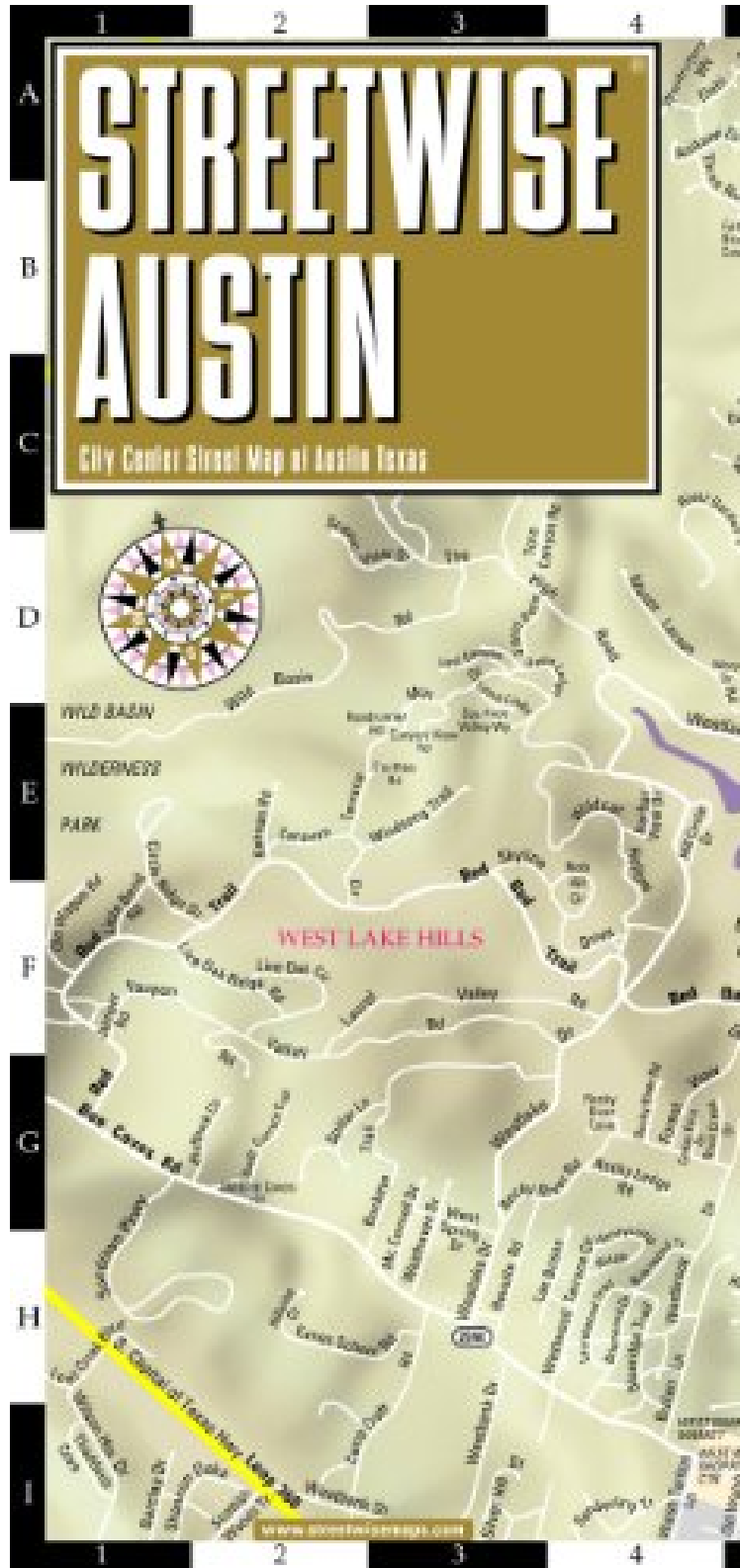


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PLEASE NOTE: A newly updated version of this STREETWISE map is available with expanded coverage. The map may be found by searching for the new product ISBN: 9781931257589 Thank You.Streetwise Austin Map - Laminated City Center Street Map of Austin, Texas - Folding pocket size travel mapThis map covers the following areas:Main Austin Map 1:30,000Austin Area Map 1:180,000Downtown Austin Map 1:10,000Named after Stephen F. Austin, the father of Texas, this eclectic capital city combines down-home charm with buzzing activity. Also known as the live music capital of the world due to all the music festivals sponsored here, Austin is a happening hip town for visitors and natives alike.Be on top of the action with a STREETWISE map of Austin. With it you'll discover all the cultural sites, as well as Austin's physical attractions, like the natural pool at Barton Springs, the rolling green of Zilker Park and the nightly flight of over a million bats from beneath Congress Av. Bridge (Q21 on the downtown inset map).The inset map of downtown Austin shows an orderly grid system, clearly highlighted with hotels, points of interest, parking lots, museums and state government sites.The Austin Area map will navigate you in and around the city to such places as Austin Bergstrom International Airport and the Colorado River bike trails. From Lake Austin to Lake Travis, the STREETWISE map of Austin gets you going to explore areas outside the center city.Our pocket size map of Austin is also laminated for durability and accordion folding for effortless use. The STREETWISE Austin map is one of many detailed and easy-to-read city street maps designed and published by STREETWISE. Buy your STREETWISE Austin map today and you too can navigate Austin, Texas like a native. For a larger selection of our detailed travel maps simply type STREETWISE MAPS into the search bar.

'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 HeraldAbout 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.