!

We have also organized Green Map competitions in SCUT and the Liwan District. Teams that participated were asked to make their own Green Maps. Participants were mainly university students and families with children. First, we provided training for participants. Then the teams made Green Maps and shared their map story. Finally, we voted for the most popular Green Map. Through our efforts, more

and more people have discovered meaningful stories about sustainable development, along with ecological resources in the places they live and work.

Our goal for the future is to expand our current Green Map into a service platform, which will help more young people measure Guangzhou with their own two feet!

Groups of university students created their own Green Maps and shared their findings (left)



The MAP YEAH! Team and hiking around town to raise awareness for their cause (right)

