



KYOTO

Green Mapmaking in Japan's Cultural Capital

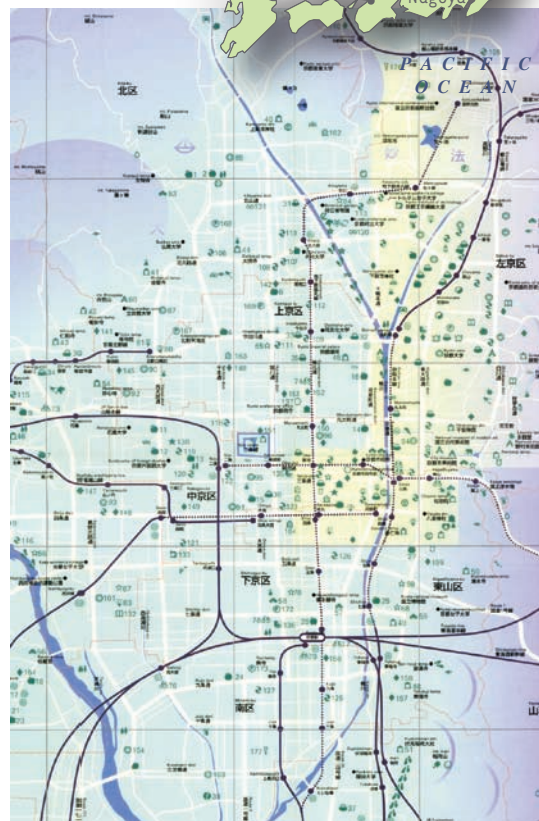


A project of the **Green Map System**: promoting sustainability and citizen action in communities around the world through locally created maps of the natural and cultural environment

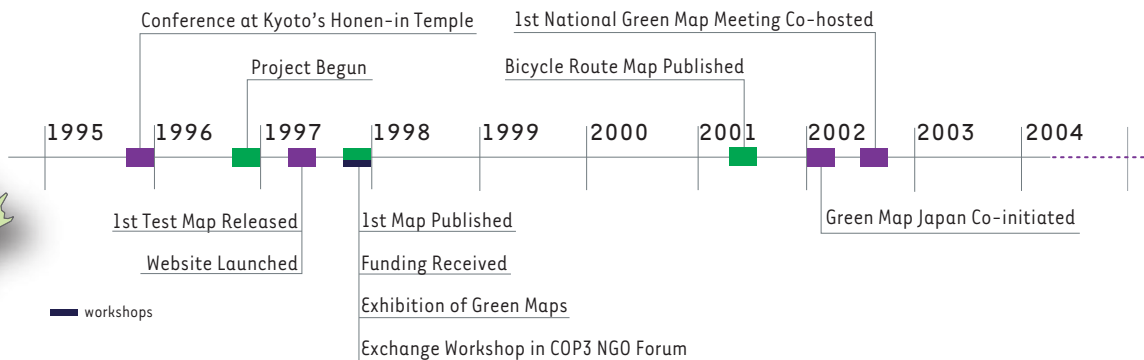


Introduction

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Detail of the Kyoto Green Map (1997)



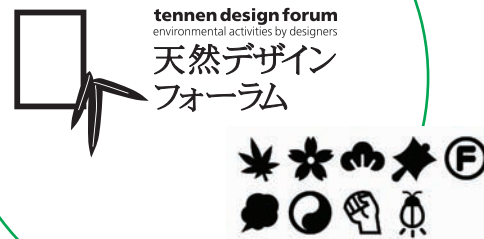
The heart of the Japanese people belongs to Kyoto, which flourished as the capital of Japan for over ten centuries. Now home to a population of 1.46 million and many exquisite temples, shrines and World Heritage sites, Kyoto is a city of concentrated Japanese culture. Traditional Japanese philosophy is vividly illustrated in the structure of the city, its architectural construction and in its citizens' way of life.

