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# StreetSmart Madrid Map



## Synopsis

VanDam's award-winning Madrid StreetSmart maps all top attractions including museums, major architecture, hotels, and shopping destinations - all at an immensely legible super-scale of 1:2,400, complete with 3-D building illustrations. Clear information design allows users to read the map from three feet away and has earned VanDam maps a place in the MoMA Collection. Madrid StreetSmart includes a stunning dimensional detail of Centro, Parque del Buen Retiro, Ciudad Jardin-Salamanca, and Cuatro Caminos-Trafalgar. Edition includes a Madrid Transit map. Simplicity reigns supreme in information design to make complex cities clear and understandable. Our typography creates character and reveals the true bones of the city. VanDam uses a letter grid to identify locations on maps - no confusing and cluttering K-28 or V-34s - its just the city from A-Z. Our covers map the icons of each city and turn them into collectible graphic art. Each sleek and laminated city map package opens to 24" x 9" and then easily folds down to 4" x 9" to snugly fit into a shirt pocket or purse. Gain instant Madrilleno StreetSmarts and a sexy souvenir to boot!

## Book Information

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## Customer Reviews

"...A Connoisseur's Map!" --USA Today  
"For savvy travelers." --Travel & Leisure  
"The Map." --The New York Times

Stephan Van Dam, AIGA is an award-winning cartographer, graphic designer, and information architect. He is the president, principal and creative director of New York-based VanDam

Publishing. Twenty-seven of his maps are in the MoMA Collection. The universal power of maps has been his guiding passion for the past 25 years and fuels his desire to tell stories and construct new realities through maps in all media. He's has mapped over 85 world cities, and holds several patents in the field of paper engineering and origami map folding. His work has been honored by the Industrial Design Society of America (IDSA), the American Institute of Graphic Arts (AIGA), the editors of ID magazine and has been featured on national television and been sighted in numerous feature films.

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