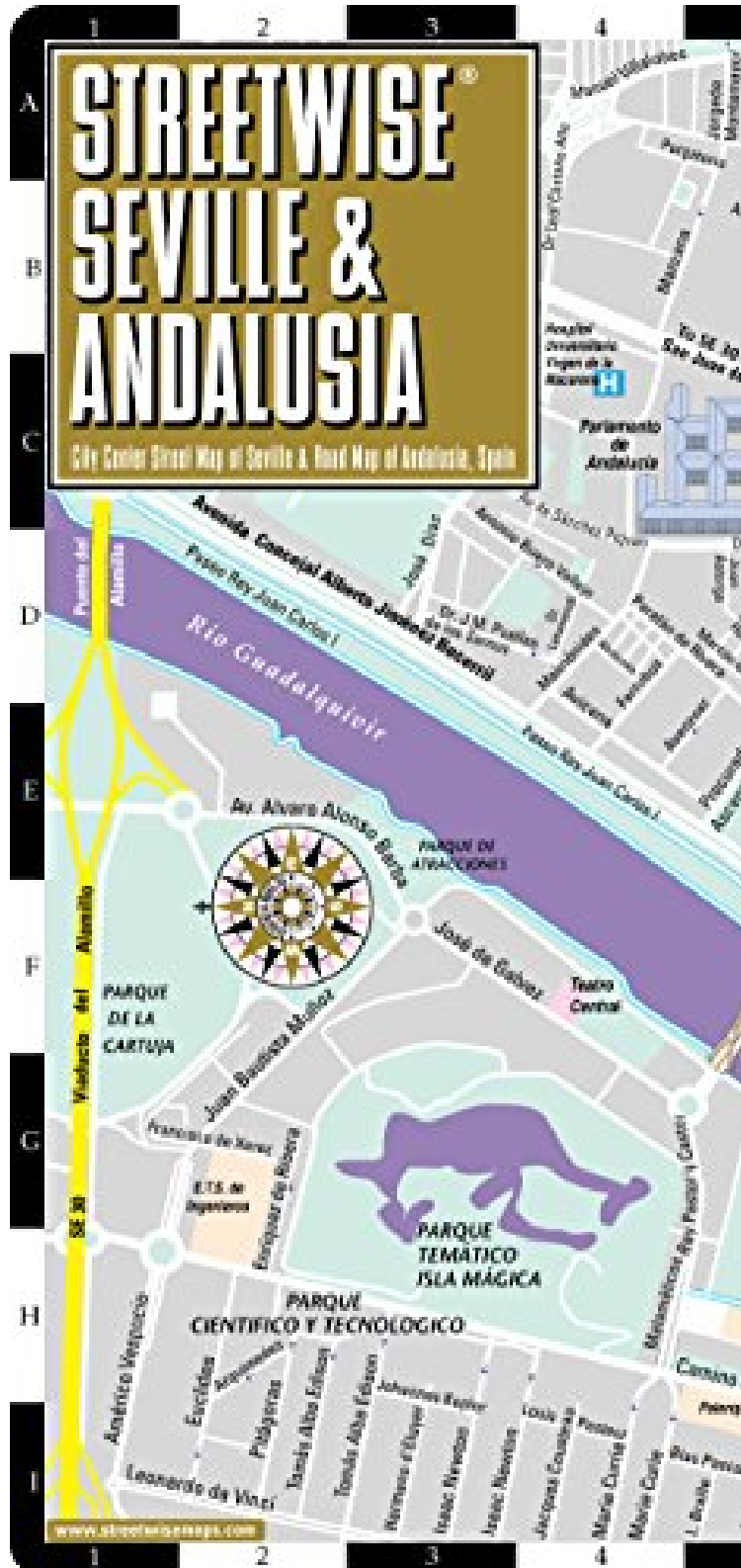


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Streetwise Maps Inc. : Streetwise Seville Map - Laminated City Center Street Map of Seville, Spain (Streetwise (Streetwise Maps)) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Streetwise Seville Map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

0 of 0 people found the following review helpful. Not As Helpful As We Thought By greensbeans Decided to purchase as our goto map based on all the 5 star reviews, and ended up not using it at all! Cons: Map is really, really scrunched up, so the street names are teeny-tiny. While exploring this city, you will run into street names that switch within hundreds of yards that cannot fit on this map. Map has to be rotated 90 to the right to view it properly which makes it awkward to use. Pros: It's laminated. In short, it may be good for general references for main attractions like the Cathedral, Real Alcazar Plaza de Espana but otherwise we found it pretty useless for our needs. The google maps printouts we did for neighbourhoods we wanted to explore turned out to be most helpful. For the sights we visited on impulse, the phone GPS was a lifesaver. 0 of 0 people found the following review helpful. Very useful map By anita Rented an apartment for two weeks in the Barrio Santa Cruz in Seville March 2014. The GPS didn't work most of the time because of the buildings close together on narrow streets. The Streetwise map showed streets not on local tourist maps. We walked everywhere and this map helped us get our bearings in a city with many old neighborhoods with narrow, winding streets. The only thing is you have to orient your map in the direction you want to go. It's not difficult when using the major landmarks and geographical features indicated on the map. We also bought a Streetwise map of Madrid and found it equally useful in getting around. 0 of 0 people found the following review helpful. Five Stars By capshky CAME IN HANDY

PLEASE NOTE: A newly updated version of this STREETWISE map is available. The map may be found by searching for the new product ISBN: 9781931257473 Thank You.

'Don't leave home without STREETWISE.' --The New York Times 'STREETWISE is an absolute travel essential.' --Travel + Leisure Magazine '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 About the Author 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, fold 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.