We at the Tennen Design Forum created the Kyoto Green Map in 1997 for the occasion of the United Nations Framework Convention on Climate Change Conference (COP3), hosted here in Kyoto. We thought creating a map reflecting the environment of Kyoto for both domestic and international NGO participants would be a wonderful starting point for the transformation of historical Kyoto into an ecological city, one suitable for the world awaiting us. This Green Map, the eighth global creation and the first in Asia, had a sensational debut at COP3, triggering the spread of Green Map projects all over Japan.

As the first non-Western Green Map, we wanted Kyoto's map to be a mediator of Asian and Japanese ecological wisdom. Not only does this Green Map convey environmental information for local citizens, but the listings of prominent shrines, temples and major facilities also encourage eco-tourism in Kyoto.

Map Data

- Language: Japanese & English
- Number of Map Editions: 2
- Published Map Formats: Print, Website
- Number of Sites Charted: 485
- Number of Global Icons Used: 65
- Number of Local Icons Used: 16



Nine of Kyoto's sixteen local icons

Mapmaking

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3,000 maps printed and distributed

Our first encounter with the Green Map concept was in 1995 at our international conference, held at Kyoto's Honen-in Temple. The three-day conference on designers' contribution to environmental solutions included a workshop with Wendy Brawer of Green Map System. Our group walked around Honen-in's grounds designing icons for a sketch map. Twelve of these were officially adopted for the first version of Green Map Icons.

A year later, our Tennen Design Forum core group joined the "Climate Forum Kyoto Net" and announced plans to create Kyoto's Green Map in English and Japanese. On Earth Day 1997, we distributed a test map (two sides A4, monotone, 1000 copies), calling for project participants and support. We held orientation sessions and created postcards and research sheets to collect site ideas at our monthly workshops and field trips. By September, the information gathering was finished and collected on a database. Ten designers and two translators created the map in the weeks



(left to right) **Kyoto Green Map** (1997) cover; **Kyoto Bicycle Map** (2001) cover and reverse side with route details; Charting the sites during a Green Map group meeting

leading up to December's conference. We also planned a bus tour of Kyoto's environmental destruction, an exhibition of worldwide Green Maps and workshops with environmental NGOs during COP3. We distributed the map at the conference site, the NGO forum, and hotels. Later we created a website, www.joho-kyoto.or.jp/~tennen, to share this original ecological project with people throughout Japan.

The Kyoto Green Map uses light purple as the base color tone, derived from an old expression *Sanshi-Suimei*, meaning "Purple Mountain, Lucid Water" — reflecting mountains rich in nature and fresh air, and the striking clarity of pure streams. The design concept refers to historical maps of Kyoto, illustrating its characteristic landscape. One side charts the entire city, and the reverse emphasizes three regions: Sagano/Arashiyama, Central Kyoto, and Sakyo ward—these are either major sightseeing areas or districts surrounding the COP3 conference. We also applied congruent grids on both sides, so that users could easily locate each site.

Technical Data

Software:

FileMaker Pro
Adobe Illustrator

Hardware:

Research postcard
Data collection forms
Newsletters
Cameras
Display tools

Paper:

Tree-free paper with soy-based ink

Map Structure:

Full color folding
· Citywide map: A2 (59.4 X 42 cm / 23.4 X 16.5 in)
· Bicycle route map: A3 (42 X 29.7 cm / 16.5 X 11.7 in)

Teamwork

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Kyoto Green Map

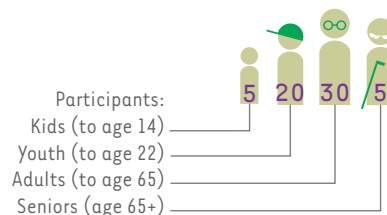
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The map was made possible by the work of 10 designers and 60 volunteers, including housewives, children, students, administrators and the general public. We also received specialized information from numerous environmental groups, including the 22 groups in the Kyoto Water and Greenery Protection Network, Eco-Citizen, Green Action Against Nuclear Power Generation, Old Lumber Bank Society, Honen-in Forest Classroom, Kyoto Transportation Citizen Research Committee, Committee for Rethinking Disposable Culture, Kyoto Consumer Union Network and Kyoto Mammals Research Association. The design team consisted of designers from the 1995 Honen-in conference, as well as professionals and students we have encountered since then.

