

(Ebook pdf) London Unfolds

## London Unfolds

*Stephan Van Dam*

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**Stephan Van Dam : London Unfolds** before purchasing it in order to gage whether or not it would be worth my time, and all praised London Unfolds:

VanDam's patented London Pop-Up maps all top attractions, including hotels, churches, museums, parks, transit systems, and more - all at an immensely legible super-scale complete with 3D building illustrations. Each map unfolds to 12 times times its original size, then refolds automatically when the covers are closed. Eminently clear information design allows users to read the map from three feet away and has earned VanDam Maps a place in the MoMA Collection. The London Pop-Up includes details of Inner London from The City to SoHo to Hyde Park, as well as the London metro area. Edition also includes special details of Hampstead Heath and Regent's Park, and a London Tube map. Simplicity reigns supreme in information design to make complex cities clear and understandable. Our typography creates character and reveals the true bones of the city. VanDam uses a letter grid to identify locations on maps - no confusing and cluttering K-28s or V-34s - its just the city from A-Z. Our covers map the icons of each city and turn them into collectible graphic art. Size open: 8.5" x 11" per section; 3.75" x 6" closed to snugly fit into a shirt pocket or purse. Gain instant London StreetSmarts and a sexy souvenir to boot!

THE NEW YORK TIMES: Style Makers; Stephan Van Dam, Map Publisher Stephan Van Dam's career as a map publisher and design entrepreneur began with origami. Such was his fascination with the Japanese art of paper folding that the Swiss-born designer, 30 years old, came up with "The World Unfolds," an award-winning series of maps that presented the lay of the land in major cities in the United States in tidy, fold-up booklets small enough to put in a purse. Mr. Van Dam's maps hold both a United States patent and a copyright as kinetic sculpture. Now his small publishing house in Manhattan has moved on to what the designer likes to call "a hip approach to looking at the cosmos." His pop-up "Eco- Guides" to the ocean, desert, Moon, Mars, universe and rain forest are whimsical, brightly colored investigations of the wonders of earth and sky. They are educational tools as well as graphic design with a social conscience. Rand McNally he is not. "We feel information has a lot of play value," Mr. Van Dam explained. "We want to show that there's more than one way to understand something. Hopefully, the guides will make the information more accessible as well as excite, confront, provoke and engage the reader." Billed as "Handy in the Jungle, Handsome in Your Study," the "Rain Forest Unfolds" guide includes pop-up maps of flora and fauna, rain forest facts and myths and stories. The "Eco-Guides" are \$9.95 and are sold in museum shops and major bookstore chains. Mr. Van Dam's own little corner in the map-publishing world is in the meat-market area of Manhattan. That, perhaps, is fate. "We look down at the bone trucks and think about the cosmos," he said. --Patricia Leigh Brown, The New York Times "The best innovation in map design since the globe was flattened on to paper." --Diversion Magazine "A magical series...ingenious." --Travel and Leisure Magazine "The best innovation in map design since the globe was flattened on to paper." --Diversion Magazine "A magical series...ingenious." --Travel and Leisure Magazine About the Author Stephan Van Dam, AIGA is an award-winning cartographer, graphic designer, and information architect. He is the president, principal and creative director of New York-based VanDam Publishing. Twenty-seven of his maps are in the MoMA Collection. The universal power of maps has been his guiding passion for the past 25 years and fuels his desire to tell stories and construct new realities through maps in all media. He's has mapped over 85 world cities, and holds several patents in the field of paper engineering and origami map folding. His work has been honored by the Industrial Design Society of America (IDSA), the American Institute of Graphic Arts (AIGA), the editors of ID magazine and has been featured on national television and been sighted in numerous feature films.