

[Home](#) > [About the Green Apple Map!](#) > History

History

Before there was a Green Map System, there was an original Green Map: the Green Apple Map designed to help tourists, relative newcomers and native New Yorkers develop a renewed personal interest in participating in the natural sites and culturally significant places that make NYC's environment special. The GAM's goal was to provide a fresh, inviting perception of NYC, one that energized awareness, caring and involvement for this unique urban environment.

"With a Green Map in hand, you'll have all the information you need to live an environmentally aware lifestyle in the heart of the concrete jungle." New Age Journal

First published in 1992 by Modern World Design, response to the GAM sparked the concept of the globally linked, locally adaptable Green Map System. By 1995, Wendy Brawer, the director of both Modern World and GMS, was working on developing the collaborative global program in earnest. Green Map System's globally shared Icons were in use by 1996, youth tools created by 1998, and it became a non-profit, 501c3 organization in 2000. Clearly a concept whose time had come, by November 2005, Green Mapmaking had spread to 323 communities in 46 countries, and over 220 different Green Maps have been published locally!

Development continued on the Green Apple Map, too, and today, there are several different kinds of projects underway locally. **This page provides history and insight into development of the NYC project over the last five years.**

As 1999 began, the New York City Environmental Fund granted our request to:

- add new features to the interactive GAM website,
- design the next printed folding GAM,
- work with NYC's school kids on their own neighborhood Green Maps and
- seed the first "close up" Green Apple Map, too!

New Travelogues were added to the interactive GAM, Green Apple tours and educator workshops took place, and youth maps were completed. We began considering a new way to effectively involve as many NYC schools and youth clubs as possible in observing, assessing and describing the environment, yet not take much time from the classes' over-filled schedules. In November, Earth Day New York asked if our next city-wide edition could be ready by April 22, 2000, and we undertook a major outreach effort to collect site suggestions from around the city.

In April 2000, the fourth printed edition of the Green Apple Map was launched. It was filled with about a thousand bits of fresh info, 50% more sites than in previous editions! Thanks to the sponsorship of Earth Day New York and support from New York City Environmental Fund, 100,000 free copies of this comprehensive edition of the "Earth Day - Every Day "Green Apple Map were made available in our parks, botanical gardens, environmental centers and green shops in all five boroughs. We also filled



[Modern World Design](#) is the eco-design company that created the first Green Map and initiated the Green Map System, both of which were "spun off" as a separate non-profit organization in 2000.

hundreds of requests for copies by mail. Earth day NY also distributed thousands of copies.

The 2000 GAM has appeared in exhibits from Copenhagen and Hiroshima, Milwaukee and Milan, and been covered in articles in Utne Reader, Adbusters, House Beautiful, All Round, Ergo, Ecologist, Mother Earth News, ID, Shift, Rapan, National Geographic Travelers, New York Newsday and many other publications and books. One year later, the millionth Green Map, globally speaking, rolled off the presses. LoMap, the youth-authored Lower Manhattan project, had 250 nominations from 20 different schools and clubs, thus fulfilling our desire to provide youth with an overview of the mapmaking process and a voice (in the form of site narratives and drawings) in our first "cross-community" youth Green Map. LoMap was published in April 2001 - read more about it [here](#) or click right to the interactive website at www.greenmap.org/lomap. After LoMap was published and celebrated, we began to work on a step-by-step Manual that would help this new kind of Green Map project get replicated in other parts of NYC and the world.

Then, 9-11 happened. Like many other organizations in NYC, we experienced a difficult period of changes and uncertainties that resulted in project delays. Our new project coordinator moved back to California, workshops and planned youth projects around town were cancelled. For unrelated reasons, we had to move our office (about 2 miles from the World Trade site; we simply rolled everything around the corner to a bright new space at 131 Essex Street on the Lower East Side), and it took longer than expected for our long time supporter, NYC Environmental Fund, to make decisions on our 2002 proposal. Happily, NYCEF's funds arrived in Summer 2003, and we are back on track, with the redesign of this website and the forthcoming Energy Green Map.