We designed several local icons including the noble "Japanese Gardens," a completely different concept from Western gardens; well-known places for "Cherry Blossoms" and "Autumn Leaves;" and places you can view "Fireflies" and



Partners, advisors and Board members: 10



"Flying Squirrels," rarely seen in big cities. Commerce icons include "Handicrafts," "Locally Raised Kyo-Vegetables," "Flea Markets" and "Traditional Medicine Sites." We were pleased to find our new local icons and suggestions for revised symbols reflected on the second version of the global Green Map Icons.

In 2001, we directed the eco-transportation and bicycle initiatives of the Environmental Policy Department's "Miyako Agenda 21 Forum." 3000 copies of our pocket-sized Kyoto Bicycle Route Map were published. Derived from our first map, the Bicycle Map charts four suggested cycling courses and plots hotels that welcome bikes, repair and rental shops, bicycle etiquette, hospital locations (in case of accident), public toilets and bicycle parking lots.

Green Maps from around >> the world were exhibited and discussed during UN COP3



<< Field trip with volunteers and students



Kyoto Mapmakers (from left to right): Takashi Hojo, Misako Yomosa, Yoshitaka Tekebayashi, Yuko Tanaka, Akihiro Yamada



Tennen Design Forum hosted the Honen-in conference in 1995, where we first participated in Green Mapmaking



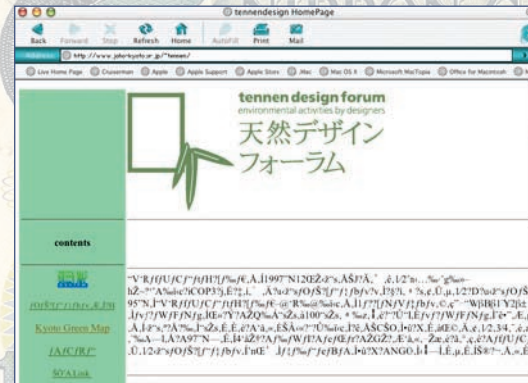
Economics

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As the host city of UN COP3, Kyoto received a few million yen through the Japan Fund for Global Environment. This sum was split by many environmental groups, with a small amount left for the Kyoto Green Map project—approximately 110,000 yen (US\$1,000). A paper company, Heiwa Shigyo, donated tree-free paper and we received a large discount for printing with soy-based ink. Nevertheless, the funding was not enough to cover the entire production cost. After discussion among the project's core members, we decided to publish 3000 copies and to cover the costs by selling the map for 500 yen (US\$4) to the public. We provided free copies to the COP3 participants and to Green Map System for distribution to new network members, the press and exhibits. Later on, copies of our citywide and bicycling maps were also provided to the Green Map Japan network.



Green Map Japan website
 Approximately **47,160** website visitors per year
 (Tennen Website: approximately 480 visitors per year)



(upper) Tennen Design Forum website
 (lower) When we created the Bicycle Map, we also developed proposals for bicycle infrastructure for Kyoto's streets



Green Map Icons, as shown on Kyoto's two editions

These icons are the common currency of all Green Maps



Economic Data

Type of Organization:

Design group

Support:

Grants, in-kind, sponsorship, membership fees

Major Project Supporters:

Climate Network Kyoto
 The Kyoto Water and Greenery Protection Network, a coalition of 22 groups

Number of Paid or

Volunteer Jobs Created: 0

Cost of Map:

500 yen to the public, free for network members

Spin Off Projects:

bike map



Assessment

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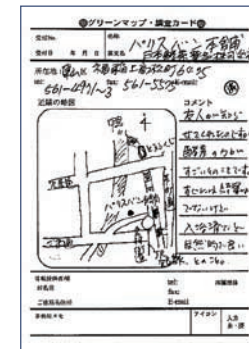
(left to right) Our map was featured in *Co Co Chi INAX* magazine (November 02); *Mainichi* (17 April 97); *Co Co Chi* (November 02); *Lapin* map magazine (March 02); Middle school art textbook; *Pictograms and Icon Graphics* (2002)

