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Streetwise Stockholm Map - City Center Street Map Of Stockholm, Sweden (Streetwise (Streetwise Maps))



Synopsis

Book by Streetwise Maps Inc

Book Information

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Map

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Customer Reviews

STREETWISE® is the first map to be designed with modern graphics and is the originator of the laminated, accordion-fold map format. We've set the standard that every map company has imitated but never duplicated. Our mission is to make you feel comfortable, to make you feel safe in a place where you've never been before and to enable you to experience a familiar place more fully. The company was founded in 1984 by Michael Brown, who had been in international publishing for many years, setting up subsidiaries for textbook publishers. In the 1970s, Brown traveled extensively throughout Africa, India, the Middle East and Southeast Asia. Brown would take a large paper map, cut out the city center, folded it up and slip it into his pocket, thus preventing him from looking like a tourist in areas where discretion is the better part of travel. This was his tool for surviving. After many years on the road, Brown settled back in New York and decided to start his own business, based on the adaptations he had made to maps in his travels. His goal was to give someone the ability to navigate easily in unfamiliar terrain. He started with a new map format: the accordion fold. Such a simple idea, but at the time it was revolutionary. No more struggling to fold an awkward, oversized paper map. This new format would enable the user to blend in like a native, instead of stick out like a tourist. Brown then added lamination to ensure that the map would be a lasting tool. More important than the format was the design of the map itself. It had to be a map that

not only succeeded above and beyond any map he had used, but was esthetically appealing as well. The look of it had to be as striking as the functionality. Color was introduced in a way that was never seen before in a map - vivid purple for water, soothing gray for the background of street grids, gold to highlight elements of the map. Clarity, conciseness and convenience in a very stylish package. Building the business was a 24 hour job. Brown sold the maps during the day, zipping around Manhattan making deliveries on his Harley Davidson. At night he packed the orders and did the design work. More titles were added, each title requiring months of research and design. Today, STREETWISE® produces over 130 titles for major destinations, regions and countries throughout the United States, Canada, Mexico, Australia, Europe, the United Kingdom and Asia. We have grown from the back of a motorcycle to selling millions of maps around the world. Yet each title is still painstakingly researched and updated. STREETWISE® is one of the only, if not THE only map company that conducts research by walking or driving an area to ensure accuracy. After all, what good is the map if what you hold in your hands doesn't match what you see on the street sign? This lengthy fact checking results in superior accuracy; in effect, we've done the work, now you have the adventure. In the end, it's not about the map, it's about getting out and finding your own authentic experience wherever you go. It's about being in a city or a region and discovering things that you never thought you would find. You can do this if you have confidence and you have confidence if you have a great map. STREETWISE® is the great map that you need.

Excellent map for travelers! Shows public transit routes/stops and even has hotels shown on the map so it was easy for us to plot our walking route. We recommend purchasing the 24hr, 72hr or 7-day SL Travelcard which gives you unlimited rides on all public transportation including city ferries which are a great way to explore Stockholm. The 24hr SL Travelcard was only US\$16 per person which is an awesome value!

While the maps works, it has an odd arrangement, requiring flipping from side-to-side more often than we would have liked. We ended up using a free map from the hotel instead.

This map was perfect for our day trip to Stockholm this past summer. We were able to navigate from the train station to the Gamla Stan with no problems at all! I love the style of these maps with the laminated finish.

The Streetwise maps are the only ones I trust when I travel. Navigation is a breeze, the accordion

fold so the slip easily into a pocket or bag, they are laminated so they are super durable and you need err waste time are draw attention to yourself trying to fold up a big map. Include subway, bus and tram routes and stations.

Stockholm was an unexpectedly complex city with an unexpectedly limited public transportation. This map really helped out, making sense of the city layout and showing best routes for getting to and fro'. The lamination was a saver, especially when we were in a sea spray.

Always the best. Transit lines and stops easy to read. Fits in your pocket, never wears out or gets damaged by rain.

Very useful before, during and after our trip to the Scandinavian Peninsula

This is a good, useful map with great detail and information. It's sturdy and easy to keep in a backpack. But overall, I didn't use it much.

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