

Cave Creek: One Map Modernizes A Historic Town

Written by Ashley Loose

Monday, 29 August 2011 15:40 - Last Updated Monday, 29 August 2011 16:37



Four years ago, a talented map designer made making your way through the nostalgic desert community of Cave Creek much easier and more fun. This year, the old western town map took a more modern and mobile approach to help visitors on the go.



Alongside the historic western feel of horseback riding, hiking trails, rodeos and gift shops, lies an entirely different side of Cave Creek. This town, located in the foothills about 45 minutes from Phoenix, is also home to incredible five-star restaurants, art galleries, luxurious golf courses and year-round festivities. To help advertise the attractions in this tourist getaway, an artistic and easy-to-read map was created that features businesses and important locations.

Lori Cowherd of The Orange Gourd Design Studio demonstrated her intensive education in advertising and art through her design of the Cave Creek map. This map is easy to read, entertaining to inspect and highlights the best parts of Cave Creek.

"I know whether you are looking for funky treasures, great chefs or just exploring trails, the map will help you get the most out of this hidden spot in the valley," Cowherd says.

Aside from all there is to see in Cave Creek, the illustrated map is truly a piece of artwork in itself.

And if you couldn't already get enough out of her design, Cowherd took her project one step up this year by adding a mobile aspect to the map. Not only can the map user utilize the map the old-fashioned way, but they can now scan the map tag on their smartphone be directed to the page of the business. This allows the ability to not only see the exact location of the business, but also to see menus, special offers and extra information.

"The town isn't changing too quickly, but the rest of the world is, so I brought it into the 21st century for those who are very mobile," Cowherd says of her map update.

The Cave Creek illustrated map is available for download, at many local resorts or at any of the participating locations.

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For more information and to take a look at the map for yourself, go to www.cavecreekmap.com.