As ours was the first Green Map in Japan, the mapmaking process was full of trial and error, but we feel the project has been a success. Ever since distribution of the original test map on Earth Day 1997, the Kyoto Green Map project has received great media attention. It has been featured in newspapers including *Asahi*, *Yomiuri*, *Mainichi*, *Kyoto*, *Sankei*, *Nippon Keizai*, and the English *Daily Yomiuri*. Other publications include *National Geographic Japan*, *Lapin* map magazine, *Middle School Textbook of Arts* by Mitsumura Toshio, *INAX/PR* magazine *Co Co Chi*, Earth Environment Foundation's *Earthian*, *Nikkei ECO21*, *GIS NEXT* and *Pictogram & Icon Graphics* by Pie Books Inc. and more.

The intention of the project was to use the map as a medium to change today's reality. Our maps call attention to the ecological wisdom we can adopt in our daily lives. In Kyoto, which was originally constructed according to the ancient Chinese philosophy of spiritual/natural

essence called *feng-shui*, the daily experience of life brings us face-to-face with nature. For example, Kyoto's traditional *machiya* (town houses) are full of creative devices adapted for our hot summers. Architectural components such *shoji* (paper screens), *fusuma* (sliding doors), and *tatami* mats have become standardized, suitable for any house. Our "Locally Raised Kyo-Vegetables" icon reflects a recent surge in the popularity of our traditional, highly nutritious and beautiful vegetables, even prompting a labeling and certification system.

The map is a unique environmental database of our city to share with citizens, and it creates the potential for a collaborative network of environmental groups. We are still in search of pragmatic ways to apply Kyoto's citizen power to the city's environment bureau.



(upper, lower) Data collection sheet and postcard used in research; Back cover of our 1997 test map promotes understanding of climate change and UN COP3



Conclusion

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Through discussion, observation and fieldwork for the Green Map, we have re-discovered the superb natural wealth of Kyoto and the traditional Japanese way of life, in coexistence with nature. From pure freshwater springs, used to produce tofu, sake and Japanese sweets, to the habitat “buffer zones” of forests around shrines and temples, which harbor a diversity of animals—daily life in Kyoto is grounded in nature. It is a characteristic Kyoto tradition to repair and reuse commodities, use local resources and insist on recycling. While ruthless environmental destruction occurred during the 1980-90’s bubble economy, vigorous protests by citizens in community networks took place in response.

“The eco friendly Kyoto Map incorporates distinctive features of the city and gives their map a local flavor.”

– Daily Yomiuri

“Discover another Kyoto from an ecological perspective with Kyoto Green Map.”

– Co Co Chi, INAX PR magazine

“Dispatching unique ecological information from Kyoto - this communicative map goes beyond obstacles of different languages.”

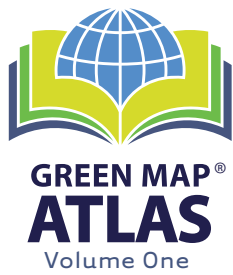
– *Earthian*, Earth Environment Foundation magazine

Kyoto Green Mapmakers helped initiate Green Map Japan, a network to support Green Mapmaking projects in many cities. Japanese maps have various themes, from sustainable transportation to community re-building to landscape preservation. Green Map Japan also began developing a children’s educational tool kit in 2002, teaching environmental awareness, computer skills and the ability to synthesize and communicate within community.

The Green Map is both a means of raising people’s consciousness and sharing information among citizens. Although some of our ecological wisdom has been lost in modern times, harmonizing our current lives with tradition might provide a shortcut to a more sustainable society. We hope that Green Maps will help to change reality, little by little.



