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# Streetwise Buenos Aires Map - Laminated City Center Street Map Of Buenos Aires, Argentina



## Synopsis

Streetwise Buenos Aires Map - Laminated City Center Street Map of Buenos Aires, Argentina - Folding pocket size travel map with subway lines & stations This map covers the following areas: Main Buenos Aires Map 1:28,500 Retiro Map inset 1:14,000 Recoleta Map inset 1:14,000 Microcentro Map inset 1:11,000 San Telmo Map inset 1:11,000 Palermo Viejo Map inset 1:19,000 Clear, concise, convenient this is the Buenos Aires map you want to get around the Argentine capital. This city center map of BA features hotels (including the city's numerous boutique hotels), the Subte metro system, museums, shopping, gardens, parks, plazas and a full street index. Sites such as the Cemeterio de la Recoleta, the Evita Museum, Plaza Dorrego, Casa Rosado, MALBA (Museo de Arte Latinoamericano de Buenos Aires), Plaza de Mayo, La Bombanera (the stadium where the Boca Juniors play), La Caminita and Calle Florida are easy to find. The neighborhoods of Recoleta and Retiro, Palermo Viejo (encompassing Palermo, Palermo Soho and Palermo Hollywood), the Micro Center and San Telmo are detailed on inset maps. STREETWISE Buenos Aires has everything you need to pilot yourself around Buenos Aires like a porteño. Our pocket size map of Buenos Aires is laminated for durability and accordion folding for effortless use. The STREETWISE® Buenos Aires map is one of many detailed and easy-to-read city street maps designed and published by STREETWISE®. Buy your STREETWISE® Buenos Aires map today and you too can navigate Buenos Aires, Argentina like a native. For a larger selection of our detailed travel maps simply type STREETWISE MAPS into the search bar.

## Book Information

Map

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## Customer Reviews

'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

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.

I ignored the comments about the top of the map being south oriented because I have used other products by the company. It wasn't unhappy until I started to compare online google maps that were north oriented. I became frustrated and called Streetwise to share my thoughts. The reply was this is how the locals see their city (this I did confirm) and "Just go, you will love the city". Well, I took the map and my faithful compass to BA and managed to get through things. Granted I had to stop and think a lot and made some wrong turns (way more than normal) but I survived. I like the fact that this map is laminated and fit nicely into a big pocket in my walking shorts. It had enough detail that I never got lost and I was able to navigate points of interest via the subway. I did constantly refer to the compass next to each insert to remind me that north was at the bottom. Based upon comments about safety concerns I was very cautious in opening the map except in a secluded place. I am sure I looked like a tourist but I didn't want to be seen walking around with a map constantly open. This I am sure contributed to a number of wrong turns. If you cannot adjust your thinking of north and south and/or are not comfortable with a compass than I think you will have a hard time with the map and should seek out a local map upon arrival. One of my walking guides really liked the map--they couldn't get it there. Too bad Streetwise couldn't print one for us tourists to use and one for the locals.

I started out using this map as it is easy to mark on and has detailed neighborhood maps. I finally gave up on it because the top of the map faces South. I have used maps and traveled the world for four decades. I have become accustomed to maps that face North on the top. For three days I used this map and found I instinctively turned the wrong way at a street intersection and had to retrace my steps in the opposite direction. If you turn it to the North all the street names and landmark names are upside down. I found a correct one in a bookstore and off I went.

This map is made of heavy laminated card stock and does not easily fold to put in a back pocket. We were given a map upon arrival that was less durable but more easily carried and marked-up by

hotel clerks, friends, etc. for places to go. The free map was torn and a bit dog-eared by the end of our stay but it served the purpose for week we were there and I was more inclined to stick it in my pocket. Buenos Aires has a rather compact city center surrounded by many outlying cities that one will probably never visit so a map of just the city center is sufficient which this map is. It was just more convenient to use the free paper map.

The little inset map of the Microcentro (downtown) is useful because it's a less small to see, which was good with my mediocre eyesight. This map is relatively easy to fold and unfold, easier than the maps that fold both crossways and then top to bottom. It got a little wet and the corners got a little crunched. But overall it maintained its shape and firmness. I do not regret this purchase.

The map was OK, but BA is a city where pulling out a map attracts disturbing attention so use it at cafes when you stop for a coffee.

Horrible, I spend a lot of time in Buenos Aires and I bought this map for my house guests and I had a hard time following it. The free maps at the paper stands are 1000% better.

The map is sturdily laminated, but offers a much skimpier view of Buenos Aires than I had expected. I suspect that Streetwise may cater to the niche market of buyers who want an ultra-durable map that shows only a city center. I suppose that would be fine for some customers, but it isn't fine for me.

I spent a month in Buenos Aires in early 2011, splitting my time between staying in an apartment in San Telmo for the first part of my visit and staying in an apartment in Palermo for the last part of my visit. I bought the map with me from .com before I left. The map was of high quality and I found it to be very, very useful in finding my way about this beautiful and big city. I highly recommend it! P.S. This review was inadvertently previously posted by me as a review of the Rough Guide to Buenos Aires.

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