

Rediscovering the Human-Scale in Yokohama

Green Map Yokohama, NICE Yokohama, YC Document | dezine@mail.goo.ne.jp

<http://www.greenmap-yokohama.net/news/news060508.html>

Author: Ann Aoki, Takahashi Akira



Background: Green Map = Bicycle Road Map

The compact Hama Chari Green Map of Yokohama's Bay Area is A3 size, 3 by 6 inches unfolding to 12 by 16 inches. Published by Green Map Yokohama, the back of the map was designed like a newsletter, featuring articles about the area's environment, culture and tourism. This free map was distributed at the seven rental bicycle stations in the Bay Area as well as in Yokohama's hotels and tourism information offices reaching both Japanese and foreign visitors.

The mapmaking project is a partnership involving NICE Yokohama organization and YC Document. Nice Yokohama is non-profit that runs "Hama Chari", a bicycle rental service that rents formerly abandoned, freshly repaired bicycles. YC Document is a local print shop that printed it at a "not for profit" rate.



Hama Chari Road Map & Green Map Yokohama (2006)

Yokohama Car Free Day



Impacts: Expanding the Eco Movement Along with Yokohama Car-Free Day

Yokohama is part of an international circle of cities that host an annual World Car-Free Day. First introduced in France in 1997, Car-Free Day has since gained widespread support. Today, Car-Free Day is celebrated on September 22 by more than 1000 cities all over the world.

It's hard work for community groups to lead these large public events, a responsibility that is usually undertaken by the municipal government. However, Yokohama Car-Free Day was initiated in an office building where all associated organizations were housed, includ-

ing Green Map Yokohama and NICE Yokohama, both of whom helped plan, promote and celebrate Car-Free Day. Tasks included researching, designing and publishing the Hama Chari Green Map, developing public relations and addressing legal issues surrounding the elimination of cars from Yokohama's streets. In 2005, the team celebrated its first successful event. The car-free area will expand each year.