(top, left, right) A shop on Sanjo Street, selling brooms and scrubbing brushes produced with local materials; This World Heritage Forest at Shimogamo Shrine, called Tadasu-no-mori, has plants and trees indigenous to Kyoto; The Somei Spring Water at Nashinoki (Pear Tree) Shrine is well known for its fresh taste



(left to right) A historical mountain called Ichijoyama was destroyed by thoughtless development; Around the Gion Shinmachi neighborhood, traditional tea houses and restaurants line the canal

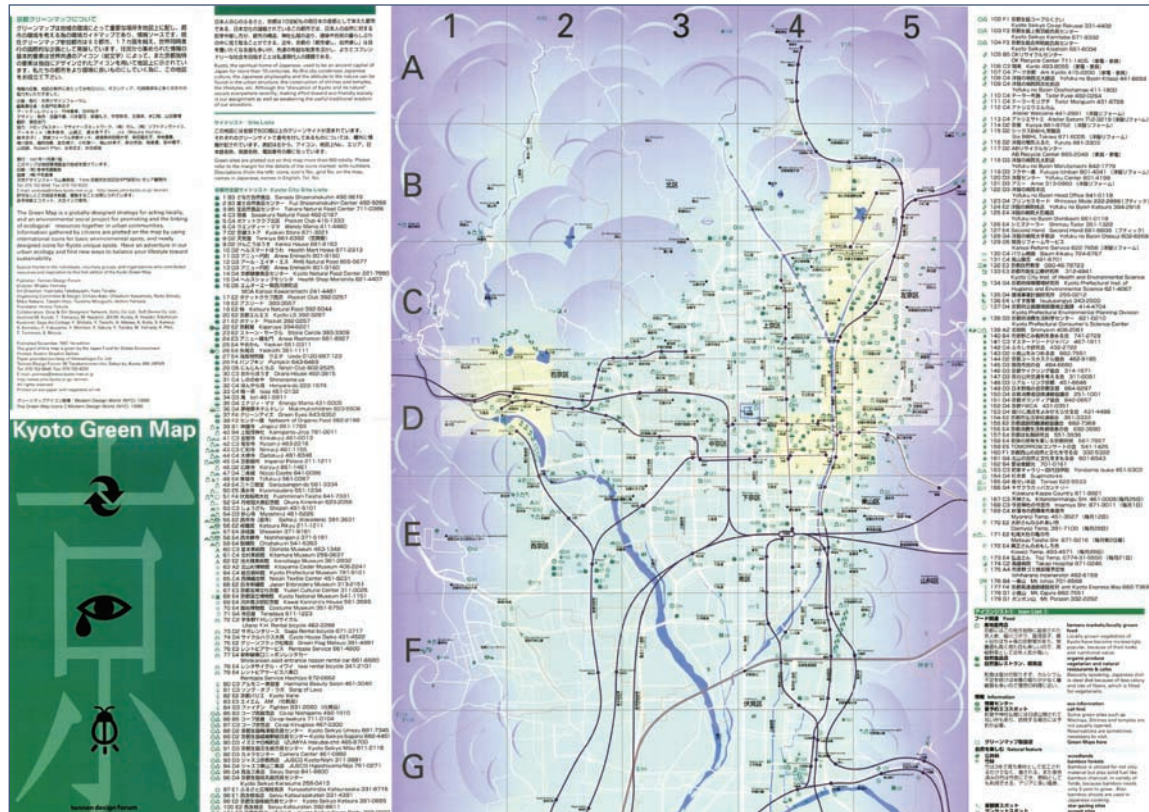
Credits

Kyoto's Story written by:
 Misako Yomosa, General Manager
 Tennen Design Forum
 c/o Librairie Gallia Shobo
 90 Tanaka-Monzencho Sakyo-ku,
 Kyoto 606-8225
 Japan
 tel: +81 (0)75-702-6548

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<< Kanesho is a traditional shop selling regionally grown, seasonal Kyo-vegetables



Kyoto Green Map (1997) shows Kyoto city as a poetic landscape



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 PO Box 249, New York, NY 10002 USA
info@greenmap.org