

GUIDE TO ORDERING *BIG PRINTS!* OF CASCADIA MAP

Another dream come true--*large*--even life-sized--prints of the vibrant new map of Cascadia that help this beautiful land leap alive!

Inspired by the stunning detail of the Esri Cascadia MegaMap--15' h X 11' w !—people have been asking for *BIG PRINTS!* of the new award-winning “Map of the Year” from the Cascadia Institute.

This short guide tells how to think about ordering them. Cost depends on size, and size depends on use, location, lighting, and, of course, your budget.... So here's how to begin to think things thru beforehand.... and get things right for your application.

First, some basic reflections on the allurement of larger maps, and what they're really good for.... Then some practical considerations for sizing and placement....

Allurement of Larger Scale: Readability, Drama, and Immersion

A good map opens a window onto a world, while a special map opens up that world in a new way. In designing this map we hoped that this process of discovery or “opening up” would occur with our map, and especially with larger sizes now available. *For a kind of perceptual magic comes with a change in scale...!*

Readability: Larger sizes increase readability of this high-resolution, information-rich, map where some of the small labels are only 5 point size, and vegetation and land-cover appear at an extraordinary 30 meter pixel resolution. Indeed, this “stunningly detailed” map holds its resolution thru 4X enlargement, well beyond the 60” w or 2.2 X largest size now available here. Larger sizes are more readable from various viewing distances and angles. A more readable map provides a more enjoyable and informative map!

Drama: People's reaction on first viewing of the map is often “Its so beautiful.” Part of such allurement may be the underlying drama embedded in the image itself. In the design process I wanted to make a map that is evocative as well as informative, and part of this evocative “opening up of a world” is the drama inherent in:

- Saturated colors throughout, building strong color contrasts between land & sea;
- In the fabulous interplay of land and sea along the intricate glacially carved coastline to the north, and
- In the tension of the coastline on the west reflected in the Big Curve of the Continental Divide on the eastern boundary;
- In the revelatory look into the hitherto invisible seafloor forms which create the land;
- In the felt sense that the edge of the North American continent rides high like the prow of a great ship plowing deep down westward into the sea;

- In the contrast between the dark blue, almost purple-black, abyssal depths of the ocean in the lower left versus the light colored continent to the upper right;
- In the tension shown in the large arcing shapes of land and sea;
- In the complementary colors of the deep greens of higher elevation montane forests edged w/ huckleberry sub-alpine areas, surrounding contrasting bright bluish-white Icefields and glaciers;
- In the unusual cross-border seamless views of a whole bioregion whose natural integrity had been hidden, but now stands revealed for the first time, etc.

Indeed, in these and other ways, the new Cascadia map presents an inherently dramatic image, which helps explain people's enthusiastic reception. Part of the tension felt in this "opening up" involves a kind of "shock of recognition" in the unusual look at a familiar landscape which invites us to become home here in a new way....

To many the map image has a kind of revelatory effect.... For instance, one person asked me pointedly, "Is this map true?" And I answered: "To the best of my knowledge." Then he wondered out loud: "Then why haven't we seen this before?" Why, indeed, has this vision been hidden from view? This map is meant as an invitation to "come home here" in a new way, and people feel it.

Now, the best way to experience the evocative power in this map is to increase the scale of the image. For changing the size of the map in relation to human scale and the viewing space enhances perception. A kind of magic enters in when scale shifts....

Immersion:

Large prints are truly impressive! Its as if this is the way the map—and this land--wants to be encountered. Larger size invites a kind of 3-D immersion--a felt sense of being drawn deeper into the landscape--as if the land begins to pull you into its world, and life begins to flow out around you.... and then....

Slowly, suddenly, you begin to sense this land leap alive, rise and move, that things are not static but inherently dynamic--mountains rising higher as terranes crash into continents, plates plunging past one another, glaciers melting and rivers pounding down, giving life to the valleys and flowing to the sea, winds and waves and water all flowing in great cycles, flora and fauna living, moving, breathing, seeding, dying, sparking all the ecological cycles, and, of course, peoples too.... The place and its people feel palpably present. Soon you get an overwhelming sense of Land & Sea & Sky streaming in great arcs and cycles, above and below, and thru the many layers creating the dynamic **FIELD** which generates the character and context of Cascadia as a whole and distinct bioregion.

