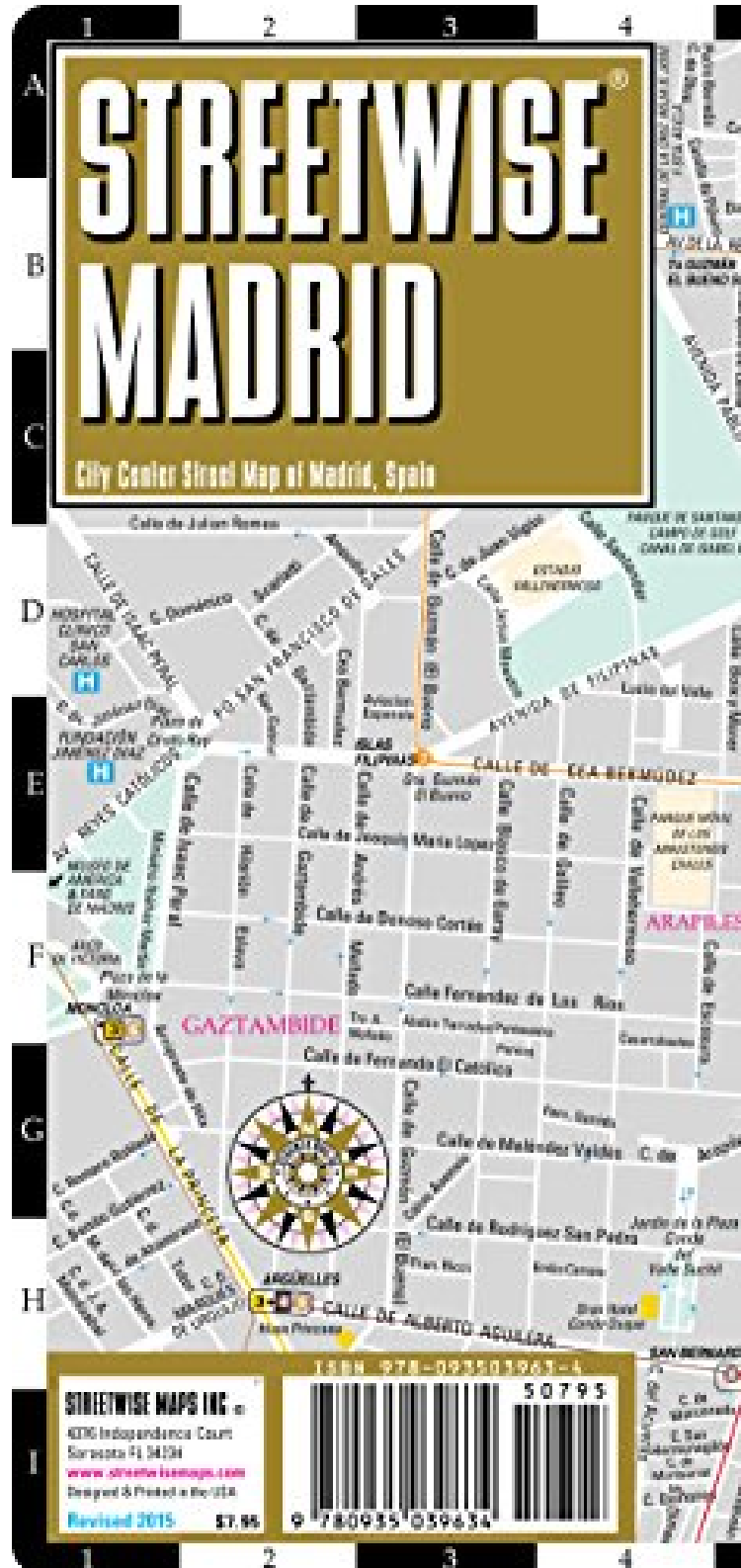


(Mobile book) Streetwise Madrid Map - Laminated City Center Street Map of Madrid, Spain

Streetwise Madrid Map - Laminated City Center Street Map of Madrid, Spain

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Streetwise Maps : Streetwise Madrid Map - Laminated City Center Street Map of Madrid, Spain before purchasing it in order to gauge whether or not it would be worth my time, and all praised Streetwise Madrid Map - Laminated City Center Street Map of Madrid, Spain:

0 of 0 people found the following review helpful. Useless, too smallBy The WizardMuch of the map is taken up with a list of streets, in type that is too small to read. We spent 5 days in Madrid, and the best map was the one from the pocket guide to Madrid by Lonely Planet. A close second is the free map available from all the hotels.0 of 0 people found the following review helpful. Excellent mapBy elgrecoEasy to read map for Madrid. Easily folds, protected for varied weather conditions.I recommend0 of 0 people found the following review helpful. Don't forget to pack it like I did.By Mr. James R. WhitePretty good map.

Streetwise Madrid Map - Laminated City Center Street Map of Madrid, Spain - Folding pocket size travel map with integrated metro map including lines stations This map covers the following areas:Main Madrid Map 1:12,000Madrid Area Map 1:87,000Madrid Metro MapMadrid sits on a plateau like an elegantly dressed matron, bejeweled with classic monuments and crowned with stately museums housing some of the world's greatest works of art. But don't be fooled by this formal exterior. At night, the confines of being the economic and governmental center of Spain are shed, and the city transforms into an energetic partygirl staying out until dawn swinging through the myriad of clubs, cafes and restaurants.Madrid is compact and most of the sights of interest are found in the Centro area between the Royal Palace and Parque del Retiro. Some of the important sights not to miss are: Museo del Prado, one of the world's greatest art galleries containing important works by Spanish and European masters, the massive Royal Palace, commissioned by Philip V and open to the public, and the Plaza Mayor, Madrid's famous central arcaded square, a very lively bustling place day and night. If you're in Madrid during the bullfighting season (March to October) Plaza de Toros is Spain's largest bullring, where regular bullfights are held each Sunday.The STREETWISE map of Madrid contains all important sites, plus hotels, metro stations and parks. Also highlighted are special walks through old Madrid. The inset Madrid Metro map provides a quick way to travel throughout the city. The Madrid Area map inset will navigate you in and out of Madrid and help you find the Aeropuerto Internacional Barajas. If you're traveling further afield, don't forget to look at STREETWISE Spain, STREETWISE Barcelona and STREETWISE Seville and Andalusia.Our pocket size map of Madrid is laminated for durability and accordion folding for effortless use. The STREETWISE Madrid map is one of many detailed and easy-to-read city street maps designed and published by STREETWISE. Buy your STREETWISE Madrid map today and you too can navigate Madrid, Spain like a native. For a larger selection of our detailed travel maps simply type STREETWISE MAPS into the Amazon search bar.

'In a strange city, your sense of direction is only as good as the map in your hands. The best maps to carry are published by STREETWISE.' --Chicago Daily Herald'STREETWISE is an absolute travel essential.' --Travel + Leisure Magazine'Don't leave home without STREETWISE.' --The New York TimesAbout the AuthorSTREETWISE 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.