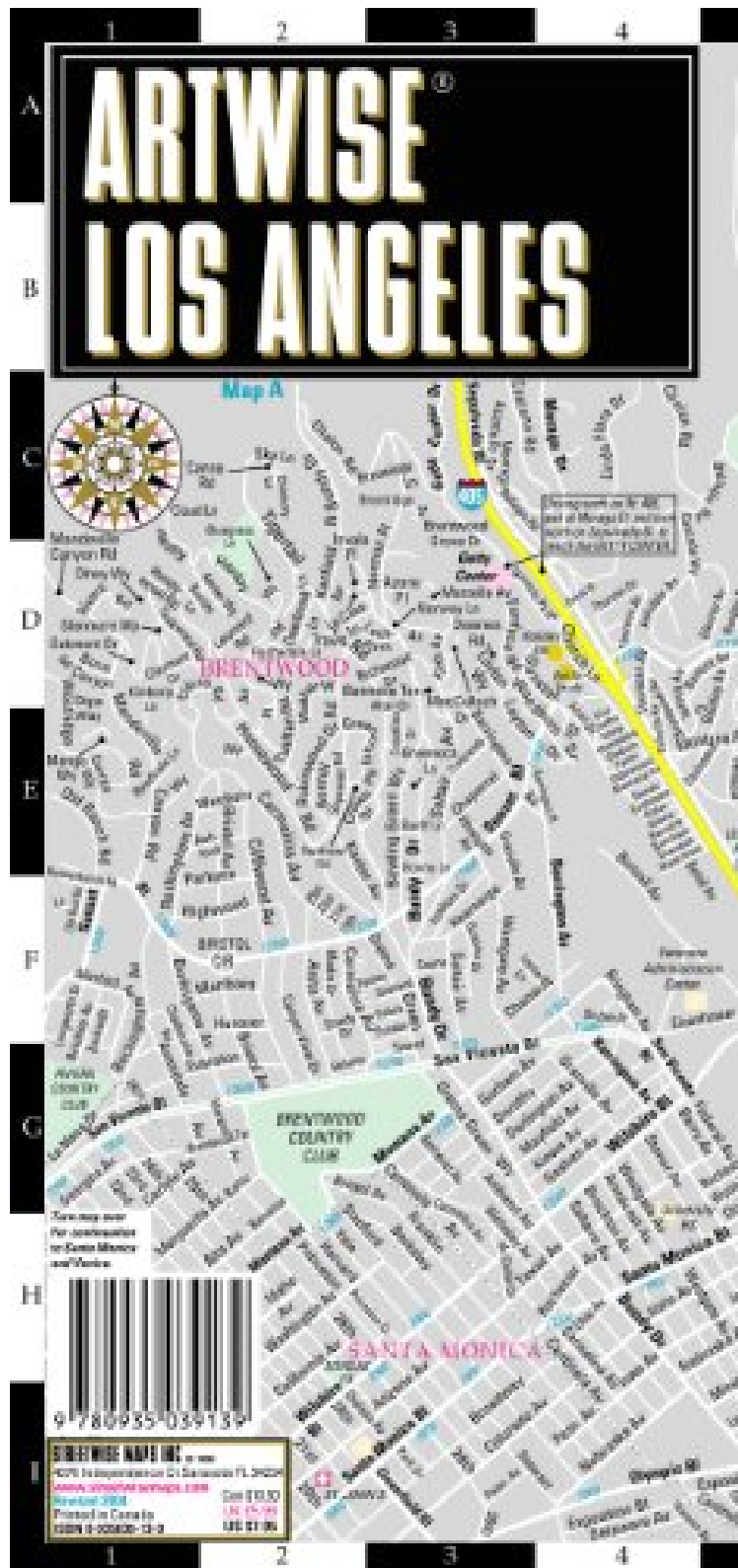


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Artwise Los Angeles Museum Map - Laminated Museum Map of Los Angeles, California - Streetwise Maps This map covers the following areas: Main Los Angeles Map 1:38,000 Santa Monica / Venice Map 1:37,000 Downtown Los Angeles Map 1:32,000 Los Angeles Freeway System Map 1:400,000 Los Angeles Museum Index The first thing that comes to mind when you think about LA may not be great museums, but it should. A haven of art and architecture, Los Angeles is a worthwhile destination, particularly for those who find pleasure in perusing the work of modern masters. The ARTWISE Los Angeles freeway map will help navigate you to the stunning J. Paul Getty Museum and its European collections of art. This beautiful 24 acre complex perched high atop the Santa Monica Mountains offers a sweeping panorama of everything from Hollywood to the Pacific Ocean. What a view! Architecture buffs will go wild over this Richard Meier designed museum complex. Admission is free, but there is a \$7.00 fee for parking (cash only). Again, using the detailed freeway map, head south on the 405 to the 10 and turn north toward Santa Monica where you can visit the Santa Monica Museum of Art or the California Heritage Museum. Stop for lunch along Ocean Blvd. and revive yourself with the view of the Pacific. After lunch, drive up the Pacific Coast Highway for a few miles and look for the newly reopened Getty Villa. Another great culture day would take you to LACMA on Wilshire Blvd. and the Peterson Automotive Museum located right across the street. Downtown LA has transformed itself into a hip cultural location. Located on California Plaza, the Museum of Contemporary Art (MOCA) has grown into one of the West Coast's premier showcases of contemporary art. Who says LA does not have culture! The ARTWISE Los Angeles Museum Map was designed to help organize your time and facilitate your travels to experience as many cultural sites as you have the time for. The main map is a detailed map of Midtown Los Angeles, West LA, Beverly Hills and Brentwood. Separate inset maps include Downtown LA in detail, Santa Monica in detail, and a Freeway map which links all of the LA metropolitan area together in one easy to fathom format. An inset of Pasadena ensures that you won't miss the Gamble House. All museums and other cultural institutions are identified and indicated on the map. This stylish map will enable you to visit many more museums than by any other means. Of course, the map will identify the museums which are within easy driving distance to one another, which for LA is a crucial productivity feature. The museum index lists all museums with text covering address, hours, admission charge information and a brief description of the museums collections. No other map product will serve your cultural interests as well as the ARTWISE Los Angeles Museum Map.

'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, 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.