In feeling the palpable presence of all these dynamisms inter-weaving, enchantment ensues.... and then you're well on your way to becoming Cascadian....

And that lived realization is what *the map is made for...!*

Practicalities: Use: Location, & Lighting

Cost depends on size, and the right size depends on your intended use and location.

Use: ask first—how do you intend this graphic image to be used? For dramatic effect, for a statement of identity, for information or study up-close, etc.?

And how will it be encountered? i.e. from what distance?—from across a large lobby, from across a room, or close-up?

When in doubt, get a larger size...!

Sizing for Location:

Consider the place where the map is going to be displayed—how large or intimate is the display space? How long or wide the sight-lines, viewing angles, and distance? And, is it going to be hung overhead or on a wall, in an entrance foyer, classroom, or living room? What else is competing with it in that area?

Imagine how the map will work as a compelling graphic in that space....

Lighting:

How will the map be illuminated, and from what angle? What kind of light—natural and direct or indirect--or building light? Consider the direction and intensity of light.

As always, to prevent color fading, best advice is to keep print away from direct sunlight, esp. in south facing windows and summer's radiance; indeed, keep away from any intense continuous light source.

Enjoy our new vision of home!

Specs for ***BIG PRINTS!*** of Cascadia Map

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Inspired by the stunning detail of the Esri Cascadia MegaMap—15' h X 11' w !—people have been asking for ***BIG PRINTS!*** of the new Cascadia Map from the Cascadia Institute. While width on the regular version was limited to 28" by constraints of available paper sheet size and printing presses, in custom prints we can now go ***up to 60" wide!***

Ordering: all inquiries go thru Cascadia.Institute.org —custom work details need to be arranged beforehand in correspondence with Cascadia.Institute@gmail.com. Payment required prior to printing. No returns or exchanges. Allow two to three weeks lead time....

Sizes:

Standard: 44" wide X 58" high and 60" wide X 79" high.
Custom in between sizes also available.

Paper: Epson Ultra Premium Luster Photo Paper provides very high quality “vivid images” w/ tremendous detail and color articulation, favorite of professional photographers. Paper is very sturdy—10 mil thick, 260 gsm weight--resistant to dirt and smudges, and can be wiped off w/ a slightly moist clean cloth.

Printer: the same cartographic firm which made the original map guaranteeing the highest professional quality available, as the GIS digital file is very large, complex, and challenging to handle. Only the cartographers can accurately regauge scale to fit the actual finished size of a custom print.

Costs: depends on size and number of copies run:

1-4 copies \$9.00 per square foot
5+ copies \$7.50 per square foot
(covering costs of special paper & ink, set-up & processing, labor, etc.)

e.g. 1-4 copies @ 44" w X 58" h = 18 sq ft X \$9.00 = \$162 per copy
5+ copies “ “ = 18 “ X \$7.50 = \$135 per copy

1-4 copies @ 60" w X 79" h = 33 sq ft X \$9.00 = \$297 per copy
5+ copies @ “ “ = 33 “ X \$7.50 = \$247.50 per copy

Thus, its advantageous to all to bundle orders if possible.

Handling & Postage: depends on weight (sizes & # copies) as well as distance:
Illustration only! e.g. 5" X 48" mailing tube w/ 44" w print = @ \$12 per tube
& Shipping 1 copy to Seattle = @ \$14

Total : @ \$26 & print cost

e.g. 6" mailing tube X 72" w/ 60" w print = @ \$18 per tube
& Shipping 1 copy to Seattle = @ \$20
Total: @ \$18 & @ \$20 = \$38-40 & print cost

Delivery:

Mailing—hand wrapped in sheetpaper for protection, and shipped rolled in tube directly to mailing address, & insured w/ tracking number;

Enjoy your new BIG PRINTS! of the Cascadia Map!

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