And GMS was not idle during the months after 9-11-01; we:

- completed the Multi-Map Manual and made it available to several groups inside and outside the city for testing.
- provided the last few thousand copies of LoMap to help restore a sense of hope and appreciation for this vibrant island to schools and youth groups that were upset by the horrific after-images of 9-11.
- held our first big fundraiser on the Summer Solstice of 2002, and also received help from the 9-11 Recovery Fund.
- helped new youth Green Map projects underway with the Girls Scouts of Greater NY, [Brooklyn Center for the Urban Environment](#), and [Recycle A Bicycle](#).
- introduced a new segment of the population, university students, to Green Mapmaking through 2 semesters at New York University's Gallatin School of Individualized Studies.
- planned and took part in the first-ever [Global Mapmakers Meeting](#) at Rockefeller Foundation's Bellagio international meeting center, learning much in exchange with Mapmakers from 14 countries.

The Green Apple Map team also took part in the development of <http://www.oasisnyc.net/>, the planning of 2003's month-long [Bike Summer](#), and also became part of the [Metropolitan Waterfront Alliance's](#) East River Rising project, among other alliances. We provide ongoing services as an information resource about NYC's eco-resources, too. [[THUMBNAILED first 4 edition covers, nyu maps]]

Our history since 1992 has been written up as stories or talks posted on this website, including:

1994 [History of the Green Apple Map](#)

1995 [Design in the Green Apple Tour](#)

1995 [Greening of NYC Talk](#)

1997 [GMS In Progress](#)

2001 [We Cover the Earth](#)

Click [here](#) to see more!

In Summer 2003, staff support for coordinating our New York projects arrived from NYC Environmental Fund! Now, we are in the research and development phase for the 2005 citywide Green Apple Map, designed to help tourists, relative newcomers and native New Yorkers alike get involved and participate in the local environment. While it is focused on the timely, critical issue of **Energy**, it will draw from familiar themes, many of which have a close connection to the issue of power - therefore, we are very interested in collecting examples and sites suggestions from all parts of the city where nature, culture and society interconnect, including:

- gardens, parks, wildlife habitats and places of natural beauty;
- important cultural, social, historical, eco-info and eco-tourism resources;
- farmers markets, eco-businesses and sustainable economic developments;
- pedestrian zones, bicycle sites and non-car mobility options;
- renewable technologies and environmentally-sound architecture;
- information on our water, power and waste infrastructure, even toxic hot spots.

Beyond great places to visit, the GAM also features very useful eco-resources available by phone or in print or over the internet. And of course, the globally shared visual language of Green Map Icons are used to symbolize the different kinds of sites and projects, ensuring that this Green Map will be easily navigable and understood by visitors as well as New Yorkers.

Other in-progress projects are mentioned and linked to this website's [Introduction](#) including the Buckminster Fuller Institute EarthScope version of LoMap, new youth projects in Bushwick Brooklyn and Central Park, special events (including a February 1 tour for the Neighborhood Energy Network), organizing our 11 years of archives for this brand-new website and for the Green Map Atlas (yes, NYC's story is one of the first ten featured projects), and more has kept us busy! Future projects will be added over time, too.

There is an online form for your ideas for the Green Apple Map, and other ways to make [suggestions](#) on this website. We are happy to provide you with postcards and outreach [resources](#) designed to spark suggestions, too! We look forward to hearing from you and sharing thoughts that lead to a more actively engaged, greener NYC!



Find all NYC Green Apple Map projects, including the [Powerful Green Map](#), here. The Green Apple Map is the local hometown project of the global eco-cultural non-profit organization, [Green Map System](#), now in 50 countries! Please email us at apple@greenmap.org and [support](#) our work. Help grow the Green Apple!

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